

MICHIGAN TRADESMAN

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Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 25, 1919

Number 1866

On the Road to Failure

If you're grouchy and despondent, pessimistic,
sour or blue;

If when luck seems turned against you, in de-
spair you say, "I'm through";

If you think your life is hopeless and decide
that all is woe,

You're on the Road to Failure—and you haven't
far to go.

If your friends despise, avoid you, wonder why
you act so queer;

If romping, happy children cease their joys
when you are near;

If Love's a stranger to you, and seeds of hate
you sow,

You're on the Road to Failure—and you haven't
far to go.

If all's wrong about the world and you, alone,
are right;

If your specialty is "knocking," and to growl is
your delight;

If you never stoop to help the other fellow
when he's low,

You're on the Road to Failure—and you haven't
far to go.

R. R. Stabley.

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Watson-Higgins Mfg. Co.
GRAND RAPIDS, MICH.

**Merchant
Millers**

Owned by Merchants
Products sold by
Merchants

Brand Recommended
by Merchants

New Perfection Flour

Packed In **SAXOLIN** Paper-lined
Cotton, Sanitary Sacks



**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

KYBO

A 1000 sheet roll velvety Manila Tissue

KYBO will please your customers. It gives a
good profit to the retailer. Advertising helps
furnished free.

Write for our proposition.

The Dudley Paper Co.
Lansing, Michigan



A STOCK OF

**WINGOLD
FLOUR**

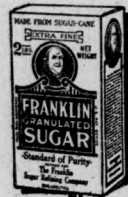
will assure you a Quick Turn-
over and a Better Profit, be-
cause of Satisfied Customers.

—ASK US—

WORDEN GROCER COMPANY
Distributors

Grand Rapids

Kalamazoo



Sugar Satisfaction



The dealer who handles Frank-
lin Package Sugars supplies his
trade with a well known, adver-
tised 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



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

2½ boxes @ 4.75—½ 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 25, 1919

Number 1866

MICHIGAN TRADESMAN
(Unlike any other paper.)
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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Grand Rapids.

E. A. STOWE, Editor.

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in advance.

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five years or more old, \$1.

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

THE NATIONAL FIASCO.

The National Convention of Retail Grocers opened in Salt Lake City Monday. Just why that remote city should have been chosen for a trade like the retail grocery business is not clear to the average observer, save that it is the near home of J. S. Carver, of Ogden, Utah, a prominent member of the official family of the Association and generally a courteous and companionable gentleman. As a point of strategic value to the trade, or as the center of any interest in which grocers generally are concerned, or a point convenient to the trade, it has little to commend it, and the attendance will probably reflect it.

If the choice of some desert wilderness results in a small and non-representative attendance at the convention, it will be a matter of much regret, for the National Retail Grocers' Association cannot stand much more impracticability, if it is to survive and command the respect of the trade. There is no more important or numerous a trade in the country than the retail grocers, approximately 375,000 in all, and if one counts in the near-grocers, like delicatessen shops and bakeries, undoubtedly well above half a million merchants. Yet its official delegation will not likely reach above 200, and then not at all representative as of the great distributive centers of the country. Contrasted with the fact that the wholesalers have only about 3,000 potential members and draw an attendance of almost as many, while the canners, with about 5,000 canners possible, draw conventions of 3,500 or 4,000, the showing is not highly creditable.

The influence of trade associations has been growing materially and rapidly of late, in view of which fact the deliberations of the retailers, resulting in resolutions presumed to carry influence and reflect the best trade opinion, should be facilitated in every way. If the grocers expect their organization to be influential it is

hoped that a new era may be shortly inaugurated in this organization. Things have not been going for the best of late.

KNOCK OUT CHAIN STORES.

In the opinion of some men, prominent in the wholesale grocery trade, the Colgate decision by the Supreme Court puts in the hands of manufacturers of advertised foodstuffs a weapon with which they can kill off the present "unfair" competition of the chain stores. These men hold that the chain stores succeed only through drawing in consumers by the trick of selling advertised goods at cut prices. Seeing the saving at these cut prices, the consumer erroneously infers that he is making a substantially equal saving on everything else he buys in the chain store. If it were not for this delusion, the reasoning goes, he would discover that in the bulk of his purchases he is really paying top prices for most of what he buys—generally of none too good quality. This can be ended, say these wholesalers, the moment the makers of established brands will flatly refuse to sell their goods to chain stores that cut prices on them. That would deprive the chain stores of their chief bait. Admittedly, the manufacturers would have to stand together on the Colgate policy in order to reshape present conditions. Will they do it?

It is to be hoped that the retirement of the Michigan Telephone Co. from the local field will not deprive the city of Charles E. Wilde, who has served the Bell interests as district manager for several years. Mr. Wilde came to his present position at a time when public sentiment was strong against the Bell company for reasons which need not now be enumerated. Mr. Wilde set about the difficult task of making friends for himself and his company. He succeeded to that extent that he soon got on a working basis with the business public and has, to a great extent, dissipated the prejudice which was due largely to lack of tact on the part of the Bell officials generally and Western Michigan representatives in particular. No man has done more to create an era of good feeling and foster co-operation along right lines than Mr. Wilde and nothing would please Grand Rapids business men more than to be assured that he is to be permitted to remain in a managerial position in this city.

No, Elizabeth, things are not always what their names would imply. A poker chip isn't necessarily a chip off a poker.

Very few prayers express thanks. Most prayers are "gimme" prayers.

EXTRACT MEN IN BAD WAY.

The convention of the extract manufacturers in New York last week was full of success, but its chief characteristic was the emphasis placed on the desperation which fanatical prohibitory legislation has visited upon the extract, cosmetic and toilet water trades. As seen through the eyes of the best legal advisers, it looks as though the "thirsty-first of July" will put the flavoring extract people out of business.

There are non-alcoholic extracts on the market, but most of the leaders in the trade contend that they are of questionable permanence and standing-up qualities, so that after a time either the trade or the consumer who happens to be caught with them in hand suffers the loss. Many thousands of dollars have been expended by the scientists of the trade in seeking ways to produce practical food extracts without the use of potable alcohol, but thus far without practical commercial success. No one denies that an occasional hopeless drunkard will seek solace in alcohol even in the combined state of flavors, Jamaica ginger, vanilla extract, lemon extract, etc., but the manufacturer insists that it is an abuse on the part of the dealer and ought not to be visited upon them any more than the manufacture of firearms should be inhibited because some one occasionally commits murder with guns and revolvers.

A world without flavoring extracts of a practical and non-perishable type, available to every household and culinary establishment, is awful to contemplate, and every grocer will sympathize with the extract men in fighting to have their rights conserved under some kind of amendment to the wartime prohibition measures. Just how it can be done is a matter of adjustment between fanatical reformers and practical men who are willing to admit that no law can be expected to be 100 per cent. perfect in its operation.

NO ECONOMIC INVASION.

There are more kinds of invasion than one. Of this the French are thoroughly convinced. And they are determined to run no more chances on having their country subjected to economic invasion from Germany than to have the troops of the latter again pollute the soil with their presence. Fortunately for them, to accomplish this purpose does not require any concert of action with other powers, but is wholly a matter of domestic policy. The first steps toward accomplishing the purpose have already been taken in the promulgation of a law providing for the creation of a commercial register within the jurisdiction of every commercial

or civil law court. In this register must be enrolled French and foreign tradesmen or commercial companies having an establishment, a branch, or an agency in France. Detailed information must be given of names and ages of persons, their places of birth, their original nationality, and, in case of change of nationality, how and when this was done. In the case of a foreigner the record must show the date of the decree authorizing him to reside in France. Other information must be furnished showing the objects of the trade, the situation of branch offices, and former commercial connections. Companies must give names of shareholders, sleeping partners and directors, and full particulars about these individuals. Penalties are provided for giving inexact information. These include both fines and imprisonment. Official scrutiny of these details will enable the French to stop the foreign domination of the domestic industries in the manner in which the Germans were wont to do before the war, and which they felt sure of doing again after the signing of the terms of peace.

SUBSIDIZING SALESMEN.

This practice is unequivocally condemned by business men, legislators and the courts.

The subsidizing of the employes of others is admittedly and indisputably one of the evils of business. It lowers the moral standard of the employe who accepts; retards the financial prosperity of his employer; and causes an artificial and extremely precarious situation for the house which offers the inducement.

There can be no satisfactory service where divided allegiance exists. A contract of employment, express or implied, carries with it the obligation of strict loyalty. The employe who accepts a subsidy from a house not his own rests under a double obligation. There is a certain amount of legitimate competition existing among the various houses in the same line which, when rightly met, results in increasing prosperity for the several houses. The employer who pays a salary to an employe is entitled to his allegiance. The employe is expected to render the highest and finest service of which he is capable for the enhancement of his employer's interests. He cannot serve two principals when the interests of the two conflict.

This is an era of adjustment, re-adjustment, and reconstruction. It is to be hoped that one of the adjustments in trade will be the banishment, through Federal statute, of corrupt and unfortunate practices and particularly of those practices known as "commercial bribery."

Advertising and Display Ideas to Push Sales.

The outlook is for a widespread revival this year of interest in all branches of athletics. Hence, the opportunity is good for pushing sporting goods.

The measure of success which attends this department is determined largely by the intelligence and effort put into its management.

In small communities the opportunities may not be as great as in the larger centers. But even in the sparsely settled country district or the small village, opportunities do exist for the sale of sporting goods. There is of course, to meet mail order competition; but so has the large retailer, with the further disadvantage that the big department store is right on the ground.

A prime essential is to have the right goods in stock just when they are wanted. The sporting goods demand is eager and immediate. Buyers are mostly young men or old enthusiasts, and neither youth nor enthusiasm is willing to wait. If the customer cannot find what he wants in your store, he will hustle along to your competitor. So that a comprehensive, well-selected stock of the sort of goods people want is a "sine qua non." You must have the goods when they're wanted. So keep up your stock.

Sporting goods, like all other lines

of merchandise, make a poor commodity for the dealer when left to sell themselves. They are then more likely to gobble profits than to earn them. They become profitable lines when the dealer puts intelligent and energetic selling force behind them. The more they are pushed, the quicker do they turn over, and the larger profits do they earn for the dealer.

To buy to the best advantage, thereby minimizing capital investment and risk, the merchant should be intimately acquainted with the demands of his particular community. The lines which go well in one town will quite probably drag and move slowly in another. The ideal policy is for the merchant and his salespeople to carefully study the purchasing possibilities of the locality, and then to lay in a moderately well assorted stock. Then, when the season is on, watch this stock and keep it up to the mark. Careful buying is the first step towards profitable selling.

Once the merchant has stocked up, the next thing, of course, is to interest his potential customers.

The initial step is to get in touch with likely prospects. An illustrated catalogue would, where possible, be an excellent bit of advertising to get into the hands of members of sporting clubs and athletic associations in the vicinity. Some of the larger dealers issue such catalogues. In some instances, also, several merchants in non-competitive towns club together to get up a catalogue featuring the popular lines they all carry, dividing the cost equally or proportionately.

and each securing as many copies as he wants of a catalogue bearing his name alone. Co-operation of this sort helps materially to reduce the outlay and to bring the catalogue within the reach of even the smaller merchant.

Failing a comprehensive catalogue, the individual merchant can readily get up a nice, printed circular for local distribution. As there is scarcely a home in any community in which someone does not buy sporting goods of some kind during the summer months, the wider the distribution of this circular, the better.

At the same time, a mailing list campaign is often a good thing. For this purpose have a smaller, carefully selected list of regular customers and prospects, and circularize them month after month regarding seasonable lines in which they are likely to be interested.

A series of advertisements in the local newspapers, featuring various lines in stock and quoting prices, will interest a good many people who otherwise would not be reached. When advertising sporting goods, it is well to confine your advertisement to that one line. Scattered small shot is not so effective in bringing down big game as one well aimed bullet.

Where your town is a resort of tourists or summer residents, posters can be used on billboards, barns, etc. and will reach the transient trade.

Window displays are of course an important factor in pushing this line of business. There is scarcely any display that will so easily attract men and boys as a good sporting goods

display. A few appropriate pictures, arranged at the sides or back of the window, will usually increase the attractiveness of the display. Some of these can be obtained from manufacturers of sporting goods. Old prints, also, are always of interest. Look out, too, for old-time photographs of local interest. A photograph of the first gun club in your town, or of the oldest fisherman with his rod and fishing paraphernalia, or of some famous old baseball team which once won the county championship, will help to draw a crowd to look at your display. Remember, too, that wax dummies dressed in baseball uniforms, fishing togs, etc., also have good pulling power.

There is a great advantage in this department in allowing one of the selling staff to specialize. All other things being equal, select a clerk who is a sporting goods enthusiast, and entrust him with the care and management of the department. Put it right up to him to make the thing a success, and if he is of the right material, he will do so. The enthusiast—the man who keeps in touch with all sporting and athletic activities in the community—is an asset to the department, and will draw trade that otherwise would not come your way.

A judicious donation of prizes for local sporting and athletic events, for the highest scores or the largest fish captured, will help to secure valuable publicity for your store.

Service in connection with sporting goods is of the utmost importance. In the first place, the goods must be

WHY IS IT

That most keen grocery clerks in stores that have a good coffee business are helping to build this coffee business by recommending WORDEN'S freshly roasted coffees to their customers?

Remember the people of Western Michigan are drinking 368,400 cups of WORDEN'S coffees every day.

There must be a reason!

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

what they are represented to be. There is, undoubtedly, a demand for a great deal of cheap stuff in certain lines, but even while you meet this demand, always take the precaution of recommending the quality lines. In whatever literature you send out, emphasize the importance of quality and the wisdom of paying a little higher price for a better article.

A suggestion or two regarding the care of sporting goods will be appreciated by the customer. These suggestions may be given orally or by means of printed matter. In certain lines it might be well to have the suggestions printed on slips of paper with the dealer's name at the bottom, thus serving the purpose of an advertisement as well.

Quite often it has been found that cameras and photograph supplies fit in well with sporting goods. On holiday trips of all kinds it is now a common practice to carry a camera. This is not a difficult line to handle, yields a good margin of profit, and may with advantage be taken on in connection with sporting goods—although, of course, the line requires additional effort and attention, and should not be undertaken by anyone who doesn't pretty thoroughly understand it.

The Leitelt Iron Works has been incorporated with an authorized capital stock of \$150,000 common and \$100,000 preferred, all of which has been subscribed and paid in in property.

Coca Cola Given a Body Blow.

A decision of the Federal courts of vital importance to every owner of a trade mark, and full of unique interest, is that recently rendered by the United States Circuit Court of Appeals for the 9th Circuit, refusing to protect the well-known product "Coca Cola" on the ground that the product is not accurately branded, and therefore is not entitled to have its trade mark protected under the law. Although the case was decided several weeks ago, it is only now attracting attention.

It appears that the Coca Cola Company proceeded against a concern making a product known as "Koke," and sought an injunction in the Federal District Court for an alleged infringement of its trade mark "Coca-Cola." The decree was rendered for complainant and defendants took an appeal. This decree was reversed, the Appellate Court speaking as follows:

"The evidence leaves no room for doubt that the appellee's very extensive business conducted under the name 'Coca-Cola' is not entitled to protection at the hands of a court of equity. First, because it shows that in the beginning, and for many years thereafter, the coca of which its compound was in large part made contained the deadly drug cocaine, and the caffeine, which constituted the other main ingredient, was derived mainly, and, indeed, almost exclusively, not from cola nuts, but from tea leaves.

"Yet the labels with which the

preparation was adorned contained pictures of coca leaves and cola nuts, and was widely advertised and sold, first, under the name of 'Cola-Cola Syrup,' and finally as 'Coca-Cola,' as a 'valuable brain tonic,' an 'ideal nerve tonic and stimulant,' as a cure of 'headache, neuralgia, hysteria and melancholy,' and 'of nervous afflictions,' under which representations a tremendous consumption was built up, and under which large numbers of the appellee's customers still consume the mixture, although long prior to the bringing of the present suit the drug cocaine was practically eliminated from the drink, and the caffeine, of which it has since been mainly composed, still comes mainly, if not entirely, from other sources than the cola nut. We find such conduct on the part of the appellee to be, in fact, such deceptive, false, fraudulent and unconscionable conduct as precludes a court of equity from affording it any relief."

News Notes From the Celery City.

Kalamazoo, June 23—Sam Willage and Sam Rosenbaum are making preparations for the erection of a store building at 1221 Fourth street. As soon as it is completed, it will be occupied by Steve Skof with an up-to-date grocery and meat market.

F. W. Dock succeeds Joe Davis in this territory for the Perfection Biscuit Co., of Ft. Wayne.

Henry Engel & Son have recently purchased a new Dodge touring car from the H. J. Cooper agency.

We always knew that Creamo bread from the Kalamazoo Bread Co. was a very attractive article, but on Tuesday it was proven to us conclusively,

for Jim Plating, the electrician, couldn't wait to get to the store for a loaf, but drove straight into the delivery car with his Buick. Neither car was seriously damaged and nobody hurt.

Ralph L. Bixler is again located at 227 Portage street with a line of used cars, after having spent the winter in Florida. Ralph is also agent for the Liberty Mutual Auto Insurance Co., of Petoskey.

Edson Bommersheim, of the Bryant Bakery, was among those bass fishermen who could boast of getting the limit of ten. He not only boasted, but he proved it, too.

J. R. Van Bochove has moved his grocerteria from 101 North Rose street into the Michigan R. R. Company's building at the corner of Rose and Water streets.

The grocers of the State will be able to enjoy the week of July 4 in peace, as none of us "Prune Peddlers" will be around to bother. The fish will suffer and the summer excursion trips will be numerous, so rest up, fellows, because we'll be back on the job again the following week.

Frank A. Saville.

Big Walnut Crop Predicted.

The output of walnuts from California last year was the largest tonnage put out in that State up to this time. The present season, it is expected, will show a very material increase in total tonnage, should no adverse conditions prevail from now forward nor losses through weather and insect and disease troubles be greater than is figured on. The total walnut tonnage will be, according to present estimates, probably in excess of 25 per cent. over last year's output, and may run quite a bit more, it is now thought by walnut interests.

INCREASE YOUR BISCUIT PROFITS



Advantages of an
IDEAL SUNSHINE BISCUIT DEPARTMENT
 Perfect Display—Clean—Neat—Attractive
 A Complete Stock with Smallest Investment
 It Creates Interest and Consumer's Demand
 Ask the Sunshine Salesman—He Knows

LOOSE-WILES BISCUIT COMPANY
 Bakers of Sunshine Biscuits
 CHICAGO



Movements of Merchants.

Owosso—Mrs. M. E. Underwood, of Laingsburg, has leased the West Side hotel, taking immediate possession.

Detroit—Earl Sprague, former buyer for the Shroder shoe store, has resigned to accept a similar position with the Walk-Over Co.

Lansing—The Robinson Drug Co. has purchased the store building occupied by its West Side Pharmacy at 107 North Washington avenue.

Detroit—Thomas Luscombe, proprietor of the Luscombe Shoe Co. has been elected president of the village of Birmingham, where he makes his home.

Olivet—The Olivet Elevator Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Detroit—Robert Budden, former buyer and manager of the women's department of the Wilson Shoe Co., has resigned to become city salesman for B. Marx & Son, leather findings.

St. Louis—F. C. Ohland & Co. has been incorporated to conduct a general store, with an authorized capital stock of \$12,000, all of which has been subscribed and \$9,000 paid in in cash.

Detroit—The Michigan Roofing & Cornice Co. has been incorporated with an authorized capital stock of \$3,000, of which amount \$1,500 has been subscribed and \$1,000 paid in in cash.

Flint—The Wolverine Electric Appliance Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$800 paid in in cash and \$1,200 in property.

Detroit—The Wolverine Metal Sales Co., Inc., has been organized to deal in pig iron, metals and alloys, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and \$1,000 paid in in cash.

Lansing—F. A. Schmitt has sold his store building and grocery stock at 424 Willow street to L. M. Evans, formerly of Vernon, but who, for the past two years has conducted a grocery store in the south end of Lansing.

Charlotte—Lawrence Robinson has sold his stock of clothing and men's furnishing goods to Fred K. Lentz and Harold E. Smith, former clerks, who will continue the business at the same location under the style of Lentz & Smith.

Detroit—Clyde Taylor, Secretary of the Detroit Retail Shoe Dealers' Association and for the past two years with R. H. Fyfe & Co. as manager and buyer of their children's department, has resigned to become

general manager of the Lindke Shoe Co., of this city. Mr. Taylor is now on a vacation and will take up his new position on July 5. He is visiting his old home at Dayton.

Wyandotte—The H. S. Amiot Co. has been incorporated to deal in merchandise at retail, do tailoring and sell made to order clothing, with an authorized capital stock of \$40,000, of which amount \$20,000 has been subscribed and paid in in cash.

Detroit—The Shine-Off Co. of Michigan has been organized to distribute and sell merchandise manufactured by the Utility Products Co., of Chicago, with an authorized capital stock of \$1,000, all of which has been subscribed and \$250 paid in in cash.

Detroit—The Steel Service & Sales Co. has been organized to deal at wholesale and retail in iron, steel and other metals, factory supplies and equipment, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Manufacturing Matters.

Jackson—The O. F. Schmid Chemical Co. has changed its name to the Nulyne Laboratories.

Tecumseh—The Goheen Sorghum Co. is arranging to double its output owing to the expectation of a much larger sugar cane crop this year.

Bellevue—The Bellevue Enameled Silo Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Battle Creek—The Kellogg Toasted Corn Flakes Co. has commenced remodeling its plant, installing new machinery, etc. The improvements will cost over \$500,000.

Detroit—The Detroit Enameling Corporation has been organized with an authorized capital stock of \$25,000, \$14,000 of which has been subscribed and \$8,000 paid in in cash.

Traverse City—The Traverse City Refrigerator Co., which at one time was one of the promising industries of the city, is now a matter of history. The plant is being razed.

