

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 9, 1919

Number 1868

## HE IS THE POOREST MAN—

Who will take advantage of all who are at his mercy.

Who has made a fortune, but lost his manhood in the making.

Who has lost the respect of his fellow citizens or his own.

Whose character is not rich, who has not a rich manhood, a noble soul.

Who is unreliable, undependable, whom people will not trust without question.

Who has millions of money, but who is despised by his neighbors for his greed and snobbishness.

Whom those who know best do not believe in, do not feel richer for knowing, are not proud of as a neighbor.

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## HE IS THE RICHEST MAN—

Who values a good name above gold.

In whose possessions others feel rich.

Who can enjoy a landscape without owning the land.

Who has a mind liberally stored, cultivated and contented.

Who can face poverty and misfortune with cheerfulness and courage.

For whom plain living, rich thinking and grand effort constitute real riches.

Who has a hearty appreciation of the beautiful in nature and in human beings.

Who carries his greatest wealth in his rich personality and fine character.

Who absorbs the best in the world in which he lives and gives the best of himself to others.



# CANDY The Universal FOOD

Who's Candy?

*Putnam's*

"Double A"



CANDY

Made by

Putnam Factory Grand Rapids, Michigan

## A Material Aid to Digestion

Most of us eat too much. And, most of us eat foods which are not easily digested.

It is, therefore, necessary for us to take a laxative.

Compressed Yeast is a cleansing laxative that will keep the digestive organs in proper working order.

Recommend—

## Fleischmann's Yeast

to your customers for this purpose.

Fleischmann's Yeast has also been used successfully to cure boils, carbuncles and other skin afflictions.

Ask our salesman or—

Write for a supply of our booklets—

"Fleischmann's Yeast and Good Health."

THE FLEISCHMANN COMPANY



## Franklin Package Sugars

are being extensively advertised in newspapers throughout the country. Powerful advertisements are urging women to "Save the Fruit Crop".

Get your share of the results of this advertising, by stocking and pushing Franklin Package Sugars.

The Franklin Sugar Refining Company  
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown



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.

# SNOW BOY Family Size 24s Washing Powder 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,

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



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Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 9, 1919

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## MICHIGAN TRADESMAN

(Unlike any other paper.)  
Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
TRADESMAN COMPANY

Grand Rapids.  
E. A. STOWE, Editor.

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in advance.

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issues a month or more old, 10 cents;  
issues a year or more old, 25 cents; issues  
five years or more old, \$1.

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

### LINEN TRADE EXCITED.

The demand for linens at the top prices has been better in this country in the past two or three weeks. Buyers have been placing spot and future orders for limited quantities of goods and have been more exacting about deliveries than values. Stocks are badly broken and many are very limited.

Reports say that production on the other side is resuming very slowly and that costs are rising very rapidly. The British government's control of Irish flax will be continued for some time, the current growing crop having been taken over as of July 1.

Various reports are heard of the abundance of flax held in Russia awaiting shipment. It is also stated that Belgian mills are getting into working order faster than they can secure flax.

The general opinion current among linen merchants here is that owing to conditions on the other side they can hardly look for any reasonable amount of linen goods for this year. They hope for larger quantities in the next four months for the holiday trade and they have been assured in several cases that quite liberal orders already placed will be filled. But it is true that working organizations are in a most unsatisfactory state and that manufacturers are outdoing merchants in their desire to get prices to a high level and build new business from that level.

From a purely mercantile point of view there is no fault to be found with present conditions. Profits, based upon high prices, make up for the profits that might accrue from volume distribution. There is no large volume of linens moving at the current prices, in many instances four times above normal, yet buyers are willing to pay what is asked if they can get what they want, even if they want only limited quantities at very fantastic figures.

The foreign manufacturers will not long continue their production of mercerized cotton damasks. Some manufacturers are experimenting with union goods in table cloths and napkins and are reported to have done very well with them. On the other hand, it is stated that some of the manufacturers, who are skilled in weaving, have done so well with cotton damasks that they propose to keep on with them. At least this will be true until flax is more plentiful and cheaper.

At this time of year there is usually a drop in the activity of retail buying for very obvious reasons. Seasonable wants have been attended to for the most part, and the purchasing therefore, is apt to be mainly of odds and ends of extra articles needed and of things that commend themselves as bargains. This year, however, the slack has not been so noticeable and bargains are wanting. In many localities there seems to be a plethora of money and an eagerness to buy which the prevailing high prices of merchandise do not seem to check. This phenomenon is ascribed by some to the belief, which has been sedulously cultivated, that still higher prices are to prevail in the future and that, consequently, it is the part of prudence to take time by the forelock and buy now. Be this as it may, there is no doubt but that the continuance of brisk consumer buying has had much effect in inspiring the feeling of confidence which prevails in the primary markets and which has had so much to do with encouraging the large trading there. There are, of course, other factors tending toward the same end, principal among them being the assurance of bumper crops and of the employment of labor at high wages. Not the least satisfying sign is that exhibited in the reports of the commercial agencies which show a smaller number of business failures in the first half of the year than was shown at any previous similar period in two-score years.

There are a great many misfits in business, and there are three courses open to each. The first is to go on being a misfit, satisfied, if possible, with constant friction of nerves and poor results; the second is to set forth and find one's right place, no matter how late in life it may be; the third is to view the situation as it is, and to use sandpaper, planes, emery powder, and anything else which may be needed to wear down the rough edges, and to change a misfit into as nearly a perfect fit as is humanly possible. It can be done if a man has the right sort of a backbone.

### HOME DRESSMAKING.

The apparent increase in interest in home dressmaking which has been the subject of discussion in the dress goods trade for some time back and which is generally admitted to be the case is not having much effect just now. With practically the entire trade sold up for fall and with buyers asking for spring fabrics there is no cause for worry. But some of the more far sighted in the trade are not unmindful of the change.

One of the best known factors in the trade that sells to large retail stores throughout the country reports that they are noticing a steady increase in the counter sales of woollens and worsteds for dress goods purposes and another factor in the broad silk trade whose lining silks are known from one end of the country to the other reports that his sales to the retail trade are showing a steady increase.

There has been some thought put on this condition and the ever increasing attention that is being given to home sewing by schools and other organizations is felt to be responsible for the change. Retailers with neighborhood stores in neighborhoods where such instruction is given, report that they are having an increased call for piece goods, ribbons and other dress accessories and the fact that they are familiar with their trade make it possible for them to make the statement that many of the buyers are women who are going to night school learning home dressmaking and other similar arts.

To the manufacturer or seller of dress goods it makes little difference. In fact, some feel that it means the advent of a period of greater sales since it will be possible for a woman to have more dresses by making them at home than if they were purchased ready made. But to the cutting up trade it has a different meaning. Just what the final solution will be is a question, but it is a question that is receiving some attention at the hands of the manufacturers of women's ready to wear.

### GO SLOW ON OIL SCHEMES.

Several country merchants write the Tradesman regarding the merits of a certain oil stock now being exploited in this market by a couple of gentlemen whose antecedents are somewhat doubtful, one of them having formerly been associated with a promoter whose methods are somewhat questionable, to say the least.

The Tradesman deems it its duty to warn its readers at all times to exercise great caution in purchasing such securities, because of the element of speculation involved. It is all very well for the merchant to

speculate in the things he deals in and understands, such as tea, coffee, canned goods, cider vinegar and soap, because careful study of market conditions enable him to form a fairly accurate estimate of what the future has in store for many of the great staples which appear to be destined to reach a higher range of values, but to put up good money on the "other fellow's game" when the other fellow is operating in far-off Oklahoma or Texas is the height of absurdity and more than likely to involve the operator in disappointment and loss.

One of the best investments the retail dealer can make is in the preferred stocks of the houses with which he does business in a jobbing way. These stocks usually bear 7 per cent. interest, payable either quarterly or half yearly, and their possession give the holder an association with business men and business methods which cannot fail to exert a salutary effect on his business. The Tradesman feels no hesitation in recommending this class of investments to the merchant who is so fortunate as to have extra funds which can be spared from his business.

We are Americans. We have inherited our ideas of liberty from our Anglo-Saxon fathers. Our language is the English language and—without prejudice to any other—it will always be. It is the language that expresses the ideas which made us. Learn as many others as you like, but now and forever, the language of America is English. This country will never be German or Russian. America should stand for the ideals of the Fathers, and insist that real Americanism be separated by a gulf so wide that it never can be bridged, from Bolshevism or Socialistic Internationalism. America means good will to all; Socialism—even under the name of Internationalism—means good will for your class and hatred and hell for all the rest!

Many a dealer who would never take a five-cent piece belonging to another appears to have no conscientious scruples about taking a cash discount to which he is not entitled.

Few people are really happy when they are out of a job. No person is so happy as when he is doing a big job, and doing it the best it can possibly be done.

One of the best ways to cut down the proportion of expenses to receipts is to increase the advertising expense.

Germany is a country where the men have no honor and the women have no virtue.



**THE BLOODY FREEBOOTER.****Will He Be Tried For His Monster Crimes?**

Grandville, July 8—Latest reports seem to indicate that the Kaiser will soon be brought to book for his many crimes and misdemeanors.

He is to be tried in London, before an English judge and jury. It is but natural that the boss murderer of the century should shrink from the ordeal. There must rise before his mental vision scenes of an appalling nature. The face of the slain British nurse, Edith Cavell, murdered to glut the ire of Hunish devilishness the lawless disposal of Captain Fryatt, the dooming of over a thousand innocents aboard the Lusitania, and a hundred and one other crimes of which the guilty soul of the ex-Kaiser may now contemplate in the privacy of his hiding place in Holland, must grill and gouge the heart-strings of his late majesty like unto the probing of red hot iron.

Knowing himself guilty, Kaiser William cannot but feel the stings and arrows of outraged conscience, to which some philanthropic gentlemen desired to leave him as being sufficient punishment.

Doubtless the friends of the outlaw in hiding behind the petticoats of Queen Wilhelmina would desire a different setting for the court. Perhaps it would seem more appropriate to have the trial take place on neutral ground: say Switzerland or even Holland. Little Belgium, which has suffered perhaps more than any other of the nations opposing the ambition of the German emperor, shrinks from the task of trying her cruel persecutor.

The fact stands out in plain eminence that Belgium ravaged from one end of her fair land to the other by the bloody freebooter beyond the Rhine, still sits among her ruined

homes trembling for fear of the German Attila. Why should this be when the monster has been shorn of his strength for mischief and lies in the dust at the feet of the conqueror?

Right there is the rub.

Is it true that Germany has been shorn of her strength for further mischief? Have France, Belgium and other smaller nations of Central Europe no cause to fear the German war lords? Has the promise of a league of nations completely simplified the situation and effectively pulled the teeth of the fearful dragon beyond the Rhine?

If it be true that Germany, filled with blood lust as it has been for half a century, is now a helpless outcast, deprived of all power for further mischief, why this fear, evinced by the lesser powers of Europe? Why does little Holland hesitate about turning the monster criminal of the age over to those competent to try and punish him? Why this intense dread on the part of Belgium? There must be some cause for all this trepidation when the features of the terrible Kaiser loom up to the gaze of the smaller powers.

Plainly Belgium does not agree with President Wilson and some other idealists that the fangs of the bloody tyrant have been drawn. There are still nearly seventy millions of Germans who haven't experienced the pangs of defeat such as that meted out to the Allied powers during the earlier period of the war. No lordly castle along the stately Rhine has been laid waste. The lands of German farmers are as untouched as are the virgin plains of our own West.

Peace and plenty prevails through the German Fatherland!

What mischief may not seventy millions of determined people not be able to accomplish whenever the time again seems ripe for another rape of the small nations of Europe? What guaranty has the world that Germany

will forever accept the verdict of the war and remain at peace with her neighbors? Why, you say, the league of nations guarantees this. How, let me ask? Without a mammoth standing army forever entrenched along the Rhine, what is to prevent the Huns from digging up the hatchet at such time as they may see fit?

Even should Germany be admitted to the league, what would her signature amount to? Anything—a covenant signed by Germany—would become in the twinkling of an eye a mere scrap of paper whenever she deemed it to her advantage to break her promise. A nation of seventy millions, without honor, always on the lookout to overreach her neighbor, cannot be trusted for an hour however solemn may be her declarations to the contrary.

Stricken Belgium understands the German character better than any other people in continental Europe. She knows of what value are scraps of paper, solemnly signed by a great nation such as Germany. The word of a German is of less worth than that of Panco Villa. The Belgians fear to anger their great neighbor by exerting themselves to bring the German Kaiser to justice. Put yourself in Belgium's place, then talk!

This talk of trying the Kaiser in England may, of course, all end in talk. In any event the statement is made that should the trial take place in London the verdict has been agreed upon in advance. This being true, why go into court at all? Banishment to some lonely isle has been suggested, that the Kaiser may live out the remainder of his life without neighbors, with only his own wretched self to commune with. He is even compared to Napoleon Bonaparte by some eager to banish him from society.

The comparison is odious in the sense that, aside from his ambition to become a world ruler, Napoleon

was a respecter of civilized rules of warfare, never prostituting his great powers to the dirty work of raping the women and castrating the children of his enemies.

Plainly the Entente Allies of Europe still fear the power of the late Kaiser and it is extremely doubtful if he will ever be brought to the bar of outraged justice for his many crimes. Old Timer.

**Spent His Vacation in Service to Mankind.**

Frank A. Saville, city salesman for the Worden Grocer Company, Kalamazoo, packed his amiable wife and three interesting boys in his ford at the beginning of his vacation and hied away to Petoskey, to spend a week with his father, who is proprietor of the Saville Sanitarium. On reaching his destination he learned of the condition of the fire bound people in the forest district near Vanderbilt and expended the entire time he expected to devote to rest and recreation in rescuing the perishing. Several families owe their lives to his generous kindness in transporting them in his automobile to places of safety. He returned home Sunday, completely exhausted from exposure to smoke and heat, but happy as a lark over the opportunity his vacation gave him to be of real service to the unfortunate people in the forest fire district.

If the Government for war reasons, winds some red tape around your business, take it all good naturedly. If your part in the war is only unwind red tape, you're getting off easy.

# Quick Turn-Over

of stock means success in merchandising.

## Efficient Wholesale Service

Means more than heavy sales to temporary customers. It means more than quality at a fair price. It means a follow-through interest and assistance which will keep your shelves from carrying too much merchandise, which will help you in your buying and will speed up your sales.

### WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



**FACE PARTING OF THE WAYS.**

**Packers Evidently Destined to Meet Government Control.**

As compared with many of the critics of the big meat packers, the National Wholesale Grocers are extremely wise in their generation. They have not "gone off at half-cock" with a blunderbus of general hatred for the "Meat Trust" and proposed wild measures of suppression and oppression to eliminate its competition, but rather they have framed a policy of insistence that the big packers be compelled by law to make use of advantages possessed by all competitors alike. Once assured of a fair start in the race, they are willing to take their chances in the game.

There is a general feeling in trade circles that if the packers really discern the handwriting on the wall, they will not seriously antagonize such a policy, but will welcome it as both safe and sane, promising as much of salvation for them as for all others concerned. Had the big packers in the past been fair competitors they would not now find themselves so beset with foes on every hand and so wide open to assault, if not engulfment, in a tidal wave of socialistic hysteria.

One need not necessarily deny every point of the defense the packers and their friends advance to still recognize their present monopolistic control of certain lines—and a growing monopoly every year—as really dangerous. Concentration of any great public service into few hands is dan-

gerous in itself, and a wise capitalist with vision would, years ago, have decentralized his investments to avoid criticism and condemnation. Instead, they have gone along, adding to the elements of selfish advantage—refrigerator cars, distributive equipment, control of supply, transportation, refrigeration, etc.—all adding to the unfairness of their operations and inflating their ability to defy competitors and the Government alike.

Then they added other lines of food production—canning, packing, control of food growing areas, exclusive contracting with the producers, branching out into fruits, cereals, fish, fats, medicines, soaps, perfumes, dairy interests, etc.—until they encompassed virtually every line of food production, with allied branches ramifying enormously. It is true that they probably had a right to invest their funds as they chose; but they reached the point where the exercise of those rights became enormously dangerous to public rights, and it is nothing unheard of in American jurisprudence that a right of a minority exercised at the expense of the great majority in a vital respect must be revoked. The police powers of the public are broad and inexorable, once the emergency arises.

And right there is the danger at this time. American public opinion is aroused and determined, even if not perfectly balanced by a comprehensive wisdom. Men who have no use for socialism or things socialistic are being driven by sheer desperation in the matter of living costs to tear down

the economic systems which are responsible for their predicament. And nowhere is the public indignation more pronounced than in its hatred of food monopolists. As one man said Saturday:

"I don't believe in public ownership and operation, but when a monopoly has gained such a hold on the public's necessary food as to make private competition impossible, and has spread itself so far that the whole field of competitors is involved and they are unable to 'play the game' because of their inability under the laws to co-operate adequately, I cannot see anything to do but swallow my prejudices and let the Government confiscate the packing business. Even if it ultimately results in costing us more money it seems as though it is the only remedy to-day."

Business men generally feel much as the party quoted. They are convinced that Government operation and control of business is bad and inefficient. They have seen it tried as the only recourse under the stress of war, but have also seen it fall. Today the whole trend of thoughtful business men is away from further Governmental management. Even the mass of the public is getting wise to the fallacy of the scheme of Governmental control of business.

It is unfortunate, therefore, that at a time when common sense has a fair chance for its general sway, the packers, by insisting on their "pound of flesh," should force trade opinion into the socialistic groove. If they were

wise they would turn their backs on the ideals of the past, observe things as they are and join with such safe and sane movements as that inaugurated by the wholesale grocers; if for no other reason, out of consideration of self-preservation. The time has passed for "flying in the face of fate."

**KNIT GOODS TRADE QUIET.**

The past week has been very quiet in the trade. A semi-holiday spirit seemed to rule throughout the trade and with the knowledge common that very little remained to be sold buyers were content to let the present alone. Spring action is still a matter of the future. Buyers are more interested in it than they have been for some time, but mills are holding off and will not do anything just now. The shortage talks that have been heard for some time back are still in evidence and they are losing their horror through being oft repeated. Buyers, however, generally feel that a scarcity is on the way and the keen interest they are displaying in lines for next spring would seem to indicate that they are ready to back up their convictions with real business.

The sweater trade is especially strong and the shutdown of several months at the beginning of the year is making a shortage seem more possible in this trade than in others. Business has been good and the limited stocks remaining unsold are not without interested buyers. All qualities of wool and even mixture sweaters have sold so there is no weak spot in the market.

**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.

**Saginaw**—The J. C. Vogt Sales Co. has increased its capitalization from \$5,000 to \$40,000.

**Clinton**—The Clinton Clothing Co. is closing out its stock and the business will be discontinued.

**Lansing**—W. A. Conley has closed out his stock of groceries and drugs and will retire from business.

**Stockbridge**—Thieves entered the general store of W. J. Dancer & Co., and carried away stock to the amount of \$3,000.

**Muir**—Ruel & Lobdell have sold an interest in their bank to Arthur A. Stoddard, who will assume the position of cashier.

**Caro**—The State Savings Bank has increased its capital stock to \$200,000 and voted to build a new bank building at a cost of about \$75,000.

**Jackson**—Ralph Olds has purchased the Clark grocery stock at the corner of New York and Mason streets and will continue the business at the same location.

**Kalamazoo**—The Swindell-Taylor Co., wholesale produce dealer, has increased its capitalization to \$150,000 and changed its name to the Taylor Produce Co.

**Armada**—The Armada Elevator Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$13,000 has been subscribed and paid in in cash.

**Portland**—Leon E. Hixson, jeweler, died at his home, July 7, of lockjaw. Mr. Hixson stepped on a rusty nail about two weeks ago and the infection developed from this.

**Muskegon**—The Close Electric Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and \$2,900 paid in in property.

**Unionville**—The Unionville Lumber Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$12,500 has been subscribed and paid in in property.

**Redford**—The Neyer-Burgess Drug Co. has been organized with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed and \$2,000 paid in in cash.

**Ionia**—J. A. Brown, of Detroit, has bought the L. S. Clark Jewelry stock. Clark dropped dead about a month ago and Brown will continue his business in connection with a chain of stores.

**Mt. Clemens**—The Doemling-Schimmel Co. has been organized to grow and deal in horticultural and agricultural products, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$10,000 paid in in cash.

**Detroit**—Clarke & Clarke has been incorporated to conduct a clothing, underwear and hat business, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

**Hudson**—Asa Coppins has sold his interest in the hardware stock of Dillon & Coppins, to Walter Mulligan, of Chicago and the business will be continued under the style of Harry T. Dillon & Co.

**Saginaw**—H. B. Burdick, seed and produce dealer, has purchased the three story brick building at 113-115 North Water street and will occupy it with his stock as soon as it has been remodeled.

**Detroit**—The Central Products Co. has been organized to deal in automobiles, trucks, tractors and airplanes, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

**Mulliken**—W. J. Lussenden, dealer in shoes and men's furnishing goods, has removed his stock to his new store building, which is modern in every detail. He contemplates adding lines of clothing and women's cloaks.

**Charlotte**—Pierce & Co., conducting a chain of grocery stores at Lansing, East Lansing, Jackson, St. Johns and other points, have purchased the grocery stock of George H. Tubbs & Co. and will continue the business at the same location.