Detroit—The Federal Screw Works has been incorporated with an authorized capital stock of \$60,000, all of which has been subscribed, \$11,018.92 in cash and \$32,081.32 in property.

Detroit—The Martin-Dionne Baking Co. has been incorporated with an authorized capital stock of \$35,000, all of which has been subscribed, \$282.50 paid in in cash and \$20,717.50 in property.

Detroit—The Steel Utilities Corporation has been organized to manufacture and sell metal and wood equipment for offices, factories and

mercantile establishments, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Shedd Creamery Co. has been incorporated with an authorized capital stock of \$300,000, all of which has been subscribed and paid in, \$30,000 in cash and \$270,000 in property.

Detroit—The Cunningham Electric Co. has been incorporated to manufacture and sell electrical merchandise, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Owosso—The Owosso Sugar Co. has 24,000 acres planted to beets this year. This is about twice the acreage of 1918. For a time the company had trouble in finding sufficient labor, but this difficulty has been relieved.

Caro—The Miller Auto Top Co. will be re-incorporated with a capital stock of \$150,000 and change its name to the Miller Top & Body Manufacturing Co. It has commenced work on addition to its plant to cost about \$25,000.

Detroit—The Motor City Tool Co. has been incorporated to manufacture tools and machinery, with an authorized capital stock of \$16,000, of which amount \$10,000 has been subscribed, \$500 paid in in cash and \$8,300 in property.

Detroit—The General Food Products Co. has been incorporated to manufacture and sell food products, with an authorized capital stock of \$13,250, all of which has been subscribed and paid in, \$5,500 in cash and \$7,750 in property.

Ludington—The Thomas Stock Co. has been organized to manufacture and sell stock fatteners and remedies, with an authorized capital stock of \$25,000, of which amount \$17,000 has been subscribed and paid in, \$4,000 in cash and \$13,000 in property.

Sturgis—The Royal Easy Chair Co., in addition to appropriating a large sum to expand the plant's production capacity, has set aside \$50,000 to advertise its product and incidentally the city of Sturgis. Two new kilns, 20 x 50 feet, will be constructed at once.

Detroit—The Auto Extricator Co. has been incorporated to manufacture and sell a patented automobile and truck extricator, with an authorized capital stock of \$5,000, of which amount \$3,050 has been subscribed and paid in, \$500 in cash and \$2,550 in property.

Detroit—Alex A. MacDiarmid, of the MacDiarmid Company, bakers and confectioners, is back in Detroit after a year's Y. M. C. A. service overseas. He was one of the chief cookie producers in France for the doughboys being stationed at Nantes, France, most of the time.

Alma—With the completion of the remodeling of the Superior Bakery that plant is one of the largest in this section of the State. The entire structure covers a plot 125 feet long by 40 feet wide, and is two stories and basement in height. Considerable new machinery has been installed, increasing the capacity of the plant to 6,500 loaves of bread per day,

in addition to pastry, etc. It is the intention of the company to go out into the State for a larger wholesale business than it has had heretofore, and it is expected that the business will be thus increased by leaps and bounds.

Detroit—John Weiler, the Broadway baker, has moved for the summer to his country home at Romeo, Mich. Here he has a most delightful place on grounds covering one and a half acres. Mr. Weiler has become a real farmer, not only raising his own vegetables but chickens, rabbits, turkeys, etc., as well. He comes to town several times a week to see how everything is going at his shop. He thoroughly enjoys the country life.

Olivet—Under the auspices of the United States Railroad administration, ties are being cut at the farm of Dan Hall, West of this place, by Ward Gribben, of Nashville, who owns a sawmill and Frank Green who owns a truck and trailer and does the hauling to Olivet station. All told 150,000 feet of ties are to be cut and thus far something like 80,000 have been taken out. It is the intention of those interested in the job to put up a new sawmill at once.

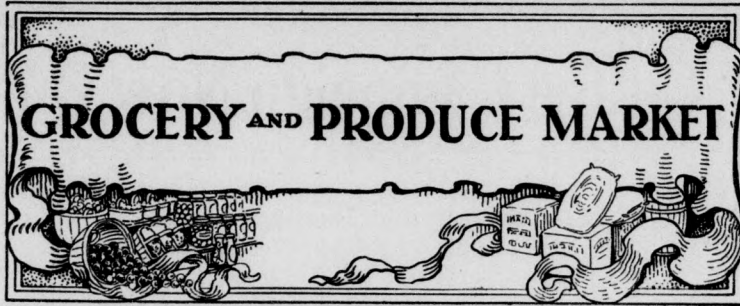
Detroit—The Steel Products Co. has acquired the plant of the Parker Rust Proof Co. of America, in Detroit. The property, comprising approximately four and one-half acres, with modern buildings, is on Conant road, just north of Mt. Elliott avenue. The land has frontage of 421 feet on Conant road and average depth of about 500 feet. Its value is estimated at about \$250,000. The buildings were constructed about three years ago. Besides the main building there are three others, the combined floor area amounting to about 65,000 feet. The purchaser is to take possession as soon as the Parker Rust Proof Company can arrange to vacate the premises. The latter is to continue its operations in a plant better adapted to accommodate growth of its business.

The Katz Market Co. has been incorporated to conduct a general meat market, food supply and grocery business, with an authorized capital stock of \$6,000 common and \$4,000 preferred, of which amount \$7,000 has been subscribed and paid in, \$3,000 in cash and \$4,000 in property.

The Sigler Player Action Co. has been organized to manufacture and sell musical instruments, appliances, parts and accessories, with an authorized capital stock of \$125,000 common and \$75,000 preferred, of which amount \$112,500 has been subscribed and paid in in cash.

The Grand Rapids Office Chair Co. has been organized to manufacture and sell all kinds of office furniture and fixtures, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Bates & Carter, clothing and shoe dealers at Elsie, renew their subscription to the Tradesman and say "We wouldn't miss it for anything. We like your grit."



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 60c per doz.

Beet Greens—85c per bu.

Butter—The market is steady, with quotations 2c lower than last week. The quality of fresh arrivals is very fancy and showing full grass flavor. There is a fair demand for all grades and receipts are normal for this time of year. Local dealers hold fancy creamery at 50c in tubs and 54c in prints. Jobbers pay 45c for No. 1 dairy in jars and pay 37c for packing stock.

Cabbage—Tennessee, \$2.25 for 45 lb. crate; Louisville, \$4 per 100 lbs.

Cantaloupes—Imperial Valley stock, \$1.75 for flats, (12-15); \$3 for ponies, (54); \$3.50 for Standards, (45).

Carrots—25c per doz. for new.

Celery—Home grown, 65c per bunch. The price will decline rapidly from now on.

Cherries—Sweet, \$3.50 per 16 qt. crate; sour, \$2.75; California, \$3.50 per box.

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

Cucumbers—\$1.40 per doz. for No. 1 and \$1.25 for No. 2.

Eggs—The market is very firm, prices showing an advance of about 1c per dozen over quotations of a week ago, due to a shortage in real fancy fresh eggs, which is brought about by heated qualities of the fresh arrivals. There is only a steady tone for under-grade eggs which are more numerous than the real fancy eggs. We look for continued firm market in the near future. Local jobbers are paying 38c for fresh, loss off, including cases.

Garlick—60c per lb.

Gooseberries—\$2.75 per crate of 16 qts.

Green Onions—20c per dozen.

Green Peas—Early June command \$3 per bu.; Telephones, \$2.75 per bu.

Green Peppers—75c per basket for Florida.

Lemons—California, \$8.50 for choice and \$9 for fancy.

Lettuce—Home grown head, \$1.50 per bu.; garden grown leaf, 75c per bu.

Onions—Texas Bermudas, \$4.50 per crate for yellow and \$5.50 for white; \$8 per 100 lb. sack.

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

Peaches—Florida stock, 6 basket crate, \$3.75. The quality is very inferior.

Pieplant—5c per pound for home grown.

Pineapples—\$5@6 per crate.

Potatoes—Old die hard at 75@80c per bu.; Virginia Cobblers, \$8 per bbl.

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

Strawberries—\$3@3.25 per 16 qt. crate.

Spinach—85c per bu.

Tomatoes—Home grown, \$1.65 for 7 lb. basket.

Water Melons—75@90c apiece for Florida.

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

The Grocery Market.

The subject of selling beverages to be drank on the premises is one that is getting consideration from retail grocers and general merchants.

There is no doubt about this, because wholesale houses are selling these beverages stocks and soda fountain supplies by the carload. This big activity is in one of the lines which is destined to replace alcoholic drinks that are expected to go under National war prohibition July 1.

Acting characteristically many dealers have lost no time in getting fully supplied, so as to serve soft beverages in their stores.

They argue that this will bring trade into the store; that some one is going to sell these beverages in their community, that they have an advantage in quantity purchasing, wholesale credit, goodwill and established places of business over exclusive drink and confectionery stores, that stocks require little original outlay, that the money turns often, and that it is an all cash business, that small space will be required. Hence the hurry to get in.

While some have said they feared that opening drink adjuncts to their stores will tend to make a demand for keeping open Sundays, this is believed to be false argument, for no one store can sell all the drinks. anyway. There are enough exclusive places open Sundays to fill any possible need, the same as in the case of city grocery stores, which remain shut. Candy and small "house" stores which insist on remaining open contrary to law, obviate any possible famine in staple foods.

Releases by the navy of certain foods tends to relieve the shortage in some lines. Besides disposition of large amounts of undergarments, socks, shoes, gloves, jerseys, cloth, serge, drill, there are being released by the navy canned tomatoes, corn, peas, string beans, jam, pumpkin, spinach, catsup, sauer-kraut, etc. Sales are made in case lots for cash for personal use by family or purchaser.

The Government recently released 3,000,000 pounds of 40-50 prunes at prices which seems to mean about 25c, delivered in New York. This week a release of evaporated peaches and raisins is expected.

Sugar—There is a good demand for sugar and most refiners are oversold, but a good deal of this is on orders placed ahead rather than for immediate wants. Prices show no change throughout, raw and refined sugar all being on the same basis as for many months.

Tea—The market shows no material change for the week, but conditions are looking up all the time, speaking from the seller's standpoint. Business is very fair, without any radical change since the last report. There is a good active demand for Java tea on which the seller is now making a profit and also on new Japans. On high-cost greens and low-grade Formosas the buyers are not so willing and business in these lines is poor and most sales have to be made at a loss.

Coffee—The market continues its sensational career. All grades of Mocha and Java moved up another notch during the week. Sales of No. 4 Santos touch 27c, green and in a large way, and sales of No. 7 Rio touched 21½c, both of these prices are the maximum so far. The market is getting quite dangerous and everybody is going very slow. Buyers are taking only what they have to have, fearing that the market may suddenly take a slump. Brazil appears to have unlimited ability to carry the burden, and as long as this is so there will be no slump. Milds advanced about ¼c during the week and are very scarce and high.

Canned Fruit—Opening prices f. c. b. Coast on future canned fruits have been made by some of the smaller Coast packers as follows: Peaches, special extra, \$4; extra, \$3.75; extra standard, \$3.25; standard, \$3. Apricots, when packed, seconds, \$3; standard, \$3.25; extra standard, \$3.50. Oregon pears, standard, \$3.50; extra standard, \$4; extra, \$4.50; special extra, \$5. The Southern pack of strawberries is almost complete; acreage is short and prices have advanced from the opening at 20@22c a pound to 28@30c. All jams and jellies have been advanced by manufacturers.

Canned Vegetables—Tomatoes show no change for the week and the market is fairly steady. Peas are very scarce. The Southern pack is over and some packers have packed only about 25 per cent. of their usual output. Prices show a strong tendency to advance. Corn is unchanged, but steady to firm.

Canned Fish—Salmon shows no particular change. The market, however, is not very firm, but it is no easier for the week. There has been some small sale for new Portuguese sardines at the prices quoted recently, but the extreme prices have made it small. Domestic sardines still dull and depressed.

Dried Fruits—Prices are now so high that merchants are buying seemingly only enough to say they have stock on hand. California losse mus-

catel are damaged, but seedless seem to have escaped to a great extent. Much of this raisin stock is now a good deal damaged and soft, with grit in it, the wholesalers say, and hard to keep through warm weather. New stock is due next November. No such items as peaches, apricots, pears or prunes are to be had. They are all cleaned up in the coast. Never before has there been such a condition, such as resulted from Government requirements and foreign orders. Buyers are sending out circulars trying to buy this stock for exportation. New apricots are due early in July. Prices are practically prohibitive, 34-35 cents for fancy goods.

Flour—Prices are unchanged in carlots, although wheat is steadily ascending in price. The hot weather has begun to take up the slack, so the crop is not two weeks behind as it was considered to be because of the late and wet spring.

Rice—Buyers finding it impossible to procure what they want in fancy and choice, are now taking the lower grades in increasing quantities. Already large purchases have been made, cleaning up all of the low priced goods, and the demand continues strong on an advancing market. Holders of such stock in fancy rice as remains available, especially Blue Rose, are indifferent sellers at present quotations, and it is easier to buy small than large lots at the inside figures. New Orleans reports that while first hands are practically out of the market, dealers there are doing a large business at top prices.

Cheese—The market is steady, with quotations slightly easier than previous quotations. There is an ample supply to meet all requirements at this time and a moderate demand.

Starch—This seems to be the last of the corn products to advance with the corn market. Glucose and syrup had gone up before. Gloss and corn starch is reported up a half cent per pound.

Provisions—The market on smoked meats is slightly firmer, quotations having advanced ½c per pound on the various kinds, and we look for continued high prices during the summer months. The market on pure lard is very firm, local packers asking about 1 cent per pound more than last week. There is a fair demand and a moderate supply. The market on lard substitute is firm, advancing 1c per pound over previous quotations. There is a fair supply and an active demand. The market on barreled pork is steady, with unchanged quotations. The market on dried beef is very firm, due to an extremely light supply and an active demand. The market on canned meats is firm, with unchanged quotations.

Salt Fish—There has been no change in the market during the week. Irish mackerel remains unchanged on last week's basis; demand light.

C. D. Lane, dealer in drugs, books and wall paper at Harbor Springs says in renewing his subscription to the Tradesman "I could not get along without it, although at times I get too busy to pay promptly."

Supreme Council of the United Commercial Travelers.

Columbus, Ohio, June 23—I came here last night by way of Toledo and find a large number of the delegates and officers already here. Expect Walter S. Lawton and Wilbur S. Burns this evening and Tuesday morning, at 10 a. m., when Supreme Counselor, Fred J. Fox, of Winnipeg, Manitoba, and Saskatchewan, Canada, raps the gavel on the thirty-second session of the Supreme Council, there will be seated approximately 200 delegates, officers and Grand Past Counselors from twenty-nine grand jurisdictions, extending from Maine to California, Louisiana and Manitoba, and I will give you for next week's issue the proceedings of the meeting which will be concluded Saturday, June 28.

The meeting of the National Secretary-Treasurer's Association opened Monday morning, President R. J. Claffin, of Carthage Council, Carthage, Missouri, presiding. About 100 Secretary-Treasurers of subordinate Councils and Grand Councils were in attendance and the reports of the officers and vice-presidents that were read gave evidence of the good work accomplished by these secretary-treasurers' Association meetings.

Maurice Heuman, Grand Secretary, and Lou J. Burch, Grand Treasurer, of the Michigan Jurisdiction, were both in attendance and Grand Secretary Heuman's report from the Michigan jurisdiction was exceptionally good. Reports were read from other jurisdictions, showing the good results and the benefits of both the National Secretary-Treasurers' Association meetings and the different Grand Council jurisdictions of Secretary-Treasurers' Associations.

The city of Columbus is gaily decorated, not, however, for the supreme session of the U. C. T., but for the Methodist Centenary celebration that opened June 20 and closes July 13. I was up to the fair grounds to-day and spent some time and can truly say it is very interesting as well as instructive. In their exhibits they show the good work that has been done by the missionaries. They have on exhibition tribes of people still living almost the lives of cannibals and they then show them in different stages of education leading up to the Christian life. It is my intention to spend some more time at this centenary celebration in the evenings during the week, see more of it and try and give you a more detailed account.

On Wednesday evening of this week there will be a ceremonial and business session of the Imperial Guild, Ancient Mystic Order Bagmen of Bagdad, at which time they will elect officers and committees for the coming year. John D. Martin.

Murder of a Well-Known Saginaw Merchant.

Saginaw, June 23—One of the most brutal crimes in the criminal annals of Michigan was brought to light last Saturday afternoon, when a Genesee county farmer discovered an abandoned Buick auto on a wayside road, which, upon investigation, proved to be the car owned by our beloved brother and citizen, W. Parke Warner, Saginaw's well-known wholesale leather merchant.

A deep gloom was cast over all Saginaw Valley from Flint to Bay City, through which territory he was particularly well known, having had charge of the retail store and sales work for the F. W. & F. Carlis' Co., of Saginaw, for years.

About two years ago he opened a wholesale jobbing business for himself and met with wonderful success. He went to Flint last Friday to do some collecting and it was on his return home that he met his fate near Clio. A farmer noticed the car at the roadside on Friday night at 11 o'clock, but gave no thought to the matter

until Saturday afternoon about 3 o'clock, when he noticed the car was still there. Upon investigation, he noticed foul play and notified the Flint police department. Officers were rushed to the scene, but owing to nightfall were unable to accomplish much. However, all through the night Mayor Mercer was busy on the phone, calling for help and at 6 o'clock Sunday morning a searching party of over 100 traveling men and friends of Mr. Warner left the Bancroft and all day searched the country round about the scene of the accident for miles, but with no success.

In an interview with Mayor Mercer and members of the police force Sunday evening, they claimed they had not picked up a possible clew during the day. The belief is his assailants had a car of their own and conveyed his body to a hiding place at a greater distance.

"Every possible means will be taken this week to run down the murderers and find the body," said Mayor Mercer, who was a very close friend and associate of the deceased.

W. Parke Warner was about 50 years old. He came here from Binghamton, N. Y., about eight years ago. He was married and has one daughter, Miss Beatrice, City Food Inspector. At this writing she is in Rockford, Ill.

At the home, 318 Astor street, sits a loving wife, waiting and praying that fate may turn and that he may be alive somewhere. To her we extend our sincerest, fraternal and heartfelt wishes.

Mr. Warner was a prominent member of the First Congregational church and was President of the Men's Society of that church, a member of the Rotary Club and Past Senior Counselor and member of the Executive Board of Saginaw Council.

Of him it can be said he was a man among men. Whether in business or social life, he was always the same standing ever ready to do what was asked of him.

He had the respect and was held in high esteem by all his customers. L. M. Steward.

Sunday Closing Law Declared Unconstitutional.

The new Sunday closing law put upon the statute books of St. Louis, closing all grocery stores, meat markets and delicatessens, except that delicatessens were permitted to remain open from 3 to 6 o'clock in the afternoon, has been declared unconstitutional by Judge George E. Mix, of that city, on the ground that it was class legislation since delicatessens were permitted to remain open, whereas the meat shops and grocery stores were forced to close all day.

This decision comes as a disappointment to the Retail Grocers' Association of St. Louis and to many other retailers in St. Louis who were responsible for the law's creation. More than 95 per cent. on a referendum vote of the retailers of the city favored a law of this kind in order that they might be free to enjoy one day's rest a week.

The city counselor has announced that an appeal will be taken to the Court of Criminal Correction and very likely to the State Supreme Court. This, however, will entail considerable delay in getting a final decision on the constitutionality and in the meantime those who want to remain open will not likely be interfered with.

In order to avoid this delay action may be taken looking toward the introduction and passage of another measure eliminating the class feature.

Coffee Campaign Now On

The coffee publicity campaign, conducted under the auspices of American coffee manufacturers, is now in full force. Liberal space has been used in the daily newspapers and from now on extensive magazine advertising will be conducted. This publicity is going to increase the sale of coffee in every community. Some retailer is going to get this plus business in your locality—the dealer who goes after it, every grocer who goes after it—for the increase will be large enough "to go 'round." Push your coffees in your own way, and this campaign will be a success so far as you are concerned—to your profit.

Use all of the devices at your command to stimulate coffee sales—among which the following may be suggestive:

1. Watch for the newspaper advertisements, clip them from the papers and display them in your stores.
2. Use all available display material—signs, cards, posters, etc.
3. Coffee window displays will be especially timely during the newspaper campaign.
4. Suggest coffee to your customers. Some retailers have greatly increased their coffee trade by simply telephoning their customers about coffee.
5. Some high-class grocers have served coffee in their stores at certain hours, drawing a large coffee trade.
6. Feature coffee in local newspaper advertising and run special advertising on coffee.

This is the time to review your own business and selling methods, to consider the importance of package goods and brands, to increase your own advertising, including attractive display materials.

All efforts to increase your coffee trade will avail you little unless you have the right kind of brands to meet the requirements of your customers. If you carry a full assortment of our various Lighthouse brands you will have solved this problem with satisfaction to your customers and yourself. Sold only by the various branches of our company, including

NATIONAL GROCER COMPANY

Grand Rapids
Lansing
Cadillac
Traverse City

New Telephone Toll Rates

Effective June 13th, 1919

By order of the Postmaster General, new schedules of rates for telephone toll calls become effective 12:01 a. m., June 13th, 1919.

Under these new schedules the "station to station" rate is the base rate upon which all rates for the various classes of service offered, are computed. This rate is determined by the air line distance between toll points and is computed, for the initial period, on the basis of 5c for each 6 miles up to 24 miles and 5c for each 8 miles beyond that distance.

For toll calls where the calling party does not specify a particular person to be reached at the called telephone, the "station to station" rate is charged. This method provides the cheapest and quickest form of telephone toll service.

"Station to station" calls should be made as far as possible by giving the telephone number of the called telephone. Where the number is not known and telephone directory information is not available, the name and address under which the telephone is listed, together with the information that it is a "station to station" call should be given to the toll operator.

For toll calls where the calling party specifies a particular person to be reached at the called telephone and the connection is established and conversation held with that person, the "person to person" rate is charged. As this service requires a greater amount of operating effort, the rate for such calls is about one-fourth greater than the "station to station" rate. (Minimum "person to person" rate 15c.) For toll calls on a "person to person" basis, where the calling party, in placing the call designates a definite time at which he will talk and the conversation is held, the "appointment" rate is charged. As this service involves the making of the appointment in addition to the operating effort necessary for a "person to person" call, the "appointment" rate is about one-half greater than the "station to station" rate. (Minimum "appointment" rate 20c.)

For toll calls made on a "person to person" basis where messenger service is required to secure attendance of the designated person at the called telephone the "messenger call" rate applies. This rate is the same as the "appointment" rate, plus any necessary charge for messenger service.

In connection with all toll calls other than those made on a "station to station" basis where the connection is established but the conversation is not held, because of any reason beyond the control of the telephone company a "report charge" is made equivalent to about one-fourth of the "station to station" rate. (Minimum "report charge" 5c, maximum \$2.00.)

Reduced rates, applying only to calls made on a "station to station" basis are quoted for toll service between the hours of 8:30 p. m. and 4:30 a. m. The rate between 8:30 p. m. and 12 midnight ("evening rate") is about one-half the "station to station" day rate, and between 12 midnight and 4:30 a. m. ("night rate") about one-fourth the "station to station" day rate. The minimum night rate is 25c. Where the "station to station" day rate is 25c or less no reduction is made for evening or night service. The time at which connection is established at originating point governs the rate determining whether the day, evening or night charge applies on "station to station" service. Day rates apply on all calls other than those made on a "station to station" basis, whether they are made during the day, evening or night.

"Collect Calls" or calls for which the charges are reversed (that is, collected from the subscriber at the called station) are allowed only in connection with "person to person" calls.

MICHIGAN STATE TELEPHONE COMPANY

THE FINGER OF FATE.

Nearly forty-nine years ago the triumphant army of Germany arrogantly marched into Paris and dictated brutal terms of peace. France was not wholly blameless for the war, but was tricked into the formal declaration of war through the perfidy of Bismarck, who boasted in his autobiography that he started the war by a forged telegram. Bismarck was the most despicable diplomat who ever guided a degenerate people to victory and he frequently deplored the fact that his terms of peace to France were not severe enough to completely crush her. As it was, he dealt her a staggering blow—both to her pride and her resources—but she soon rallied from the disaster and calmly awaited the time when she should be able to regain her stolen territories and her military prestige. She knew that time would bring complete restitution, because a great wrong never does a nation any permanent good. Sooner or later the pendulum swings back and rights the wrong, leaving the original aggressor worse off than at the beginning.

The French people assumed the burden placed on their shoulders by the savage brutes of Germany without grumbling or whining. Their conduct was in sharp contrast with the cowardly attitude of the German people since the armistice was signed more than seven months ago. The entire world knows that the Germans are the most brutal people who ever disgraced the face of the earth and that they are the most cowardly pack of whiners and snivellers who ever existed. The Kaiser's war and its outcome has given the world ample proof that the word of a German is no better than the bond of the German government; that no German can be trusted with as much as a five cent piece; that the treaty the people of Germany will have signed before the end of the present week will be regarded by them as a "scrap of paper" to be violated before the ink is dry on the document; that the treaty should have been made among the ruins of Berlin, instead of in beautiful surroundings in France; that it will never be possible to make a decent German so long as the present attitude of arrogant superiority is maintained by the German people; that the peace of the world will be in jeopardy so long as a single German survives to cherish the pernicious doctrines inculcated in Germany as a part of his every day life; that every dollar's worth of German goods which finds a market in other countries contributes to the perpetuation of a race of beasts which should be exterminated, root and branch.

As with nations, so with individuals. The man who makes a dollar dishonestly or who gains a political or personal advantage by sharp practice or trickery must pay the penalty, sooner or later. The worse the offense and the greater the crime, the heavier will be the penalty when he finally faces retributive justice. For many long and weary months it looked as though the Kaiser and the infamous Gott he created in the minds of the German people would triumph

over justice and liberty, but such a result would not be in conformity with the records of the ages. In due time the hand of the Almighty smote the crafty and cowardly Kaiser and his gang of rapists and murderers, just as He always smites the man who undertakes to accomplish his purposes by meanness and lust and dishonesty. The man who cherishes the idea that he can live in meanness and never have to pay the penalty has an awakening in store for him.

Brief reference is made elsewhere in this week's paper to the resumption of operations by the Hackett Motor Car Co., at Burlingame. It is now a matter of history that the salvation of this institution and the husbanding of the interests of the stockholders are due to the efforts of two men—President Johnson and Manager Dornbos. Mismanaged from the start, the stockholders were inveigled into the organization by false representations which should have landed the perpetrators of the fraud behind the bars. Realizing that they had been betrayed by their associates and placed in a false light before the stockholders and the business public, Mr. Dornbos and his co-worker made personal sacrifices which few men would make to set themselves aright and husband the interests of those who invested money in the undertaking. Mr. Dornbos went before the stockholders, personally and by letter, frankly informing them that their investment was in jeopardy and that the only way the company could be rescued from disaster was by further contributions to the working capital in the shape of personal loans to the company. Mr. Dornbos' plea was so effective that more than \$40,000 fresh money was secured in this way. Because he started out to secure \$60,000 and did not feel justified in deferring the opening of the new plant any longer, Messrs. Johnson and Dornbos personally furnished \$20,000 additional capital themselves, so that up to the present time not a penny of the stockholders' special contribution has been touched. The manufacturing history of Michigan records few examples of such self-sacrificing effort on the part of officers or managers. The stockholders of the Hackett Motor Car Co. are to be congratulated that they are now associated with men who are so tenacious of their good name that they do not propose to permit any one who invested money on the strength of their reputations to ever have occasion to regret their action.

A general lumber famine in Australia has left thousands of houses unfinished because the nation is barren of sheathing boards for roofing purposes, according to a Melbourne man who recently attended the conference of the West Coast Lumbermen's Association on Puget Sound. He believes that Australians will use more and more Pacific Coast lumber in preference to the finished lumber which previously was imported from the Baltic region. At present they are not generally familiar with the products of our mills.

TRADE ACTIVE AND STRONG.

Dry goods markets give many evidences of strength. It is possible to discern a larger measure of caution displayed in important places in making or receiving commitments implying late deliveries and possibly a danger of cancellations in the event of a market turn before the time for delivery arrives.

There is little or no questioning in the markets concerning the validity of current demands at wholesale and retail where spot merchandise is involved or where exporters are constantly trying to purchase small quantities for early shipment. The impression is widespread that the large demand is a natural result of the lifting of the restraints of war time, the crop prospects and the ability of many workers to find employment at excellent wages.

The inflation in earnings is causing a great deal of extravagance in buying on the part of those who are newly rich or whose incomes are temporarily swollen. The calls for goods of the finest character are unparalleled in many stores. Some traders think this is due to a plethora of money, while others say it is natural to look for because the low priced goods are so very poor in quality.

The demand for cotton goods continues in excess of production. Mills are declining a great deal of business offered at prices that are satisfactory. Manufacturers say they do not want to make longer contracts until they have completed some of the business in hand. This condition tends to make buyers much more anxious.

One of the features of the markets is the constantly increasing pressure upon mills and agents to advance their commitments to take in deliveries for a new spring season. Some fine and fancy goods mills are turning down profitable offers every day through an unwillingness to book spring deliveries now. In the clothing and dress manufacturing trades, the cutters want to provide more goods on which there may be work for spring. They do not want to be hampered by non-deliveries when the active spring selling season begins.

This desire to anticipate deliveries for a new season would ordinarily be welcomed. But it is to be remembered that many mills can find plenty of work on staple fabrics that run from season to season and do not involve style changes, or the annoyances of new sample lines. It is also the fact that mill agents prefer to get closer to the actual consuming season before consenting to the acceptance of orders that may not be worth much in the event of a fitful turn in the business outlook. A great many silk and wool goods manufacturers believe the time is opportune to press for shorter selling terms and they propose to keep their assets liquid in order to meet the very high and changing costs of labor and raw material.

In the face of the extraordinary buying and selling reported, together with the constantly recurring reports of large sums made from the rapid rise in values, the growing number of

conservatives in business are amazed to find that their apprehensions are treated with contempt in many places. A prudent merchant is a foggy, a short term seller is a poor citizen, a jobber who refuses to sell a retailer more goods than can be sold by the buyer, is a "dead one," in the common discussion heard in to-day's market.

SWEATER STOCKS LIMITED.

The business that was taken in the sweater market during the past week took up much that remained unsold on the cheaper lines and the better grades were closely sold at the opening of the week. There is a steady call for all sorts of sweaters and mills and selling agents are finding it hard to take care of all of the demand. Some buyers who held off are now trying to cover, but they are finding one or two developments face them, either higher prices or a sold up market.

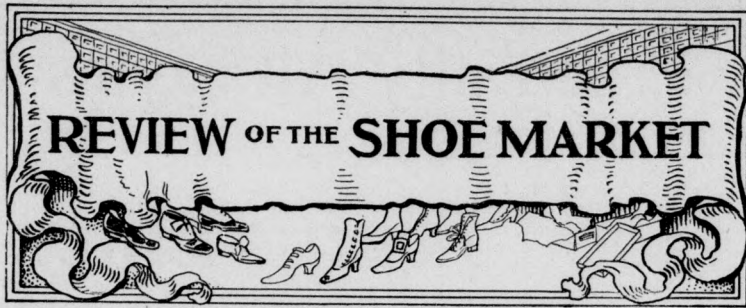
The contraction of the sweater industry as a result of war conditions may be corrected by an expansion, although up to this time nothing of a startling nature has been done along this line. However, as conditions become more settled it is felt that new mills may be started in operation, and this will likely relieve the situation to some extent. Unless such proves to be the case a very tight situation is liable to result.

YELLOW DOG OF GERMANY.

The Kaiser claimed to have a great admiration for Napoleon the Great, but he is a mighty poor imitation of the Little Corporal. When Napoleon saw that his sun was eclipsed, he voluntarily surrendered himself to England and accepted the fate of isolation which awaited him on the bleak and barren island of St. Helena. The Kaiser sneaked out of the country he had ruined and took refuge under the flag of a little country he had sneered at ever since he was a child, taking care to see that the enormous fortune he had filched from the deluded inhabitants of Germany was safeguarded in the banks of Holland. The little country of dykes and ditches has made herself the object of universal detestation by affording an asylum to the yellow dog of Germany and his ill-gotten gains.

To speak of the Kaiser in the same breath with Napoleon is a travesty on history.

Thirty-eight years ago Judge J. H. Logan of Santa Cruz, Cal., effected hybridization between the blackberry and the red raspberry. The loganberry was the result. The new seedling was a robust grower and the fruit of such large size that some specimens were an inch and a quarter in length. Since that time, the loganberry, being appreciated, has made surprising progress. It is now extensively grown in California, Oregon and Washington, and jams, jellies, syrup, beverages and even pie made from the loganberry are known all over the United States and some of these products in foreign markets. It is now hard to get enough pickers to take care of the loganberry crop.



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.

Outlook for the Shoe Repair Season.
Written for the Tradesman.

For several years the writer has been predicting in these columns a tremendous and unprecedented development in the shoe repair business of this country. Recent developments have justified this prophecy.

It is now stated on very good authority that, for every pair of shoes now manufactured for wear in this country, three pairs are repaired. It is furthermore stated that the average pair of shoes can stand two or three pairs of taps.

Solid and substantial people—business and professional men no less than workingmen—have now acquired the repair shop habit for the first time in their lives. It has been stated that twenty millions of American people are now going on a half-sole basis—people who were not accustomed to it until the high cost of leather and leather products forced it upon them.

Since all authorities on the leather situation are practically agreed that shoes cannot be cheaper—at least for some time to come—it is safe to predict that more and more people will acquire the repair shop habit, and that, once the habit is fixed, it will be continued.

Since the life of a pair of repair shop taps is fully as long (and as a matter of fact, generally longer) as the original soles put on by the manufacturer; and, since the shoes may be half-soled not only once, but two or three times, thus doubling or quadrupling the total life of the shoes (and at a fraction of their original cost), it stands to reason that economically inclined people will come more and more to acquire the repair shop habit.

Better Repair Service.

Economic conditions are in part responsible for the public's change of attitude towards the repair shop, but the repairing of shoes has, it must be conceded, undergone a complete revolution within the last few years.

The old-fashioned cobbler, with his little, uninviting, insanitary shop-around-the-corner, is a thing of the past. To-day we have light, airy repair shops, well-located, clean-looking and inviting. In some cases they have attractive windows and interior arrangements that speak a message of thrift and progressiveness.

Better repair materials are used. Modern machinery has been introduced, thus making quick repairs pos-

sible; and the work is done in a neat, workmanlike manner.

Instead of trying to see how cheap the work can be done, the repair man of to-day is interested in doing the work better. He has discovered that the success of his business depends upon the quality of service that he renders the public.

In other words the repair man has developed into a business man—or he is at least now in the process of transition. Manufacturers of repair specialties and materials and the jobbers who handle such products have been interested in providing helps for the repair man, and doing everything within their power to help him to become a better business man. The old-fashioned idea of manufacturers and jobbers in such lines was to load up the repair man with inferior leathers and countless subsidiaries made-to-sell, and they considered that they had made a scoop if they unloaded a lot of stuff on him at top prices. But that day has passed. Manufacturers and jobbers alike now realize that the repair man is their friend and customer, and that they can retain him as their customer only as they deal fairly with him and render him a real service.

For that reason the liveliest question before manufacturers and jobbers of these lines to-day is the matter of trade promotion. And all of them now see that co-operation with the repair man is essential to the health and growth of their own business.

The Dealer and Repairs.

The entire subject of shoe repairs is one that ought to make the shoe dealer sit up and take notice.

In the first place nothing is going to stop the present drift towards the repair shop. The people are headed in that way; and they are going to continue to be so headed until there is a very perceptible drop in footwear prices. And that is at the present time a remote contingency.

This being true, the dealer owes it to himself to get in on this repair business. He can do it only by soliciting repair work. And he is in a position to do this most effectively. It is natural for people who buy their shoes from a given dealer to return to them for needed repairs—provided of course this dealer is in a position to take care of their needs.

He should be prepared, therefore, to render a good repair service. He can employ a workman, install his machinery, and have the work done in his own place. As the repair business expands (and it is going to expand if it is properly handled) he can increase his force. There is practically but one limit to the development

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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, 1mt. tip, B-C-D, ¾..... 3.70

Men's Canvas

- 5012—Men's White Cloth Eng. Shoe, Red Fiber sole and heel, 6-10..... \$1.45
- 5014—Men's White Cloth Eng. Shoe, leather sole and heel, 6-10. 1.85
- 5017—Men's White Canvas Eng. Oxford, Red Fiber sole and heel, McKay..... 1.25
- 5018—Men's French Cloth Blucher Shoe, McKay, Leather sole and heel..... 1.75
- 5022—Men's White Canvas, Oxford Tip, White Fiber sole and heel..... 1.60

Barefoot Sandals and Play Oxfords

These came in late so are offering same at prices based on last June purchase over a year ago.

- 3237—Infants' Lotus Play Oxford ¾..... \$1.05
- 3337—Child's Lotus Play Oxford 8½-12..... 1.20
- 3437—Misses' Lotus Play Oxford 12½-2..... 1.35
- 3225—Infants' Tan Lotus Barefoot ¾..... 1.00
- 3325—Child's Tan Lotus Barefoot 8½-12..... 1.15
- 3425—Misses' Tan Lotus Barefoot 12½-2..... 1.30
- 3226—Infants' Unbleached Barefoot ¾..... .75
- 3326—Child's Unbleached Barefoot 8½-12..... .85
- 3426—Misses' Unbleached Barefoot 12½-2..... .95

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of his repair business, and that is the local capacity for patronizing such service. If there are a thousand people in his community, he has a thousand potential repair customers, provided he is the only repairer in town; and even if he has competition in this line there is a chance of getting a good percentage of his competitor's customers provided he puts on a better type of service than the other fellow.

High Stands of Service.

The dealer who solicits and handles repair work ought to be no less conscientious in this than he is in fitting his customers when they come in to buy new shoes.

It is service that tells. Patronage must be built up on service. If a pair of shoes are worthy of a pair of extra good taps, recommend them. Suggest that repairs be made wherever needed. Try to have the shoes thoroughly repaired so that they will give a lot of substantial wear when the work is done. This involves the use of good materials and it also involves good workmanship.

Some people do not like to go to a shoe dealer with their repair work just because some shoe dealers seem to make them feel that they are peevish because the shoes aren't entirely worn out. This may be right or a wrong impression on the customers' part, but anyhow it is unfortunate for the dealer who is wanting to build up a big repair trade. Indeed, we may suggest that it is doubtful if such a dealer really wants to build up a repair trade; for if he did, he surely wouldn't allow any such impression of himself to get abroad.

It is no disgrace these days to have shoes repaired. The repair man is now in strong with his Government, for the Government is urging economy. Make every dollar go as far as possible—and it will not go too far no matter how carefully you invest it. The very best people are having shoes repaired.

But they demand (and should have) real service. And a repair business built up on the solid foundation of good service at right prices will assuredly win out with discriminating people.

Again let me advise the small shoe dealer to look into this matter of repairs and decide now to get in on it. The developments in the business during the next few years are going to be even more rapid than the marvelous developments that have gone forward during the last five years. The repair game in this country is now, we may say, in its infancy. Do not wait until it is fully developed.

Cid McKay.

Cider in Place of Liquor.

Rochester, June 23—Apple growers here are beginning to check up the possibilities of cider as a substitute for alcoholic liquors when the country goes dry. The belief is that grape juice and apple cider, with fermentation checked so as to comply with the law, are going to take the place of the alcoholic drinks. It is already beginning to be a question in the minds of some whether the barreled fruit or the barreled juice is going to be the profitable part of the apple business later on. At any rate there is strong prospect that the num-

ber of cider mills will be greatly increased this fall.

It is further reported that grape juice concerns are getting ready to rise to the situation if matters develop according to the present forecast. The apple growers feel that half of the battle will be won in the early attention of the American palate to the merit of cider with a tang but without a kick. Growers now claim that a new system of pasteurization has been developed which will arrest fermentation in apples at the delicate point where mere sparkle ceases and the violation of the law begins, and that this is accomplished without affecting health properties or detracting from the flavor.

All apples are now consigned. With the exception of a few odd lots, holdings are in the hands of a few big operators.

The new crop is being closely watched. Most of the standard winter varieties, except Baldwins, have set well, especially in the lake shore belt, which is the real apple section of Western New York. Scattering reports come, principally from points farther inland, that the fruit is dropping heavily. However, it is too early to get anything like a dependable forecast on the final crop.

The Monroe county farm bureau is strongly advising growers to spray at this juncture for brown rot on peaches. While the disease does not show to any extent until the fruit is nearly matured, the mischief may be done early in the season showing itself in an incipient way on both foliage and fruit. A serious outbreak is reported in the extreme western end of the fruit belt. Difficulty in getting the usual plowing done in early spring, owing to the continued rains, and the presence of last year's dead leaves and shriveled fruit on the ground, in which fungus breeds, are given as the reasons.

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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.

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Gigantic Chain Store System in Prospect.

New York, June 23—While there are some large chain store systems in the United States, they are mere pygmies compared with the plans of the United Retail Stores Corporation, which will not only be National in scope, but international in character, as branches will be established throughout the United States and foreign countries. Moreover, the stores will sell tobacco, confectionery, groceries, clothing and general commodities, and in addition proposes to produce and manufacture products to be sold in this gigantic chain store system. In one fell swoop, therefore, this organization intends to displace retail grocers, wholesale grocers and manufacturers.

The principal men involved in the scheme are James B. Duke, founder of the American Tobacco Company, and Geo. J. Whelan, founder of the United Cigar Stores Company. With them are associated other interests among the most powerful in the United States. Aside from being a new factor in the chain store field, the magnitude of the scheme is emphasized by the fact that it is proposed to buy out other chain store organizations and perhaps amalgamate as many of them as can be induced to become a part of it.

The nominal capitalization of the new company, which was organized in New York last week, is 10,000 shares of 8 per cent. accumulative preferred stock at \$100 par value, or \$1,000,000 and 1,160,000 shares of common stock of no par value. Notwithstanding that the company is not yet in existence, the common stock contracts to be delivered when issued, sold on the curb market in New York at \$75 a share, which would mean a value of \$88,000,000.

The following statement was issued by the new company from its offices at 511 Fifth avenue, which is the headquarters of the tobacco trust:

"George J. Whelan and James B. Duke have organized the United Retail Stores Corporation to take advantage of present conditions to extend manufacturing business and to organize a system of retail stores throughout the world for merchandising of all kinds.

"The United Retail Stores Corporation will begin operations at once by inviting United Cigar Stores Company to become associated with it. Other important systems of chain stores in America and Europe, as well as in South America, selling tobacco, confectionery, groceries, clothing and general commodities will in time be identified with the new concern.

"The character of the company under the laws of Delaware authorize the corporation to engage not only in retailing of all kinds of commodities, but in the production of raw material and in manufacturing as well

as in the financing of such corporations."

One of the interesting disclosures in the announcement of the organization is the fact that James B. Duke, known as the "Tobacco King," has returned to active business in the United States. Since the dissolution of the American Tobacco Company in 1912 by the Supreme Court, Mr. Duke has devoted himself exclusively to the British-American Tobacco Company in London.

The new company will open retail chain stores all over the civilized world for the sale of merchandise of various kinds. On or before January 1, hundreds of thousands of desirable stores now occupied by saloons in the United States will become vacant. While nothing official as to the intention of the company to rent these stores has been announced, it is believed that advantage will be taken of this unusual rental situation.