**Ypsilanti**—Jack Willoughby, who for the past few years has been head clerk in the shoe store of Frank E. DeWitt & Son, has formed a copartnership with his brother Earle, and purchased the DeWitt shoe stock and will continue the business under the style of Willoughby Bros.

**Detroit**—The Finsterwald Furniture Co. has been organized to conduct a wholesale and retail furniture, fixtures and carpet business, with an authorized capital stock of \$225,000 common and \$150,000 preferred, of which amount \$225,000 has been subscribed, \$82,500 paid in in cash and \$142,500 in property.

**Detroit**—As an indication of the rapid growth of the banking business in Detroit, the recent record of the American State Bank in establishing branch banks is regarded as noteworthy. In the last sixty days this institution has opened five new branch banks, the latest one being located at Randolph and Macomb streets.

### Manufacturing Matters.

**Detroit**—The Zenith Carburetor Co. has increased its capital stock from \$40,000 to \$320,000.

**Jackson**—The Riverside Machine Co. has increased its capital stock from \$5,000 to \$100,000.

**Battle Creek**—The Purity Candy Co. has increased its capital stock from \$10,000 to \$20,000.

**Centreville**—The Dr. Denton Sleeping Garment Mills is building an addition to its plant at a cost of about \$40,000.

**Cedar Springs**—The Cedar Springs Co-Operative Co-Partnership Creamery Association, Ltd., has increased its capitalization from \$9,000 to \$15,000.

**Muskegon**—The Maring Wire Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed and \$30,000 paid in in cash.

**Detroit**—The Federal Steel Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$60,000 has been subscribed and \$10,000 paid in in cash.

**Detroit**—The Union Paint & Chemical Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$4,800 has been subscribed and \$1,500 paid in in cash.

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

**Detroit**—The Tire-Tool & Machine Co. has been organized with an authorized capital stock of \$10,000, of which amount \$9,970 has been subscribed and paid in, \$1,970 in cash and \$8,000 in property.

**Detroit**—The Douthitt Diaphragm Control Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$2,500 in cash and \$7,500 in property.

**Detroit**—The Eagle Candy Manufacturing Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$26,000 has been subscribed, \$3,000 paid in in cash and \$10,000 in property.

**Detroit**—The O. L. Lawrence Co., Inc., has been organized to manufacture sheet metal, with an authorized capital stock of \$10,000 all of which has been subscribed, \$2,090.09 paid in in cash and \$1,909.91 in property.

**Manistee**—The American Manufacturing Co. is removing its plant here from Wheaton, Ill. The company manufactures violins and will erect a modern factory and install new machinery to the value of about \$10,000.

**Detroit**—Schwerer Incorporated, has been organized to manufacture and sell millinery and similar merchandise, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

**Detroit**—The Denner Tot-Toy Manufacturing Co. has been organized to manufacture and sell wood furniture and toys, etc., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,500 paid in in cash.

**Saginaw**—The Germain Bros. Co. has been organized to manufacture and deal in pianos and parts, also in wood products of all kinds, with an authorized capital stock of \$300,000 common and \$125,000 preferred, of which amount \$425,000 has been subscribed and paid in, \$94,000 in cash and \$331,000 in property.

### When You Get That "Tired Feeling."

If any of us don't feel like working—why, we are sick. And we don't have to be at home and in bed in order to be sick. It is not normal not to feel like working. We are sick if we are short of normal. The remedy is easy and cheap—cheaper to apply than not to apply—not only in the cost but in the final economy of doing more with less effort and earning more.

Here is the remedy in one or all of the four following stipulations:

1. Don't eat so much; cut down on concentrated food, like meat, eggs and the like, and eat more vegetables, like cabbage, greens and celery, of bulk character.
2. Drink at least six glasses of water a day, and more in summer.
3. Sleep with the windows up and without the head covered with the bedclothes.
4. Walk at least part way to and from work. Walk fast and breathe deeply.

The greatest mistake most of us make is in believing that the more we eat the more strength we add to our bodies and minds.

Excess foods of certain types go to make excess fat, which is the worst kind of excess baggage. It takes strength to carry this excess baggage around that might better be used in productive effort—working. Some of us become fatigued in carrying this excess baggage around, and the result is that we don't feel like working.

Most of the indisposition toward work and that "tired feeling" are the result of confusing stomach emptiness with hunger.

The way most of us eat, it would take about ten days of fasting to really get hungry. Fill up the emptiness with bulk fruits and vegetables, and go without a meal or two now and then by filling up on water.

If any of us don't feel like working, it is a good plan to keep on working and quit eating.

As to what to eat, it is well to follow our own instincts; that is, eat what we want, or what agrees with us, but cut down on the quantity of concentrated foods.

### No Bones in His Meat.

For half an hour the working class audience had listened patiently to the talented lady who was speaking to them about economical and nourishing cookery.

She had talked about eggless puddings and butterless cakes, and now said with a smile:

"I will tell you about a splendid soup which can be made for next to nothing. Take the bones left over from the Sunday joint—"

At that a man in the middle of the hall rose to his feet with a disgusted look on his face and, said to his mate:

"Ere, Bill, get o' this."  
 "What's wrong?" asked the other in surprise. "Don't you like soup?"  
 "Ay, I like soup well enough," was the grumbler's reply, "but how many bones does she think there are in half a pound of liver?"

A lot of people who pray for advice don't mean to follow it.





### Review of the Produce Market.

Apples—Winesaps, \$5 per box; Transparents, \$3.75 per bu.

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

Bananas—\$7.75 per 100 lbs.

Beets—New command 45c per doz.

Beet Greens—85c per bu.

Butter—The market is steady, quotations on the different grades having declined about 1c per pound during the last week, there being slightly heavier receipts due to a large make in the country. There is a fair demand for all grades of fresh creamery at this time and we look for continued good trading and not much change in the market quotations within the next few days. The quality of fresh arrivals is showing up very fancy. Local dealers hold fancy creamery at 49c in tubs and 51c in prints. Jobbers pay 45c for No. 1 dairy in jars and pay 37c for packing stock.

Cabbage—Louisville, \$5.25 per 100 lb. crate; Kankakee, \$2.75 per 50 lb. crate.

Cantaloupes—Imperial Valley stock, \$2.25 for Flats, (12-15); \$4.50 for Ponies, (54); \$5.50 for Standards, (45); Arizona, \$2.50 for Flats, \$5 for Ponies and \$6 for Standards.

Carrots—25c per doz. for new.

Celery—Home grown, 40c per bunch.

Cherries—Sweet, \$3.50 per 16 qt. crate; sour, \$3; California, \$2.75 per box.

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

Cucumbers—\$1.65 per doz. for No. 1 and \$1.40 for No. 2.

Currants—\$3.50 per 16 qt. crate for either white or red.

Eggs—The market is very firm, strictly fancy eggs being very hard to get. There is a good demand for eggs at this time. With a continuation of the hot weather we look for a continuation of firm and unchanged conditions. Receipts are moderate for this time of year. Local jobbers are paying 40c for fresh, loss off, including cases.

Garlick—60c per lb.

Gooseberries—\$3.50 per crate of 16 qts.

Green Onions—20c per dozen.

Green Peas—Telephones, \$3 per bu.

Green Peppers—60c per basket for Florida.

Honey Dew Melons—\$3.50 per crate of either 6 or 8.

Huckleberries—\$4.50 per 16 qt. crate.

Lemons—California, \$7.50 for choice and \$8 for fancy.

Lettuce—Home grown head, \$3 per bu.; garden grown leaf, \$1 per bu.

Onions—California, \$4.50 per crate for yellow or \$7.75 per 100 lb. sack.

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

Peaches—Florida stock, 6 basket crate, \$3; California Triumphs, \$1.65 per crate; Georgia Carmens, \$2.75 per crate.

Pieplant—5c per pound for home grown.

Pineapples—\$5@6 per crate.

Plums—\$3.50 per box for California.

Potatoes—Old command 75c per bu.; Virginia Cobblers, \$7 per bbl.

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

Raspberries—\$5 per crate for red; \$4.50 per crate for black.

Spinach—85c per bu.

Tomatoes—Home grown, \$1.50 for 7 lb. basket.

Water Melons—75@90c apiece for Florida.

Wax Beans—Home grown command \$4.25 per bu.

### To Help the Fur Trade.

Somewhat after the manner of the Pioneer Hudson's Bay Company, representatives in every State of the Union, including Alaska, and every Province of Canada are soon to be appointed by the Metropolitan Fur Exchange, Inc., of New York City. These men will act as central collecting agents for furs to be sold at the monthly auctions of the exchange, as well as at its semi-weekly floor sales.

Each of these representatives will keep in close touch with his territory and, as most of their work will be done among farmers and trappers of the outlying districts, it is expected by officials of the exchange that many of the agents will in time come to assume a position somewhat like the Factors of Canadian Northwest fame. These agents will co-operate with the twenty-nine foreign representatives of the exchange in helping the movement to make this city the fur center of the world.

### What's In a Name?

"Your daughter," said Mrs. Oldcastle, after being conducted through the newly-furnished wing of the magnificent palace occupied by the new-rich Bullingtons, "has such a splendid vocabulary."

"Do you think so?" her hostess replied. "Josiah wanted to get her one of them escritoirs, but I made up my mind right at the start that a vocabulary would look better in a room furnished like hers, even if it don't cost quite so much."

A man may "get by" with a few shady deals, but he is liable to find that he cannot "come back."

### The Grocery Market.

Sugar—Refiners still continue melting to full capacity with the distribution heavy. There has been no real "shortage" of sugar, the present acute situation being brought about by the effort on the part of consumers to purchase, in addition to present supplies, sugar to cover future requirements. Months ago the Sugar Equalization Board and practically all refiners urged manufacturers, wholesalers and consumers generally to anticipate future requirements and to stock up. Refiners at that time had millions of dollars tied up in stocks of refined sugar, a large portion of which was for Royal Commission and other Allies, but could not be shipped, owing to the lack of tonnage. This sugar was offered to the domestic trade at that time, but few if any took advantage of the offer to buy ahead and avoid possible shipping delays. Now there is a scramble for sugar with refiners sold out two months ahead in most instances, although it was reported last Thursday that the Federal took a very moderate business for July shipment. Some sections of the country are said to feel the acute situation more than in others, owing possibly to railroad shipping delays, but sugar is going forward in large volume and with a practical embargo for thirty days on exports, it is believed that the general situation will rapidly improve from now on.

Tea—The market has been very quiet during the past week. Some new Japans are being shown, but they are not very good quality and the trade have not been much interested. Still such sales as were made brought high prices. The price list generally of teas shows practically no change for the week.

Coffee—Business has been quiet during the past week. The market has been a trifle easier and No. 4 Santos has ruled from ¼@½c cheaper than the week before. Rio 7s were also a shade off. Milds continue firm with no material change for the week. Coffee is, of course, still very high and comparatively firm, although the feeling is not as strong at the moment as it has been.

Canned Fruits—Some of the reserve Government pineapple was sold during the week it is said at a flat price of \$5. There were about 75,000 cases altogether. Canned fruits show no change, the market still being very firm, prices constantly tending higher. Prices on the new pack are expected shortly.

Canned Vegetables—Tomatoes continue about unchanged, largely on account of reports of a short season. Some futures have been sold during the week, following these reports. There are only a few packers in the market who sold future tomatoes, and strangely enough, some of those are willing to shade prices a little. Spot tomatoes are dull. Fancy peas are very scarce and are commanding a high price. There are very few sellers. Everybody expecting deliveries of fancy Alaskas from the West to be very short. Corn unchanged and firm. The remainder of the list un-

changed and in very moderate demand.

Canned Fish—Domestic sardines are perhaps a trifle more active, but the general situation is more depressing. Big packers have not yet started up, but will do so within a week. Everybody is talking an advance owing to the high cost of production. As to salmon, prices show no particular change for the week. Considerable of the Government salmon has been resold and absorbed.

Corn Syrup—There has been a steady demand for some time and the market remains firm.

Molasses—Prices continue to rule steady. Trading of late has been routine.

Sugar Syrups—There is an absence of new developments. With supplies small the market remains firm.

Cheese—The market is very firm, quotations slightly higher than previous quotations, due to an increase in the demand. Receipts are normal and the quality is very good. We look for continued firm quotations on cheese.

Provisions—The market on smoked meats has been very firm this week, due to moderate supply and heavy holiday demand. There will probably be no material change in quotations during the next few days. The market on pure lard is firm and unchanged, with quotations the same as last week. There is a fair supply and a good demand. The market on lard substitute is very firm, quotations having advanced 1c per pound. There is a fair supply at this writing, with a good active demand. The market on barreled pork is steady to firm with an active demand. There is a moderate supply and somewhat heavy export demand. The market on dried beef is very firm, there being a very light supply at this time. There is a very heavy demand, causing a shortage and a sharp increase in the quotations. The market on canned meats is steady to firm, with a good demand and a moderate supply.

Salt Fish—Mackerel is very quiet at comparatively easy prices. They are catching new Cape Shores, but in very small quantities compared with last year. General trade in mackerel is very dull.

Bill Wallace, the well-known dry goods salesman of Traverse City, is in town to-day on his way home from France, where he has been for the past eighteen months. Mr. Wallace has not grown in stature during his absence, but he is as rugged as an oak tree and brown from exposure and outdoor work. Mr. Wallace has no definite plans as yet for the future, but will, in all probability, soon be on the road with a dry goods line.

Dan C. Stekete, manager of the wholesale department of Paul Stekete & Sons, is expected home from New York to-day or to-morrow.

E. H. Simmons, grocer at 463 College avenue, has sold his stock to G. E. Bigelow, who has taken possession.

Labor saving devices are invented by the hardest-working men.



### Speed the War on the Cigarette.

Ann Arbor, July 8—The cigarette, cigar, pipe and quid are alike to me. One can make himself exceedingly offensive with any one of them if he chooses. We doubt if one-tenth of the grocers who sell tobacco abide by the law forbidding the sale of tobacco to minors. Of one thing, however, we feel confident, and that is, that any one who sells that which he knows is used only for injury to his fellows loves money more than he loves mankind or else he is too cowardly to break away from a wrong custom.

Tobacco was made to kill—it is an insecticide of value. Used by humans it kills or deadens conscience, kindness, honor, everything good, because its effect upon the spiritual nature is worse than upon the physical man.

Tobacco is a land robber, it takes as much fertilizer to grow one acre of tobacco as ten acres of ordinary food crops. It is easy to tell why land in the Southern states is poor and the people leave it to earn a living in the cities.

The clean soldier who never used tobacco or liquor did not fall exhausted by the wayside because deprived of his accustomed stimulant, as did the tobacco user. Influenza and pneumonia hit hard tobacco users. Vaccinations also made them sick, whereas the clean soldier felt only a slight disturbance physically. Better a hundred-fold to have given soldiers in training anti-nicotine treatment for a few weeks and cured them of the habit than the humiliation of K. of C. and Y. M. C. A. workers passing out cigarettes and tobacco to soldiers.

Tobacco manufacturers plotted to fasten the tobacco habit on as many soldiers as possible for the benefit of their business after the war, and many good people fell for the game by contributing money to buy tobacco.

Whether whisky or tobacco is worse we never could decide. The longer one goes without liquor, the less he cares for it, but the excessive user of tobacco becomes almost insane if forced to go a day or two without his pipe, cigar or quid. Which is worse?

No one need worry that the fanatics will prohibit the use of tobacco as a next step after liquor prohibition. Our laws, to be of value, must have popular sentiment behind them, and that can come only through education, as always in the past. The use of tobacco will no doubt increase until it becomes too great a menace or nuisance to be longer tolerated—then it must go. E. E. Whitney.

### Utter Failure of Government Ownership.

The theory of Government control or ownership of public utilities is highly alluring. There was a time when I heartily favored it, but my regard for it is growing beautifully less. We have seen it tried, and seeing things is radically different from theorizing about them. Of course, this trial of Government control of railroads came in war times, and perhaps the test was not exactly fair; but the control was far more absolute and complete than it would have been in times of peace. The Government could do and did exactly what it pleased. Its power was autocratic and the result was overwhelming failure. The whole problem swings around the matter of men. The right men under Government control could take the railroads and make them marvellously efficient. But politicians are not the right men, for business is the one thing they least understand. A good business man could successfully run the Government, but the

best politician that ever set up the drinks could not run a railroad.

The management of express companies under the old regime was bad enough, but under Government control it has been infinitely worse. Before the change, if you forwarded a package that got lost on the way, the companies reimbursed you in anywhere from six to eight months, and it was unnecessary, in most cases, to write more than a dozen letters or register more than a like number of kicks. But now, when things are lost, there seems to be little hope of getting a settlement in time for your immediate heirs to enjoy it. In May, 1918, I sent a valuable book by express to Chicago. I got a receipt from the local agent, and the shipment was correctly entered upon the local records. There is no question that I delivered the book for transportation, but the book, up to this day, has never reached Chicago. Its whereabouts is as deep a mystery as the present location of the Lost Tribes of Israel.

It would seem to the average man that it would be a very simple matter to settle a matter like this, but for more than a year I have been unable to get a twitter, peep or grunt from the official gentlemen who govern us for a consideration. I have delivered my receipt, filed claims, written letters and registered indignant protests until hope for reimbursement for the loss is gone. Nobody, outside of me, seems to care so much as a decimal damn about the book, and naturally, I do not care so much as a decimal damn about the theory of Government control. It is better to wait six or eight months for an adjustment under private ownership than to wait eons under the present methods of running express companies. Hereafter set me down as a believer in individuality and private ownership rather than dilatory co-operation and political public control. Business men should run the business of the country, and if politicians cannot be obliterated, confine them to politics. Frank Stowell.

### Political Parties and Primary Laws. Written for the Tradesman.

Have not the American people progressed far enough to adopt some better method of electing officers and representatives than by the means of political parties?

Just so long as we have parties, the will of the people will at times be defeated, ignored, overridden.

Sooner or later a political party which has a large majority and holds all the offices will become controlled by unprincipled leaders, and men unworthy of office will be elected. The primary laws are defective in this, that they discourage independent voting. In order to be entitled to vote at primary elections, one must register as a member of a political party. At the regular election he may vote for whom he chooses on any ticket, but on no ticket may he find the man best qualified for the position.

Another bad feature of the primary method is that a candidate must announce his candidacy. The worst men may seek office and secure the re-

quisite number of petitioners, while the best men could only be induced to become candidates by a representative convention vote.

We hope some time that candidates' names for each office will be grouped together, and whether one or a dozen candidates for the office, the one who receives the most votes shall be declared elected. E. E. Whitney.

Money will buy practically everything, except a few details like health, happiness and self-respect.

### Merchants to Hold Picnic at Lowell.

The annual picnic of the Merchants' Mutual Benefit Association will be held at Lowell, Thursday, July 24. A picnic dinner will be served at 12:30, followed by a program of music and good speaking. After the program the regular business meeting of the Association will be held.

All business and professional men and their families and friends of the surrounding towns are cordially invited to attend.



**PRICES**  
Model Four Candler For Electric Light Use, \$5  
Models Seven and Eight Equipped for Batteries, \$7  
Model Three Equipped for Coal Oil Lamp, \$7



W. B. ALLGOOD, CHIEF CLERK.  
I. T. QUINN, ASSISTANT CLERK.  
J. M. MOORE, M. S., FOOD, DRUG & FEED CLERK.  
F. O. HOOTON, MARKETS CLERK.

## 90% of all eggs candled at shipping points are candled with the Grant Da-Lite Egg Candler.

Do not get some crude candling device for which you have to build a dark room. The Grant Da-Lite Egg Candler costs less than the cost of constructing a dark room for any other form of candling device, and it is more convenient, reliable and time saving.

Here is a letter which shows how the Grant Da-Lite Egg Candler is regarded officially:

STATE OF ALABAMA  
AGRICULTURE AND INDUSTRIES DEPARTMENT  
M. C. ALLGOOD, COMMISSIONER.

MONTGOMERY,  
May 24, 1919.

Grant Daylight Candler Co.,  
Chicago, Ill.  
Gentlemen:-

We are in receipt of a letter from Sims & Sauer asking us to give them the name of a firm whose egg candling machine we think best. We are advising them that the candler manufactured by you is the standard commercial candler being used throughout the country, and are advising them that you will send them out of your candler No. 7, with dry batteries. We would thank you to let these people hear from you as they are anxious to secure a good candler at an early date.

Yours very truly,

*J. M. Moore*  
Supervisor of Division.

Per MRD

Address  
Copy to

Sims & Sauer,  
Mobile, Ala.

Send \$1.00 for the Grant Egg Candling Chart, 19x25, showing 12 different eggs in the exact colors.

Send your order for the Candler to your nearest distributor. If there is no distributor in your territory, send your order direct to

GRANT MANUFACTURING CO.  
208 N. Wells St. CHICAGO, ILL.



**REACTIONARY OPTIMISM.**

"Safety first" is all right in its way, but it has not worked out altogether satisfactorily for the wholesale grocer this year. Moved by an optimistic belief that prices would be lower, money tight and that there was danger of Uncle Sam letting go of large surplus stocks of foodstuffs, grocers generally deferred buying and let the producer "hold the bag." The result has turned out badly.

First it was with canned goods. No grocer wanted to place future orders, and the canner played the same game. In the end, it turned out that prices of raw canning stock were higher than usual and could not be brought down, and in the eleventh hour a comparative shortage of canned goods loomed large on the horizon, so threatening as to change the plaint of the grocer from coaxing the Government not to sell its surplus to a clamor that some of it be allowed to trickle judiciously into trade channels for civilian needs.

Same way with sugar. No one cared to take chances with sugar. The retailer let the jobber hold the bag and the jobber "passed the buck" to the refiner. The latter "played safe" by keeping his stocks of refined close, lest something might happen with sugars from unexpected foreign sources, or the Central European riddle might turn out differently from what everyone guessed, meanwhile devoting their attention to refining for foreign account and shipment. When, however, the housewife sapped the available domestic accumulations, the grocer discovered that he had made

a mistake, and an excitable rush to the refiners and the Sugar Equalization Board for relief became necessary.

And so, all along the line, the policy of "safety first," occasionally used in pre-war days but especially acquired and practiced during the war, has proved inadequate for the reactionary optimism of the consuming public. Happily, it is only an emergency, and with the return of normal psychological motives among people at large, will probably adjust itself.

**MAGNANIMOUS TERMS.**

No American should ever use the words "severe terms" when speaking of the conditions imposed upon Germany by the peace treaty. So doing is to give assent to what is absolutely false; to admit that Germany has some cause for complaint; to concede that she is entitled to some degree of sympathy.

Truly they are magnanimous terms—an exhibition of mercy unparalleled—as between nations, and which a conquered enemy heretofore never could expect, least of all one so desperately guilty. The peace terms evidence a hope that Germans can ultimately develop from beasts into human beings and that some time the kindness and mercy of their conquerors may find some responsive chord in the hearts of a considerable of their number.

Let it be proven beyond question; let it be recorded in history for all time that America began feeding a defeated foe while some of her own soldiers abroad were meagerly and

meanly fed, and before supplies reached the sufferers—like Armenia and Serbia—whose lands Germany had devastated. Immediately Germany began to receive help to overcome the conditions which she alone had brought upon herself. Tens of thousands of nearest of kin to American soldiers murdered by Germany have put aside their claims for justice, asking not for vindictive measures or retribution, leaving their cause to Him whose promises never fail and who has said: "Vengeance is mine; I will repay."

In time to come Germany will realize what the brutish people of that country are now utterly unable to comprehend—that she alone has brought all her trouble upon herself.

American citizens of German descent who desire to resume communication with their savage relatives in Germany can prove their loyalty and be helpful to all concerned if they will assure their relatives that their present lot is tolerable and their future hopeful only because of the Allies' leniency and help.

The figure of 1,300,000, which is the official estimate of the number of aliens who are planning to return to Europe, calls for two reservations before we can fairly judge of the permanent after-war drain on our population. In the first place no time limit is specified within which the departure of the 1,300,000 is expected to take place. If the exodus is to stretch over two years instead of one, the situation changes radically. Many aliens may have expressed an intention of re-

turning without formulating definite plans. Even if the whole number specified were ready to go at once the question of shipping remains. It is doubtful whether enough bottoms will be available to transport such an army in a single year. The second factor to take into account is that there has always been a large annual emigration. In the fiscal years 1913 and 1914 the annual emigration was well over 300,000 or about one-fourth of the aliens admitted. The returning aliens to-day represent, of course the accumulation of four years of war, and the incentive is stronger than ever before. Immigrants are flocking back in order to get into touch with relatives estranged for nearly five years. Whether they will remain in their home countries is another question. On the other hand there is no such doubt concerning the wealth which they will carry away with them, although here, too, the amount has been exaggerated. The money that will be taken out of the country also represents the accumulation of five years.

Why not fence off Mexico—keep the bandits in a sort of game preserve? ask the military officials of the Southern Department. A military road paralleling the border, augmented by a wire fence, has been recommended and is receiving serious consideration in Texas, despite the fact that it would cost about \$12,000,000. It is impossible to keep enough troops on patrol to protect the whole border, and where wire fencing has been used in Arizona it has had good results.

# What the Sales Record Shows

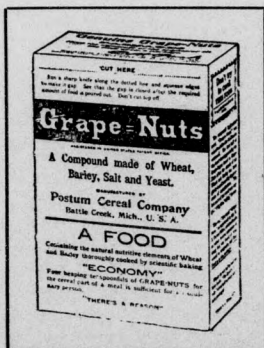
is a pretty good index of popular favor. Judging from this angle, Grape-Nuts is a big favorite of the American people; and year after year the demand increases.

# Grape-Nuts

with its high food quality always maintained, has a still brighter outlook ahead. A little attention to store display, and selling helps, yield added returns to grocers.

**Good Profit**

**Sale Guaranteed**



Postum Cereal Company, Battle Creek, Mich.



### THREE YARDS FOR A DOLLAR.

An advance of 2½ cents a yard in Fruit muslins, announced to become effective Monday morning, restores the war time price of 30 cents a yard. It was the price decline of this standard cloth early in the year, followed by very moderate sales, that precipitated the sharp decline in many cotton goods and led to a sound restoration of trading fundamentals. With the price back again at a very high level, it will be profitable to consider just what the new value means.

There have been times when this muslin could be bought at four yards for 25 cents, and three yards for 25 cents was a common retail sale figure. At the new price, the retailer can barely offer the goods at three yards for a dollar! What is true of this cloth is true in greater or less degree of hundreds of others in bleached cottons, brown goods, tickings, denims, prints, percales, gingham, plaids, chevots, etc. These prices are going to be reflected ultimately in the prices asked for made up goods, of which so many are now sold. They may be hidden for a time, and will not appear to those who do not use their own needles in home work. But the price is there, all the time.

The question every merchant asks is to what extent will consumption be contracted by the high prices. The answer will not be given accurately for several months. The production of goods is below capacity, measured by past performances, because of the shorter working hours and the lackadaisical attitude of labor. Something more than high wages must enter into the problem of production to stimulate it and to cheapen the mass products of clothing for the consumer.

The merchandising problem is far more serious than it now appears to be. It is so serious that many of those who were bullishly inclined three months ago have become very conservative. They now propose to sell, and repent if they have to. They are convinced that goods may be scarce, that prices may be very much higher, that the demand for the long future may be far greater than it is to-day. Nevertheless, they can see that the rapid rise has brought wide margins of profit at the primary end of trade, and while they may become wider in consequence of the insistence of buyers for more goods, they know that merchandise values are volatile at best and that provision must be made for sharp contractions the higher prices move.

The common barometers of business seem favorable. Failures have been very few, collections are good in most instances, crop prospects in the food line are excellent and employment can be had by those who want to work at something for the best wage the country ever saw. Many consumers continue their purchases without a thought of the prices that are asked. It is the common experience of merchants that if you have what the trade wants any price will be paid.

In a time of inflation, whether it be

from sentiment because war is ended or because currency has become the most plentiful and cheapest thing in the world to talk about, the abnormal becomes normal, and it is in such times that merchants, like others, lose their heads and forego immediate profits for the still greater profits they count upon.

Whether it is in clothing or in foods, or in other things, abundance is the true foundation of prosperity, and at this time high prices ought to tell any prudent merchant that abundance does not exist in merchandise.

There used to be a time when the word "expert" was used as a term of honor and commendation, but today it has become almost outlawed through abuse. The poor word has been overworked, and, not belonging to a labor union, it has gone into an early decline simply because it failed to get time-and-a-half for night work and double wages on Sundays and holidays. In merchandising the term "expert" is no longer found in the trade lexicon. We have come to see that common sense, persistency and square dealing are separate and distinct from expertness and that they alone are all the attributes that enter into the formula of the man who succeeds through advertising. It is only a day or two, seemingly, since every little fly-up-the-creek who essayed to write advertising classed himself as an "expert," but the only expert thing he ever did was to make an advertisement here and there believe he was an "expert." That is to say, he was temporarily expert in conveying a false impression, and falsity of any sort doesn't last. Advertising is now planned and carried out by the dictates of horse sense, and when it falls down, as is frequently the case, the responsibility falls upon man's fallibility. Failure, the highest philosophy teaches, is the natural outcome of most human undertakings, while success is the exception, so that the services of the old-time "expert" are not needed to register a failure. We can reach the same end by ourselves.

### HANG OUR HEADS IN SHAME.

An organization of Grand Rapids people have extended an invitation to the escaped criminal who masquerades as "President of the Irish Republic" to visit Grand Rapids as their guest.

We deeply regret that any set of men who enjoy the blessings of liberty and the freedom of American institutions should so far forget their Americanism as to be parties to an act so unfriendly to a friendly nation—a nation whose navy saved this country from invasion by Germany at a time when the beasts of Prussia could have easily repeated their record in Belgium and France on Boston, New York and Philadelphia. Men who are guilty of such an act will live to hang their heads in shame for giving countenance, encouragement and support to the gang of cheap assassins who call themselves Sinn Feiners, but who are in reality traitors to their own country and cohorts of the Kaiser, Hindenberg and Von Tirpitz.

### THE JUNKERS ARE IN POWER.

The German government has promised to surrender the Kaiser and the authors of atrocities. The League of German Men and Women for the Protection of the Freedom and life of William II. will have none of this. It will protect the Kaiser and "the brave U-boat commanders who gambled their lives in steel coffins for the Fatherland." Being Germans, they are sincere in their solicitude for the safety of the murderers of women and children; to the German mind the murder of non-German women and children is no crime, cannot even seem a crime to non-Germans; the only conceivable reason why the Allies want the U-boat commanders given up for punishment is that these men by unlawful means almost won the war. But it is not a question of motive; it is a question of fact; and the fact is that after the German government has promised to give up offenders this league promises to build around the Kaiser and his submarine commanders "a wall of bodies" to protect them against their enemies.

Officers of the General Staff resign, but say they will withhold their resignations if the government accedes to the wishes of the General Staff against its own word and refuses to give up the Kaiser. Two thousand men have offered themselves as a bodyguard to General von Deimling in case the Allies demand his surrender for trial. The government has promised, the Junkers say they will annul the promise. What answer will be given to them by this government which is so valorous against rioters on the streets of Berlin, but seems so careless of insults and disobedience from Hoffmann and his like? If the Crown Prince or some other leader should gather the forces of reaction in an actual attempt to overthrow the republican government, they would probably be beaten; but they do not need to overthrow it; they are at this very moment defying it, disregarding it, announcing to the world that they will not let it keep its word. There seems to be no need for Junker revolution; the Junkers are in power already.

### READS LIKE A ROMANCE.

English-born, Anna Shaw came into the wilderness in Mecosta county so early that she justly called herself a pioneer. She followed her ambition to preach against opposition that amounted to persecution. She worked her way partly through Albion College, and then—almost starving at first—through Boston University. A little pastorate on Cape Cod gave her so much comfort that she feared she was getting into a rut and used her spare time getting a medical education and lecturing. Contact with Mary A. Livermore, Lucy Stone, Julia Ward Howe and others fighting for suffrage, temperance, and education, with the renewed fear that "I was taking life too easily," led her after 1885 to give all her time to the platform and suffrage organization. For the twenty years following she and Susan B. Anthony were seldom apart, and they, with Lucy Stone and Eliza

beth Cady Stanton, were the principal leaders of the suffrage movement. In her autobiography she tells how she and Miss Anthony campaigned in Kansas in the eighties and in Colorado, South Dakota, and other states to the Pacific in the nineties; how the suffrage "stream" broadened steadily; and how in 1904 she succeeded Mrs. Catt as head of the National Association. No one played a larger part in the movement that before her death she saw nearing final victory.

The determination and pluck of Dr. Shaw were exemplified throughout her life, and her statesmanlike capacities after she had reached positions of executive character. She was like other women leaders in her devoted enthusiasm. She has told how Miss Willard was so enraptured in her work that "she never rested, rarely seemed to sleep and had to be reminded at the table that she was there for the purpose of eating;" and how Susan B. Anthony was similarly inattentive to heat, cold, privation or fatigue—ready to sit up all night between two hard days' work to discuss her plans. Dr. Shaw had what she modestly called a like superabundance of energy. But memorabilia among her traits were her evenness of temper and calm sense of humor. She had no "temperamental" qualities. She enjoyed recalling how in preaching an early sermon she asked if the Ethiopian could "change his spots or the leopard his skin," and had presence of mind to keep calmly on; how on a lecture tour she was advertised in a town as the woman who had whistled before Queen Victoria, who would speak on "The Missing Link"—and to satisfy the committee had to refer to suffrage as the missing link in our Government; how her cordial thanks to a Stanford professor for his suffrage advocacy was heralded in sensational papers as her discovery of an ideal man, and enabled the professor to earn \$30,000 as lecturer. Such good humor had its part in her success.

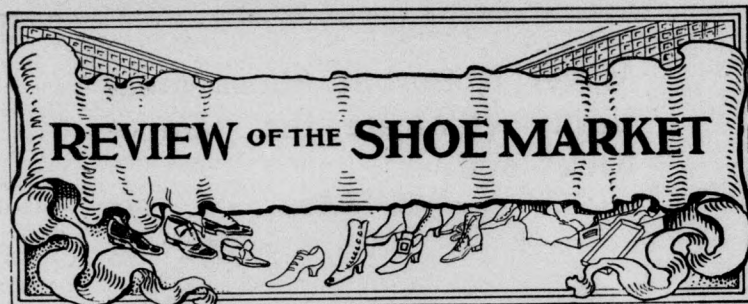
The trouble with most young men is that they are not half committed to their career. They are too easily detached from their life work by discouragement or outside influence. A man never amounts to much until he has a life aim, until he burns all bridges behind him and commits himself, absolutely without reservation, to his work.

Business to-day is a science and calls for training, concentration, study and progress. Successful business is not a matter of haphazard methods and random results. It is the definite working out of cause and effect.

Every time you send a good idea to your trade paper editor, you help make the paper better for the other readers and they will be encouraged to help make it better for you.

The present is not a good time to try to get along without doing any advertising. When business is hard to get, do more advertising rather than less.





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

#### The Search for Leather Substitutes. Written for the Tradesman.

The present high prices of shoes and all other leather products will undoubtedly add new point and zest to the traditional search for suitable leather substitutes.

If leather prices even remain stationary at their present high level—which is perhaps as hopeful a condition as we can hope for—the popular demand for non-leather shoes is going to increase; but if there are still further advances—and these are frankly predicted by the best informed authorities on leather—then it is a foregone conclusion that we must resort to leather substitutes on a far wider scale than they are used at present in the creation of popular-priced footwear.

It is not exaggeration to say that even now a very large percentage of the people of this country are actively in the market for some relatively inexpensive products in the way of shoes—especially shoes for work and heavy wear; and when the stocks of shoes now in the hands of jobbers or in the in-stock departments of shoe manufacturers are ultimately bought and marked by retailers, the economically-inclined customer is going to get a painful shock; and the first question, "Haven't you got something cheaper?"

To meet the popular demand for something bordering on reasonableness in the cost of footwear, it must be evident to all that the popular-priced shoe of the near future must be made largely of leather substitutes. But what shall be used, that is the question.

The work shoe must have a certain amount of solidity, and it must contain a certain amount of service-value. In other words it must contain a certain fairly fixed minimum of wear; otherwise it is not a profitable investment. It may be lacking in certain elements of style, and at the same time get by; but it must stand up under hard wear. It doesn't have to be a light, airy, graceful shoe; as a matter of fact it isn't supposed to be built on these lines at all; but, by hypothesis, it must be a good rough-wear shoe. And it must be made to sell at a reasonable price, and a fairly reasonable price for a service-shoe to-day would, I should say, be from three and a half to five dollars.

But a good all-leather welt shoe of standard value for hard-wear purposes cannot be now built to retail for that price. Substitutes must be used. But what? Will it be fabric, a rubber or composite product, or some kind of an artificial leather—something that looks like leather, has something of the flexibility and tensile strength of leather, and something that will meet the requirements of hard service without disappointing the wearer?

Hitherto the strain on the sole leather supplies has been more critical than that on upper leather stocks; but the standard fiber sole commodities now familiar to the trade by name and repute have seemed to meet the requirements of a satisfactory sole leather substitute; so we may say that one major problem in the production of a satisfactory non-leather shoe has been solved. And perhaps it was due to the fact that our chemists, inventors, and manufacturers have long been concentrating on the production of a practical sole leather substitute rather than practical substitutes for upper leathers that this notable progress has been made.

But whatever the cause, anyhow the time has now come when some material other than leather is urgently required for the uppers of shoes—especially of the types of footwear above indicated. Having produced a perfectly satisfactory fiber sole—a commodity lasting as long (if not longer than leather), and supplying as much each, comfort, and foot-protection, the time is now ripe for American genius to turn its attention to the production of some material or materials for the upper part of the shoe. That American genius will be equal to the emergency the writer firmly believes.

Millions of yards of "artificial leather" are being sold to automobile manufacturers for auto tops, and this material is both cheaper and better (in many ways) than leather.

One of the large ammunition plants of this country (the DuPont Powder Company) makes an artificial leather which is ideal for this purpose. The writer heard a representative of this Company, in an address before a retail shoe dealers' convention a year or two ago, say that his concern was hoping to perfect a satisfactory substitute for upper leather. But this statement was made prior to our entrance into the war; and it is likely that the heavy demand for munitions and war supplies diverted their attention to some extent from this by-product.

It would be interesting to know what experiments are now being made by this and other American concerns to find a solution of this vexatious

What style of

# Tennis

do you need?

Without doubt we have it.

In Hood Tennis are all good selling styles.  
 In our stock are all styles of Hood Tennis.

Keep in touch with Michigan's  
 Largest Rubber Dealers.

This is the big tennis month.

Keep ready.

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

## Don't Govern Yourself By Last Year's Sales or Any Other Year

This is an unusual year. There will be more white low shoes sold in July and August this year than any other two years.

Don't forget when the women started wearing low shoes. They are going to wear then just as late.

See our ad in last week's Tradesman. Our stock is more complete today and more coming.

**Hirth-Krause Company**

Tanners and Shoe Manufacturers

Grand Rapids

Michigan



problem—the problem of a suitable upper leather substitute; but such concerns do not publish this information in advance. They go ahead making their experiments and perfecting their products until the time is ripe to put them on the market. But undoubtedly much is now being done to find a satisfactory material which can be used instead of leather in shoe uppers.

If this product could be put upon the market within the next few months it would offer a much-needed relief to present leather prices. It would solve a difficult problem now faced by the American shoe industry. It would also afford a lot of relief to many people in this country whose financial circumstances are more or less embarrassed by the exorbitant price of footwear.

While on the subject of leather substitutes, the writer may also suggest that some sort of restriction ought to be put upon the manufacturers of bags, trunks, and leather goods specialties of many kinds. These people are in part responsible for the present high prices of leather in all the leather markets of the world. And it is undoubtedly true that leather is used in the manufacture of commodities that might just as well be made of leather substitutes already perfected and easily available. The popular demand for leather novelties and leather accessories of a thousand sorts is foolish, one may say; but it is the manufacturers of such commodities who are chiefly responsible for creating this unwise popular demand. The people couldn't buy them if they hadn't been made and advertised and temptingly displayed before the public. If the average consumer could know that the more novelties and accessories in leather he buys, the more he must pay for his shoes of leather, he would probably be willing to take substitutes in other lines provided he could have the real thing in his shoes.

Cid McKay.

**Growing Market for Rubber Heels.**

The rapid strides made in the use of rubber heels during the last few years is generally regarded as remarkable. Analysis of the situation develops that the most remarkable part is not so much the rapid growth of the industry, but that while the industry was growing so rapidly in the repair shops comparatively little attention was paid to the almost unmistakable signs of the preference on the part of many persons for rubber heels upon shoes when buying them.

This is indicated by the fact that while last year close to seventy-five million pairs of trade-mark heels were sold in the United States, not more than five million of the entire seventy-five were applied to new shoes—at least seventy million of the total being marketed through the repair shops to go on shoes worn for some time.

True that on a great many sport shoes unbranded heels, known as factory heels, were used, but these do not compare favorably in quality with the trade-marked ones which dominate the rubber heel business. Besides, as evidenced during the past few months,

the shoe manufacturer has reasoned wisely that if millions of people show a decided preference for a rubber heel when buying a heel as a separate article, it would be good business to furnish such a heel as original equipment upon new shoes thus giving them, with no extra charge, exactly what they desire.

Manufacturers who have seen the value of this have profited largely, and one of the first to market rubber heeled shoes upon this basis is now making 85 per cent. of all his shoes with them.

Having come to this decision regarding the merits of rubber heels upon new shoes, by tremendous strides manufacturers have in the last year practically overtaken the repair trade in their ability to supply customers with what they desire, so that the rubber heel industry which during the last two decades has grown steadily in the repair trade, has attained a place of prime importance in the shoe industry.

Shoe manufacturers, however, will not overlook the fact that there is still a tremendous unsatisfied demand for new shoes with rubber heels. The business upon rubber heels to the repair trade will this year exceed seventy-five million pairs, and to cater to the desires of the consumer to the same extent a tremendous quantity of heels will be used by the shoe manufacturers.

It should not be overlooked that the integrity of the manufacturers is being evidenced by the fact that as a rule they are not buying cheap, unbranded heels, or special branded heels which might be purchased at a price advantage at the sacrifice of quality; rather they are buying the trade-mark heels which command the confidence of the consumers, and there is other evidence that in choosing rubber heels they are governed not by price consideration but by the inherent value of the product.

H. L. Dost.

**Liked the Treatment.**

"Let me kiss those tears away," he begged, tenderly.

She fell in his arms, and he was busy for the next few minutes. And yet the tears flowed on.

"Can nothing stop them?" he asked, breathlessly sad.