The first company to be taken into the system will be the United Cigar Stores Company. Several other chain stores of National character will be added, according to present plans. Not only will the United Retail Stores Corporation handle the lines indicated, but will include cheap groceries and high-grade merchandise so that every class of customer can be catered to. The stock of the company as at present authorized is sufficient only to begin business, but with all the old tobacco crowd behind the concern, unlimited capital will be available for any extension it may be deemed advisable to undertake.

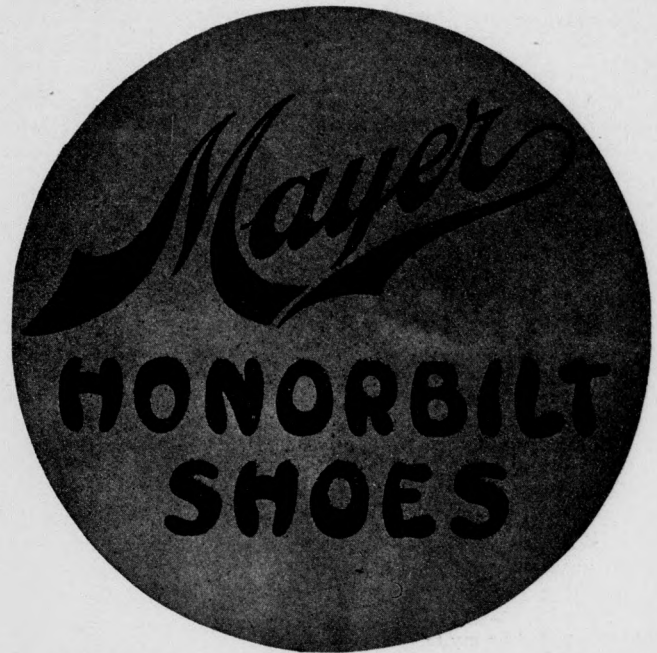
Corporations having chain stores will be taken in by exchange of stock or by cash, or new ones will be established in all parts of the world, particularly in Canada, the British Isles and in several countries of South America and the Orient.

According to the statement, great economies are expected to result from the wholesale buying of standard commodities. In many instances, supplies will be manufactured by the company itself, and possibly produced on its own farms, as the company is authorized to finance any enterprise for the complete development of its business. In this respect, the new chain store octopus will be regarded as unique. As to whether tobacco, cigars, groceries, clothing, confectionery, etc., will be handled in separate stores, or whether they will be run as a department store, is not made clear.

One difference between the city and the country is that in the country you go to bed feeling all in and get up feeling fine, and in the city you go to bed feeling fine and get up feeling all in.

Many a man who claims to be discreet is only a coward.

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THIS is because Honorbilt Quality not only satisfies for style, fit and comfort but gives our customer a big value in long wearing service.

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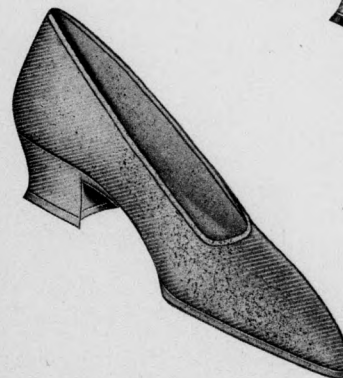
R. K. L.

R. K. L.

2765—Women's White Canvas Oxford, Louis heel.. \$1.95



2725—Women's White Canvas Pl. Pump, low covered heel..... \$2.25



2726—Women's White Canvas Col. Pump, C and D width... \$2.35

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No Time for Gloom in United States.

I was considerably surprised upon my return from Europe some weeks ago to note the spirit of uncertainty prevailing in commercial circles. I presume my surprise was intensified because I had just come out of an atmosphere, of hope, if not optimism, in England and France.

Even now, after several weeks of personal contact with men who are in intimate touch with financial and commercial conditions in this country, I am unable to figure out just how we could have become so blinded to the good things in store for us that we are unable to see the multifold rewards awaiting our future endeavors.

Frankly, I started on my trip abroad nine days after the armistice was signed with the popular thought in mind that I was to find devastation and poverty to such an extent that it would hardly be honorable for the United States to do other than act in a charitable role. I imagined England almost bankrupt, France bled white, and Belgium a veritable beggar at the coffers of the world.

True, I did see on every hand the direful results of the great conflict; almost without exception every man I talked with in England and France had been stricken, either directly or indirectly, in some manner—some had lost relatives or fortune, and, in numerous instances, both. But there was little or no despondency apparent. The supreme sacrifice had been endured with remarkable fortitude, and every face was turned, figuratively, to the dawn of a better and richer era. Worth-while results had been achieved and virtually every one seemed thankful for it.

I found no dissatisfaction with the part the United States had played; quite to the contrary, Americans and American methods were acclaimed on every hand. As a matter of fact, I was unaware of the so-called opposition to us until I landed here. At the moment I am rather of the opinion that those stories of the mistreatment of our soldiers by the French, and the cordial welcome they received once they had crossed the Rhine, were a part of a cunningly conceived and carefully executed propaganda conducted by some one who had an ulterior motive.

Naturally, there is bound to be some dissension among those sitting at the Peace Conference. It is inconceivable that twenty nations, having been interlocked in partnership for a common purpose, could sever the arrangement without some difficulty.

But, mind you, civilization has gone

on apace during this war. It is a pity that the dream of centuries could not have been achieved without this blighting bath of blood, but now, regardless of the frightful cost, the whole world is going to be better for the experience. I make no claim that human selfishness has been eradicated, nor that in remote instances greed will not raise its loathsome head, but I do firmly believe that the "League of Nations" will ultimately prove the greatest boon to mankind since the beginning of time. The various nations are going to be shown the way to consideration for the other fellow, and, if they resist, they will be forcibly guided in that direction.

Economically, war destroys material wealth of various kinds, but it also creates monetary wealth. While the bursting of a single shell may cost one thousand dollars, the fact remains that some one was paid for its creation. Thus, in a material sense, some one was benefited. I say this with all respect to the sentimental cost of the great holocaust—but facts are facts. Millions of lives were lost, true enough, but from now on, I take it, we are to deal with the more or less sordid material side of things. We cannot bring back those destroyed lives, but we can and must take cognizance of things as they are and strive with every means at hand to better the conditions of the living, therefore an analysis of the situation is not amiss at this time.

We, in this country, have derived considerable pleasure from the belief that we were, henceforth, to be masters of both world banking and world shipping. This has been mere idle theorizing, of course. Actual conditions, as they have existed for centuries, cannot be altogether revolutionized even by a four-year war.

Great though our natural advantages are we cannot supplant England's supremacy in either overseas shipping or international banking. This fact, however, should occasion us neither regret nor alarm. There is enough prosperity and contentment in view to appease our most zestful appetite for National affluence.

England must retain supremacy of banking and be mistress of the seas. Sheer necessity renders this imperative. In addition, she has the added advantages of geographical location and many generations of practical experience. It will require many years of similar practical experience for us to reach such a degree of international banking and commercial efficiency. She is not only thoroughly organized, but possesses those necessary material attributes which give her a com-

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and its usefulness and value to a community are measured by the strength and standing of these men.

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OTTAWA AT FOUNTAIN BOTH PHONES 4391

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manding lead. The records prove that England is constructive rather than destructive. Her efforts have been directed toward building up instead of tearing down, therefore the world is better off for her having existed. There is nothing of blight in the conduct of her international affairs, so we have nothing to fear on this score.

England is naturally a free trader because the British are essentially converters of raw products into finished material. For this reason she has heretofore thrown her trade gates open to the nations of the earth. Now, however, she is suddenly confronted with the more or less perplexing situation of doing more buying than selling.

Under normal conditions England has led the world in exports of finished products, but exigencies of war forced her to foreswear her leadership in order that her manufacturing strength might be applied wholly to the creation of war materials. For this reason discussion is rife over there that she may cease to be a free trader for a limited time, and become a "protectionist" so that her more or less disorganized manufacturing facilities will have the opportunity to become rehabilitated. However, as to the ultimate result of this discussion, I would not even hazard a guess.

I talked with many prominent bankers and business men in England, and while they enthusiastically displayed appreciation for the help we rendered them in the war, not once did I note any disposition on their part to step into second place in world affairs. Understand, however, there was nothing of bigotry on their part. They are appreciative, without being humble, nor does there appear even an inclination to take advantage of any one. In fact, in the parlance of sportsmanship, they are "good fellows." This leads me to believe that, in the English, we have foemen worthy of our steel.

All of France realizes that the nation must turn to manufactures and exports of manufactured goods to re-

place the loss of trade resulting from the passage of prohibition in the United States. Substitution of factory products for those of the vineyard already is begun in the erection of factories in the region of Paris and Bordeaux; thus she is turning from the manufacture of luxuries to more substantial lines.

One of the new staples of France is going to be cheap automobiles. There is also a plan to get the American design of sewing machines and typewriters and make them in France. The automobile manufacturers are trying to induce the French government to declare an embargo for several years on the importation of pleasure cars and trucks, but I doubt if this will be done. The Peace Conference will have considerable to say on this point.

French banks have plenty of money to lend to manufacturers, and the great plan of rebuilding and extending the steel mills of the north will be amply financed.

Belgium is very actively planning her commercial and industrial restoration, and has ample money to finance the tremendous job. In normal times savings banks in Belgium paid depositors 3 per cent. To-day they are paying less because of so much idle money on hand.

In Italy development of manufactures since the war is extraordinary, and reconversion of factories from war to peace uses is proceeding very rapidly. They are largely making machines, notably pleasure automobiles and trucks. Italy will look to the Orient for business, and already has sent salesmen to Turkey, Asia Minor, and the Balkan States.

The population of Prague, Bohemia, has increased 200,000 since peace came, hotels are crowded and people are camping out waiting for new homes to be built. Bohemia offers a large market for all sorts of merchandise, a special demand for printing presses being noted. There is also a call for laundry soap, clothing, shoes, and automobiles.

Roumania is short of all kinds of

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HAS not reached us yet, though we understand there is a pronounced shortage in the supply, and they are next to impossible to obtain, the makers being rushed with orders.

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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.

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agricultural equipment, and the government is now trying to place immense contracts for equipment of this kind. Here is another interesting fact; the oil wells of Roumania are not ruined; the Germans left them in fair condition.

On the whole, the chance for American trade is really better in the Balkan and Black Sea districts than in France or Great Britain, although an immense volume of business will come out of the latter two countries.

It is untrue that Germany has been able to pile up stocks of manufactures during the war and is now ready to compete aggressively with the other nations. It will require years for Germany to again become a formidable factor in world trade.

Despite whatever protective measures the European countries may adopt the United States has undoubted advantages over all the other nations of the earth. Our production of foodstuffs is far greater than that of any other country and much beyond our own requirements. We have more than one-third of the world's gold reserve. Our banking resources are nearly equal to those of European countries combined. We have one-half of the world's iron ore and more than four times the coal deposits of all Europe. We lead not only in manufacturing facilities and raw products, but also in labor-saving machinery. What then have we to be gloomy about? Nothing!

In the practical carrying on of business with Europe and other countries, we, in America, must not only recognize the spirit of co-operation which has so greatly developed during the war, but also respect the views of those with whom we are dealing. European business men place much more importance upon the personality of the parties, the customary methods of carrying on business, and the semi-social conventions between the parties than we do here. Their habit of courtesy makes many of our methods seem somewhat crude and unpolished. They wish to carry on business in their own countries in their own way, and the man or company who expects to be successful in business there must recognize this and comply therewith. The results are the same, but the outward methods differ.

All in all, we have much for which to be thankful. In reality we are, in material affairs, the leaders of the world. On all accounts it behooves us to get down to business, adjust our own little internal differences, and become a great nation made up of happy and prosperous individuals.
Geo. A. Gaston.

A war artist is always successful, even though his battles are all drawn. It isn't necessary to patronize the newspaper want columns in order to find trouble.

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

Reconstruction Days Are Here

No field of endeavor will feel greater activity for several decades than the Building Trades and Road Building.

In the day just ahead Good Roads will be an absolute necessity—and will be one of the great arteries of transportation. Many fields of business are now adjusting themselves to this New Day—of Good Roads.

On every hand it is being acknowledged from one end of the country to the other that the Concrete Road is in every particular the road of the future—ultimate cost and service both considered.

A very great feature of all present and future building is permanency, whether it be Road, Dwelling or Factory.

Cement supplies this particular feature better than any other building material.

Future of the Cement Industry

The Cement Industry is just in its infancy. Great days are ahead for cement—the King of modern building necessities.

No industry is today more universally successful than the Cement industry—and it is reasonable that this prosperity will continue because many states have now voted bond issues running into many millions for the building of good roads—a large part of which will be concrete.

The demand for cement in the near future is way beyond the possible supply of present cement plants.

New Cement Companies, if well-officered and ably managed, with abundance of raw material, good markets and transportation facilities should become good earners of profits—and good dividend payers.

The Petoskey Portland Cement Company

is now paying dividends from the sale of crushed stone. This business has been conducted at a good profit for over 10 years and is being expanded many fold.

The Company is now building a large dock which will enable it to market over 1,000,000 tons of crushed stone per year. Orders for this much have come unsolicited to the Company.

This part of its business can alone earn from 15% to 20% on the entire capitalization of the company as soon as its dock is completed.

Judging from the dividends being paid by many other cement plants—the cement plant to be built by the Petoskey Portland Cement Company will, it can be reasonably said, materially increase the above mentioned earning.

Many prominent business men of the state have visited the company's property at Petoskey and have as a result become financially interested.

We invite your early investigation of our claims from every possible angle and from all reliable sources.

Petoskey Portland Cement Company

PETOSKEY, MICHIGAN
CAPITALIZATION \$1,500,000

All stock is common, fully paid and non-assessable and is selling at \$14 per share.

No Bonds. No Preferred Stock. No Water. No Debts.

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, send me all information you have regarding the Petoskey Portland Cement Co.

Name.....
Address

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

Illinois Legislature Demands Restitution of Surcharge.

Resolutions denouncing the war cost surcharge on fire insurance premiums, and demanding that the Attorney General take action to secure the returns of sums collected in excess of the regular premium rates, have been introduced in the Illinois House of Representatives, and after being adopted were reconsidered and referred to the Committee on Insurance. The text of the resolutions is as follows.

Whereas—The fire insurance companies doing business in this State were on April 1, 1918, charging Illinois citizens much higher rates than were then charged in other states upon like classes of property for equal amounts of indemnity, and especially so as compared with states having laws regulating rates and notwithstanding the fire insurance business had during the year 1917 yielded them a net underwriting profit of \$6,729,206, not including vast sums derived from capital investments produced by business theretofore transacted in this State; said companies on said date, under pretense and guise of war necessity, through unlawful monopolistic combinations and agreements, unjustly and contrary to the laws of this State and the decrees of its courts, conspired, combined and unlawfully imposed upon Illinois insureds a 10 per cent. additional arbitrary surcharge upon the gross premiums of all insurance in force, and unjustly and unlawfully collected from its citizens a sum in excess of \$2,250,000.

Whereas—It was decided by the Appellate Court of the Fourth District in the case of People vs. Aachen & Munich Fire Insurance Company of Germany et. al., 126 Ill. App. 636, that insurance business is impressed with a public interest and a suit of that title was maintained in the Circuit Court of St. Clair county, brought by the Attorney General to restrain such unjust and unlawful combinations, in which suit the insurance companies doing business in this State were perpetually enjoined from entering into such conspiracies and combinations; and

Whereas—Through the conduct aforesaid said companies have violated the laws of this State, the principles of said injunction and appear

to be in contempt of said decree, and the licenses of such foreign companies may be revoked and the franchises and charter powers of such domestic companies may be ousted and canceled by proceedings in quo warranto for such violations; therefore, be it

Resolved—By the House of Representatives of the Fifty-first General Assembly, that the Attorney General be and he is hereby directed to make strict enquiry into the conduct of said insurance companies aforesaid to prosecute such suit or suits as may be necessary to restrain them from continuing such unjust imposition, punish them for contempt and compel them to restore to insureds the overcharges so made, take such steps as may be necessary to cancel the licenses and arrest the franchises of such companies as refuse to restore to insureds amounts of such unjust overcharges and to co-operate with the Department of Trade and Commerce to effect the purposes aforesaid; and be it further

Resolved—That the Department of Trade and Commerce be and it is hereby directed to demand of all such insurance companies doing business in this State the immediate return to policy holders of the sums so collected in excess of regular premium rates through such unlawful combination and surcharge within a reasonable time to be fixed by said department; that it cancel the licenses of such foreign companies as neglect to comply with its order in that respect and that it report such domestic companies as fail to comply therewith to the Attorney General and request him to proceed against them by quo warranto to cancel their franchises, rights and privileges as corporations of this State.

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

What is Mutual Fire Insurance?

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

Do you believe in that principle?

Then co-operate with the

Grand Rapids Merchants Mutual Fire Insurance Co.

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

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

Fire Insurance that Really Insures

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

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

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

MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary FREMONT, MICHIGAN

Bristol Insurance Agency

FIRE, TORNADO AND AUTOMOBILE

Insurance

FREMONT, MICH.

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

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

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

Write us for further information. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.

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**

INSURANCE AT COST

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

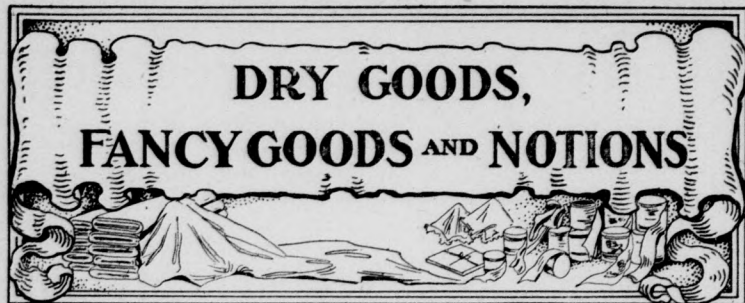
No membership fee charges.

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

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FREMONT, MICH.

One of the Strongest Companies in the State



First Annual Picnic Grand Rapids Dry Goods Co.

The first annual picnic given under the auspices of the Grand Rapids Dry Goods Co. took place at Fruitport last Saturday. It was an all day affair, the store not being opened at all during the day. The start was made about 8:30 a. m., the trip being made by automobiles. The following were present:

Office Force.

Clarence J. Farley, Frank J. Neuman, Lucy Parbel, Clarence Van Strein, Louise Kopp, Marjorie Hamming, Evelyn Ketchapaw, Gertrude Murphy, Eloise Best, Florence Cudahoy, Nora O'Neil.

House Employees.

Fred Doyle, Henry Pekelder, Abe Veroline, Jacob Mieras and wife, Bert Wynsma, John Noble and wife, Peter Niewyk, John Berg, Leonard Bagge, Josephine Stonehouse, Tim Posthumus, Winifred Beukema, Jay Cooper, John Stuit, Stanley Rice, Gerrit Takkens, R. Boscher and family, Jeanette Nieboer, Paul Johnson, Margaret Van Dyke, H. Leader, John Garvelink, Dave Johnson, Henry Ude, Mary Van Haven, Grace Austin, Paul Nelson, Neil Vander Wande, Fred Seibeneicher, R. Berg, James Valentine, Lucille Emmer, Leonora Pierson, William Herman, C. S. Simkins and family, Frank J. Seibel and family

Traveling Men.

L. D. Bovee, L. J. Pylman, Tim Temple, John Boone, J. B. Hagle, Herman Duyser, S. McBain and family.

E. A. Stowe and family were present by invitation.

On arriving at the picnic ground, a matched game of baseball was played by the salesmen and housemen, resulting in the victory of the insiders. The line-up was as follows:

Salesmen	Insiders.
R. F.—Plyman,	Doyle.
P.—Farley and Takkens,	Seibeneicher
C.—Bovee,	Cooper.
1 b.—Neuman,	D. E. Johnson
2 b.—McBain,	Posthumus.
3 b.—Takkens,	Wynsma.
L. S. S.—Simkins,	Ude.
R. S. S.—Hagle,	Vander Wande
J. F.—Temple,	Berg.
C. F. Boone,	Van Strein.

Mr. Farley captained the salesmen and Mr. Van Strein the insiders.

A picnic dinner was served on a long table which accommodated the entire party. The menu included everything from soup to nuts—minus the soup. Mr. Seibel superintended the making of the lemonade and was very much in evidence where any hard work was to be done. After ample justice had been done to the tempting viands, including an ample

supply of ice cream which was obtained from Grand Haven, the following contests were pulled off, the prizes being \$1 in each case.

Short running race for men—Won by H. Leader.

Short by running race for women—Won by Miss Pierson.

Fat Men's race—Won by S. Rice; consolation prize won by E. A. Stowe, consisting of right to print story of picnic in Michigan Tradesman.

Ball throwing contest for women—Won by Miss Van Dyke.

Ball throwing contest for men—Won by N. Vander Wande.

Ball throwing for accuracy—Won by Miss Parbel.

Ball throwing for men—Won by L. Bagge.

Nail-driving contest for women—Won by Miss Van Dyke.

Standing broad jump for men—Won by C. J. Farley.

Shoe race for men—Won by P. Johnson.

Tug-of-war—Captains Fred Doyle and R. Boscher. Won by Doyle's team—Prize box of candy.

Supper was then served, when the party returned to the city, fully determined that the day should be the precursor of many other events of a similar character in the future.

Five of the traveling men were unavoidably absent, as follows: Patrick Pehan, on account of the death of a sister; J. F. Bookey, for the same cause; R. B. Pfeffer started Saturday morning on a trip to Canada to visit relatives; Leo Collins and W. H. Goodfellow, reasons unknown.

Tinsel in Millinery.

"Too much cannot be said of tinsel embroidery and brocade designs for the coming season" is the way the current bulletin of the Retail Millinery Association of America quotes one of the best authorities in that line of business. "Our representative in Paris emphasizes the importance of these fabrics constantly."