"No," she murmured; "it's hay fever, you know. But go on with the treatment."

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

**THE POWER CO.**

Bell M 797 Citizens 4261

**Mayer Honorbilt Shoes practically eliminate the "come-back" evil.**



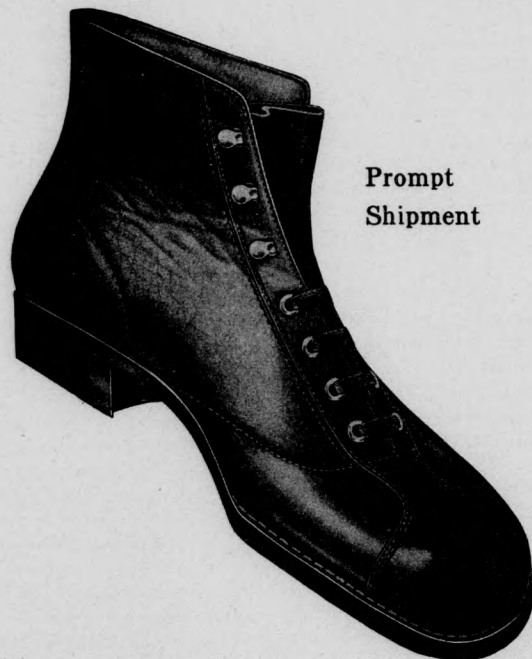
**THIS** is because Honorbilt Quality not only satisfies for style, fit and comfort but gives your customer a big value in long wearing service.

**F. MAYER BOOT & SHOE CO.**

**Milwaukee, Wis.**

R. K. L.

R. K. L.



Prompt  
Shipment

- 7166—Men's Chocolate Elk Nailed Outing..... Price \$2.90
- 7167—Men's Chocolate Elk Nailed Outing..... Price 2.50
- 7119—Men's Chocolate Split Nailed Outing..... Price 2.25
- 7168—Men's Chocolate Mule Skin Nailed Outing..... Price 2.10
- 6133—Boys' Chocolate Elk Nailed Outing..... Price 2.20
- 9822—Little Gents' Chocolate Elk Nailed Outing..... Price 1.90

**Rindge, Kalmbach, Logie Company**

Grand Rapids, Mich.

R. K. L.

R. K. L.



### Claims Michigan Is a Hard Road to Travel.

Detroit, July 8.—The last issue of the Tradesman contained an interesting article from the pen of Frank Stowell on the subject of salesmanship. I was much interested in what he had to say regarding a saleswoman in a store who undertook to sell a customer—another woman, by the way—something she did not want. The fact that the store woman succeeded in effecting a sale and giving her customer something she did not want was really not a form of good salesmanship but a fair sample of what one encounters in the retail trade in many of the big cities of the country, and many small ones, too. Good salesmanship does not always consist in selling goods, but rather in holding and pleasing customers. No investment is superior to the satisfied customer, and none worse than the dissatisfied ones. I have always felt that salesmanship is a fine art, but one that does not necessarily carry with it just talking power alone. It must carry logic and truth, and the less one has of the vapor of words the better. If I have something to sell and the article is good, it ought to sell itself when the simple merits of it are established, merit, also, many times speaking for itself.

The right kind of salesmanship is not a question of mere ability to make the other fellow believe that black is white. It means much more than this. That man is a fool who undertakes to sell something just to get it off his hands. In salesmanship I have made it my universal rule not to play for the order I have in hand to-day, but to look ahead for those that are to come after. No business can be built upon any foundation so sure and solid as the repeat basis. In billiards if I do not play for position I do not make a good average. It is never allowable to play for just the point that is on the table. We must have imagination and skill enough to play for the points ahead of us if we are going to win. The order I get to-day is of no permanent value unless I am reasonably sure to get the same kind of welcome from the man who gave it to me to-morrow, next week, next month or next year. We are all salesmen. The preacher, the lawyer, the schoolboy, the office boy, the newsboy—all of us, have something to sell. We do not know it, but we have. We go along through life selling ourselves unconsciously. It is thus that standards of value are established. Trying always to know how far to go, I have been fairly successful as a salesman, but whatever I have done I believe has not been because I talked too much. Indeed, I believe I have talked less than many men I know. But I have had the habit of getting around daily among the people with whom I deal, trying always to treat them just right; being as considerate as possible; making them have faith in my kind of faith; letting them understand that I am guarding their interests all the time—not merely telling them so, but inwardly doing it. My frequent visits are not necessarily for the purpose of getting an order to-day, but because I want to be on the ground for conference, or for giving certain information that one never knows when there may be a demand for—information that may be of the most vital importance in landing a big order which may be coming my way.

The unconscious influence of work of this kind bears its own reward sooner or later. People will finally come to believe in you and want to deal with you. It will bring business where just talk went. Mind you, good salesmanship, while consisting of all these virtues I have pointed out, must carry with it too, a certain force in urging conviction when facts are wanted. The best salesmanship I know of is best evidenced by sim-

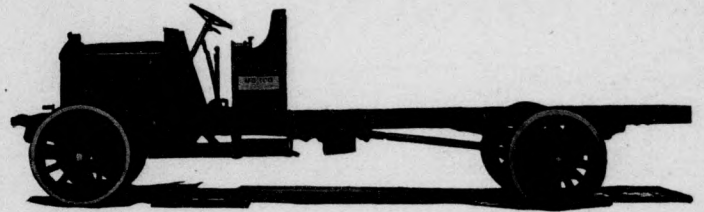
licity of style. This thing of overshooting the mark, overstepping the bounds of common propriety in talk is never carrying one forward. I have frequently been in a contest where everything depended upon the care with which I presented my facts. In some very close pinches I have simply laid my cards on the table, walked away and awaited results. Overplaying over-anxiety and over-zealousness will often fail where a confident attitude based on truth seldom loses. The street huckster sells a lot of foolish things by glib talking, because he fools people. He could never build up a reliable business fooling people. There are standards of value in salesmanship processes just as there are in the character of the goods you are selling, whether it be a yard of silk or a box of soap. And character of men as salesmen to-day is sought more often where the leaning is to the cleaner ways of living than in other times when men had to do a certain lot of things to stand in, be a good fellow and spend the money. The gay life is no longer essential. Being clean and having tact are two forces in salesmanship that cannot be duplicated for power in delivery. And then every salesman should know how to get away—like a good speaker should know when he has finished.

On the point made in the last sentence above there is often a misunderstanding in the minds of some over-ardent salesmen who think that by hanging on they are using the best policy. I believe in hanging on but practically it is many times the worst policy. This is particularly so in Michigan, where I believe competition is keener than in any other state in the Union. I take it that most salesmen who have worked through the devious ways of Michigan for any length of time have found that Jordan is a devil of a hard road to travel here. There is somebody always on every corner with a blunderbuss or bludgeon ready to pound you and it does not make much difference how it is done. My experience has been that ethical consideration for the other fellow in Michigan is more in the statement than in the fact. I do not make this as a charge against the business system because I have always felt that the objectionable parts of any system could be beaten down through a process. But competition itself can hardly be overcome. Therefore, it behooves every man to be wide awake and to know the fitness of dealing with men who have business to go out or who are doing the buying where you are doing the selling. The man who does not know how to turn loose does not really know how to sell. Many a man has queered himself by just one last shot at a customer with whom he had fond hopes of landing. I was in an office the other day where I had to wait thirty-five minutes in order to get my turn with a buyer who was being literally bored to death because the solicitor would not turn loose. Finally, he did let go and the buyer arose to show him out. I had been warming the bench for over half an hour then but as the two men arose the solicitor remarked, "By the way I have another proposition I want you to look into to-day." And then and there he went off on another talk that lasted just twelve minutes and the buyer finally had to tell him, "I cannot give you any more time to-day. I will see you another time."

Charles Thomas Logan.

It takes two things to produce profits. One is brains and the other is labor. Labor undirected and unintelligently guided, barely provides for itself. Brain power not backed by labor ends in visions and dreams. Harness brain power and labor together, and the team is a winning one.

## 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.

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To Detroit, Jackson, Holland, Muskegon, Grand Haven, Ludington, Traverse City, Petoskey, Saginaw and all Intermediate and Connecting Points.

Connection with 750,000 Telephones in Michigan, Indiana and Ohio.

## CITIZENS TELEPHONE COMPANY

# ---Keds---

Early warm weather has created a big demand for "Keds," the popular widely advertised line of rubber soled canvas footwear.

Keep your stock complete.

Send us your orders. We are still in position to make prompt deliveries.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.





### Financial and Labor Policies in France.

The war of guns and soldiers is ended. The war of trade and machinery has begun.

American business men have already discovered that France is surrounded by a wall of adamant which permits nothing foreign to cross over it which can be made by Frenchmen.

A widely known Philadelphia business man has but recently returned from the seat of war. He wore the insignia of a high officer of the United States Government and he speaks now with the double knowledge of his own long experience in trade and that gained by his intimate official relations with the material side of France during the last year or so of the war.

"France," says he, "will now buy nothing which it can possibly manufacture. This rule applies to everything."

Then he cited the case of American automobiles. We have in France today thousands of auto trucks and passenger cars which our army no longer needs.

Will France permit a Frenchman to buy one of these autos? Not one. What the United States will do with this vast accumulation of used vehicles is not known.

French citizens need cars and plenty of them. They would gladly purchase the American autos, but their government rules otherwise.

"France is poor," says Premier Clemenceau, "and so Frenchmen must be thrifty."

That being true, the French government proposes that its own people shall reap whatever fruits grow upon the tree of general production. France wants money and lots of it if it can get it at a low rate of interest. It needs some labor, but beyond that it has been figured out that the rebuilding process is to be carried on by home genius and local enterprise.

A distinguished London editor was in Philadelphia a few weeks ago. He was really here on a mission for the British nation.

"England will not officially abandon its traditional free trade policy," said he; "but England has already put into force what amounts to a high protective tariff law on some important commodities."

And then he added this highly significant remark:

"England aims to be a seller, not a buyer."

Great Britain's capacity to produce everything from battleships down is far greater to-day than it ever was. On top of that is the fact that British labor demands employment at higher

wages than it ever before received. What is the answer?

Simply that the political powers in London must enforce a policy of the greatest possible production at home in order to keep labor employed and contented.

"Labor," said that London editor, "cares more for a fat pocketbook than it does for our tradition about free trade for all comers."

So the British market, like the French market, is hedged in with an exceedingly high hedge.

Here is another example of how France looked after its own even while the war was bleeding her white. The government fixed a price on tin-plate below what it cost the United States Government to lay down tin-plate in that country and a price below that which French manufacturers were quite ready to pay in order to get it.

But France said home plate was the order of the day and that settled it.

"Are the German prisoners proving valuable laborers in France?" the Philadelphia business man quoted above was asked.

"They are distressingly bad laborers," was his answer. "They cannot be made to do more than about three hours of real work in a day. The Yanks got much more work out of German captives than the French seem able to extract."

France must raise money on a large scale to carry on the task of rehabilitation and restoration of destroyed towns and industries. Banking syndicates are forming to provide funds.

"Here again," said the Philadelphian, "the Frenchman has refused to permit outside participants to have even a chance of making any profit beyond the low fixed rate of interest on the money loaned."

This gentleman was consulted while

## Kent State Bank

Main Office Ottawa Ave.  
Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

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Paid on Certificates of Deposit

The Home for Savings

# We Have Established A Foreign Department



to encourage and  
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## Foreign Trade of This Section

Thru this department we are enabled to provide to Importers and Exporters facilities for establishing, financing and handling Foreign Trade.

Information by mail or personal interview.

**THE OLD NATIONAL BANK**  
MONROE AT PEARL  NO BRANCHES

## "We Thought We Could Trust Him"

Too often this statement is made by the family of the man who left his estate in the hands of a friend.

Trusted people are responsible for most of the defalcation and loss which estates sustain. To trust people too much is to lay the unnecessary temptation in their way. It is just as unwise to trust the inexperienced and unequipped as it is to trust the dishonest or weak.

Your will appointing the GRAND RAPIDS TRUST COMPANY as Executor or Trustee, assures absolute fidelity and efficient service in the handling and settling of your estate.

We cordially invite confidential consultation on this important matter.

**GRAND RAPIDS TRUST COMPANY**

OTTAWA AT FOUNTAIN

BOTH PHONES 4391



in Paris by leading French business men and asked to make suggestions about procuring labor for the heavy industries, notably the mines.

"I told them," said he, "that they had better go to the Slavonic countries of Eastern Europe, and that is what they have about decided to do."

Importing labor on a large scale is a new thing for France, but it must be remembered that 3,000,000 able-bodied Frenchmen out of 19,000,000 males of all ages in France were killed or permanently incapacitated by war.

France needs men and France is going to try to get men to work in France rather than purchase the products of man from foreign lands.

"Both France and England," said the Philadelphian, "were much less disjointed in a business way by war than is America. Those countries encouraged all business relations to go on during the war, even where the government was at both ends of the bargain."

This fact has enabled both countries to "get the jump" on the United States in world trade since the armistice went into effect.

Frank A. Vanderlip has given Americans something of a shock by his observations on the situation in Europe.

Herbert Hoover is also quoted as holding similar opinions as those expressed by Mr. Vanderlip and the Philadelphian who, because of his relations to the United States army service, prefers not to be named.

The London editor above mentioned, who has the very best means of knowing what is in the mind of the British government, expressed the belief that for the next two decades Russia will be the most fertile field for outside cash, brains and enterprise, and Russia will also offer the greatest possibilities in a world-wide political sense.

Do not brood over the past, nor dream of the future, but seize the instant and get your lesson from the hour.

**Standing Disgrace to Grand Rapids.**

Hundreds of persons riding in automobiles stop at the Hydraulic Water company pumping station on the Soldiers' Home road, to get a drink of refreshing, cool, pure spring water. Does any one stop at the filtration plant for a drink of good water? If not why not? A great wrong was done to the people of Grand Rapids when the Hydraulic Co. was forced out of business in an effort to compel them to drink the bleached, chemicalized and unfit solution, the raw material of which is taken from Grand river, a stream contaminated with poison, barnyard drainings and outhouse seepings from its source to the city. The chemicals used in bleaching and changing the color of the river water undoubtedly destroy the animal matter so that the water makes a good showing for purity in the daily tests that are made, but what the alum and other chemicals used in the "treatment" do to the human stomach, to cooking utensils, to lawns and to paint where the water is used for cleaning is something of which no record can be made. If there could be such a record there would be astonishment, where there is now acquiescence through ignorance.—Grand Rapids Chronicle.

# Laying Aside Money

**T**IME now, when earnings are high and values rising, to put by "Rainy Day Funds." We should "dig in" in order to hold our gains. Start one of our "living trusts" and then add to it. What to do with the accumulations, will occur to you later.

Childrens' portions can be "established" confidentially, as readily now as later, and the "living trust" can be to the same effect as the later Will.

Audits. Systems. Federal Tax Returns.

Send for our blank form of Will.

## THE MICHIGAN TRUST CO. OF GRAND RAPIDS



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**GRAND RAPIDS  
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FAMILY!**

33,000   
 Satisfied  
Customers

know that we  
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WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

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



CAMPAU SQUARE

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

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

Combined Capital and Surplus .....\$ 1,724,300.00  
Combined Total Deposits ..... 10,168,700.00  
Combined Total Resources ..... 13,157,100.00

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

## Fourth National Bank

United States Depository



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

**Savings Deposits**

**Commercial Deposits**

**3**

Per Cent Interest Paid on  
Savings Deposits  
Compounded Semi-Annually

**3 1/2**

Per Cent Interest Paid on  
Certificates of Deposit  
Left One Year

Capital Stock and Surplus  
**\$580,000**

LAVANT Z. CAUKIN, Vice President  
ALVA T. EDISON, Ass't Cashier



### Some Facts About the Bank of England.

What is the Bank of England? Contrary to the general impression, the Bank is privately owned and privately governed. It has a number of branches. The Bank operates under an old law by which it is empowered to issue notes against Government securities up to a certain amount and to issue them freely against an equal amount of gold and bullion. These notes are redeemable in gold coin. The Bank has two departments: One called the Issue Department, which, of course, handles the notes; and the other called the General Banking Department. The Bank is practically a fiscal agent of the Government, a bank of issue and a depository for the reserves of other financial institutions. It does not serve the general business public directly. Its functions in some respects are similar to those of our Federal Reserve Banks. Under normal conditions, the tremendous influence of the Bank of England on exchange rates throughout the world is naturally due to the great market for international exchange existing at London. Prior to the war, the effect of the Bank's discount rate might be said to have been felt in all the civilized countries. The commercial paper market in London is keenly sensitive to the discount rate of the Bank of England. A rise in the rate having the same effect as the rise in the call rate of New York, in attracting funds from other centers. So on the other hand, a reduction of the rate influences the withdrawals of investment funds from London. Thus, the discount rate is almost automatically responsive to the rise and fall of the Bank's reserves. We may hope some day to see this experience repeated in this country if our discount market

and our foreign trade keep on expanding.

Whereas England has the Bank of England, we have the Federal Reserve Banks; whereas she has English joint stock banks catering to the needs of agriculture, industry and commerce, we have the national and state banks; but whereas they have many bill brokers and discount houses, we have comparatively few. In this country, however, there are a number of large commercial paper houses, and some of these are beginning to deal in foreign bills. They also enjoy another advantage over there in respect to international trade and that is in the number of branches of foreign banks located in London, as these banks furnish a connecting link between their respective countries and the English money market.

Naturally, the war has interfered with the normal basis of the operations of the Bank of England; for instance, in order to increase the amount of war currency, it was authorized that deposits at the Bank of England were exchangeable for legal tender currency without affecting the reserve of the banking department, thus imparting an artificial elasticity to the issuance of notes with its resultant inflation, and has had its direct influence in making higher prices for commodities. Albert N. Hogg.

Whatever your work, make it your business to appreciate its dignity and worth-whileness and service. The fabric of American business life is mighty interdependent. Your work is essential. It is pivotal. Appreciate the Bigness of It, and be proud of the way in which you do your part.

Probably the majority of clergymen are poor because they preach without notes.

## During the Month of June The Citizens Mutual Auto Ins. Co.

Issued its 50,000th Policy  
(To Mrs. M. K. Upjohn, of Kalamazoo)

**POLICIES** Written, June,  
2,250 covering Fire, Theft, Public Liability.  
1,040 covering Collision.

**CLAIMS** Paid, June.

9 Fire	\$4,252.70
23 Theft	4,549.76
8 Personal Injury	1,394.40
22 Property Damage	1,383.03
35 Collision	2,072.33

Total 97 \$13,652.22  
Cash Resources, June 30th \$87,552.50

Insure to-day. Call on local agent or write to  
**W. E. ROBB, Secretary**  
Howell, Mich.

You can't leave your car on the street of any city and be sure of finding it there when you return. A reputable garage is the proper place.

# Investment Offerings

of many descriptions are being  
presented to the public

## To the Individual with Money to Invest

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

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

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

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

No other industry today presents such a strong opportunity for real investment.

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

The excellent progress being made by the company justifies a further advance in the price of the stock in the very near future.

It will be to your interest to make an immediate investigation.

## Petoskey Portland Cement Company PETOSKEY, MICHIGAN

CAPITALIZATION \$1,500,000

A. B. KLISE, President JOHN L. A. GALSTER, Sec. and Treas.  
HOMER SLY, 1st Vice Pres. J. C. BUCKBEE, 2nd Vice Pres.

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

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

Name.....

Address.....

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



**Chimney Sweep for Indiana Urged.**

H. H. Friedley, Indiana state fire marshal, who is thoroughly familiar with conditions, is agitating a "chimney sweep" ordinance similar to one now in force at St. Joseph, Missouri. This, he holds, would remedy the "sparks from chimney" hazard.

Briefly, the duties of the chimney sweep would be to sweep and clean, once each year, all chimneys within the limits of the city which have been in use six months or more, for which services he would be entitled to a fee of 25 cents for each chimney in a one-story house, 50 cents for each flue in a two-story house, and 25 cents for each additional story.

It would also be the duty of the chimney sweep to report to the city superintendent of buildings any defective flue of which he might have any knowledge, and the superintendent would be authorized to require that any such flue be corrected.

The biggest argument for the chimney sweep is the saving effected by the reduction in the number of alarms that would have to be answered, in addition to the reduction in property loss. The cost of the average fire department run in the larger cities has been figured at about \$50. Of the 932 runs, including false alarms, that were answered by the Indianapolis fire department during the months of January and February, it has been estimated that practically half of these were roof fires, and false alarms on account of chimney fires, or a total of 466, so the cost of answering these alarms in the two months alone, at \$50 each, would amount to \$23,300. This does not take into account the property damage, which would easily amount to \$20,000, or more, making a total of \$43,300. This sum, allowing a charge of 75 cents per house, would pay for the cleaning of chimneys in over 50,000 homes.

**Wooden Shingles Must Go.**

The great need of fire prevention is being recognized more than ever before. Ninety-one cities of the United States have enacted ordinances that prohibit the use of wooden shingle roofs, according to statistics that have been issued recently by the committee on construction of buildings of the National Board of Fire Underwriters.

According to the report, practically all the ordinances prevent the use of wooden shingle roofs in all portions of the ninety-one cities. The exceptions, where certain districts are specified are: Shreveport, La., fire limits; Fall River, Mass., first and second fire districts; Jackson, Tenn., 67 per cent. of the city; Knoxville, Tenn., 75 per cent. of the built-up area; Memphis, Tenn., 68 per cent. of the city; San Antonio, Texas, A, B and C districts.