"Tinsel embroidered fabrics are being designed in Paris that cost as high as \$25 a yard," the bulletin continues. "These include beautiful flower and foilage designs. Ribbons with tinsel flower embroidery are a big feature too. These fabrics will, of course, be used in making the finest dress hats."

The bulletin also asserts that another important item for fall is satin brocades. This class of goods will be used widely during the coming season. Imitation ostrich fringe, it says, is again going to be a big trimming item.

The golden eagle, like other good tenors, is a rare bird.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

237-239 Pearl St. Grand Rapids, Mich.

We are manufacturers of

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

CORL, KNOTT & CO., Ltd.

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



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

Plaid Gingham

We have a splendid stock of new plaid gingham ready for immediate delivery.

These goods are scarce. Order an assortment now. A big selling season still ahead.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

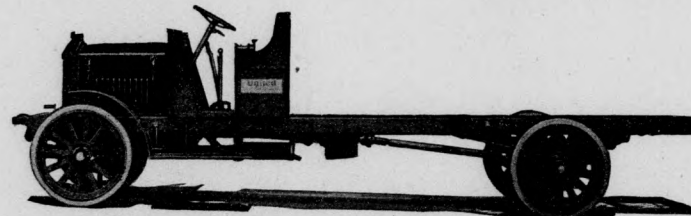
Follow the Natural Impulse

Telephone

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

USE CITIZENS SERVICE

United Motors Co., Grand Rapids



We want responsible agents in every town. Write us for terms. In towns where we are not represented, we will make truck buyers an exceptionally attractive offer.

Send for illustrated catalogue.

690 North St.

Crop Prospects and Cotton Fabrics.

Not that it probably made any difference in the betting on the exchanges as to the prices to be quoted on cotton, but there were a number of occurrences during the past week to encourage the notion that recent high levels can be maintained. Spot selling in the growing districts has been quite brisk when the material could be had, and exports have been growing with the added facilities of increasing ship tonnage. The nearer approach of peace, of course, another factor. Then, too, the prospects of this year's crop in Texas and Oklahoma have not brightened any, owing to the weather conditions in those states. But domestic consumption has slowed down considerably and it begins to look as though the carry-over at the end of next month would be rather larger than was anticipated. The ability of holders down South to carry cotton remains as great as ever, however, and it is conceded there will be no forced selling to carry down the price. Owing to the backwardness of this year's crop, there is as yet no way of estimating the probable yield even approximately. The goods market does not seem perturbed by any uncertainties, the prices prevailing being high enough to allow a substantial profit even though the cost of the raw material goes higher than it ever has. While the selling, except by second hands, has not been particularly lively, this is not due to any absence of demand but rather to the disinclination of the mills to contract ahead too far. All kinds of finished goods are in request, with price a secondary consideration.

Sales of Wool and Woolens.

Sales of wool at auction were had in Boston and London during the past week. At each place the principal call was for the finer varieties. In Boston a record price was obtained for short 70s combing Sidney wool, it bringing \$1.01 in the grease, equivalent to \$2.40 on a clean basis. The last of the Government's auctions for the season will be held in Philadelphia this week when 7,000,000 pounds of Cape Wool will be offered. Then the auctions will be suspended to enable the domestic clip to be marketed without this competition. All the indications point to a successful season for the wool growers. Contrary to what is the cases regarding cotton, the consumption of wool in the domestic mills is growing steadily and the output of fabrics promises to be exceedingly great, despite the lateness of their starting. Complaint is still made of slow deliveries, but not much fear is expressed of a lack of goods for both men's and women's wear. Conditions have favored the getting of high prices and the circumstance seems to have been taken full advantage of. The cutters-up are busy on orders, and more of the clothing manufacturers have ceased soliciting new business. No one, however, need feel apprehensive that there will not be enough garments to supply all needs, domestic and foreign, all statements to the contrary notwithstanding.

Talking of Service

We want to call your attention to the following in reference to PHONE OR MAIL orders:

1. In writing out your order specify if possible the general details of what merchandise you want; that is if Piece Goods, the stock number if possible, color, sub pattern number and about what you expect to sell the merchandise for. If you give us this information, we can fill your order as you want it. We would rather have too much information than not enough. In Underwear or Hosiery tell us if possible what kind of a garment you want and about what you expect to get for it. We are getting in new lines of merchandise all the time and can often give you something better than what you have had before, if you will only give us a general idea of about what you want.
2. We would also like to have you specify just how you want the merchandise shipped. Our SERVICE DEPARTMENT follows up every order to see that it is handled as you specify and with your further co-operation as above we believe that we can make our service even better than in the past.

BY ORDERING BY PHONE OR MAIL AND FOLLOWING THE ABOVE SUGGESTIONS YOU CAN GET A BETTER TURN-OVER WHICH ALWAYS MEANS BETTER PROFITS FOR YOU.

Not Only Salesmen But Representatives

Our men can be useful to you in a great many ways. Some of them have helped merchants merchandise their stores, take inventory and in a great many other ways made suggestions which have helped to increase the profits of our customers. We take pride in the fact that they are not only salesmen but real representatives of our House. They can help you in a great many ways if you will only use them. Try it and see.

We Never Stop Talking About City Day

EVERY WEDNESDAY you will find REAL BARGAINS in EVERY DEPARTMENT.

A Suggestion You Cannot Afford to Overlook

Several of our buyers have just returned from New York and report an unprecedented demand for and scarcity of merchandise. We are quite well covered in most lines and are asking the Mills to ship our merchandise to us at once. We think it would be well for all of our customers to follow the same program. You had better order whatever you need for Fall at once and we will ship it to you just as soon as we can and give you September 1 dating with regular terms of 2% 10 days, 60 extra from September 1. This is an exceptional offer which you should take advantage of at the earliest possible date. First come, first served.

Our Rest Room

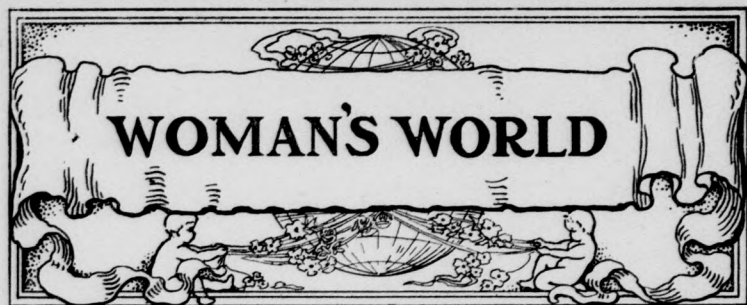
Is something which we are intensely proud of. Whenever you come to Grand Rapids you can make it your headquarters. You will find easy chairs and all conveniences where you can rest and refresh yourselves. We are only two blocks from the Union Depot and when you arrive you can come here and clean up before you start the day's work. It is not necessary to buy when you come in. Our purpose, of course, is to have you get used to making our House your headquarters whenever you are in Grand Rapids.



QUALITY MERCHANDISE

Exclusively Wholesale

No Retail Connections



Exercise the Faculty of Seeing Things.

Written for the Tradesman.

What is more common than to hear exceptionally intelligent men and women say, "I have such a poor memory for names?" Or, "I read the papers pretty carefully, but I don't seem to be able to remember what I read." Or, "What's the use of my reading books, I can't remember anything in them."

I suppose we are all bothered by this failure of impressions to stick in our minds; I suspect it is very common for people at the age of forty or more to believe old age is creeping on them very fast because their memories do not hold things they would like to remember.

Lately I have seen one of the much-advertised "memory systems" which interested me very much and which I believe will be useful to many people, because it offers a way in which men and women who fear they are losing such shreds of mind as they have can train their memories to hold things—especially the names of people whom they meet.

It is ridiculously simple, when you come to think of it, for the whole business is only a training in seeing what you look at. And listening to what you hear. And doing one thing at a time. Very few people do any of these things. A lot of sight-impressions go, so to speak, in one eye and out the other; a lot of sounds slip through from ear to ear and out without leaving a record of any kind behind. And in reading: Our eyes run over column after column, page after page, without leaving a permanent trace. We meet dozens of people; they impress us pleasantly or otherwise, and twenty-four hours afterward we cannot recall their names.

It is hardly stretching the truth to say that a thing which is not worth remembering is not worth seeing or hearing. We haven't much time between daylight and bedtime, or even between birth and death; by no industry can we see all the things or read all the things or meet all the people that would be of benefit to us and make us more useful in the world. Every book that we read that is not worth remembering keeps us from reading a book that is worth remembering.

The trouble about people's names is exactly the same as the trouble about our reading. We do not listen to what we hear; we do not see what we look at. Seldom, when a woman is introduced does the introducer speak her name distinctly, and even if she does, the person to whom she is introducing her does not really hear it

—takes no special pains to hear it. Hence she forgets it. The whole secret of it, for practical purposes, is to insist upon hearing it distinctly in the first place. It is a little embarrassing, perhaps, to ask to have the name repeated, but it pays for all concerned. The memory system of which I spoke above adds the advice to identify the name with some distinctive peculiarity of dress or personal appearance; that is well enough, and no doubt would help materially, but the main thing is to listen and hear it distinctly, with a positive effort of attention. A very good rule is always to repeat the name distinctly and if there is any doubt ask whether you have pronounced it correctly. Do that and you will have less trouble about names.

The same thing exactly applies to reading. Put your mind on it, definitely. Be sure that you notice what you are reading, so that at the end you can recall it clearly. Don't read anything without noticing it and making sure that you understand it. If it isn't worth that, don't read it at all. Slovenly reading is not only a waste of time; it fastens on you the habit of inattention.

Better still is it to make a habit of memorizing every day some bit of reading—a brief poem, a few lines of fine prose description, a brilliant speech, a bit of Shakespeare, or even the much-neglected Bible. The old-time custom of reciting every day at a family gathering a few lines of Scripture was a fine training for the memory, entirely apart from its character as a religious exercise. A man I know has a wonderful repertoire of the finest English poetry—simply because from his young manhood he has made it a business to memorize a few stanzas every day. Another man has the habit of sitting down quietly the last thing before retiring and definitely recalling his day—the things he has read and done, the interesting things he has seen, the people he has met. His memory has thus become very retentive; he does not forget things.

This man has a disconcerting way of looking straight at you as you converse with him. His attention is flattering, because he acts as if you were the most important person in the world and he intended to treasure every word that you say; but somehow you find yourself wondering whether what you are saying is worth any such degree of attention—most conversation is as little worth saying as it is worth remembering.

Very early in life begins the habit of attention—or inattention—and just

as early comes the opportunity of parents to direct and train attention. When you point out to a child some interesting thing, get him to see it, understand it, and think about it, and afterward to tell somebody else accurately and intelligently, you are training attention, concentrations.

I never have forgotten how, many years ago, a woman whom I know as one of the most gracious, tactful women of my acquaintance, introduced her small son to me. He politely bowed and shook hands with me, but did not raise his eyes to mine. She put her hand gently under his chin, saying:

"William, look straight into Mrs. Bradish's eyes and speak her name."

Of course, he did it. I have noticed since that he always does it. He is a grown man and a gallant soldier—in the finest sense of those words, "an officer and a gentleman."

When you play that fascinatingly interesting game of having the children look at a tableful of objects for a few moments, and then covering it up and seeing how much they can remember of what they saw, you are strengthening their powers of observation and attention. When you read a story or description to them, and then have them write it or tell you about it in their own words, you are giving them training of incalculable value.

If you see in your child the beginnings of habits of inattention, of wandering mind, of half-seeing what they look at and consequent failure to be able to tell about it afterward, give thought to it immediately. Be sure that their eyesight and hearing are perfect. Much apparent inattention and indifference are due to purely physical causes. Sometimes uninteresting teaching in school is the cause of such indifference and failure to notice and remember.

Be sure that your own pronunciation is clear and that the child really understands, comprehends what you are saying. Very often failure to understand what is said is the reason for apparent disobedience and "stupidity."

Those who are taught at the outset of life really to see what they look at, to listen to what they hear, and to relate with clearness and accuracy what they know, are not much troubled by febleness or memory in later years.

Prudence Bradish.

[Copyright, 1919.]

The Hackett Motor Car Co. is employing a full force of men turning out 104 touring cars on contract for a Copenhagen importing and exporting house. These cars will be marketed in the Dutch East Indies. They are identical in size, design and power, the only irregular feature being the installation of the steering gear on the right side of the car. The new 1920 model is now being designed and will be ready for distribution by Jan. 1 at the latest. Manager Dornbos is entitled to a great deal of credit for the manner in which he has stayed by the proposition and turned failure into success.

Some people borrow trouble for the purpose of troubling someone else.

Recent Matters Before Local Bankruptcy Court.

In the matter of Kent State Garage, a final meeting was called for May 19, but the same was adjourned until June 2, at which date the meeting was again adjourned for an indefinite period, awaiting the decision on certain contested claims.

In the matter of Colby Gear Company, a special meeting was held on May 19 and an order for distribution entered. The administration expenses were ordered paid and a first dividend of 5 per cent. was declared and ordered paid. It is expected that at the expiration of three months another small dividend will be paid.

In the matter of Matthew Williams a final meeting was held May 21. A final dividend will be declared but the amount of the same has not been determined.

In the matter of George Morris, bankrupt, assets, consisting of a farm was sold to Frank Herrick for \$71.38.

In the matter of Chester V. Fuller, a sale of the assets has been made to the Browning Realty Company for \$1050. These assets consisted of the stock in the Joy Shop, at the Browning Hotel, this city.

In the matter of Matthew Williams bankrupt, city, the trustee's report showing amount on hand for distribution of \$166.66 was approved and allowed. The final order for distribution has been entered and a final dividend of four per cent. declared and ordered paid.

In the matter of Reno Offringa, bankrupt, order for distribution of assets was made June 17, which showed amount on hand to be disbursed \$1,352.01. The expenses were ordered paid and a final dividend of 8 per cent.

Suliman E. Sheehan, a manufacturer of 110 Grant street, city, filed a petition for adjudication in bankruptcy. The order of adjudication has been made and the matter referred to Mr. Corwin. The first meeting of creditors has been called for June 30. The schedules of the bankrupt show the following: Liabilities amounting to \$2,339.24, all of which are unsecured, and assets amounting to \$2,559.81, made up as follows: Stock in trade belonging to Grand Rapids Garment Hanger Co., copartnership, of Grand Rapids, which bankrupt is a member, \$2,000; debts due Grand Rapids Garment Hanger Co., in which bankrupt has half interest, approximately \$180; also wages due from Hanger Co., \$379.81, also property claimed as exempt to be taken from machinery, tools and stock of Grand Rapids Garment Hanger Co., \$250.

Joseph Polance, of the city of Grand Rapids, has filed a petition for adjudication in bankruptcy. The adjudication has been entered, but no meeting of creditors has as yet been called. The bankrupt schedules secured creditors at \$45, unsecured at \$1,113.55, making total indebtedness of \$1,158.55, assets amounting to \$250, all of which is claimed as exempt to the bankrupt.

“The Colgate Plan”

**is completely vindicated
by the unanimous decision
of the United States Supreme Court**

The Supreme Court of the United States, by a unanimous decision made June 2, 1919, has completely and finally sustained the legality of “THE COLGATE PLAN” for insuring fair prices. It gives us the greatest possible satisfaction and pleasure to announce to our customers this important decision in the interests of sound merchandising.

More than forty years ago the Company determined, so far as in its power lay, to insure a fair and reasonable profit to dealers in its products. The policy was then adopted, and is still followed, of refusing to sell to those whose resale prices are unfair. No price agreements are demanded, but no goods are sold to those whose selling methods are injurious to the trade.

The Supreme Court has now declared that this sound business policy is entirely lawful, and that we have the right thus to protect our customers against illegitimate and unfair methods of competition. We are gratified that we can continue to do this in the future as we have in the past.

Mr. Justice Reynolds continues:

“And we must conclude that, as interpreted below, the indictment does not charge Colgate & Co. with selling its products to dealers under agreements which obligated the latter not to resell except at prices fixed by the Company.

“The purpose of the Sherman Act is to prohibit monopolies, contracts and combinations which probably would unduly interfere with the free exercise of their rights by those engaged, or who wish to engage, in trade and commerce—in a word, to preserve the right of freedom of trade. *In the absence of any purpose to create or maintain a monopoly, the Act does not restrict the long recognized right of trader or manufacturer engaged in an entirely private business, freely to exercise his own independent discretion as to parties with whom he will deal. And, of course, he may announce in advance the circumstances under which he will refuse to sell.*”

We take pleasure in informing our trade and other friends of this important decision.

Colgate Co
Established 1806



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.

Advice to Creamery Men Who Handle Eggs.

The greater part of my experience with eggs has been in distribution to retail trade and any information I am able to give the creamery man about gathering and shipping eggs will be general and not in detail.

In the first place it would be well to remind the creamery man that any successful business has a main line and never loses sight of the fact. Your main line is the creamery business and if you handle eggs it should be a side line and stay a side line. Any side line is either a feeder or a sapper and unless you make it a feeder it will soon become a sapper and the larger it gets the worse it will be. I have known creamery men who handled eggs apparently for the purpose of providing a convenient place to spend money they made in the creamery business.

This is likely to be the result unless you handle eggs according to a definite system. Many are afraid of the word "System," but it is one of the things absolutely necessary to continued success in any business activity. Even the newsboy on the corner profits by a system. He sells more papers when he keeps them arranged so he can give you the one you ask for on the instant and keeps his pennies separated from the other change—both these things help because they save time in rush hours. The creamery and egg business have their rush weeks and system saves time and money.

When you start handling eggs, unless you can employ a man experienced in the egg business you should yourself learn to candle and pack eggs so that you will be able to teach any employe you wish to assign to the work.

Once assigned to the work he should be kept on it and held responsible for all the work in connection with eggs and for keeping accurate records of his work.

You will also find it to your advantage, to learn all you can about the various markets and the various grades of eggs. Study market and warehouse reports.

You may not see where all these things benefit you at first, but if you are going to handle eggs for profit—and we take it for granted that you have profit as your main

objective—you cannot learn too much about eggs and egg markets.

Many things you will have to learn by experience, which of course you have to pay for the same as any other education.

Eggs should be candled when received from the farmers and by a proper arrangement of cases on a candling bench, they can be packed for shipment at the same time. If you have a knowledge of the various market grades you can add to your profits by grading.

Some shippers have established a nice business by grading eggs carefully and putting a special mark on each case—then shipping them all to one wholesaler. This is a good way to secure a permanent market that is profitable but takes time, as a reputation cannot be established for such a "Mark" in a short time. Once established the reputation must be maintained, or all the effort will be wasted. In order to follow this plan it will be well to secure a nearby market for seconds or for small or dirty eggs. If you gather eggs on cream routes, you can decrease very materially the number of seconds and chex, by teaching your route men how to handle eggs, and how to educate their patrons.

There is no "overrun" in handling eggs, but there is a "Loss Off" and it is just as important to know what this "Loss Off" costs, as it is to know the actual value of an "Overrun."

There are new problems for the egg man the year round, but hot weather presents the hardest condition to combat and we would not advise the creamery man to handle many hot weather eggs, unless he provides a chill room in order that the eggs may be cooled below the danger point before shipping.

E. G. Cooper.



The value of Bel-Car-Mo Peanut Butter as a summer food is being exploited in newspapers. It's a quality that makes friends for the store.

Order from your jobber

It's a Good Business Policy

to know that

Your Source of Supply is Dependable

You can

Depend on Piowaty

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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.



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

M. J. Dark & Sons

Wholesale

Fruits and Produce

1 and 3 Ionia Ave., S. W.

Citz. Phone 4227

Bell Phone M. 4227

Grand Rapids, Michigan



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

SUCCESSFUL SALESMAN.

D. L. Goodrich, the Well-Known Confectionery Salesman.

Dorrance L. Goodrich was born at Kalkaska Aug. 7, 1880. His father was one of the pioneer druggists of Northern Michigan, having conducted a drug store at Kalkaska for over thirty years. He attended public school at Kalkaska up to and including the ninth grade, completing the tenth grade at Kalamazoo high school, when force of circumstances terminated his educational career. He entered the employ of Cole Bros., grocers at Kalkaska, in which position he remained nine years, leaving Cole Bros. to accept a similar position with B. H. Ketybeck & Son, of the same place. He remained with the latter one year, leaving to accept a position as salesman with A. E. Brooks & Co., of Grand Rapids, on Jan. 17, 1905. He is still in the employ of that house.



Dorrance L. Goodrich

Mr. Goodrich was married June 25, 1902, to Miss Nora L. Wright, of Kalkaska. He owns his own home at 922 West Lovell street, Kalamazoo, and a summer cottage at Crooked Lake.

Mr. Goodrich belongs to the K. of P., the U. C. T. and Kalamazoo Chamber of Commerce. He is Senior Counselor of Kalamazoo Council, No. 156. His hobby is fishing and hunting. His success has been attained by playing the game square with both house and customer, coupled with a quality line of merchandise. His territory is Southwestern Michigan, calling on the retail trade, and Eastern Michigan, calling on the jobbing trade.

Mr. Goodrich is a man of pleasant address and delightful personality. He has proved himself to be faithful in all things—to himself, his family, his house and his customers. He holds his trade to him with bands of steel, because he never deceives a customer or takes advantage of a situation which might give him a temporary advantage, to the detriment of friend or customer. He stands well, socially as well as in a business way, and has every reason to regard his success with pleasure and his future with composure.

The Only Cotton Seed Flour.

Cotton seed flour, a novelty manufactured at Schulenberg, Texas, is now held forth by its producers and boosters as the only cotton seed flour in the world. Under the name of "Allison flour," it was advertised at the crusher's convention in a folder which presented the following facile

publicity. The attack on the value of wheat flour will be duly appreciated by those who know.