The report of the National Board presents statistics from the states of Alabama, Florida, Georgia, Illinois, Iowa, Louisiana, Massachusetts, Mississippi, New Jersey, New York, North Carolina, Tennessee, Pennsylvania, South Carolina, Texas and Virginia. The menace of wooden shingle roofs has been one of great concern

to underwriters and persistent efforts have been made to obtain the enactment of city ordinances that will prevent the conflagration breeder and fire hazard.

**Women Found to Be Superior Insurance Risks.**

Now that women are to have suffrage, they are also coming into their own in the matter of life insurance appreciation. The tabulation of the experience of life insurance companies on women, made by the Actuarial Society of America, shows that women are better insurance risks than men. Heretofore they have been discriminated against and some companies refuse entirely to write them.

The figures show that unmarried women are the best class of risks, the second best being married women who have made their children the beneficiaries of their policies and paid the premiums out of home savings. The third class are married women who make their children the beneficiaries of the policies and whose husbands pay the premiums, while the poorest risks are married women with no children and whose husbands are the beneficiaries under the policy.

**Good Mutual Fire Insurance Company.**

Fred S. Piowaty (M. Piowaty & Sons) requests the Tradesman to give its definition of a "good mutual fire insurance company." Here it is:

1. One that obeys the laws, instead of defying them, as the stock fire insurance companies do.
2. One that furnished valid insurance at less than the stock company rate.
3. One that has more assets, proportionate to its risks, than the stock companies have.
4. One that makes honorable settlements in the event of loss by fire, which the stock companies frequently do not do.

A home office agency man made a trip out through the field he supervises a few weeks ago. Scarcely had he reached home when an increase in business from the agencies which he had visited was noted. This illustrates what "personal touch" does in the fire insurance business. Everybody who is on the square likes to deal with somebody whom he knows. That is why men buy newspapers from the same newsboy night after night and go to the same hotel trip after trip. That is why some wise fire insurance companies send daily report examiners on periodical visits to the fields for which they examine. They want the examiners to know the agents with whom they deal and they want the agents to know the examiners. That explains the uniformly good results secured by some field men who are not famous as inspectors, or "schedule sharks," or collectors, but are real human beings, with the ability to make friends and possessed of a store of sound common sense and knowledge of the business that make them welcome visitors at the offices of the agents.

The man who rests on his oars is apt to be capsized by the breakers.

## Bristol Insurance Agency

### FIRE, TORNADO AND AUTOMOBILE Insurance

#### FREMONT, MICH.

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

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

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

Write us for further information. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.

## INSURANCE AT COST

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

No membership fee charges.

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

### MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FREMONT, MICH.

One of the Strongest Companies in the State

## 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.

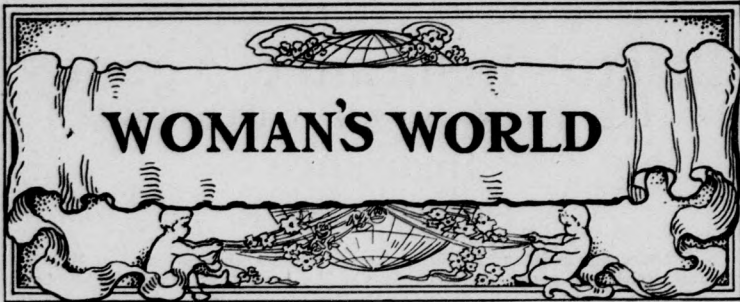
Our Company divides its profits equally with its policy holders, thus reducing your premiums about one-third under the regular old line charge for fire insurance.

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

Wm. N. Senf, Secretary

FREMONT, MICHIGAN





### Shaping the Lives of Our Children.

Written for the Tradesman.

"If it were a career to be an excellent father, he'd be very distinguished."

Perhaps you will remember that this is said in Henry James's "Portrait of a Lady" of Gilbert Osmond, who is described as a very indifferent painter, but a devoted father.

How many men and women whom I know would be distinguished as parents if only they would put their minds to the job! They are not all so stunning in the other things to which they devote themselves; in business many of them "get along;" in social converse they are only "so-so," but as I know them and their capacities I know that if they would really turn their attention to the business of being parents they could make very much of themselves and of their children.

They certainly are "called" to be parents, and they certainly have chosen that profession. Their children did not ask to come under the influence and care of those particular individuals; yet here they are, and they have a right to the best that those parents can give them.

When I see mothers straining every nerve to get into some kind of public career, scrambling for the limelight, spending hours and days at the feet of "lions" literary, artistic, political: leaving their homes and wonderful children to the hit-or-miss care of hired people who may or may not be fit in any way whatever, I want to cry out, "Blind, blind, blind! What fools you are! How vast and momentous an opportunity you are throwing away!"

And when I see fathers, absorbed in their business, in their clubs, in golf, or what not else, at home only to sleep, losing all but perfunctory touch with their sons and daughters, it seems to me as if something must be wrong with the system of things that gives children to such people to be neglected and spoiled, starved of a thing which is their right—not only their right, but absolutely necessary for proper education and development.

No doubt it is very important that you should develop yourself and perform your duty to your generation, as a war-worker, an artist, a singer, a manufacturer, a business man, a golfer, a poker player or whatever it is to which you devote so much time and energy away from home; there is of course a fair chance that the governess or nurse may do better by them than you would. The little ones may come up all right if some

one just sees that they go to bed on time, have good food, properly wash their hands and faces at meal times, and get safely to school and home again, learn superficial "manners." It may be that when you performed your part in the physical procreation of these youngsters you really did give them all you had that amounted to anything so far as they were concerned.

The other day I sat on a certain porch and watched a little boy playing checkers with his devoted nurse. The mother was away for the afternoon attending a meeting to consider some public matter about which she and her "circle" were very much excited—something that had to do, I believe, with gambling in the town where she lives.

Pretty soon I observed that the little boy was cheating at the game, cheating quite openly, and that the nurse, far from objecting, was praising him for his "skill" in beating her every time. I spoke to her about it afterward, but she seemed to think it a matter of no importance; the great thing was to amuse the child, and besides, "He does so hate to lose any game that he plays—it puts him in quite a temper. In fact, he will not play at all unless he can win."

How is that for character building? When that boy is seventeen at college, and is caught at the business of cheating, what will happen to him then? What sort of a "sport" will he make in games, or in business either? He is a "poor loser" right now, and the person who has more influence over him than anybody else is cheerfully training him in dishonesty. I know his father well enough to know that he would not tolerate any such thing in a fellow golfer or in an employe or associate in his business. If somebody does not catch this boy and teach him to play fair, that father has a heart-break in store for himself—and whose fault will it be?

To what may a man or woman better devote time and thought than to the guidance and development of live children—their very own? The little things that happen every hour of every day in the lives of children not only shape their characters for all the years to come but prepare character for their children and their children's children. I have in mind a certain child who is startlingly like her mother in tone of voice and in every mental and physical habit. Some would call all this heredity, and perhaps it is; but virtually every one of those tones and habits that one would attribute to her mother is

## Therefore, Buy "RED CROWN" Ready-to-Serve Meats



The motive of being in business—the foundation of successful merchandising—is to sell goods.

If the goods are right—if they satisfy, it means REPEAT orders—more business year by year.

RED CROWN Ready-to-Serve Meats are a mighty good line—a trade-winning line.

RED CROWN Ready-to-Serve Meats are the best that money can buy. Raw materials of the highest quality plus our years of experience and modern cooking methods are the reasons for "RED CROWN" Supremacy.

22 Varieties

Packed by  
**ACME PACKING COMPANY**  
CHICAGO

## KYBO 1000 Sheet Manila Tissue SNOWWHITE 6 oz. Bleached Crepe

Stocked by all progressive dealers.

Write for prices and sample rolls.

**The Dudley Paper Company, Lansing, Mich.**

We furnish you with blotters to distribute to your trade.



A STOCK OF

## WINGOLD FLOUR

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

—ASK US—

**WORDEN GROCER COMPANY**  
Distributors

Grand Rapids

Kalamazoo



equally present and striking in her grandmother—her mother's mother. I dare say they were taught to grandmother by her mother, too; and so on back, nobody can say how far.

The things that one teaches to a child, or permits the child to acquire, both good and bad, do not stop with the child; they go on, down the generations. And you never can tell of what mighty moment they may be in some crux of human affairs. Consider some man—any one you please to select—now vitally influential in the crisis of the world's history. The things in his character, be it weak or strong, that at the vital moment will sway decisions affecting the whole world in all probability were put there, or trained there, by the mother or father, or nurse or teacher or boyhood companion in childhood; very likely some bit of wise guidance or some negligence on some particular day, at some particular hour, half a century or more ago, turned the tiny stream of his life this way or that, and settled for all time the momentous decision which he is making now, upon whose wisdom or folly the whole world hangs breathless.

William of Hohenzollern was a little baby once; he became the kind of man he is largely by virtue of the influences surrounding him in the days when his character was plastic and the seeds of future doings were being planted in his soul.

What career could there be so potent for good or ill in the story of mankind as that of a parent, studying his trade as he would study art or science, book-keeping or invention, law or medicine? What can you do with your time and vitality, you mother, so thrilling, so satisfying, so worth while, as to find out by minute and vigilant study what there is in this little life that has been entrusted to you, and help to make the most of it, not only for yourself and for him, but perhaps for the whole world in the generations to come?

It is hard enough to know what to do, to discover the needs and the means to meet them, if you really work at it and do your very best. You may make great mistakes with the best intentions, and after it is too late find that your whole theory and system were wrong as wrong could be; but it will at least be a comfort then to reflect that you did the best you knew!

Certainly there will be little comfort for you in any career you may have had yourself, or in any honors that may have come to you, if in getting them, you neglected the great privilege and opportunity for which you asked by your own act, in becoming a father or mother.

Prudence Bradish.

[Copyrighted, 1919.]

Do not complain that you are not appreciated and do not get the business consideration to which you are entitled. Command, compel attention, and you will suddenly awaken to the fact that you have grown strong enough to control the situation which once dominated you. Be the captain of your own fate.

#### It Requires a Large Measure of Courage—

To live according to your convictions.

To be what you are and not pretend to be what you are not.

To say "No" squarely and firmly when those around you say "Yes."

To live honestly within your means and not dishonestly upon the means of others.

To speak the truth when by a little prevarication you can get some special advantage.

To refuse to knuckle down to and bend the knee to the wealthy, even though you are poor.

When mortified and embarrassed by humiliating disaster, to seek in your ruins the elements of future success.

To refuse to do a thing which is wrong because others do it, or because it is customary and done in trade.

To stay home evenings and try to improve yourself when your comrades spend their evenings having a good time.

To remain in honest poverty while others grow rich by questionable methods which you could easily use yourself.

To refrain from gossip, when others about you delight in it, and to stand up for an absent person who is being abused.

Not to bend the knee to popular prejudice, but stand firmly erect while others are bowing and fawning for praise and power.

To be a real man, a true woman, by holding fast to your ideals, when it causes you to be looked at as strange, as "nutty," or perhaps as insane.

To do your duty in silence, obscurity and poverty while others about you prosper through violating sacred obligations.

To make your own creed and to live it when that creed is unpopular; when you know that you will be ostracized because of your strange religious belief.

To be talked about, lied about, and yet remain silent when a word would justify you in the eyes of others, but which you cannot speak without injury to another.

To dress according to your income and to deny yourself what you cannot afford to buy, when others all about you are straining way beyond their means to keep up appearances.

To stand for what you believe to be right, to espouse an unpopular cause from principle when you know it will injure your standing in your community, or others' estimate of you.

To throw up a position with a good salary, when it is the only business you know and you have a family depending upon you, because it does not have your unqualified approval.

To look a frowning world in the face, to refuse to go with the crowd, to play the game of life alone if need be, rather than sacrifice one iota of principle to popular prejudice.

Business dangers and troubles, like others, look less fearsome when you come face to face with them than when you are trying to run away from them.

## Intensive Merchandising Service

The difference between Intensive Farming and Ordinary Farming is the difference between full ears and nubbins, bumper crops and lean crops, progress and poverty; in truth, between Success and Failure.

Some men do wheedle a sort of living from the soil, by energy badly aimed. Their position is precarious, because Nature is unkind to the unwise.

But the men who take an acre of ground, increase its productiveness until it pays a dividend—these are Intensive Farmers. For such are the rewards of agriculture.

These men are specialists—men who are continually studying their subject from every known angle and point of view, profiting by their own and others' experiences. They understand their subject. They are experts.

Merchandising, like farming, may be Ordinary or Intensive. The latter is the kind that pays. It is created by merchants who understand—merchants who appreciate the possibilities of their business and its capacity to expand and develop under proper direction and management.

We are Mercantile Specialists. The mercantile field has been our study for years. To make any and every outlay of mercantile energy yield its utmost return, to increase the productiveness of the grocery store until it pays its utmost profit, has been our constant aim and continued ambition.

This is Intensive Merchandising which becomes an investment. If you want us to help you make your store the most vital force in your community, we can do so by keeping you stocked with our saleable merchandise and furnishing you information as to how to handle it advantageously and profitably.

## NATIONAL GROCER COMPANY

Grand Rapids  
Lansing  
Cadillac  
Traverse City





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

#### Cotton Prospects and Cotton Goods.

Apparently the report by the Department of Agriculture on the cotton situation has been thoroughly discounted by the professional traders. The general belief had been that conditions would be shown to be very unfavorable, and the speculation had been on that basis. When the Government estimates were finally made public there was nothing shown in them that altered conditions for the worse. So, by way of reaction, the quotations moved downward until the last day of trading for the week, when they shot up again on the basis of a storm approaching from the Gulf. It should be remembered, however, that the cotton plant has frequently proved a surprise to those who have wagered on its being true to predictions. It is quite hardy and every once in a while has a way of recovering from an apparently hopeless condition. While therefore, the guess or "estimate" just now places the season's yield at 10,986,000 bales, it is within the possibilities that it may exceed this total by a million bales or more. The goods market has been more active than is usual at this time of year. Wholesalers have been ordering more freely in view of the better distribution and the increasing demands from retailers. Bleached and printed cloths are being pushed up in price to correspond to the market values of the unfinished material. Fine fabrics have come in for a large share of attention. In all lines of knitted wear the reports are quite optimistic.

#### Wool Supplies and Woolens.

Little variation is shown in the wool situation from week to week. Larger quantities are coming in from abroad, while the marketing of the domestic clip goes on apace. Figures were given out during the past week by the Bureau of Markets of the Department of Agriculture showing the consumption of wool in the mills. These indicate the use during May of about 55,000,000 pounds, grease equivalent, which is a very good showing for the time of year and denotes fairly active machinery. If this average should be maintained for the year it would mean a greater consumption for the period than for any similar period prior to the war, and even for the year 1917. Despite the quantity of wool available, prices both here and in Great Britain keep to high levels, especially for the finer sorts. In Eng-

land much dissatisfaction is expressed because the prices of woolen fabrics and, consequently, of clothing are very much higher than even the cost of the wool warrants. As a result there is an agitation for governmental restriction of profits. In the goods market here the main matters of interest are questions of deliveries and of when orders will be taken for spring goods and at what prices. It is remarked that, no matter how scarce fabrics have been reported to be at various times, there has not yet been a time when what was wanted could not be had if one were willing to pay the price. The cutters-up are busy on their fall orders and remain very bullish as to prices. None seems to worry about cancellation of orders. Some even suggest higher prices for what has been already ordered on the ground that labor costs have advanced so much since the orders were taken.

#### What Have You Done To Help?

What have you been doing within the last two or three weeks to bring about a public protest against the luxury taxes?

This is your fight and it is a serious fight. Perhaps you say you are not selling enough merchandise subject to the tax to make the matter of interest to you, but if you reason that way with yourself, you have not looked well at the question.

The great outstanding fact about this luxury tax is that if it yields a considerable amount of revenue and retailers and public alike fail to oppose it strongly enough to get it repealed, it will remain as a precedent. Congress already is casting about for ways to raise the money that will be lost through National prohibition and to raise other enormous sums for Government use.

Do you want to be saddled with the burden of collecting a very large part of the vast sums the Government needs or may need?

The effort to secure the repeal of Section 904 must not be allowed to fail. The repeal resolution is before the House of Representatives and it can be taken up and voted on at any time. If enough members of the House feel themselves obligated to vote for the repeal we can put it over and relieve our trade and the public of the burden of this kind of taxation.

Are you sure of the attitude of your Congressman? Don't be too sure. Even though he has told you he will vote for the repeal of Section 904 put him on record again and get your public to demand that he work for the repeal.

## Why Worry About July First?

When you can buy and receive your Fall Merchandise now and get dating on it of September 1st. We are not philanthropists but business men and are calling your attention to this, because we want you to buy and get your Fall Merchandise in your store before shipping and manufacturing conditions get so much worse that you will be unable to take care of your customers. This doesn't take into consideration the fact that merchandise is jumping in price every day and delay means that it will cost you that much more. If you should realize just how bad it is you would hop the first train and come and buy your merchandise from us immediately.

#### NEW TERMS

In line with other changes in our institution, we take pleasure in announcing that on all merchandise other than that sold on net terms, the following terms will apply:

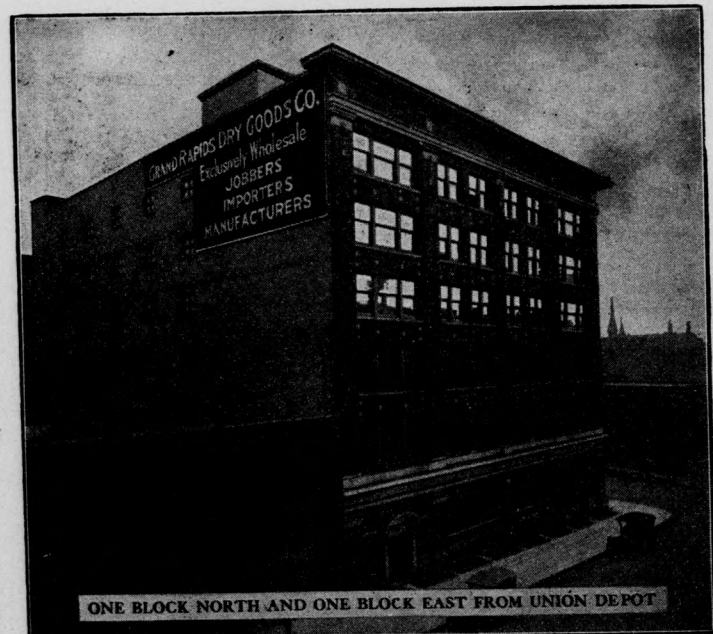
3% discount if paid on or before 10 days,  
 2½% discount if paid on or before 40 days,  
 2% discount if paid on or before 70 days,

After 70 days all invoices are due net, positively without discount.

#### CITY DAY

EVERY WEDNESDAY you will find REAL BARGAINS in EVERY DEPARTMENT. We often have merchandise in too small lots to sample to our salesmen, which we sell on CITY DAY and in these days of constantly advancing prices, it will be well worth your while to come and see us on CITY DAY. At this season of the year, many lots of merchandise become broken, and we have to recall samples from our salesmen. On City Day, we put these on sale at interesting prices, and they will make just the right stuff to go along with your other merchandise for July Clearance Sales. We are desirous of having you come and see us because it enables us to get better acquainted and have you realize what we have. We are very proud of the kindly feeling which has resulted from the visits of many of our customers to the House. Our organization is proud and eager to do everything possible to make your trip both profitable from a business standpoint and pleasant from a social standpoint. Don't forget that this is your headquarters when you are in Grand Rapids and our REST ROOM is for your convenience.

Even though merchandise is going higher every day we are still well protected and are holding our prices in a great many cases under the mill prices. Either come and see us at once or give your order to our salesmen or phone or send us your order by mail. It doesn't make any difference how you order, we will take care of you. Delay will be costly to you.



#### PROMPT SERVICE

Exclusively Wholesale

No Retail Connections



**Speed Up Turn-overs to Ensure Increased Profit.**

At infrequent intervals wooden dams were thrown across a mountain stream to furnish power for a few saw mills. The total power and the total wealth developed by this stream were very small in comparison to its latent capacity. An engineer surveyed the stream. He built masonry dams close together throughout its entire length. He transformed the water power into electricity, transmitted it to the near by cities and made a huge fortune. In both cases the river was the same. Its capacity for producing wealth was the same. But the engineer made the river do more work. He increased the number of water wheels it drove. He speeded up the turn-overs.

A man buys a business. He turns his stock once or twice a year. Business is good but he makes no money. Bills due pile up. His creditors become impatient. He is driven into bankruptcy and is forced out of business. Another man takes over the business. He turns the stock eight times a year. His profits keep increasing. Each year he has a large balance for outside investments. In a few years he becomes one of the wealthiest men in the city. In both cases the possibilities were the same. All the second man did was to make his capital work harder, to make it produce more wealth for him. He speeded up the turn-overs.

In a small New Hampshire city there lived an erratic old fellow who kept a little store. One day a lady entered and asked for a can of tomatoes. He told her that he had one can left but had rather not sell it. He desired to keep a good variety in stock and if she could wait he would get her a can of tomatoes later. This man never made more than barely enough money to exist upon. He wore cheap clothes, lived in the back-room of the store and had no more than enough to eat. He was keeping a store, not running a business. He kept his goods rather than sold them. He was not speeding in his turn-overs.