"Dr. G. S. Frapps, State chemist, College Station, Tex., states that 20 per cent. of Allison flour added to 80 per cent. of wheat flour contains as much nourishment as eggs and meat, but twenty-one times cheaper than eggs and fifteen times cheaper than meat, and claims it is a meat substitute.

"Cotton seed flour should be mixed with wheat flour or corn meal. Comparatively speaking, wheat flour is nearly all starch and cotton seed flour is over 50 per cent. protein. To get the best results, therefore, a mixture of these flours should be made. Some are using as much as 30 per cent. of this flour to 70 per cent. wheat flour for bread, fruit and ginger cakes and rolls, but 20 per cent. is deemed sufficient for everyday use.

"For bread, the flours may be mixed dry, but a lighter bread is made by mixing up the yeast sponge entirely with the wheat flour and, after this rises, kneading in the cotton seed flour.

"All kinds of ginger and fruit cakes are improved by the nutty flavor the cotton seed flour imparts and 20 to 30 per cent. may be used. For biscuits do not use quite as large a per cent. as for bread or rolls. Corn bread is also greatly improved by using 20 per cent. of this flour. For hot cakes equal parts of corn meal, Allison flour, wheat flour, made into a batter, is far better than buckwheat cakes."

For Peanut Crop Estimates.

Accurate peanut crop estimates and market news reports have been urged on the Federal Bureau of Crop Estimates by the committee on legislation of the Virginia-Carolina Peanut Growers' Association. The committee in its report points out that no crop of the importance of peanuts as food has received so little attention from Government agencies. The needed services for the peanut growers will cost about \$37,000 in appropriations.

The assistance most needed and which is being asked for at present is an accurate crop estimate and market news service. The present form of crop estimates is being used to injure the grower and depress the market, according to the statement of the committee. It is estimated that 50 per cent. is used for forage, "hogging oil" and a great per cent. of the rest is used for oil. Peanuts used for these purposes do not come in competition with peanuts which are marketed to be eaten as nuts. The present crop estimates do not differentiate between these two uses, and buyers use the estimates to beat down the market, insisting that all this great increase has to be handled by the manufacturers, and that the big crop has knocked the bottom out of the market. The peanut growers are insisting on an estimate that will give them the actual marketable surplus showing the amount used for forage, the amount used for oil and the amount marketed as peanuts.

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 Candler 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.

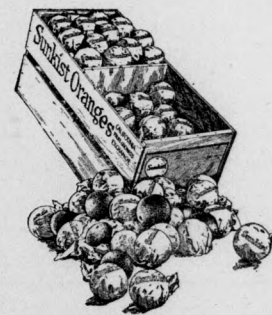
Money Saved by Buying Your **EGG TESTER** of S. J. FISH CO., Jackson, Mich. Write for catalogue.

SEEDS BUY THE BEST Reed & Cheney Company Grand Rapids, Michigan

Rebuilt Cash Register Co. (Incorporated) 122 North Washington Ave. Saginaw, Mich. We buy, sell, exchange and rebuild all makes. Not a member of any association or trust. Our prices and terms are right. Our Motto:—Service—Satisfaction.

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

WE ARE HEADQUARTERS WHOLESALE Fruits and Vegetables Prompt Service Right Prices Courteous Treatment **Vinkemulder Company** GRAND RAPIDS MICHIGAN





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

The Most Important Task of the Hardware Dealer.

Written for the Tradesman.

Among the many little incidents regarding the hardware trade that insist on sticking in my memory is one that occurred to a trade paper canvasser in a small town. This canvasser and I went the rounds of the local dealers the same day, at pretty much the same hour, and our paths crossed several times.

At one place where I called the trade paper man was just in process of being turned down hard.

"No use," said the hardware dealer. "I take two trade papers now and I haven't time to read them."

With which he resumed the job on which he was busily engaged—scraping a few cents worth of congealed lubricant out of the inside of a can.

It struck me forcibly that this particular dealer might have been much more profitably employed for the next few minutes in reading a trade paper, studying the markets, getting a few new ideas, and, above all, in learning the importance of not wasting his time on petty jobs that cheaper men could do just as well. He would have found out among other things that the same amount of time and effort spent in training his salespeople and helpers would produce infinitely bigger results.

Putting first things first is one of the essentials of success in any business or profession. The dealer who puts first things first in the hardware business will speedily learn that his value to the business as a manager, organizer and director is infinitely greater than his value as an individual salesman, a book-keeper or even—as a janitor or office boy.

The hardware clerk is apt to exceed in some one particular line of endeavor. For instance, this helper will develop into an A-1 salesman yet be deficient as an organizer. Another clerk may be an excellent window dresser or a genius in preparing advertising "copy" yet may be merely a mediocre salesman. A third may be primarily an office man with a genius for keeping track of stock, systematizing buying operations and managing the financial end of the business, and yet may have no particular qualifications for work behind the counter, beyond an ordinary facility for "waiting on" customers.

Now, the merchant is no one thing in the hardware store. He is not merely a salesman, he is not merely

a publicity man, he is not merely an office man—he is rather the supreme director of a wide variety of activities which go to make up a successful retail hardware business. He must know enough of every department of his business to give direction and inspiration to his individual helpers. He must be able to organize his sales force into an efficient, smoothly working mechanism, and to lay down and direct the execution of clear-cut store policies. That is his first and biggest task—all else is subsidiary.

This does not mean that the hardware dealer should not be a good salesman, or should not if occasion demand dust off a show-case or help to arrange stock. The dealer himself should be able to do everything he asks his helpers to do. But he should not allow himself to get into a rut where he works fourteen hours a day on all sorts of detail, and where his helpers do what the boss has not time to do. That isn't good business, either for the employer or for his staff.

One of the most successful merchants I know makes it a point to develop his clerks by entrusting them with individual responsibilities.

You say: "If I tried that; I could not keep my staff together. They would all quit."

This merchant has the most loyal staff in his town. He has probably the most efficient staff. He takes time to study each new lad he takes on, to size him up, and then to systematically direct his training with a view to developing him into an all-round efficient clerk and salesman.

For a month this spring the merchant himself took a holiday down south. He asked me to help prepare advertising copy while he was away. George, he told me, would select the lines to advertise, and get the material in shape; I would add the fancy touches. George would take hold on Wednesday. On Wednesday I would call, see George and get material for Thursday's advertising.

When I called on Wednesday the merchant was still there. He had not

The Adjustable Price Card Holder "Fits Them All"

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

J. FRANK GASKILL,
259 Mich. St. Grand Rapids, Mich.

Boston Straight and Trans Michigan Cigars

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

Foster, Stevens & Co. Wholesale Hardware

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

TANGLEFOOT

The Non-Poisonous Fly Destroyer

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Jobbers in All Kinds of
**BITUMINOUS COALS
AND COKE**
A. B. Knowlson Co.
203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

TAKING INVENTORY

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

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

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

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. River
Junction

yet left for his trip. He came up to me, chatted pleasantly about a variety of subjects—no not a word about advertising. He offered not a single suggestion on the subject. No, that was out of his hands now; it was up to George. And George proceeded to furnish the material without so much as a look at his employer, or a word to him.

This was merely a step in the education of George into an all-round, efficient merchant. Even the advertising suggestions I proffered were, doubtless, a carefully calculated phase in George's mercantile education. And the entrusting of George with responsibility, even while his employer was still within call, was typical of this merchant's methods of developing his staff.

A hardware dealer and I were once discussing another dealer. "He's an A-1 road man," I commented. "Yes," agreed the dealer, "Jim's a wonderful road man. In fact, he's too good a road-man to succeed in business for himself. He prefers to get out and sell things when he ought to be in his store running the business."

Which is merely another reminder that the merchant's first task is the management of his business, and that he cannot afford to be even a first class salesman to the exclusion of all else. Much less can any hardware dealer afford to emphasize office and store systems to the neglect of the selling end, or put his undivided energies behind a publicity campaign that is not backed up by good salesmanship in the store and a shrewd selection of stock. The activities of the ideal hardware dealer must be carefully balanced if he is to succeed to the fullest degree.

A dealer, talking over the hardware situation with me, once mourned the lack of efficient hardware salesmen. "You don't get them any more," he said. "They come here from school and they don't know the first thing about business." But that has been the fate of merchants in all ages, to have to train their own help into efficiency. The boy fresh from school cannot be expected to know much about hardware. He is a beginner, and must be treated as such. And a vital portion of the hardware dealer's everyday work is the training of just such beginners. That is a part of the business. There is no escape from it.

The difficulty cannot be solved by the hardware dealer doing as much of the work as he can and leaving the staff to do the rest. That isn't fair to the employer, or to the business, or to the clerk. Rather, the employer who gets the best results is the one who learns, perhaps by dint of painful and arduous experience, to organize the activities of his store in such a way as to share his responsibilities with his helpers and to put first things first in his own work.

The worst luck an army in the field can have is to be led by a brave man who is also a poor general and an inefficient strategist. And the business where the employer takes his share and more of everyday drudgery and makes that an excuse for not properly managing affairs, is in much the same pass. The merchant's first task is to manage his business. Everything else is subsidiary. Victor Lauriston.

The chronic kicker should be kicked occasionally, so that he may know both sides of the situation.

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 Hiffer Co., 1205 Peoples Life Bldg., Chicago.
Crescent Mfg. Co., (M-407) Seattle, Wash.

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



What Does Your Refrigerator Reveal?

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

MCCRAY

Sanitary Refrigerators

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

Remember, the handsome appearance of the McCRAY will add to the attractiveness of your store. The McCRAY is more than a refrigerator, it is a fine display case for food products. The Economy feature makes the McCRAY an investment that pays big dividends in increased profits—it stops waste. Every McCRAY is fully guaranteed.

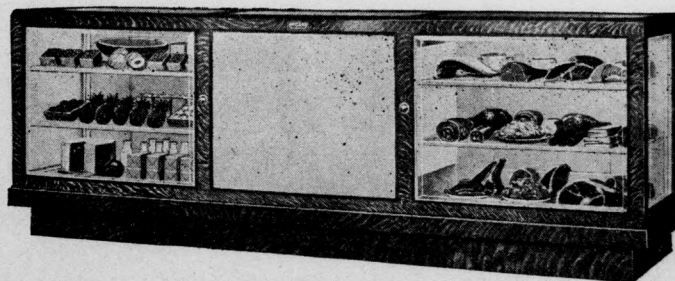
Ask About Our Easy Payment Plan

Let us send you catalog that describes a great variety of designs—to suit every requirement. No. 71 for Grocers and Delicatessens. No. 62 for Meat Markets and General Stores. No. 94 for Residences. No. 51 for Hotels and Restaurants.

"Refrigerators for All Purposes"

McCray Refrigerator Co.

944 Lake Street Kendallville, Ind.
Detroit Salesroom: 14 E. Elizabeth St.
Salesrooms in all Principal Cities





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.

Unique Way to Build Up Territory.

I know a man who—well, a man that I would like to introduce to Trotzky and his pal, Lenine. If these befogged chaps knew my friend I am sure they would get a clean shave and get a real job selling advertising or hardware or dry goods or groceries or something else that folks want a lot more urgently than they do new theories in government.

This man was raised in New Jersey. When about sixteen years of age he ran across Horace Greeley's dictum, "Go West, young man," and forthwith acted on the advice. He landed in Colorado or some other state out there. Got a job at \$2 a week, clerking in a dry goods store. At this rate he wasn't able to stop at the best hotels and as a substitute, slept under a counter and got his meals out of a cracker barrel.

He had served about a year's apprenticeship in the business when one day a traveling man dropped dead in the store while selling the boss a bill of goods. The clerk was ordered to send a wire to the traveler's firm, apprising it of the tragedy. The message was sent as directed, but in addition to announcing the death it contained an application for the deceased man's job. The clerk said he knew dry goods and could complete their old representative's route. Back came a telegram telling him to go on with the trunks.

Allowing for his inexperience, the young fellow did surprisingly well on the trip. When he arrived at the offices of the firm several months later the managers were dumbfounded to find him only 18 years of age. However, he sold too much stuff to let age bar him from going out on the territory again. The second trip thoroughly established his right to remain on the sales force despite his youth.

In those days a fairly energetic salesman, working on a commission and who had a good line, made almost as much money as the movie folks are supposed to be making to-day. Old-timers will tell you how drummers, as they were then called, came to town with their carload of trunks and lived on a scale which would be

regarded as modest to-day, but in those times was looked upon as princely.

After four or five years of road experience the ex-Jerseyite climbed up to a degree of success that made him one of the biggest commission earners of his day. When veteran traveling men get together they still tell stories of his selling exploits. He simply sold everybody that there was to be sold. Like Alexander of old, he was constantly sighing for more worlds to conquer, only his complaint was not about the lack of worlds, but about the dearth of merchants in his territory. The district through which he was traveling was not thickly settled. Most of the towns were small and far apart. He couldn't sell in many towns at all because there were no suitable retailers in them.

A time came when this enterprising salesman struck a point where he saw that a further expansion in his sales would depend largely on an increase in population in the territory or else on establishing more dealers of the better sort in it. That looked like a watchful waiting proposition, as there seemed to be no way that he personally could build up the territory's productivity.

One day, however, a big idea struck the salesman. He had been living on his drawing account and had been leaving the rest of his commission to accumulate with the firm. The morning that the big idea arrived the salesman received a letter from the treasurer of his company, suggesting that the rapidly piling up commissions be invested, as it was not businesslike to leave this money idle. The treasurer said his firm didn't need the money or they would use it themselves. The subject of our story had been so busy selling goods that he never before thought about investing his savings.

"Well, that letter from old Money Bags set me thinking," said this man to me the other day in the grill-room of a New York hotel. "It occurred to me right away why not expand my territory by setting up several honest, hustling young fellows in business? I knew a few ambitious chaps working for my customers that I trusted and was willing to stake. It seemed like a good way to use my money and a good way to help deserving young men. I decided to cover the amount of money that my protege was willing to put up. For instance, if he had \$2,000, I advanced another \$2,000. I picked out the location, as I knew a number of exceptionally good ones; I selected the stock and established the credit of the partnerships. I started two stores

in that way the first year. I had \$3,000 in one and \$4,000 in the other. The venture proved enormously successful. If I remember correctly, we made that first year 120 per cent. net on the total capital invested. The second year I opened four stores and every year after that I started two or three more until at one time I had an interest in fifty mercantile establishments. In two or three cases I was unfortunate in the selection of my partners and had to dissolve the relationship on that account. About

Bell Phone 596 Citiz. Phone 61366

Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
 Expert Merchandising

209-210-211 Murray B'dg
 GRAND RAPIDS, MICHIGAN

GOODRICH BOATS

To Chicago

Daily—8:05 p. m.

From Chicago

Daily—7:45 p. m.

FARE \$3.50 Plus 28c War Tax.

Boat Car Leaves Muskegon Electric Station 8:05 p. m.

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

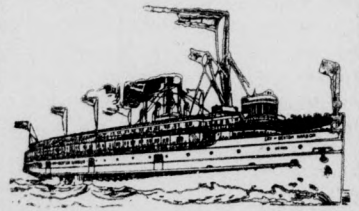
Tickets sold to all points west.
 Baggage checked thru.

W. S. NIXON,
 City Pass. Agent.

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



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

THE NEW
MERTENS
 Rates \$1.00
 With Shower \$1.50
 Meals 50c
 WIRE for RESERVATION
 A Hotel to which a man may send his family
 Fire Proof



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.

a dozen of the stores turned out to be unprofitable and were discontinued. The remainder, however, were good money makers and having resigned my traveling position, I devoted myself exclusively to their management for a number of years.

"One of the towns that we located in grew amazingly. Our store there became a full-fledged department store. Finally I married and settled down in this little city. I gradually became interested in various local enterprises. I was made vice-president of one of our banks. I bought an interest in a promising manufacturing establishment. I purchased a stock farm close to town, and acquired other interests. About this time I decided that I had enough money and that my business in my home town would keep me as busy as I cared to be for the rest of my life. Hence, I sold out the stores to my partners, keeping only the big one in the home town, which I still own."

This man started on a shoe string. When he landed in that Western city, he had exactly forty cents to his name. In a few years he was facing a score of payrolls, backing advertising appropriations and development projects of all sorts.

The remarkable thing about this man's career is that it is not particularly exceptional. Every year in this great big country of ours thousands of men of initiative and of enterprise are starting businesses on, you might say, pure nerve. Did you ever stop to think that the majority of our larger manufacturers started in just this way? They had faith in an idea and stuck to it until they saw it through.

To-day, when so many are wobbling before the uncertainties of the reconstruction period, I like to think about my friend who did not hesitate about jumping into a dead salesman's shoes. S. C. Lambert.

State Convention of Michigan Shoemen.

The next convention of the Michigan Shoe Dealers' Association will take place at Saginaw, September 8, 9 and 10. A committee from Detroit has been appointed to stir up local interest in the meeting. Incidentally, the Detroit Association has passed resolutions inviting the State organization to meet in Detroit in 1920, and those who will go to the Saginaw convention from that city have instructions to make a strong effort to land the convention.

Only Michigan Paper He Takes.

East San Diego, Calif., June 20—You bet, old friend. The Tradesman is the only Michigan paper we take now and it is like a visit from old friends. This is a paradise for workers twelve months in the year. We have perpetual summer and the soil yields accordingly. We are now shipping California fur rabbits to various points in the East and have trouble filling our orders, while there is constant demand here for all the meat rabbits we can raise.

William E. Mellinger.

From reading an insurance policy in a stock fire insurance company a merchant cannot tell whether his stock is insured or not.

THE SAGINAW VALLEY.

Late News From That Enterprising District.

Saginaw, June 24—Mr. and Mrs. Robt. Brown, 2031 North Michigan avenue Saginaw, are on an auto tour in the East. They reached Pittsburg in time to attend the National Grotto convention, to which Mr. Brown was a delegate. After a two weeks' tour they will return to Saginaw, where Mr. Brown is actively engaged in the real estate business under the firm name of Brown & Grant, both former traveling salesmen and to-day looked upon as Saginaw's most enterprising realty agents and boosters for a Bigger and Greater Saginaw.

Mr. and Mrs. Archie Dorman, South Park Avenue, Saginaw are the proud parents of a baby girl born June 8. Mother and babe doing fine and dad the proudest salesman in all America. Congratulations and best wishes to you and yours, Archie.

We congratulate Mayor Mercer for his stand regarding punch boards and gambling within the city. The police force should do their duty. If an officer cannot see those things going on, we hope the Mayor uses the hatchet. For a better Saginaw!

To my knowledge I have never seen an item written by the Honest Groceryman, of Owosso, wherein he ever mentioned the name of Col. C. C. Duff. They must be friends, for if the venerable gentleman has an enemy no one ever met him. Going back several years, Mr. Duff acquired the title of Colonel through his fame as a chess player, at which time he defeated America's greatest players and became known, especially through the South, as Colonel Duff, the lumber jack champion chess player from Michigan. He is a veteran of the Civil War. However, despite his infirmities, he stands today as one of the best tea and cheese brokers in the Middle West. He has an office and by use of the telephones and wide personal acquaintance does a splendid business among the tea and cheese buyers of the country. Long live the Colonel!

One reason for the high cost of living is that the manufacturer who contemplates an increase in prices no longer bothers to think up an excuse.

Mrs. F. Marfer, 1822 Genessee avenue, assisted by Mrs. Al. Baum and Mrs. Munger, entertained the ladies of the U. C. T. last Thursday.

F. J. Lindsay, one of the live wire grocerymen of Mt. Morris, is in Fort Sill, N. Y., visiting his father. He expects to spend several weeks in the East visiting New York City and other important points.

Charles Libby, proprietor of a grocery at Durand, is spending several weeks at Argentine. This is near the lake region and great fish stories are anticipated upon his return. Mrs. Libby is in charge of affairs during his absence.

Miss Iva Shenfelt, chief clerk for Rapson Bros., Owendale, is back on her vacation, refreshed and as cheery as ever. She was much in need of the rest.

The battle cry of Saginaw now is, "We need homes for our working citizens." Great progress is being made toward furnishing homes for them, but much more should be done for the comfort and welfare of our busy laborers. Give us homes and watch us grow to 100,000 by July, 1921!

The big twins of Saginaw—Tom Pattinson (Blackney Cigar Co.) and Clayton Smith (Hammond, Standish & Co.)—are touring the Thumb this week, accompanied by their wives. It must be quite a strain on the men—and machine, too—to have their lady partners suddenly announce the plans for such a trip. If a fellow knew of such a trip far enough in advance, arrangements could be made to the

safety and pleasure of all parties interested. However, it is to be hoped that no mistakes will happen and that accidents will be barred through this week of pleasure. The writer expects to see them in Bad Axe Tuesday night and, acting the part of an advance agent, will endeavor to provide entertainment for the big party. If there are any accidents during the trip will notify the public through these columns later.

Owosso was all aflame with bunting, flags and emblems of the order of Elks last week, while the State convention was being held. A royal time was given the delegates and Owosso Elks know how to do such things, too. Everyone who was there speaks highly of the treatment accorded them. Next year they meet at Battle Creek.

The Germans are getting off lucky after all, for there is no bone dry clause in the treaty presented to them by "Woody" and his pals.

Charles R. Fisher is in the Saginaw general hospital. Don't fail to pay him a visit. He'll appreciate it.

Bernard Cook has just returned from the University of Michigan for his summer vacation. His father, T. A. Cook, conducts a cheese factory at Brant and has the reputation of being one of the best cheesemakers in Michigan.

If E. L. Carr, owner of an up-to-date meat market in Owosso, has anything to say regarding the menu at the Wildermuth Hotel, at Owosso, you can rest assured that everything will be of the best. Recently Mr. Carr bought an interest in the above popular hostelry and it is safe to say he will prove a valuable asset to the organization.

B. Johnson, proprietor of an up-to-date grocery and confectionery store at Otter Lake, has added a fine soda fountain to his confectionery equipment and is doing a splendid business.

H. L. Gillham, of 1709 West State, Jacksonville, Ill., was in our midst the past week. He represents Wilson & Co.'s butterine department. Mr. Gillham, formerly with Bunte Bros. Candy Co., is known well over twenty-one states and only recently left their employ.

Don't waste sympathy on the Germans. They have enough of it for themselves.

Saginaw Council U. C. T. has entered the Michigan Sporting circles and boasts of one of the best middle weight wrestlers in the Central West. While not at the ringside, the writer has been reliably informed that in an exhibition at Bay City last week, he threw his man in remarkable fashion. Great efforts are being made to have him meet some good man at the U. C. T. picnic to be held at Bliss Park Saturday. Right at this point, friends, let me introduce to you Al. W. Munger, 123 Cherry street, Saginaw, Sentinel of Saginaw Council who in business life represents the Ruud Mfg. Co., as successor to B. N. Mercer our present Mayor, in this territory. As soon as the Dempsey-Willard affair is over, some action may be taken to stage a U. C. T. wrestler tournament, but to try to pull something at this time might have a tendency to injure the Toledo bout which is a minor affair.

Mark S. Brown is at Columbus, Ohio, this week attending the U. C. T. Supreme Council meeting, going as one of the Michigan delegates. Wonder if he will register from Saginaw or Detroit?

The Leniar Manufacturing Co., Park and Atwater streets, has increased its capital stock from \$25,000 to \$200,000. The following officers are in charge: President, Otto L. Dittmar; Secretary, Treasurer and General Manager, Jos. Marx. They expect to increase their floor space by about 40,000 feet at once and add to that in the near future. Great plans

are under way and the future of the above organization is wonderful. Contracts have been recently made that run into millions of dollars, announcement of the same to be made public later. This is but another sample of what Saginaw is to become, from an industrial standpoint. This means labor for hundreds of people and another step forward in Saginaw's great industrial boom. M. A. Carpell, well-known salesman and U. C. T., is closely associated with the above company and should prove a valuable asset to same.

Saginaw Council held its regular meeting Saturday and, despite the hot weather, had a fair crowd. Two candidates were put through the harness. Mayor Mercer occupied the P. S. C. station, with Grand Junior Councillor H. D. Ranney handling the gavel at the Junior chair. The Senior Councillor station was weighted down with flowers, the donors of same unknown to all except Dan McArthur, the worthy Senior. Throughout the evening we all enjoyed free smokes. Archie Dorman said it might be the last smoke we would ever have on him. Guess he is figuring on moving away from Saginaw. Am sorry I did not get the name of the little baby girl for publication, but Archie couldn't remember it. A fine letter was read from Mike Conaton, in which he bawled me out for not writing for the Sample Case. Mike, do you know we are busy in Saginaw these days? If you don't like my style, move back to Saginaw where you belong. How do you know but what this is part of your punishment for leaving us?

Probably no one had more pleasure out of the meeting than "Con" Orin Leidlein. He had everything most his own way. (Mark Brown wasn't there).

Otto M. Rohde, 1223 Janes avenue, this city, and his son, Otto A., were given the right to wear the emblem of the order. Otto M., the father for the past thirty years has been one of Saginaw's live wire grocers. He was a member of the local Association and was always intensely interested in the work and welfare of the State Retail Grocers' Association. He now represents the Detroit Automatic Scale Co. Otto A., the son, travels for the Remington Typewriter Co. out of Saginaw. Gentlemen, we welcome you and trust that you will not forget each third Saturday night of the month belongs to the U. C. T.

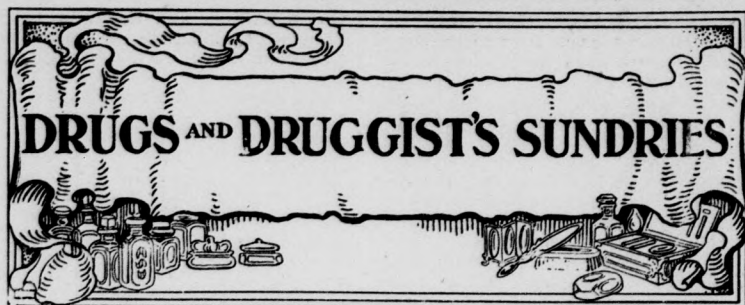
Mrs. W. E. Choate, wife of W. E. Choate, who represents Hammond, Standish & Co., in this city, was called to Detroit last week, owing to the serious illness of a sister.

Next Saturday at 2 p. m., load up the kiddies and the lunch baskets and be at Bliss Park. It is all in honor of our little ones, given by the Ladies Auxiliary. Great things have been planned, ball game, games and contests without number and it is the duty of every U. C. T., whether blessed with one of God's wonderful gifts or not, to be there and help make the affair the biggest ever for the children. Don't be a piker and say, "Oh, that's for the kids." You owe it to them to be on hand. Come and show your appreciation for the work done by the ladies of the U. C. T. The entertainment committee, headed by Charles Robb, 210 Emily street, will have charge of the contests and prizes will be offered on all affairs.

The following U. C. T.'s have been appointed by the Senior Councillor to attend the Pure Water meeting to be held soon in the interest of Saginaw water: D. A. Bentley, Charles Adams, Leo M. Kenny, Joseph Marx and M. A. Carpell.

L. J. Rapson, grocer and meat market merchant of Owendale and Elkton, expects to spend next week at Rose Island. How sorry we all feel for the poor fish and the nice green grass under the beautiful shade trees.

L. M. Steward.



Adaptability of Druggist to Candy Trade.

It was not so many years ago when even large drug stores weighed out candy in the counter scales and dispensed it in a paper bag. That day has gone by. To-day the young man who takes his girl a pound of candy does not convey it to her in a paper bag. He carries it in an attractive box. Pays more for it, too, you say? True enough, but he has the price, and nothing is too good for his best girl. Sometimes the box costs more than the candy, especially around St. Valentine's Day. This is not necessary for ordinary trade, but handsome containers will get business. Formerly it was almost invariably the rule for children to get a quarter pound of candy in a paper bag. Now you can sell them half a pound, or a pound, in a box. Cute little containers are on the market. Some of these are made to hold a quarter pound, and we have seen sizes destined to hold only two ounces. The package attracts the eye.

The big, popular candy store down town has an attractive display in open dishes, but when the goods are sold they are dispensed in boxes. For rush trade a lot of boxes are filled and wrapped—one-pound, two-pound and five-pound sizes. It is easy to hand them out, but even then people sometimes have to stand in line. Now candy can be sold anywhere. Nobody has a patent on it, or a monopoly of the trade. Up-town drug stores can sell it, so can down town establishments. Little village stores can sell it, and now that the automobile has attained such vogue, they can even sell Broadway brands at Broadway prices. Certain candies are made up especially for young children. They like candy, but their health must be considered, and, as drug stores are in the health business, it looks as if they might well specialize on such brands. Inferior stuff should be avoided. Some "ballyhoo" places do fairly well, or seem to do fairly well, at unloading this stuff, but the old family drug store cannot afford to be mixed up with it.

Purity is always the word for a drug store, and certainly people want purity when they are buying candy for their children. Also, we may say, when buying for themselves. Certain manufacturers with an established reputation want agencies. These people do an immense amount of advertising and virtually create a demand for the goods.

The summer resort druggist can sell lots of candy. The druggist along the line of automobile travel ought

to examine the situation carefully. The size of the village makes no difference to the party in the car. Probably they would rather pause in an attractive little town than in a hot city. It takes a big placard to flag 'em sometimes, but that is easily fixed up. These people will buy high-class goods, and are not inclined to argue about prices.

There is always a boom in candy when a holiday looms up.

This tendency is increasing, too. In other days, kids used to buy giant firecrackers at Christmas and on the Fourth of July, but they are not allowed to have these things now; so much of this money goes for candy. Now if you haven't anything in particular to sell on a holiday, a holiday does you no good. It will not boost the demand for quinine pills. Don't lose the easy business that comes along with every holiday. Look after your candy trade.

Danger From Roaches.

Roaches are believed to be responsible for the conveyance of tuberculosis, diphtheria, typhoid fever, tonsilitis, and possibly some other diseases. They spread these diseases by carrying the organisms on their feet and in their intestinal canals and disseminating them over food supplies, books, and other articles of daily use. They are especially abundant in the galleys of vessels and in damp kitchens. They appear at night after the lights have been turned off, and overrun everything in the room. Roaches can be quickly, cheaply, and completely exterminated from ships and houses by the use of sodium fluoride. This should be spread with a rubber powder blower on the floors near the walls and on shelves in closets. The powder does not suffocate the insects, but sticks to their feet. They clean it off with their mouths, some of it being swallowed and causing the death of the insect. As sodium fluoride is poisonous to man in doses of a tablespoonful or more care should be taken not to spread it over articles that are to be eaten.

At the Soda Fountain.

The Commissioner of Internal Revenue has sanctioned the grouping of sales. The tax may be assessed upon the whole amount of the price paid by the purchaser, and not against each individual drink, cone or dish of ice cream. For instance, if the customer orders two sodas at the same time, each selling for 15 cents, the tax is 3 cents and not 4 cents. However, if the purchaser calls for one soda, the price of which is 15 cents, the tax is 2 cents; and if, im-

mediately following, he buys another 15-cent drink, the tax is 2 cents on the second sale also.

On the other hand, the Government frowns on the pooling of separate sales for the purpose of escaping the tax. The statement is made point-blank that this is not the proper practice, and that if the dealer connives in it he may be made to suffer the

penalties imposed by the law. And these are rather severe, ranging from a fine of from \$1,000 to \$10,000, or imprisonment not exceeding one year, or both, together with the cost of prosecution.

HIGH GRADE PRINTING.

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

Combination No. 1	No. 3
Env. XX6%..... 500 \$2.00; 1M., \$3.00	
Packetheads 7lb. 6x9, 500, \$2.25; 1M., \$3.50	
Statements 500, \$2.00; 1M., \$3.00	
Total	\$6.25 \$9.50
Complete Combination ..	\$5.60 \$8.50

Terms, cash with order or C. O. D. Pre-paid if sent cash accompanies order.
Orser's Printery, Owosso, Mich.

A Quality Cigar Dornbos Single Binder One Way to Havana

Sold by All Jobbers

Peter Dornbos

Cigar Manufacturer

65-67 Market Ave., N. W.

Grand Rapids :: Michigan

Hot Weather Suggestions

Now is the time to push the sale of cool Bottled goods. Every one of your customers, sooner or later, wants a bottle or so to serve to his friends or family in his own home. It is simply up to you to encourage this sort of thing. We can furnish you with the goods they will call for. Just advertise these drinks a little and cool them a lot and watch the result.

Red Wing Grape Juice Loju
Vernor's Ginger Ale October Cider
Phez Loganberry Juice Parfay
Royal Purple Grape Juice Applju
Sweet Valley White Grape Juice
Cantrell & Cochrane's Imported Ginger Ale

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Arctic

QUALITY

ICE CREAM

MADE IN GRAND RAPIDS

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

Moore's Mentholated Horehound and Tar Cough Syrup

This remedy has gained an enviable reputation during the past 6 years. Groccrymen everywhere are making a nice profit on its sale and have satisfied customers and a constantly increased demand.

If our salesman does not call on you, your jobber can get it for you.

We are liberal with samples for you to give away. The samples create a positive demand.

Be progressive and sell the latest up-to-the-minute cough and cold remedy. Join our delighted list of retailers.

THE MOORE COMPANY, Temperance, Mich.

CANDY The Universal FOOD

Who's Candy?



"Double A"

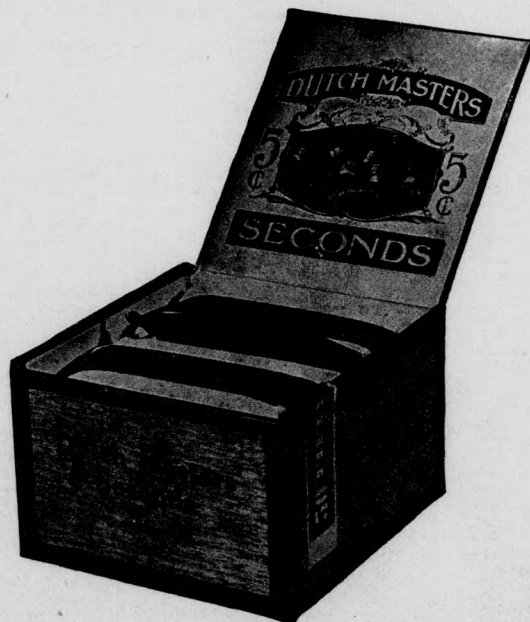


CANDY

Made by

Putnam Factory Grand Rapids, Michigan

DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Capsicum	
Boric (Powd.)	18@25	Edigeron	10 50@10 75	Cardamon	@1 50
Boric (Xtal)	15@25	Cubeb	11 50@11 75	Cardamon, Comp.	@1 35
Carbolic	20@26	Eligeron	7 50@7 75	Catechu	@1 50
Citric	1 15@1 25	Eucalyptus	1 25@1 35	Cinchona	@1 80
Muriatic	3 @ 5	Hemlock, pure	2 00@2 25	Colecium	@2 40
Nitric	10@15	Juniper Berries	16 00@18 25	Cubeb	@2 60
Oxalic	53@60	Juniper Wood	3 00@3 25	Digitalis	@1 60
Sulphuric	3 @ 5	Lard, extra	1 50@2 00	Gentian	@1 50
Tartaric	1 12@1 20	Lard, No. 1	1 50@1 70	Ginger	@1 50
Ammonia		Lavender, Flow.	9 00@9 25	Guaiac	@2 50
Water, 26 deg.	10@20	Lavender, Gar'n	1 50@1 75	Guaiac, Ammon.	@2 40
Water, 18 deg.	9 1/2@18	Lemon	2 25@2 50	Iodine	@1 50
Water, 14 deg.	9@17	Linseed, boiled, bbl.	@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, artifl, oz.	@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, yellow	3 75@4 00	Rhubarb	@1 80
Barks		Olive, Malaga, green	3 75@4 00	Paints	
Cassia (ordinary)	40@45	Orange, Sweet	4 00@4 25	Lead, red dry	13@13 1/2
Cassia (Saigon)	90@1 00	Origanum, pure	@2 50	Lead, white dry	13@13 1/2
Sassafras (pow. 55c)	@ 50	Origanum, com'l	@ 75	Lead, white oil	13@13 1/2
Soap Cut (powd.)		Pennyroyal	2 50@2 75	Ochre, yellow bbl.	@ 2
40c	29@35	Peppermint	12 00@12 20	Ochre, yellow less 2 1/2	@ 5
Berries		Rose, pure	38 00@40 00	Putty	5@8
Cubeb	1 75@1 80	Rosemary Flows	2 00@2 25	Red Venet'n Am.	2 1/2@5
Fish	@1 25	Sandalwood, Bl.		Red Venet'n Eng.	3@6
Juniper	12 1/2@20	I.	18 50@18 75	Vermillion, Amer.	25@30
Prickley Ash	@ 30	Sassafras, true	3 50@3 75	Whiting, bbl.	@ 2 1/2
Extracts		Sassafras, artifl	90@1 20	Whiting	3 1/4@6
Licorice	60@65	Spearment	12 00@12 25	L. H. P. Prep.	3 00@3 25
Licorice powd.	1 25@1 50	Sperm	2 40@2 60	Miscellaneous	
Flowers		Tansy	5 50@5 75	Acetanalid	60@65
Arnica	1 20@1 25	Tar, USP	45@60	Alum	17@20
Chamomile (Ger.)	80@1 00	Turpentine, bbls.	@1 20	Alum, powdered and ground	18@21
Chamomile Rom.	1 00@1 20	Turpentine, less	1 30@1 35	Bismuth, Subnitrate	4 23@4 30
Gums		Wintergreen, tr.	12 00@12 25	Borax xtal or powdered	10@15
Acacia, 1st	65@70	Wintergreen, sweet birch	7 50@7 75	Cantharides po	2 00@5 50
Acacia, 2nd	55@60	Wintergreen, art	70@1 00	Calomel	2 17@2 25
Acacia, Sorts	35@40	Wormseed	6 50@6 75	Capsicum	38@45
Acacia, powdered	45@50	Wormwood	7 50@7 75	Carmine	6 50@7 00
Aloes (Barb. Pow)	30@40	Potassium		Cassia Buds	50@60
Aloes (Cape Pow.)	30@35	Bicarbonate	.75@1 00	Cloves	57@65
Aloes (Soc Pow)	1 40@1 50	Bichromate	4 1/2@5 00	Chalk Prepared	12@15
Asafoetida	@6 50	Bromide	70@75	Chalk Precipitated	12@15
Camphor	3 10@3 15	Carbonate	1 00@1 10	Chloroform	45@55
Guaiaac	@2 15	Chlorate, gran'r	70@75	Chloral Hydrate	1 70@2 10
Guaiaac, powdered	@2 25	Chlorate, xtal or powd.	45@50	Cocaine	12 80@12 85
Kino	@85	Cyanide	32 1/2@50	Cocoa Butter	65@75
Kino, powdered	@1 00	Iodide	4 23@4 35	Corks, lst, less 50%	@ 75
Myrrh	@1 40	Permanganate	1 50@1 75	Copperas, bbls.	@ 2 1/2
Myrrh, Pow.	@1 50	Prussiate, yellow	1 20@1 30	Copperas, less	3 1/2@3
Opium	15 00@15 50	Prussiate, red	2 00@2 50	Copperas, powd.	4 1/2@10
Opium, powd.	18 50@17 00	Sulphate	@ 85	Corrosive Sublim	2 00@2 10
Opium, gran.	20 00@20 50	Roots		Cream Tartar	68@75
Shellac	1 15@1 25	Alkanet	4 50@4 75	Cuttibone	95@1 00
Shellac, Bleached	1 20@1 30	Blood, powdered	1 10@1 20	Dextrine	8 1/2@15
Tragacanth	4 25@4 50	Calamus	60@2 50	Dover's Powder	5 15@6 00
Tragacanth powder	@4 00	Elecampane, pwd.	22@25	Emery, All Nos.	10@15
Turpentine	15@25	Gentian, powd.	25@30	Emery, Powdered	8@10
Insecticides		Ginger, African, powdered	25@30	Epsom Salts, bbls.	@ 3 1/2
Arsenic	13 1/2@20	Ginger, Jamaica, powdered	32@35	Epsom Salts, less	4@10
Blue Vitriol, bbl.	@09 1/2	Goldenseal, pow.	8 00@8 20	Ergot	@4 50
Blue Vitriol, less	10 1/2@15	Ipecac, powd.	5 00@5 50	Ergot, powdered	@4 50
Bordeaux Mix Dry	23@38	Licorice	45@50	Flake White	15@20
Hellebore, White powdered	38@45	Licorice, powd.	40@50	Formaldehyde, lb.	27@30
Insect Powder	45@70	Licorice, powdered	40@45	Gelatine	1 75@1 90
Lead, Arsenate Po	32@48	Poke, powdered	20@25	Glassware, full case	55%
Lime and Sulphur Solution, gal.	20@25	Rhubarb	@2 00	Glassware, less 50%	
Paris Green	45@52	Rhubarb, powd.	2 50@2 75	Glauber Salts, bbl.	@ 2 1/2
Ice Cream		Rosinweed, powd.	25@30	Glauber Salts less 3 1/2	@ 8
Piper Ice Cream Co., Kalamazoo		Sarsaparilla, Hond. ground	1 25@1 40	Glue, Brown	25@35
Bulk, Vanilla	1 00	Sarsaparilla Mexican, ground	75@80	Glue, Brown Grd.	20@30
Bulk, Chocolate	1 10	Squills	35@40	Glue, White	30@35
Bulk, Caramel	1 10	Squills, powdered	60@70	Glue, White Grd.	30@35
Bulk, Grape-Nut	1 10	Tumeric, powd.	25@30	Glycerine	26@40
Bulk, Strawberry	1 20	Valerian, powd.	@2 00	Hops	65@80
Bulk, Tutti Fruiti	1 20	Seeds		Iodine	5 60@5 90
Brick, Vanilla	1 20	Anise	42@45	Iodoform	6 59@6 74
Brick, Chocolate	1 60	Anise, powdered	47@50	Lead, Acetate	25@30
Brick, Caramel	1 60	Bird, ls	13@19	Lycopodium	1 75@2 00
Brick, Strawberry	1 60	Canary	23@35	Mace	85@90
Brick, Tutti Fruiti	1 60	Caraway, Po.	30@75	Mace, powdered	95@1 00
Brick any combination	1 60	Cardamon	1 75@2 00	Menthol	8 50@8 75
Leaves		Celery, powd.	85c 75@80	Morphine	14 30@15 00
Buchu	@3 00	Coriander powd.	30@35	Nux Vomica	@ 30
Buchu, powdered	@3 25	Dill	30@35	Nux Vomica, pow.	28@35
Sage, bulk	67@70	Fennel	1 00@1 20	Pepper black pow.	53@55
Sage, 1/2 loose	72@78	Flax	12@16	Pepper, white	@ 50
Sage, powdered	55@60	Flax, ground	12@18	Pitch, Burgundy	@ 15
Senna, Alex	1 40@1 50	Foenugreek pow.	22@30	Quassia	12@15
Senna, Tinn.	30@35	Hemp	11 1/4@15	Quinine	1 09@1 59
Senna, Tinn. pow.	35@40	Lobelia	70@75	Rochelle Salts	55@60
Uva Ursi	25@30	Mustard, yellow	45@50	Saccharine	@ 45
Oils		Mustard, black	35@40	Salt Peter	25@35
Almonds, Bitter, true	15 00@16 00	Poppy	@1 00	Seidlitz Mixture	43@50
Almonds, Bitter, artificial	7 00@7 20	Quince	1 50@1 75	Soap, green	20@30
Almonds, Sweet, true	1 75@2 00	Rape	15@20	Soap mott castile	22 1/2@25
Almonds, Sweet, imitation	75@1 00	Sabadilla	@35	Soap, white castile case	@25 00
Amber, crude	3 50@3 75	Sabadilla, powd.	30@35	Soap, white castile less, per bar	@2 65
Amber, rectified	4 00@4 25	Sunflower	22@30	Soda Ash	4 1/2@10
Anise	2 50@2 75	Worm American	@35	Soda Bicarbonate	3 1/2@5
Bergamont	8 50@8 75	Worm Levant	1 65@1 75	Soda, Sal	10@15
Cajeput	1 75@2 00	Tinctures		Spirits Camphor	@2 00
Cassia	4 50@4 75	Aconite	@1 70	Sulphur, roll	4 1/2@10
Castor	2 60@2 80	Aloes	@1 20	Sulphur, Subl.	4 1/2@10
Cedar Leaf	1 75@2 00	Arnica	@1 50	Tamarinds	25@30
Citronella	80@1 20	Asafoetida	@3 90	Tartar Emetic	1 03@1 10
Cloves	3 00@3 25	Belladonna	@1 40	Turpentine, Ven.	50@60
Cocanut	40@50	Benzoin	@1 80	Vanilla Ex. pure	1 50@1 60
Cod Liver	5 60@5 75	Benzoin Compo'd	@3 90	Witch Hazel	1 25@1 75
Croton	1 00@1 25	Buchu	@2 90	Zinc Sulphate	10@15

WHITE HOUSE COFFEE

DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.

surely pleases—the solid logic of coffee honesty the compelling evidence of the increased sales of White House.