Money like rivers must be made to work to its utmost if it is to produce the greatest possible wealth. It cannot be allowed to lie idle in stock that does not move. It cannot be allowed to become stagnant in goods in dusty, cobwebby warehouses. It must be kept constantly on the move. It must work continuously. No sooner should it be invested in one lot of goods than steps are taken to invest it in another lot of goods. It is not the amount of capital a man uses in his business as much as how hard he makes that capital work for him that determines the amount of money he will make. It is not the amount of money used but the way in which it is used that counts. Annual profits depend upon the success with which the business man has been speeding up the turn-overs.

New merchandise is a profit maker. Old merchandise is poison. It not only eats up the profits but the capital as well. It is a poison that soon permeates the whole business system.

Unless it is eradicated it will eventually kill the business. The strong healthy business has no old shop worn merchandise eating out its vitals. It has fresh new merchandise constantly flowing through it from the producer to the consumer. Storing goods is fraught with danger. Selling goods leads on to success and wealth. Every business man has much to gain in the revitalizing of his business which will result from speeding up the turn-overs.

It is not capital that business men need to increase their profits. It is a vitalized active business. Some tiny city stores never carry enough stock to last them more than three or four days. The owners of these stores are making money. Practically the total capital invested is in fixtures, in overhead that is necessary to carry on the business. These men never fail. They always make money. They have no capital tied up in dead stock that is sapping the life out of the business. They need fear no competition. Their positions are impregnable because they are speeding up the turn-overs.

A dollar invested ten times in a year brings in more net profits than ten dollars invested but once. One dozen each of six different items will sell six times as many as six dozen of one item. Six profits instead of one. The thinner you can spread your capital and still meet the demands of your trade the greater the profits you will make. The thicker you spread it the greater the quantity of single items that you buy, the smaller will be your profits. Every dollar more than is absolutely necessary that is invested in any one line of goods not only reduces the profits by just that much but also clogs up the business machinery and prepares the way for the sheriff and his red flag. There is but one way to guard against this. There is but one safe course to pursue. That course is to speed up the turn-overs.

If you must bury your money bury it in the back yard where you can dig it up again. Don't bury it in idle stock where changes in value will probably prevent you ever getting it back again. Idle stock transmutes your money into dross. Active stock transmutes credit into pure gold. Keep on the active side of the line and you become rich. Fall back to the stagnant side and you die in the alms house. There is only one safe and sure way of maintaining your position on the profit side of the ledger. That way is by speeding up the turn-overs. Robert Falconer.

**Obey the Law To the Letter.**

So long as the luxury taxes remain in force merchants should obey the law to the letter and every merchant should take it upon himself to see that all other retailers do their duty in the same way. Just so long as some merchants do their duty to the Government by imposing and collecting the tax and some other retailers entirely ignore the law we shall have an insufferable condition of unfair competition. It is just as unfair and intolerable a form of competition for a retailer to neglect to

collect these taxes as it is for a retailer to advertise dishonestly.

A second consideration which should prompt retailers to insist upon all other retailers in their community collecting the tax is that in this way the public will feel the full burden of the law and it is axiomatic that the way to secure the repeal of a bad law is to enforce it.

If these considerations are not enough to warrant merchants in following up this situation there is a third argument and that is, every merchant owes it as a National duty to see that the careless and dishonest merchants do not ignore the law.

**Johnny's Manners.**

Where the carefully trained child learns bad manners is a standing mystery to its watchful parents. These anxious rearers of the young are often heard propounding this query, but generally without result. Once in a while, however, out of the deep silence comes an illuminating answer.

Johnny furnished one just the other day. He had just finished a particularly toothsome dish of apple pudding, which he ate to the last morsel. Then, despite the fact that there was company at the table, he deliberately picked up his saucer and licked it clean.

"Johnny!" exclaimed his mother, after a horrified gasp, "who did you ever see do a thing like that?"

"Dogs," replied Johnny.

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.

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

**TAKING INVENTORY**  
Ask about our way  
**BARLOW BROS.** Grand Rapids, Mich.

**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

**July Clearance Sale**

**Specials in  
All Departments**

**Quality Merchandise—Right Prices—Prompt Service**

**Paul Steketee & Sons**

**WHOLESALE DRY GOODS GRAND RAPIDS, MICH.**

Assets \$3,099,500.00 Insurance in Force \$55,000,000.00

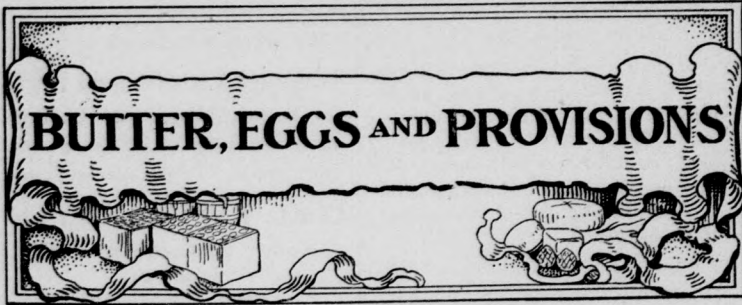
**MERCHANTS LIFE INSURANCE COMPANY**  
Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its  
**Service to Policy Holders**  
**\$4,274,473.84**  
**Paid Policy Holders Since Organization**

**CLAUDE HAMILTON** Vice-Pres.  
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**RELL S. WILSON** Sec'y  
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**SURPLUS TO POLICY HOLDERS \$477,509.40**





**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.

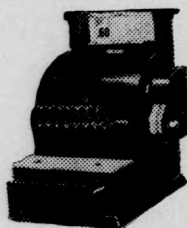
#### A Possible Check to Inflation.

Suggestive and possibly threatening to the large and varied tribe of profiteers in this country are the regulations concerning fish which have been passed by the Committee on Legal Affairs of the Massachusetts Legislature. These include, among other things, the dictum that "maintaining or increasing unreasonably the price of fish commonly used as food is hereby declared to be a crime." This, however, is made to apply specifically only in cases in which some one in combination or association with others enters into an agreement or understanding to that effect. There seems to be no reason why it should not be made to apply to any one concern alone. Such legislation as to food goes back, in English-speaking countries, beyond the time of Queen Elizabeth and has been enacted in this country as affecting bread and other substances. Nor does there seem any reason why similar legislation may not be adopted affecting other necessities of life than food. The State of Massachusetts, while it is about it, might prayerfully consider the output of her cotton and woolen mills and shoe factories to discover whether their profits are not unreasonably large because of the inflated prices they have been able to force on their output. It seems highly probable that if the process of inflation on everything that the people eat, drink, or wear is pushed much further the overwhelming public demand for regulation will produce results that will be highly unpalatable to the profiteers. Too much insistence on higher prices for the future is apt to be hazardous.

#### The Government Surplus Salmon Mystery.

The trade is at a loss to understand the operations of the official mind as applied to the matter of releasing the surplus salmon which the Government department having charge of it has resold or is reselling to the packers from whom it was originally obtained. Although there have been frequent reports of lots released, a close investigation fails to reveal a single instance in which any of the salmon, in large or small lots, has been actually turned back to packers, enabling them to meet the clamorous demand for delivery from the buyers to whom they have made resales of these goods. One of the reasons assigned for

not getting their goods was the failure of packers to properly observe the ruling which calls for the forwarding of their certified check to Washington for the amount covering the quantity they are to take back. Instead of complying literally with that rule they had instructed their brokers who had resold the goods to send their (the broker's) check to the Quartermaster General, which the latter refused to accept. From what is held to be a highly authoritative source it was learned recently that while this might be a contributory cause of delay it was not the real reason why the salmon is not getting into trade channels. This authority, who is located on the Pacific Coast, in a letter to a New York broker, says in effect that the Government has not yet actually released a single case of the salmon to anyone, and that it is his understanding from statements made by a high official that it will not release any of it to any individual packer until signed contracts have been received from all of them that are interested. "In other words," he writes, "the Government insists that there shall be unanimous consent, evidenced by signed contracts from all of the packers, that they will take the salmon back under the same conditions, before a can of it will be released."



#### 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.



The maker's confidence in this delicious Peanut Butter keeps the name before the public. Let your customers know you have it. Everybody likes it.

In tins from 8 oz. to 100 lbs. Ask Your Jobber

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.

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Grand Rapids, Michigan

Correspond with us regarding Huckleberries.  
 Located one block north of Union Depot—call and see us.

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

It's a Good Business Policy  
 to know that

Your Source of Supply is Dependable

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## 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



**Advantages Enjoyed by the Smaller Stores.**

Despite the advantages of large organization, big advertising appropriations and the lure of downtown for shopping, the neighborhood stores in every city have some distinct advantages over the big downtown stores that are all their own.

Much of the merchandise carried is the same as that offered by the big stores. Prices are about the same, and so are the sources of supply.

The neighborhood store has a distinct clientele, and it can stock to suit its trade, which is very important.

The wise neighborhood store merchant will watch closely the methods of the big stores, whose buyers are really, in a sense, successful merchants on their own account and who must make their departments pay at a certain "rating" of profit independent of the store as a whole.

They have to pay for their share of advertising and general expenses. They pay rental higher than that of the neighborhood store. They pay their share of all upkeep expense and other overhead, including costly accounting systems, delivery, insurance, losses by damage and theft and bad accounts and general managerial costs as well. And they are charged as a department for the use of the firm's money.

The proprietor of the neighborhood store and his principal employes have the advantage of direct contact with customers. That was in the early days accounted one of their greatest advantages by such merchants as John Wanamaker, Marshall Field, Eben D. Jordan, A. T. Stewart, Isaac Clothier and Justus Strawbridge.

The clerks and salespeople in the neighborhood store can and should be either residents of the vicinity or well acquainted.

The requirements of any neighborhood in any line of goods can be very readily ascertained by a live merchant who keeps personally close to his trade and through his clerks keeps posted. Here he has an advantage.

Deliveries can and should be made more promptly than by the big downtown stores. But there is great opportunity for economy here. Clerks can be drilled to largely increase the "take-with" trade and correspondingly save money for the merchant.

In the Harlem, Bronx, Brooklyn and Greenwich Village sections of Greater New York a recent canvass made shows an average increase of 32 per cent. in "take-with" sales in twelve kinds of neighborhood stores in sixteen months.

Cash trade, with its many advantages, may also be encouraged in many ways. Often the diplomatic word from the proprietor will transform the slow payer into a cash customer, or at least one who pays promptly at the end of each week.

Sometimes signs bearing well-chosen words announcing the cash system are desirable. Some successful neighborhood merchants offer premiums, discounts or other advantages to "take with" and cash customers.

The big downtown merchants have high-priced specialists who study demand under very advantageous conditions. The neighborhood merchant will do well to watch and follow their offer or anticipate them. They know when women are going to want gingham and screens and fresh fruits, and preserving jars and brooms and all sorts of merchandise. They have built up their furniture weeks, white sales, glove sales, millinery openings, etc., on this definite knowledge.

Stock "turn-over" is what counts. Keep in stock what the people of your neighborhood want. Keep nothing else merely for the sake of variety and appearance.

In recent investigations I found the following facts as told me by neighborhood merchants who had ceased to lend ear so closely to the urging of jobbers and special salesman, and have established campaigns to give their trade exactly what it wanted, when wanted:

One butcher sells 119 pork tenderloins a week.

One store dealer has increased his trade more than 100 per cent. on shoes soled with neolin.

One hardware and general store has had a tremendous increase in sales of paint for kitchen and bathroom walls and interior woodwork.

One dry goods store had a gingham sale recently, totaling 6,200 yards more than in any week in its history.

And I could give other instances. The point is that in every case the tip was got by watching the "big fellows."

J. F. Beale, Jr.

**The Conscientious Scot.**

"An enterprising drummer," says a New York business man, "once attempted to bribe an old Scotch merchant by offering him a box of cigars.

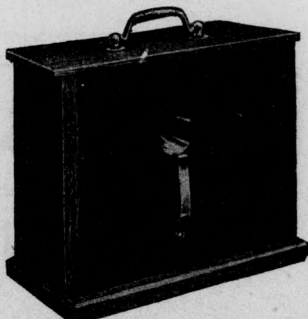
"'Na, na,' said the old chap, shaking his head gravely, 'I canna' tak' 'em.'

"'Nonsense,' said the drummer. 'If you have any conscientious scruples you may pay me a quarter for the box.'

"'Weel, weel,' said the old Scot, 'I'll tak' two boxes.'"

**We Manufacture Five Different Styles of**

**EGG TESTERS**



**S. J. Fish Egg Tester Co.**

Write for catalog. Jackson, Mich.

**SEEDS**

**BUY THE BEST**

**Reed & Cheney Company**  
Grand Rapids, Michigan

**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**

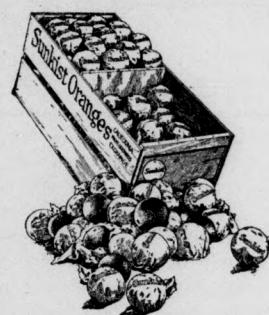
Both Telephones 1217 **Moseley Brothers,** GRAND RAPIDS, MICH.  
Pleasant St. and Railroads

**WE ARE HEADQUARTERS  
WHOLESALE**

**Fruits and  
Vegetables**

**Prompt Service Right Prices  
Courteous Treatment**

**Vinkemulder Company**  
GRAND RAPIDS :: MICHIGAN



**To Price Your Merchandise the Right Way  
on Selling Price Use**

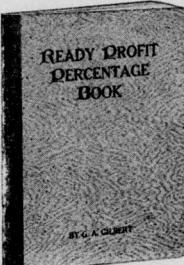
**Ready Profit Percentage**

Profits are figured out for you right to the penny, even to the fraction. These prices are figured on selling price—the right way. Ready Profit Percentage will be sent to any address in the United States upon receipt of \$1.10 by mail.

**GEO. A. GILBERT & CO.**

380 East Eleventh Street Portland, Oregon

Bankers Use an Interest Book. Why Shouldn't a Merchant Use a  
**READY PROFIT PERCENTAGE BOOK?**



**First Mortgage Bonds**

**TAX EXEMPT. PAYING**

**6 3/4 %**

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

**APPLY TO**

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

**Moore's Mentholated  
Horehound and Tar Cough Syrup**

This remedy has gained an enviable reputation during the past 6 years. Grocerymen 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.**





### Some Suggestions In Regard To Cordage Business.

Written for the Tradesman.

A good many hardware dealers are inclined to list cordage among the lines which they carry but do not need to push. Cordage is a staple. "When people want rope or twine, they'll come for them," is the hardware dealer's point of view.

The head of a certain large concern which manufactures a well known and nationally advertised line of household goods was once asked the reason for his extensive publicity campaigns. "Every person has to buy your goods anyway," he was told, "so why go to all this expense?" To which the manufacturer pointedly replied: "But we want them to buy more of our goods."

So while a lot of cordage business will come to the hardware dealer in any event, it is only by pushing that he can develop the full possibilities of this line. You don't need to push cordage to the front to such an extent as to crowd all other lines into the background. But it will pay you to remind the public that you handle rope and twine. Mention these lines in your newspaper advertising now and then, put on an occasional window display—and see to it that the display isn't along a hackneyed, time-honored pattern.

Take binder twine: the commonplace idea in display is a pyramid of balls of twine. That has been done so often that it ceases to pull, to the extent that any display should pull. The pyramid should therefore be helped out by some accessory idea that has a touch of novelty; or there should be some entirely new idea substituted for it.

Cordage lends itself to lettering, and lettering is an essential in any display. Normally, you use show cards and price tags. But in your binder twine display, you can vary that by covering a board, say 2 x 5 feet, with crepe paper. Tack a length of rope around the edge by way of border. Then, inside the border, tack a length or so of twine in the shape of lettering. "Buy Your Cordage Here" is a suggested slogan to use. "Use Our Rope to Hang the Kaiser" was used last year in a display. Think up a catchy slogan, preferably in three or four short words; and use your twine-sign as the center of your display. Around that you can arrange coils of rope or balls of twine in any form you please.

One display showed an old fashioned well, built up with balls of twine; and on top a sort of windlass with a rope suspended. Another idea

was a model aeroplane made up of hardware articles, suspended on a length of rope stretched from one corner of the window to the other. Timely ideas can often be improvised in connection with current events.

Signs lettered with twine or cordage can be worked into a good many displays of other hardware lines, and will help to keep the cordage department before the public.

Of course one of the important talking points with twine is its strength and durability. The "weight test" is often used in display to emphasize this point. Ascertain what weight a single strand of your twine will bear. Then place a bundle of twine in the center of the window, detach the end, and run it through a ring suspended from the ceiling. Attach the weight to the end of the twine. A show-card should state that "Every strand of — cordage can sustain this much weight" emphasizes the point. Of course it will be advisable to see to it that the twine is renewed every night.

In selling rope, the pound basis is generally used; but the average purchaser usually wants so many feet of rope, and knows nothing about the pound equivalent. See that your salesmen are posted on the equivalents; so that they can tell any customer approximately what a certain length of a certain sized rope will cost. Then, too, it is worth while for clerks to know how much weight any specified rope will carry—500 pounds, 700 pounds, etc. It is a good idea to have this information typewritten on cards and tacked up on the wall in close proximity to the cordage stock. This will serve as a safe guide

#### 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.

#### Sand Lime Brick

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

Brick is Everlasting

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

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

### Boston Straight and Trans Michigan Cigars

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



#### SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

### Jobbers in All Kinds of BITUMINOUS COALS AND COKE

A. B. Knowlson Co.

203-207 Powers Theatre Bldg., Grand Rapids, Mich.

### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

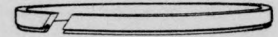
*THE Tisch-Hine Co*

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

A Special Ring for the Control of Excess Oil

McQUAY-NORRIS  
**Superoyl**  
RINGS

Use one in the top groove of each piston. Leaves just the film necessary for proper lubrication.



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

## Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

## Brown & Sehler Co.

Manufacturers of

Harness, Collars and Fur Coats

Jobbers in

Saddlery Hardware, Summer Goods

Blankets, Robes, Mackinaws

Sheep Lined and Blanket Lined Coats

Farm Implements

GRAND RAPIDS, MICHIGAN



to hardware juniors, who are apt to get their figures confused.

The other day I was buying cordage in a hardware store. I had to go down into a dingy, ill-lighted basement to pick out what I wanted. The salesman was very capable and obliging; still, it is desirable wherever possible to avoid taking customers upstairs or downstairs. One dealer who had for lack of floor space to keep his cordage stock in the basement, had holes bored in the floor and the rope ends strung through these holes. By means of this handy device a customer could see all the sizes of rope in stock and make his selection, without having to go downstairs.

Cordage can take up a great deal of floor space or a very little, depending on the arrangements for displaying and storing the goods. In one large city store the cordage display consumed approximately 68 feet of floor space. By installing a handy display rack, the amount of floor space required was reduced to about 18 feet. The frame of this rack was made of light gas pipe, joined together in sections to accommodate the different sizes of rope. The shelves were of wood sufficiently thick to carry the weight of the stock. The rack was placed against the wall and the bottom shelf raised above the floor level for sanitary reasons and to keep the stock in good condition, and convenient to handle. The loose ends of each rope were run through V-shaped eyelets which gripped and held them from dropping through the floor of the shelf into the coil below.

On the floor of the stock room a measuring scale running up to 100 feet was marked out with brass-headed tacks; one tack for the first foot, two for the second, three for the third, and the figures outlined by tacks from four up. Thus the salesman is able to quickly secure the size of rope wanted and measure off the amount required.

Cards are placed in each section listing the stock of short ends with the length of each loose end. This is accomplished by keeping a continuous stock sheet, marking against each coil of rope the amount sold from it. Thus the stock keeper tells at a glance the length still in each coil. The card gives the length of each coil, and, as soon as this is sold, it is erased from the list. This method reduces the loss from waste ends and keeps the stock in better shape. It also reminds the salesman that there are short ends to get rid of and he keeps a keen look-out for opportunities to dispose of these.

An arrangement of this sort has the added value, that a clerk can tell instantly what is in stock. Where stock is piled promiscuously in a dark corner, the salesman is apt to sidestep the difficult task of hunting through the whole pile for some size of rope that may or may not be in stock. Thus sales are lost.

A small town hardware dealer makes a practice of sending a member of his staff twice a week into the neighboring country with a truck-

load of rope and twine. The salesman calls on all the farmers, and quite often sells out his entire load to farmers who are too busy to come to town. Other goods are canvassed for on such trips, and often these trips are combined with deliveries of articles already sold. With the help problem less difficult than it has been, outside canvassing can be carried on more extensively.

In any event, cordage is worth occasional featuring in window displays; and will pay for a little extra thought and effort on the hardware dealer's part. Victor Lauriston.

The fact that England furnished a higher percentage of her population for the war than any other part of the Empire has become familiar from repetition—although a sneer to the contrary has not wholly died. The English sent forward 24.02 per cent. of their male population; the Scotch 23.71 per cent.; the Welsh 21.52 per cent.; Ulster, 31 per cent. and South-

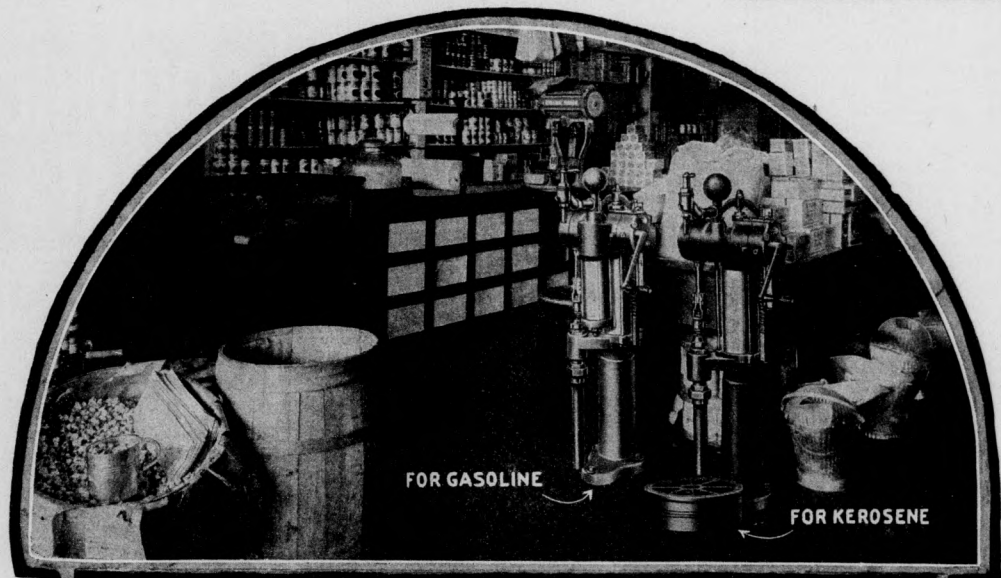
ern Ireland 6.4 per cent. An interesting comparison of colonial figures is furnished by the Round Table. New Zealand is strikingly in the lead, having raised 19.35 per cent. of her male population. Canada and Australia are virtually tied—13.48 and 13.43 per cent., respectively—while South Africa, counting those who assisted in the short campaign against German Southwest, makes the creditable showing of 11.12 per cent. New Zealand had the advantage over Australia of adopting conscription, and over Canada of containing no such partly indifferent element as the French Canadians.

Do not give up your dream because it is apparently not being realized; because you can not see it coming true. Cling to your vision with all the tenacity you can muster. Keep it bright; do not let the bread-and-butter side of life cloud your ideal or dim it. Keep in an ambition-arousing atmosphere.

**Kent Steel Company**  
Grand Rapids, Mich.  
**Structural Steel**  
**Beams, Channels, Angles**

**Ideal Electric Co.**  
128 Division Ave., So.  
Grand Rapids

We have on sale a most wonderful display of Artificial Flowers, Palms, Ruscus Trees, boxes, hanging baskets, also a miniature theater with latest portable moving picture machine, etc.



FOR GASOLINE

FOR KEROSENE

## Think About Your Oil Room

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

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

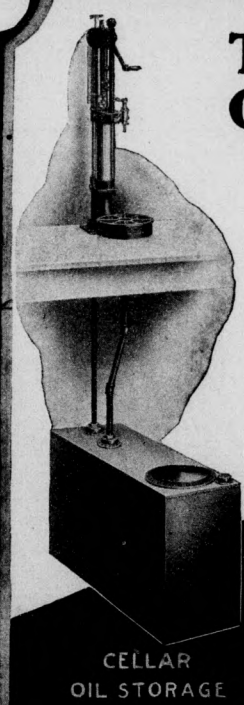


### OIL STORAGE OUTFIT

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

LET US SEND YOU LITERATURE PROVING OUR CLAIMS

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



CELLAR OIL STORAGE





**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.

**Gabby Gleanings From Grand Rapids.**

Grand Rapids, July 8—A "compound" item in the write up last week of the Supreme session of the United Commercial Travelers at Columbus, Ohio, should have read, "Michigan was well recognized, both by the presiding Grand Counselor F. G. C. Cox in his appointments for the session by placing A. G. MacEacheron, of Cadillac Council, on the Committee of Charters and Dispensations and the newly-elected Supreme Counselor R. A. Tate, in making his appointments for standing committees for 1920, gave an appointment on the Jurisprudence Committee to Wilbur S. Burns, of Grand Rapids Council.

Charles C. Perkins was in Grand Rapids for a few days last week, but, like the Arabs of old, he folded his tent and has gone on to new territory. Tuesday evening he and his family were guests of William D. Bosman and Mrs. Bosman. Wednesday evening Mr. and Mrs. John D. Martin entertained Mr. and Mrs. Perkins and their son, Stuart, at their home with a nine course dinner and Thursday evening they were guests of Mr. and Mrs. Allen F. Rockwell. Friday they went to Muskegon to say good bye to Mr. Perkins' mother, and from there on by boat to Chicago to spend a day with the family of Mrs. Perkins, before taking final departure for their new home in Minneapolis. We will miss them both—Charlie from the meetings of No. 131 and the very able support he gave all matters of importance to 131, and we will miss them both from our parties, picnics and all other social functions. The best of good health, success and prosperity goes with them to their new home from every member of Grand Rapids Council and many other friends they are leaving in Grand Rapids.

A nifty little prize is offered for a missing Grandville girl with a birthmark just below the knee, so keep your eye on the street car steps.

Bob Ellwanger, Art Borden, Will Cain and their families motored to Morrison Lake for the 4th. Art Borden had some time setting his B. V. D.'s off after returning, due to the amount of fish bones sticking through.

L. E. Stranahan and wife and C. F. Hart and family will motor to Camp Lake, making their home at the Dixie cottage from July 15 to Sept. 1. Take warning, all you nimrods, get ready to swap some good ones this fall.

E. A. Crandall and family returned last week from a pleasant two weeks' vacation at Wall Lake. Put on your gas masks, fellows, when you see E. A. coming, for he is sure full of fish stories.

Mrs. V. A. Pilkington and children will spend the remainder of the summer at their cottage on picturesque Torch Lake.

F. E. Beardslee and family will pay Fred's mother a visit this week at Detroit. Fred claims the excitement of going to Detroit is all over, because Ohio has gone dry, the same as Michigan. No explanations necessary.

William E. Sawyer and family will spend the remainder of the summer at Green Lake. Will's mother, father and sister from Allegan paid him a visit last week.

Harry Winchester, of the Worden Grocer Company, was confined to his home for a few days, caused by the heat.

Great doings at Green Lake Saturday! Will Sawyer christened his beautiful new launch, the Florence. Due to the lack of wine, Bill broke a bottle of Worden's lemon extract over the bow, this being furnished by Fred Beardslee.

L. E. Stranahan recently purchased a new home on Francis avenue, near the entrance of Garfield Park.

W. S. Cain and Will Bosman are the happy owners of brand new spanking Nash cars.

Complaints from an old time traveler who has made his home for a number of years past at the Hotel Bryant, at Flint. This hotel recently changed hands and from the way the new manager is handing it to the boys, his hotel experience is very limited or he does not care for the patronage of traveling salesmen. Conditions of the lavatories and the charging of 10 cents for checking of grips are by far a very short-sighted way to do business. Unless some changes are made at once, salesmen will look for new quarters.

William R. Allen, formerly book-keeper for the local branch of the National Biscuit Co., but for the past dozen years book-keeper in the general store of Cobbs & Mitchell, at Springvale, died at the home of his step daughter at Atlanta, Ga., July 5. The body was brought to Grand Rapids Sunday. Funeral services were held at the Metcalf undertaking rooms Monday afternoon, interment being subsequently made in Garfield Park Cemetery. Deceased leaves a wife, to whom he was married four years ago, and a step daughter, Mrs. Thomas Modie, of Atlanta, Ga. Both were present at his bedside when he died and at the funeral in Grand Rapids. Mr. Allen was a man of great faithfulness and fidelity to duty and enjoyed the respect of all who knew him.

Samuel S. Walker is spending the month of July, superintending the shipping of the machinery from the Star Knitting Works, on Sibley street, to Memphis, Tenn., where a new company has been organized to resume the manufacture of underwear under the name of the Star Knitting Mills. The new company has a nominal capital stock of \$100,000 and is officered as follows: President and Manager, Samuel S. Walker; Assistant Manager, E. Brandt Walker; Secretary and Treasurer, Samuel A. Walker. The latter has been engaged in the retail furnishing goods business at Memphis for the past seven years. S. S. will remove from Detroit to Memphis as soon as he completes the work of shipping machinery from the Grand Rapids plant. Brandt, who has been in France for more than a year, is now at Camp Mills, on Long Island,

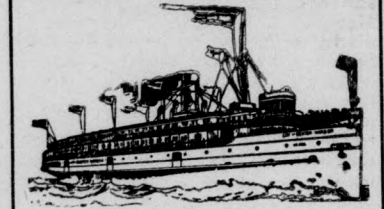
**HOTEL McKINNON**  
 CADILLAC, MICH.  
 EUROPEAN PLAN  
 Rooms with Running Water.... \$1.00 and up  
 Rooms with Bath ..... \$1.50 and up  
 DINING SERVICE UNEXCELLED



Bell Phone 596      Citiz. Phone 61366  
**Lynch Brothers**  
**Sales Co.**  
 Special Sale Experts  
 Expert Advertising  
 Expert Merchandising  
 209-210-211 Murray B'g  
 GRAND RAPIDS, MICHIGAN



**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.



**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

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



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

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



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.



and will take up his residence in Memphis as soon as he receives his discharge from the service of Uncle Sam.

With three sheets of arrivals Monday, the total of arrivals for the summer season furniture market will reach pretty near the 2,200 mark, with the probability of passing even that before the week is over. This big opening for this, the third week of the season, is highly gratifying to everybody in the market. There are some with no goods to sell, yet the representatives in nearly all the different spaces are here with the glad hand to welcome whoever may come. Some who thought their lines were all sold up last week have, upon going over and checking up, found they can take care of some more business, so the market will go "merrily on" to the end of this week, but it is a safe bet that unless they want to just play lazy for the remainder of this year it will be absolutely necessary for many of the fellows to find some other employment until the opening of the January market.

"Little" Dick Warner, the salt salesman, is spending the heated term at Pentwater with his family. They are located at Verbeck's Tavern.

Richard Warner, Sr., will round out fifty years' continuous service as a traveling salesman July 19 and proposes to celebrate the event in a becoming manner. Mr. Warner has always been as faithful as a clock and enjoys the love and respect of everyone who knows him.

L. E. Stranahan.

**A Sympathetic Collector.**

"Carelessness is the most frequent cause for delay in paying bills, I believe," says a retail merchant. "In making collections, therefore, I sympathize with my debtor, instead of attacking him. This is the kind of letter I find especially effective with professional men:

Dear Mr. Barton: One day early last month the postman left me a little bundle of "isinglass-front" envelopes—the regular monthly statements.

It chanced to be a busy Monday morning, and I didn't have time to make out checks, so I tucked the envelopes into a pigeonhole of my desk for future reference. Well, sir, do you know I forget all about those statements until I happened to run across them this morning in rummaging around my desk. And here it is the first of the month again!

"Strange I should do a trick like that," said I to myself. And then I got to thinking about the incident. "Maybe it's not so strange, after all," I added. "I'll just bet there are a whole lot of men afflicted with pigeonholes and bad memories."

I guess maybe you, too, are suffering from the malady, Mr. Barton. Or perhaps yours is the "coat-pocket-file" disease (that's another of my pet vices). Anyway, probably you've misplaced our statement, for we don't seem to have any record of receiving your check for \$3.50, covering a balance which we have on our books against you. Won't you please let us have a remittance this morning, so we can close out the item? Thank you.

Maxwell Droke.

**Employment Tests.**

Here are ten tests to apply to any new worker who asks for a position:

1. Willingness to work.
2. Knowledge of work.
3. Quickness.
4. Loyalty.
5. Initiative.
6. Courtesy.
7. Sobriety.
8. Ambition.
9. Ability to serve.
10. Steadiness.

**Detroit Merchants Organize a Retail Bureau.**

Detroit, July 8—Fifty down-town stores have signed application blanks and signified their intention of becoming members of the recently organized Retail Merchants' Bureau of the Board of Commerce and of cooperating in every way possible to make the Bureau a success. As yet no active membership campaign has been instituted by the Bureau. Applications are being received every day from firms that desire to become associated with an organization of this kind.

Z. Himelhoch, of Himelhoch Bros., chairman of the Membership Committee, says: "Applications for membership in our retail organization are being received much faster than we anticipated. We have not as yet worked out a definite membership drive. The firms that have so far joined the bureau have done so because they realize the great advantage of becoming affiliated with a retailers' organization and know the immense amount of good that can be accomplished by such an organization.

A little later in the summer we are planning to start a regular membership campaign. During the drive we will have a banquet in the auditorium of the Board of Commerce. We will have good entertainment and a speaker of National reputation who will be able to give an interesting as well as instructive talk on the present-day problems which confront the retailer. This banquet will be open to all retailers whether or not they are members of the Retail Merchants' bureau.

"We will, at first, confine our activities to the down-town firms and will endeavor to have a 100 per cent. representation of these firms in our Bureau. The interest and enthusiasm now being shown by the down-town firms in the new retailers association would indicate that this will be an accomplished fact before very long.

The following are some of the proposed activities of the Retail Merchants' Bureau:

1. To co-operate in all matters tending to promote the retail trade of the city and general welfare of the community.
2. To take all necessary measures to offset and discourage improper forms of competition.
3. Control of charity and advertising solicitations.
4. To devise methods of attracting the trade of those sections that are reached by interurban cars.
5. To guard against detrimental legislation.
6. To promote strictly American methods in the conduct of business.
7. Patriotic activities.
8. Regulations and agreements on Christmas shopping.
9. Tax regulations.
10. Protective service against shop-lifting.
11. Control of transient and itinerant vendors.
12. Shop early campaign.

**Late News From the Celery City.**

Kalamazoo, July 8—Hale Whisler has opened a grocery store at 922 Portage street in the building formerly occupied by Julia Hogan.

The finishing touches are being put on the four new Standard Oil Co.'s filling stations and are rapidly nearing completion.

Arthur Van Bochove has completed alterations on the building at 814 South West and now has a fully equipped service station for the convenience of the motoring public.

John Rozankovich, who formerly conducted a grocery and meat market on Fourth street, has returned home from Northern Russia, where he has been stationed with a part of the 8th Division Infantry forces.

A very sad accident occurred near the home of grocer Dan J. Beadle, when his son accidentally discharged a

gun which he was cleaning, the bullet striking a neighbor lad by the name of Ritter in the back of the head, death resulting soon after. Both families have the sympathy of the entire community, as the accident was of such peculiar circumstance, the Ritter boy having been riding past the Beadle home on his bicycle as the gun was discharged.

Fire which broke out in the stables at the race track last week destroyed a large part of the horse barns and also caused the loss of a horse which was here preparing to enter in the Grand Circuit Races which are to be held here the week of July 14.

Greetings are in order this week to all the returning grocery salesmen of Michigan and many are the tales of the fishing excursions and motor parties that the boys are handing out to the trade. All seem glad to get back, however, and once more get into the harness.

The writer has often wondered how Editor Stowe could find time to prepare such long editorials and by a singular coincidence this vacation, we had adjoining rooms at the hotel in Ludington and folks, as sure as I breathe, that man Stowe writes the stuff up in the day time and then reads it over out loud to himself at night. I tell you what, it is a great life to be an editor. Frank A. Saville.

**Bottom Facts From Booming Boyne City.**

Boyne City, July 8—The city began the construction of the new bridge on Park street last week. The bridge will be concrete with steel reinforcement, after a design by the State Highway Commission, and will be one more addition to Boyne City's public improvements which will be worth while. We are still hoping for the rebuilding of the East street bridge this season, although the season is going fast and nothing has yet materialized. It is an important link in the Boyne Falls-Charlevoix State road.

The Conrad Iron Works (F. C. Altrack) is beginning an extensive addition to its plant. The capacity of the casting floor will be doubled and up-to-date brass furnaces installed. This improvement is made to take care of the requirements of the Traction Engine Co.'s motor construction and will be a valuable addition to our industries.

Boyne citizens were in a state of mind, so to speak. The glorious Fourth was the occasion of a grand celebration at Petoskey. Of course, everybody with a fliver was going, but the day before the Fourth Boyne City went dry—of gas—not a drop could be had. Our neighboring towns were canvassed. Nothing doing. But late Thursday night, the Northern Auto Co. managed to get a truck load in and a catastrophe was averted.

Tuttle & Hall have just completed a fine job of painting on the Wolverine Hotel. The building was given a complete new coat, which, together with the improvement to the grounds, make a very fine appearance for "the best hotel north of Grand Rapids."

The Michigan Transit Co. began regular weekly service from Chicago last week. The steamer Kansas came in on her regular trip to the Soo with a very good consignment of goods for Boyne City people. With railroad service as slow and uncertain as it is, this inlet for freight is appreciated by our business men. Maxy.

**A Correction.**

Redd—The doctor said he'd have me on my feet in a fortnight.

Greene—And did he?

Sure. I've had to sell my automobile.—Yonkers Statesman.

If you really must worry, see that you pick out something worth while to worry about.

**A Girl Has Failed—**

If the other members of the family have to watch her moods in order to avoid an explosion of temper or a scene.

If she dresses beyond her means and allows her mother to go out looking like a pauper.

If she expects everybody in the home to contribute to her pleasure and happiness, instead of doing her part to make home the happiest spot on earth.

If she sulks about the house and is disagreeable all day or evening because she has been crossed by some one, or could not have her own way.

If the whole household is governed by her whims as to its amusements, its summer vacation, the guests who shall be entertained, or what the rest of the family shall do on every occasion.

If the family is not able to keep a maid, and she lets her mother clean floors, wash dishes, scrub, and do all the hard work for fear of coarsening her hands, or because she is selfish and lazy.

When she makes acquaintances among her richer friends, and is ashamed to take her mother to call on them, or to invite them to her home.

When she tries to keep up false appearances by running in debt for clothes, millinery, jewelry, or flowers.

When she thinks it beneath her to work, and is ashamed to let her snobbish friends know that she is obliged to earn a living.

When she absolutely refuses to work and do her part to help support the family because she thinks it would lower her in the estimation of those friends.

When she contradicts her father and mother, and is imperious with her brothers and sisters, and with the servants, whom she considers inferior beings.

When she despises and holds herself aloof from all who are beneath her in the social scale, and fawns upon all who are above her.

**Table For Figuring Profits.**

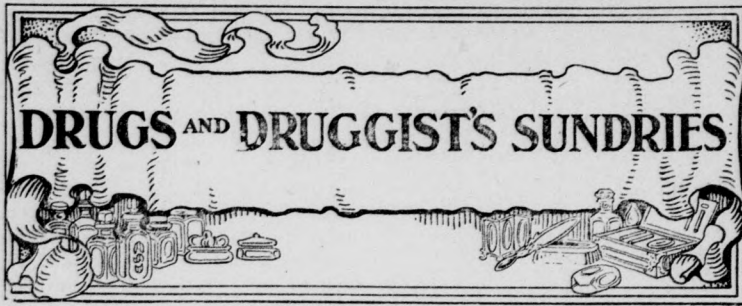
- To earn 10 per cent. on selling price, add 11 per cent. to cost.
- To earn 15 per cent. on selling price, add 18 per cent. to cost.
- To earn 20 per cent. on selling price, add 25 per cent. to cost.
- To earn 25 per cent. on selling price, add 33 1/3 per cent. to cost.
- To earn 30 per cent. on selling price, add 43 per cent. to cost.
- To earn 33 1/3 per cent. on selling price, add 50 per cent. to cost.
- To earn 35 per cent. on selling price, add 54 per cent. to cost.
- To earn 40 per cent. on selling price, add 66 2/3 per cent. to cost.
- To earn 45 per cent. on selling price, add 82 per cent. to cost.
- To earn 50 per cent. on selling price, add 100 per cent. to cost.

**Hard to Please.**

"What is your dog's name?"

"I don't know yet," replied the patient man. "I am still experimenting. I have tried nearly all the dog names I can think of and he doesn't answer to any of them."





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

#### Can the Retail Druggist Continue As Manufacturer?

In many ways Washington occupies the most unique position of any city in the United States. In 1878 Congress in its wisdom voted us out of a vote, and we therefore have no suffrage. I will not discuss the reasons here. In a measure we are wards of the Government; Congress adopts a paternal attitude toward us, and passes all laws governing Washington and the District of Columbia. Many who live and conduct business here feel that we are the "most" governed and best regulated city in the world.

You are familiar with the great National movement culminating in the passage of the Food and Drugs Act in 1906, giving three departments of the Government supervisory power over food and drugs. The Department of Agriculture with its corps of brilliant chemists assuming the duty of inspection, testing for purity or impurity, with the power to enforce the law, reaches out with its strong and impartial arm to every nook and corner of the country.

You of the States no doubt have personally had experience with this legislation in one way or another, and profited by it. We know we have in the District of Columbia, because we have been up against double-barreled inspection from 1906 to this minute. Many of the practices of the past are now the exceptions and the exercise and enforcement of this beneficent law has resulted in striking changes, advantageous to the public and the retail druggist alike. If you of the States have not been forcibly impressed with its operation you will, sooner or later, come to recognize its virtue.

Immediately accessible to the Department of Agriculture, the District of Columbia undoubtedly provided a fertile field for testing this much-needed law, with the result that changes were recommended and made with regard to the compounding of many of the so-called simple and semi-complex preparations, and their accuracy insisted upon under penalty of the law. I want to say before proceeding further, that the deductions herein presented are drawn, not only from my own personal observation, but also from the experiences of others who have had occasion to

know the extent of the laws' operation under executive authority.