The public taste today is a cultivated taste; it knows and insists upon the best.

We, as distributors, are servants to this demand. **WHITE HOUSE** is the **BEST** brand—the only question before you:—How many pounds of White House Coffee can **YOU** handle?

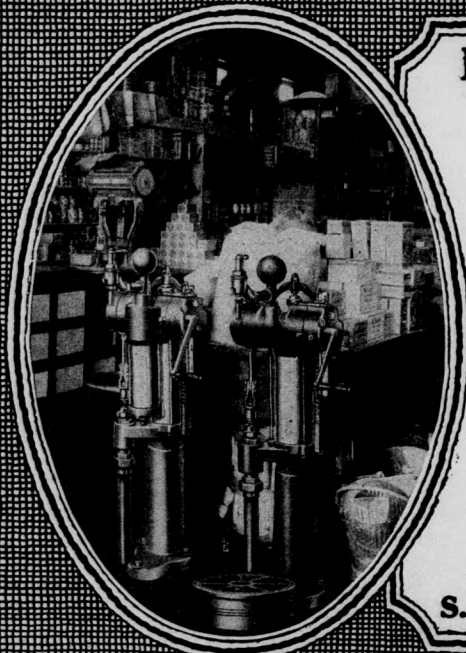
Then **PUT IT IN STOCK!**

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

DIAMOND CRYSTAL

*The Salt
that's all salt.*

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



Right Within Arm's Reach

Think what a convenience—Gasoline and Kerosene Pumps along side your finest display goods, ready for immediate delivery of these liquids in accurate quantities.

Just a step or two, the can placed on the pump nozzle, a quick turn of the handle and the sale is made. No trips to the oil room, no soiling of hands and clothes—no lost time. A pleasant operation both to you and to your customer. That's what you can have by installing

BOWSER
ESTABLISHED 1885

Gasoline and Kerosene Pumps

As clean, convenient, safe and profitable as any line of goods you carry.

BOWSER outfits will make the oil business actually attract customers to your store.

Ask us to show you more reasons "why."

S. F. Bowser & Co., Inc., Fort Wayne, Ind., U.S.A.

Toronto Office and Factory 66-68 Frazer Ave.

Business Wants Department

BUSINESS CHANCES.

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

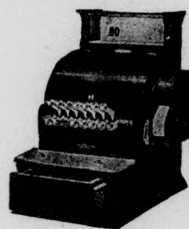
MILL AND ELEVATOR FOR SALE—Nearly new. Best location in city. Big trade field to work in. Also, a gasoline engine and friction clutch. WRITE DOCKUM MILL COMPANY, Garden City, Kansas. 325

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 condition. Situated in good farming and stock country. Short distance from permanent military camp. No limit to amount of business. G. G. Hamilton, Climax, Michigan. 329

WANTED—Immediately first-class engineer and mechanic. Must be experienced in ammonia refrigeration, ice making 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 experience, wages wanted, etc. Address, Grand Rapids Dairy Co., Grand Rapids, Michigan. 330



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.

For Sale—Stock of general merchandise, 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 Michigan Tradesman. 331

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

SALESWOMEN wanted who possess exceptional selling ability and thoroughly experienced for the following departments: coats, suits, dresses, waists, corsets, silks, gloves and boys' clothing. Address with full particulars, HART-ALBIN COMPANY, Billings, Montana. 333

For Sale—Two large and fully equipped woodworking auto and truck body plants, with steelworking machinery for trucks and trailers, if desired. Full labor guaranteed. Best of shipping facilities. See these plants at once. W. J. Parker, Owner, Corunna, Michigan. 334

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

BARGAIN NO. 1—GENERAL MERCHANDISE BUSINESS FOR SALE. STOCK AND FIXTURES ABOUT \$21,000, PROPERTY \$5,000. SELL AT ABOUT SEVENTY-FIVE CENTS ON THE DOLLAR. THIS BUSINESS PAID ABOUT \$400 INCOME TAX FOR 1918. REASON, SICKNESS. ANY FAIR OFFER CONSIDERED. FINE CHANCE FOR A COUPLE PCLANDERS. ADDRESS NO. 337, CARE MICHIGAN TRADESMAN. 337

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

For Sale—New Butter-Kist Popper and Peanut Roaster. Used one month. Cost \$750. Big reduction if taken at once. Pays 60c on the dollar. Address No. 340, care Michigan Tradesman. 340

For Sale—Old established drug store doing big business in town of 900—good surrounding country. Within forty miles of Detroit on main trunk line to Ann Arbor, Lansing, Grand Rapids, etc. Excellent equipment, soda fountain, etc. Big opportunity. Investigate at once. Address No. 341, care Michigan Tradesman. 341

MEN FINDERS—POSITION GETTERS. Dry goods salesman, Wyoming \$125. Window trimmer, card writer, salesman, Oregon \$165. Five window trimmers, card writers N. W. \$125 to \$150. Shoe salesman, buyer \$125. Three general dry goods salesmen, Colorado Utah \$125. Manager general store \$175. MEN FINDERS INTERSTATE EMPLOYMENT SYSTEM, KITTREDGE BLDG., DENVER, COLORADO. 342

LOOK HERE, MERCHANT!—I want stock merchandise for: Good improved farm, five city residences, and some business properties. Don't fail to write me immediately. Quick action guaranteed. J. P. Phillips, Manchester, Tenn. 343

For Sale—General stock of dry goods, ladies and men's furnishings and shoes, in the best neighborhood near the Buick factory, Flint. Doing \$35,000 this year. Good lease and a money maker. Address No. 339, care Michigan Tradesman. 339

Wanted—Man of good habits, experienced in dry goods and ladies' shoes. Must be able to trim and get business. Salary \$25 a week and liberal per cent. on increased business. O'Leary-Bowser Co., Bemidji, Minnesota. 344

Space to let for shoe department. Isidore Kayser & Co., Selma, Alabama. 345

For Sale—Grocery fixtures stock and building, doing \$25,000 business a year. Good location, price \$5,000. Address Lock Box 54, Coleman, Michigan. 346

For Sale—Toledo electric scale, 30 pound capacity; American adding machine; both like new; a bargain. Write A. F. Hunt, 122 North Washington Ave., Saginaw, Michigan. 347

WANTED — SALESMAN EXPERIENCED IN DRY goods and women's and children's shoes, capable to assist in buying. Address Dupee Bros., Earlville, Illinois. 348

TWO EXPERIENCED RETAIL GROCERY salesmen. Men who care for an association with an old established business under good salary and working conditions. Duluth is the coolest summer city in the country and is full of opportunities for ambitious young men. Write M. M. Gasser Co., Duluth, Minnesota. 349

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 Brothers, Rochester, Michigan. 308

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

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

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 767

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

Pay spot cash for clothing and furnishing 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 Porres Ave., St. Joseph, Michigan. 290

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

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.

Late News From the Cloverland of Michigan.

Sault Ste. Marie, June 24—Everything will be in readiness for the reception of the Detroit Automobile Club upon its arrival, providing they get in right with the weather man. Large forces of road builders are hustling to make all necessary repairs to the roads, so as to make smooth sailing from St. Ignace. The committee in charge of arrangements are all set and a big crowd, which is expected, will see the Soo at her best.

The Consumers Co-operative Co. has been incorporated with a capital of \$2,000 and has taken over the grocery and meat market of the Rudyard Co-operative Co.

"A small boy's idea of a Board of Health is six meals a day."

We are pleased to note that our esteemed fellow townsman, Merlin Wiley, is a candidate for Attorney General, according to reports received from Lansing last week. Mr. Wiley is a Republican and the good people of Michigan will make no mistake in electing Mr. Wiley to this important office.

The various granges throughout the county are arranging to enter into a co-operative live stock association which they expect will be formed in the near future. County Farm Agent E. L. Kunze has been active in featuring the organization, which is expected to be a big benefit to the farmers and stock raisers which will enable them to get actual worth of their surplus stock by selling on a central market. They can get a better price and get paid for actual weight of their animals.

"Brevity is said to be the soul of wit, but a man who is short doesn't feel funny."

George Bailey, the popular manager of the Cowan & Hunt shoe store, has purchased a fine new residence which he expects to occupy after returning from his summer home on Sugar Island.

According to Alonzo E. Wilson, director of specialties and events at the celebration beginning June 20 and ending July 13 of the Methodist Centenary celebration at Columbus, Ohio, arrangements are made to carry visitors by aeroplane. While there are numerous Sooiters who would like to be high flyers, there seems to be no particular rush for a berth.

"Hard luck is a machine for testing your friends. It separates the wheat from the chaff."

The annual meeting, election of officers and dinner of the Soo Civic and Commercial Association will be held at the Country Club June 27. Dinner will be served at 7 o'clock. An elaborate dinner and interesting programme will be provided by the entertaining committee and a full attendance is looked for.

The Ohio Bankers Association arrived on the steamer Harmonic Saturday and landed in the Canadian Soo. They were met by the Canadian Soo business men who did the grand during the short stay. They continued their trip up the Lakes and it is hoped that they may have an opportunity to visit the American Soo on their return trip.

It is reported that Marquette is to have a new hotel in the near future. A committee of business men have been appointed to push the matter. The prospects are unusually bright for this new venture.

Manistique has gotten the idea and is negotiating to buy an aeroplane to be used by the city as its own for future celebrations. This idea seems to be contagious and it will not be surprising but the Soo would be lined up in the near future.

The Iron county Board of Supervisors are considering plans for a new fair grounds, a tuberculosis sanitarium and other important improvements which they discussed at a recent meeting.

One of the finest bridges in the

State, the only one of its kind and design in the country, was recently dedicated at Manistique. The special exercises were attended by over 2,000 citizens.

H. E. Fletcher, Assistant Cashier of the Soo Savings Bank, attended the State bankers' convention at Saginaw last week. Mr. Fletcher was appointed on one of the important committees during the convention and reports having a hot time during his stay at Saginaw. Mr. Fletcher was accompanied by his family and returned via Canada in his large touring car.

"Oh Joy," is the cry heard by the traveling fraternity over the news that the Hotel Detour, at Detour, is being remodeled and will be open to the public in the near future. The new proprietor will be Anthony Bosley, who states that the weary travelers and autoists will be sure of a good meal at any time and it is hoped that this will be the case, as Detour has in years gone past enjoyed the distinction of being a place where an exceptional good dinner could always be depended upon. A good hotel will be a drawing card for Detour, which is by nature one of the finest spots in Cloverland, situated at the mouth of the St. Mary's River near the Straits of Mackinac with beautiful Drummond Island just opposite, the only drawback being the poor hotel accommodations for the past few years. We wish the new proprietor every success. William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 24—Guy W. Rouse, President of the Worden Grocery Company, is spending a week at Wisconsin lake resorts. He is accompanied by Mrs. Rouse and Mr. and Mrs. Arthur Cook. They left Saturday evening in Mr. Rouse's Peerless, going by boat from Muskegon to Milwaukee. At the later city they were joined by Mr. and Mrs. Van Wallin, formerly of this city, but now residents of Chicago. All three couples then proceeded to Madison to attend the graduation of Mr. Van Wallin's son from the University of Wisconsin. Mr. and Mrs. Rouse expect to return to Grand Rapids Friday evening.

R. M. Campbell has severed his connection with the Grand Rapids Dry Goods Co. as traveling representative in the Jackson territory. He is succeeded by Jay Cooper, who has worked for both Herpolsheimer and Wurzburg and who has been in the house of the wholesale establishment for some months past. Mr. Cooper now has the opportunity which comes to a man only once in a life time.

John L. Lynch (Lynch Bros. Sales Co.) is in Kansas City, conducting a sale for Hauger & Martin, clothing dealers. Dan Lynch is in Brunswick, Ga., conducting a sale for Stephens, Lorentzson & Sheffield, dealers in clothing and shoes.

The Ideal Clothing Co. has leased the Van Kammen building, at Grandville, and will establish therein a branch of its Grand Rapids factory, beginning operations July 7. Twenty or twenty-five machines will be installed at the start and more later on as employees can be secured to operate machines. The main and branch factories will be kept in close touch with each other by means of a truck line.

Thomas Ford received the first prize of \$40 cash offered by his house for the largest sales by its traveling representatives during May. So far this month he also leads the van. Mr. Ford and family will spend a week at the Phelps Hotel, Saugatuck, during July.

Never compare yourself with others of the same age, or think that you must appear as old as they because you have marked the same number of years.

Live Notes From a Live Town.

Owosso, June 24—The price of soap advanced 25 cents per box last week and the Owosso barbers forthwith advanced the price of shaves from 15 to 20 cents per, which verifies the old adage that all things work together for to get our dough.

Pete Anderson, grocery salesman for the Worden Grocery Company, sat in the Morton House office until 1:30 a. m. last evening waiting for a customer who did not show up until the next day. Pretty long hours for Pete. We have heard considerable about the 8 hour system, but did not understand that it meant 8 hours three times a day. Not as bad as it might be this time, as Pete's wife is away this week.

Fred Hanifan is out this week, instructing a new man the intricate game of selling Unecda biscuits. Mrs. Hanifan says when it comes to telling the other fellow how to do something Fred is quite apt at the game.

C. L. Entekin, of Pompeii, has put in a line of general merchandise at Bridgeville, in addition to his already thriving business at Pompeii. Bridgeville is located four miles South of Pompeii, on the main thoroughfare between St. Johns and Ithaca. This well-known store building stands at the turn of the road on the banks of the rippling Maple river and is among the pioneer stores of Gratiot county. Mr. Entekin has already shown his hustling ability in Pompeii and is doing a fine business at the Bridgeville branch. Another case of Jonah and the whale. Can't keep a good man down.

Walter Beard, of Crystal, has purchased the corner store formerly occupied by the Crystal Pharmacy and is fitting it up in modern shape for a candy store and ice cream parlor. Walt is a winner if he is short legged. This provides ample room for his short order lunch room—a bourn from which no traveler returns without a smile and a full stomach. If there is any doubt about this last statement, drop in and we will prove it by Walt himself.

J. D. Royce and wife, while attending the Elk's convention in Owosso this week, were caught in an auto accident and received some quite severe injuries. Mrs. R. was quite badly cut by broken glass, but is recovering nicely. As the accident was caused at a street car crossing, how the whole party escaped without a more serious injury is a mystery.

Honest Groceryman.

Bottom Facts From Booming Boyne City.

Boyne City, June 24—Everybody in Boyne City is engaged in keeping cool during this spell of uncommonly warm weather. While it is making the fields and gardens look like real money, the humans are not so well pleased. However, I guess we can stand it.

The Boyne City Creamery has begun the manufacture of ice cream. After a long uphill fight, this enterprise, under the guidance of C. C. Schaub, is beginning to be a valuable factor in the town's enterprise and is an important connecting link between the farming community and the merchants.

The Michigan Transit Company's steamer Missouri was a visitor to our port last week as a precursor of the establishment of a regular service by that company. The steamer Kansas will commence regular service, beginning June 27. Captain Johnson, of the Missouri, reports a very uncommon demand for transportation, both passenger and freight, so much so that all the steamers of the line will be taxed to their capacity to care for its patrons.

A. Hiller, of the B. C. Junk Co., has purchased the Petoskey Brewing Co.'s building, on South Lake street, and will shortly open a store for the

sale of new and second-hand furniture. This will be good news to the people of Boyne City, as this building has not enjoyed the best of reputation since it was built here.

J. M. Harris has been absent at a meeting of the Bar Association the past week. The Judge is absent a good deal of the time, but this time it was just for fun and instruction. Maxy.

When about 30 cents' worth of cotton run through an automatic loom can be sold at wholesale to converters for \$1.08, and a pound of wool costing about \$1.75 turned into cloth fetches \$4 or more at the mill, the question is raised, What is an adequate or reasonable margin of profit? And the same enquiry comes to the minds of many as regards the garments into which the fabrics are put, with each stage of manufacture showing a proportionate increase in profit taking, all of which has to be paid by a consumer. It is conceded everywhere that prices are inflated and the profits inordinate, but the claim is made that the result arises from the unchecked working of the law of supply and demand, and that it is good business "to make hay while the sun shines." The Information and Educational Service of the Department of Labor has been trying to get the opinions of business men, bankers, and editors as to the probable course of future prices. Thus far the greater number of those asked have expressed the view that the high prices will last a long time. Some even profess to believe that this will be a good thing. One response put this on the basis of justice. The argument was that the Government borrowed billions of dollars at a time when prices were high and that if prices receded the billions would have to be paid back at twice their present value. Therefore, the prices should be kept up so that the bonds should be paid in money of the same value as that with which they were purchased. As a matter of fact, however, prices are now higher than they were when the bonds were sold, it will be years before the bonds are paid, and the query still is how long will the public submit to the excessive charges.

Coffee prices are now the highest in thirty years and have advanced more than 50 per cent. in the last four months. Small supplies in this country, a short crop in Brazil and expectation of a big demand from Germany after the peace treaty is signed explain the great strength of the market.

Thomas A. Major, 952 Valley avenue, is promoting an organization known as "The Ancient Altruistic Aristotelians," for the study of the philosophy of St. Thomas Aquinas as an offset to the doctrines preached by anarchists, bolsheviks, I. W. W., socialists and syndicalists.

When a man intimates he is going to tell you something for your own good, it is a sign that you are going to hear something disagreeable.

A man with advanced ideas usually has to die before he is appreciated.

"That was the best we ever tasted!"

Those are the words you like to hear from your customers. Because you know what they mean to you in your business.

You'll hear them a great deal oftener when you begin recommending this Red Crown Vienna Style Sausage—and the other twenty-three products of our line. They are so different from the usual run of canned meats.



If you haven't discovered this difference for yourself just take a can of Red Crown Sausage home and eat some. It will give you a new idea of how good canned sausage can be made.

And let your clerks try it, too.

It will give them some mighty good talking points. And they'll want everybody who comes into your store to enjoy these Red Crown products.

Ask your regular jobber for prices and samples.

You probably saw the Red Crown advertisement in the March Woman's Home Companion and Good Housekeeping. Look for a new one in the April issues. They are making business for you.

ACME PACKING COMPANY, Chicago, 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.

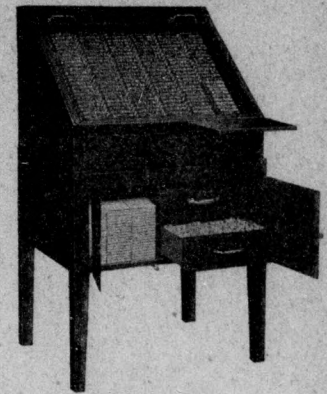
Red Crown contains a continuous chain of boiling point fractions, starting at about 95 degrees and continuing to above 400 degrees. It contains the correct proportion of low boiling point fractions to insure easy starting in any temperature—the correct proportion of intermediate boiling point fractions 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.

**Why Not
Let a
Metzgar System
Do That
Bookkeeping?**



**LOOK HERE
If You Had a Metzgar Account System**

Your accounts would be always posted up-to-the-minute.

Your collections would be kept up much better than ever before.

Your customers would be better satisfied and you would gain new trade right along.

You would no longer need to suffer continual loss and worry about goods going out without being properly charged.

You would do away with Mixing Accounts, Bringing Forward Wrong Past Balances and Losing Bills.

You could go home at night with the clerks feeling sure that all accounts had been properly charged and would be properly protected against fire during your absence.

It doesn't cost much to own a Metzgar and it will pay for itself in your business in a short time.

Write for free catalog and full particulars.

Metzgar Register Co., Grand Rapids, Mich.

Judson Grocer Co.

Wholesale Distributors

of

Pure Food Products

Grand Rapids, Michigan

The Mission of Swift & Company

Swift & Company has become one of the large businesses of the world through continuing to meet the growing needs of a nation and a world.

Society has a right to ask how the increasing responsibilities and opportunities for usefulness which go with such growth are being used by the men who direct its affairs—and the men have the right to answer:

To promote the production of live stock and perishables and increase the food supply;

To reach more people with more and better meat;

To make a fair competitive profit, in order to reimburse the 25,000 shareholders for the use of their capital, and to provide for the future development of the business;

To reduce to a minimum the costs of preparing and distributing meat and to divide the benefits of efficiency with producer and consumer;

To live and let live, winning greater business only through greater usefulness, with injury to nothing but incompetency, inefficiency, and waste; to deal justly, fairly, and frankly with all mankind.

These are the purposes and motives of the men who direct the policies and practices of Swift & Company.

Swift & Company, U. S. A.