If the painstaking proprietor who has successfully conducted a well-regulated drug store for ten or fifteen years could give his time to making his own preparations, there is little doubt in the writer's mind that his store would not be a favorite place for Dr. Kehler's inspectors, for collecting samples prepared for human ailments. In the retail store doing a daily business of \$100.00 or over the proprietor is bound to pass on much of the detail, and usually the manufacturing of simple preparations, to clerks, in many instances irresponsible clerks—men who will always remain in that capacity because of the lack of ambition and energy to seek a higher level in the profession.

The druggist of the District of Columbia is very nearly the average druggist, or was up to 1906. Since that day, many vicissitudes have come his way. Members have received citation from the Department of Agriculture to show cause why their preparations differed from the formulas of the U. S. P. and N. F. For example: If in 100 different stores as many individual clerks, of varying degrees of ability, make an equal quantity of the same preparation under conditions peculiar to their locality, it is quite certain that some of the products will vary materially from the proper standard even assuming that their supplies are derived from one and the same source and are in themselves of proper quality. That this variation is likely to be in excess of 20 per cent. on one or the other side of the correct strength in a relatively large number of instances reference to collections and analysis of samples of simple and complex products has demonstrated over and over again, not only in the District of Columbia, but elsewhere.

It is futile to say that another clerk or the proprietor should assay or test qualitatively and quantitatively each preparation made, although obviously this could readily be economically done for the entire 100 pints or gallons if made in one operation, at one time, and by one operator. I do not mean to imply that assaying or otherwise standardizing is not advisable. On the contrary, no one is more desirous of dispensing a standardized preparation than the pharmacist, but can he do it under the conditions found in the average store and make and standardize them on the premises? Practically, he can not.

How many pharmacists have the

necessary facilities and technique to standardize the assayable tinctures of the Pharmacopoeia? Even experts arrive at materially different results with many of the processes, and commercially well-known makes of many of them are physiologically as well as chemically tested before marketing—an improvement, even if super-pharmacopoeial.

Again, under stress of war conditions, the reduced amount of available competent labor in retail stores tends to eliminate any work that can be as well or better done on the large scale. Even in normal times it is easily demonstrable that the waste of time, energy and material in preparing 100 gallons of such a useless preparation as tincture of arnica by 100 different clerks in as many separate establishments makes it an economically unsound procedure when compared with making the 100 gallons at one time and at one place. At current prices for arnica flowers and alcohol, the futility of it is obvious. Who now makes his own tincture of nux vomica—even under the procedure of the two previous editions of the U. S. P.? Was not the maker of the powdered extract the real manufacturer? Can you beat a machine for making pills or seidlitz powders?

The theory of standardization is fast becoming a necessary commercial practice—necessary because it makes for economy and efficiency. Nowhere is the value of co-ordination more clearly shown than in the con-

duct of the present war. Not only has the Government standardized American products wherever possible, but in some striking instances the standardization has been extended to conform to the requirements of the Allies as well, making the use of one device and parts of devices interchangeable. By this method the highest efficiency in the conduct of the war has been obtained.

Prior to the war, many large business establishments, maintaining retail stores throughout the country, had already begun standardizing their preparations with resulting economy and accuracy and shipping these preparations from one central producing plant to all their distributing points, so that the quality of a given

*Fiegler's*

**Chocolates**

Package Goods of  
 Paramount Quality  
 and  
 Artistic Design

## The 1919 Holiday Season

We have made our usual arrangements to care for the Holiday wants of our customers. The retail druggist should get the largest proportion of the Holiday business throughout this state. We have the merchandise and we should be delighted to have you inspect it.

In the Soo from July seventh to July twenty-second.

In Saginaw from the last of July to the twentieth of August.

In Grand Rapids from September first right up to Xmas.

**Buy, Buy Enough, and Buy Early**

**Hazeltine & Perkins Drug Co.**  
 Grand Rapids, Michigan



product would be almost identical, whether purchased in New York or San Francisco, Chicago or New Orleans. Thus not only was economy effected but time, labor and the possibility of wide variation in the quality of preparations were avoided, with attending local, state or federal penalty.

From past experiences most of those present will doubtless recognize the desirability of encouraging the responsible manufacturers in the movement they have undertaken—a movement which relieves the individual druggist of responsibility for accuracy and at the same time assures a uniform and standard product to the public. Just how far such a movement will succeed depends largely upon the retail druggist. If his time can be more profitably devoted to the local manufacture of such preparations, undoubtedly he will continue as at present, but it is my opinion that no busy man can afford to devote his time to their manufacture or supervise and assay compounds prepared by his clerks, in order to be assured of accurately prepared products in conformity with the law. The logical alternative seems to be the encouragement of the large and responsible manufacturers who are properly equipped to produce standard and uniform preparations with infinitely less expense in comparison with the facilities of the retail druggist, the time invested and the small profit accruing from his labors in this field.

Frank T. Stone.

**Chloroform Now Administered by Tube.**

A new method of administering chloroform, brought out in France by Dr. Guisez, is described in the Scientific American. The doctor no longer applies the drug by the usual compress or mask placed over the mouth, but introduces the chloroform vapor directly into the lungs through a tube running into the windpipe. The tube method has already been employed in several hundred cases, and with great success. Besides being very useful for operations to be performed on the head and neck, it is of great interest because it never produces nausea.

The effects of the new method will serve to explain the reasons why chloroform operations always produced nausea when operating by the former method, for it appears evident that the nausea was caused by a part of the chloroform vapors being absorbed by the oesophagus and the stomach.

**A Three-In-One Flavor is Mapleine**



It imparts the "mapley" taste folks are so fond of to desserts and sweet dishes.  
It makes a delicious syrup.  
It's a tempting savor in gravies, soups, sauces, meats and vegetables.  
Your stock is not complete without Mapleine. Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago, Ill.  
Crescent Mfg Co. (M-408) Seattle, Wash.

**DUTCH MASTERS CIGARS**



Made in a Model Factory  
Handled by All Jobbers Sold by All Dealers  
Enjoyed by Discriminating Smokers

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

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Cotton Seed ... 2 45@2 60	Capsicum ..... @1 95
Boric (Powd.) .. 18@ 25	Eigeron ..... 10 50@10 75	Cardamon ..... @1 59
Boric (Xtal) .. 18@ 25	Cubebs ..... 11 50@11 75	Cardamon, Comp. @1 35
Carbolic ..... 25@ 27	Eigeron ..... 7 50@7 75	Catechu ..... @1 60
Citric ..... 1 15@1 25	Eucalyptus ... 1 25@1 35	Cinchona ..... @1 80
Muriatic ..... 3 4@ 5	Hemlock, pure 2 00@2 25	Colchicum ..... @2 40
Nitric ..... 10@ 15	Juniper Berries 16 00@16 25	Cubebs ..... @2 60
Oxalic ..... 35@ 40	Juniper Wood .. 3 00@3 25	Digitalis ..... @1 60
Sulphuric ..... 3 4@ 5	Lard, extra ... 1 80@2 00	Gentian ..... @1 20
Tartaric ..... 1 12@1 20	Lard, No. 1 ... 1 50@1 70	Ginger ..... @1 50
<b>Ammonia</b>	Lavender, Flow. 9 00@9 25	Gualiac ..... @2 65
Water, 26 deg. .. 10@ 20	Lavender, Gar'n 1 50@1 75	Gualiac, Ammon. @2 40
Water, 18 deg. .. 9 1/2@ 18	Lemon ..... 2 25@2 50	Iodine, Colorless @2 00
Water, 14 deg. .. 17	Linseed, boiled, bbl. @2 29	Iron, clo. .... @1 45
Carbonate ..... 19@ 25	Linseed, bid less 2 19@2 29	Kino ..... @1 35
Chloride (Gran.) 17 1/2@ 25	Linseed, raw, bbl. @2 07	Myrrh ..... @2 25
<b>Balsams</b>	Linseed, raw less 2 17@2 27	Nux Vomica ... @1 95
Copaiba ..... 1 20@1 40	Mustard, true, oz. @2 95	Opium ..... @8 00
Fir (Canada) .. 1 75@2 00	Mustard, artifl. oz. @1 25	Opium, Camph. @1 50
Fir (Oregon) ... 50@ 75	Neatsfoot ..... 1 35@1 55	Opium, Deodor'd @8 00
Peru ..... 4 75@5 00	Olive, pure .... 4 50@6 00	Rhubarb ..... @1 80
Tolu ..... 2 00@2 25	Olive, Malaga, yellow ..... 3 75@4 00	<b>Paints</b>
<b>Barks</b>	Olive, Malaga, green ..... 3 75@4 00	Lead, red dry ... 13@13 1/2
Cassia (ordinary) 40@ 45	Orange, Sweet .. 4 00@4 25	Lead, white dry 13@13 1/2
Cassia (Saigon) 90@1 00	Organum, pure .. @2 50	Lead, white oil .. 13@13 1/2
Sassafras (pow. 55c) @ 50	Organum, com'l @ 75	Ochre, yellow bbl. @ 2
Soap Cut (powd.) 40c ..... 29@ 35	Pennyroyal .... 2 50@2 75	Ochre, yellow less 2 1/2 @ 2
<b>Berries</b>	Peppermint .. 12 00@12 20	Putty ..... 5@ 8
Cubeb ..... 1 75@1 80	Rose, pure .... 38 00@40 00	Red Venet'n Am. 2 1/2 @ 5
Fish ..... @1 25	Rosemary Flows 2 00@2 25	Red Venet'n Eng. 3@ 6
Juniper ..... 12 1/2@ 20	Sandalwood, B. I. .... 18 50@18 75	Vermilion, Amer. 25@ 30
Prickley Ash .. @ 30	Sassafras, true 3 30@3 25	Whiting, bbl. .... 3 1/2 @ 3
<b>Extracts</b>	Sassafras, art'n'l 9 00@9 20	L. H. P. Prep. 3 00@3 25
Licorice ..... 60@ 65	Sparmint ..... 12 00@12 25	<b>Miscellaneous</b>
Licorice powd. .. 1 25@1 50	Sperm ..... 2 40@2 60	Acetanallid ..... 60@ 65
<b>Flowers</b>	Tansy ..... 5 50@5 75	Alum ..... 17@ 20
Arnica ..... 1 20@1 25	Tar, USP ..... 48@ 60	Alum, powdered and ground ..... 18@ 21
Chamomile (G.R.) 80@1 00	Turpentine, bbls. @1 06	Bismuth, Sublim. .... 4 02@4 10
Chamomile Rom. 1 00@1 20	Turpentine, less 1 16@1 21	Borax xtal or powdered ..... 10@ 15
<b>Gums</b>	Wintergreen, tr. 12 00@12 25	Cantharades po 2 00@6 50
Acacia, 1st ..... 65@ 60	Wintergreen, sweet birch ..... 7 50@7 75	Calomel ..... 2 17@2 25
Acacia, 2nd ..... 55@ 60	Wintergreen, art 80@1 20	Capsicum ..... 38@ 45
Acacia, Sorts ..... 35@ 40	Wormseed ..... 6 50@6 75	Carmine ..... 6 50@7 00
Acacia, powdered 45@ 50	Wormwood ..... 7 50@7 75	Cassia Buds ..... 50@ 60
Aloes (Barb. Pow.) 30@ 40	<b>Potassium</b>	Cloves ..... 57@ 65
Aloes (Cape Pow.) 30@ 40	Bicarbonate ... .75@1 00	Chalk Prepared .. 12@ 15
Aloes (Soc Pow.) 30@ 40	Bichromate .... 42 1/2@50	Chalk Precipitated 12@ 15
Asafoetida ..... @ 50	Bromine ..... 70@ 75	Chloroform ..... 45@ 55
Pow. .... @ 75	Carbonate ..... 1 00@1 10	Chloral Hydrate 1 70@2 10
Camphor ..... 3 25@3 50	Chlorate, gran'r 70@ 75	Cocaine ..... 12 30@12 85
Guaic ..... @2 15	Chlorate, xtal or powd. .... 45@ 50	Cocoa Butter ..... 65@ 75
Guaic, powdered @ 25	Cyanide ..... 32 1/2@ 50	Corks, Lst, less 50% ..... @ 2 1/2
Kino ..... @ 85	Iodide ..... 4 29@4 36	Copperas, bbls. .... @ 2 1/2
Kino, powdered .. @1 00	Permanganate .. 1 50@1 75	Copperas, less .. 3 1/2 @ 8
Myrrh ..... @1 40	Prussiate, yellow 1 20@1 30	Copperas, powd. 4 1/2 @ 10
Myrrh, Pow. .... @1 50	Prussiate, red .. 2 00@2 50	Corrosive Sublim 2 00@2 10
Opium ..... 15 00@15 50	Sulphate ..... @ 85	Cream Tartar ..... 68@ 75
Opium, powd. 16 50@17 00	<b>Roots</b>	Cuttiebone ..... 95@ 1 00
Opium, gran. 20 00@20 50	Alkanet ..... 4 50@4 75	Dextrose ..... 8 1/2 @ 15
Shellac ..... 1 15@1 25	Blood, powdered 1 10@1 20	Dover's Powder 5 1/2 @ 6 00
Shellac, Bleached 1 20@1 30	Calamus ..... 60@2 50	Emery, All Nos. 10@ 15
Tragacanth ..... 4 25@4 50	Elecampane, pwd. 22@ 25	Emery, Powdered 8@ 10
Tragacanth powder 4 00	Gentian, powd. 25@ 30	Epsom Salts, bbls. @ 3 1/2
Turpentine ..... 15@ 25	Ginger, African, powdered ..... 25@ 30	Epsom Salts, less 4@ 10
<b>Insecticides</b>	Ginger, African, powdered ..... 32@ 35	Ergot ..... @4 50
Arsenic ..... 13 1/2 @ 20	Ginger, Jamaica, powdered ..... 32@ 35	Ergot, powdered .. @4 50
Blue Vitriol, bbl. @09 1/2	Goldenseal, pow. 8 00@8 20	Flake White ..... 15@ 20
Blue Vitriol, less 10 1/2 @15	Ipecac, powd. .. 5 00@5 50	Formaldehyde, lb. 27@ 30
Bordeaux Mix Dry 20@ 37	Licorice, powd. 35@ 40	Gelatine ..... 1 75@1 90
Stellepore, White powdered ..... 38@ 45	Licorice, powd. 40@ 50	Glassware, full case 58%
Insect Powder .. 45@ 70	Urris, powdered 40@ 45	Glassware, less 50% ..... @ 2 1/2
Lead, Arsenate Po 32@ 49	Rhubarb, powdered 20@ 25	Glauber Salts, bbl. @ 2 1/2
Lime and Sulphur Solution, gal. .. 20@ 25	Rhubarb, powd. 2 50@2 75	Glauber Salts less 3 1/2 @ 8
Paris Green ..... 46@ 52	Rosinweed, powd. 25@ 30	Glue, Brown ..... 20@ 30
<b>Ice Cream</b>	Sarsaparilla, Hond. ground ..... 1 25@1 40	Glue, Brown Grd. 20@ 30
Piper Ice Cream Co., Kalamazoo	Sarsaparilla Mexican ground ..... 75@ 80	Glue, White ..... 30@ 35
Bulk, Vanilla ..... 1 00	Squills ..... 35@ 40	Glue, White Grd. 30@ 35
Bulk, Chocolate ..... 1 10	Squills, powdered 60@ 70	Glycerine ..... 24@ 40
Bulk, Caramel ..... 1 10	Tumeric, powd. 25@ 30	Hops ..... 65@ 80
Bulk, Grape-Nut ..... 1 10	Valerian, powd. .. @2 00	Iodine ..... 5 80@5 90
Bulk, Strawberry ..... 1 20	<b>Seeds</b>	Iodoform ..... 6 50@6 74
Bulk, Tutti Frutti ..... 1 20	Anise ..... 42@ 45	Lead, Acetate ..... 25@ 30
Brick, Vanilla ..... 1 20	Anise, powdered 47@ 50	Lycopodium ..... 1 75@2 00
Brick, Chocolate ..... 1 60	Bird, ls ..... 13@ 19	Mace ..... 80@ 90
Brick, Caramel ..... 1 60	Canary ..... 28@ 35	Mace, powdered 95@1 00
Brick, Strawberry ..... 1 60	Caraway, Po. .80 70@ 75	Menthol ..... 9 00@9 25
Brick, Tutti Frutti .. 1 60	Cardamon ..... 1 75@2 00	Morphine ..... 14 30@15 00
Brick any combination 1 60	Celery, powd. 85c 75@ 80	Nux vomica ..... @ 30
<b>Leaves</b>	Coriander powd .30 22 1/2 @25	Nux Vomica, pow. 28@ 35
Buchu ..... @3 00	Dill ..... 30@ 35	Pepper black pow. 53@ 55
Buchu, powdered @3 25	Fennell ..... 1 00@1 20	Pepper, white ..... @ 50
Sage, bulk ..... 67@ 70	Flax ..... 12@ 16	Pitch, Burgundy ..... @ 15
Sage, 1/4 loose .. 72@ 78	Flax, ground ..... 12@ 16	Quassia ..... 12@ 15
Sage, powdered .. 55@ 60	Foenugreek pow. 15@ 25	Quinine ..... 1 09@1 59
Senna, Alex ..... 1 40@1 50	Hemp ..... 11 1/2 @ 15	Rochelle Salts .. 55@ 60
Senna, Tinn. .... 30@ 35	Lobelia ..... 70@ 75	Saccharine ..... @ 45
Senna, Tinn. pow. 35@ 40	Mustard, yellow .. 45@ 50	Salt Peter ..... 22@ 30
Uva Ursi ..... 25@ 30	Mustard, black .. 36@ 40	Seidlitz Mixture. 43@ 50
<b>Oils</b>	Poppy ..... @1 00	Soap, green ..... 20@ 30
Almonds, Bitter, true ..... 15 00@16 00	Quince ..... 1 50@1 75	Soap mott castile 22 1/2 @ 25
Almonds, Bitter, artificial ..... 7 00@7 20	Rape ..... 15@ 20	Soap, white castile case ..... @25 00
Almonds, Sweet, true ..... 1 75@2 00	Sabadilla ..... @ 35	Soap, white castile less, per bar ..... @2 65
Almonds, Sweet, imitation ..... 75@1 00	Sabadilla, powd. 30@ 35	Soda Ash ..... 4 1/2 @ 10
Amber, crude ..... 3 50@3 75	Sunflower ..... 22@ 30	Soda Bicarbonate 3 1/2 @ 10
Amber, rectified 4 00@4 25	Worm American .. @ 35	Soda, Sal ..... 2 1/2 @ 5
Anise ..... 2 50@2 75	Worm Levant .. 1 65@1 75	Spirits Camphor .. @3 00
Bergamont ..... 3 50@8 75	<b>Tinctures</b>	Sulphur, roll .... 4 1/2 @ 10
Cajeput ..... 1 75@2 00	Aconite ..... @1 70	Sulphur, Subl. ... 4 1/2 @ 10
Cassia ..... 4 50@4 75	Aloes ..... @1 60	Tamarinds ..... 25@ 30
Castor ..... 2 60@2 80	Arnica ..... @3 90	Tartar Emetic 1 03@1 10
Cedar Leaf ..... 1 75@2 00	Asafoetida ..... @1 40	Turpentine, Ven. 50@6 00
Citronella ..... 80@1 20	Belladonna ..... @1 80	Vanilla Ex. pure 1 50@2 00
Cloves ..... 3 00@3 25	Benzoin ..... @3 00	Witch Hazel .. 1 35@1 75
Cocanut ..... 40@ 50	Benzoin Compo'd @2 70	Zinc Sulphate .... 10@ 15
Cod Liver ..... 5 60@5 75	Buchu ..... @2 90	
Croton ..... 2 00@2 25	Cantharides ... .. @2 90	



# GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Cheese Milk Rolled Oats Some Soaps Peanut Butter	Tapioca Canary Seed
<b>AMMONIA</b> Arctic Brand 12 oz. 16c, 2 doz. box 2 80 16 oz. 25c, 1 doz. box 1 75 32 oz., 40c, 1 doz. box 2 85	<b>Beans—Canned</b> Red Kidney ... 1 35@1 45 String ... 1 35@2 70 Wax ... 1 35@2 70 Lima ... 1 20@2 35 Red ... 95@1 25
<b>AXLE GREASE</b> Mica, 25 lb. pail ... 1 60	<b>Clam Bouillon</b> Burnham's 7 oz. ... 2 50
<b>BAKED BEANS</b> Campbell, No. 2 ... 1 50 Daggett, No. 2 ... 1 25 Fremont, No. 2 ... 1 45	<b>Corn</b> Country Gentleman ... 1 75 Maine ... 2 00
<b>BAKED GOODS</b> Loose-Wiles Brands Krispy Crackers ... 18 L. W. Soda Crackers ... 17 L. W. Butter Crackers ... 17 Graham Crackers ... 18 Fig Sni Bar ... 18 L. W. Ginger Snaps ... 17 Honey Girl Plain ... 23 Honey Girl Iced ... 24 Coconut Taffy ... 27 Vanilla Wafer ... 35 Subject to quantity discount.	<b>Hominy</b> Van Camp ... 1 35 Jackson ... 1 20
<b>BLUING</b> Jennings' Condensed Pearl Bluing Small, 3 doz. box ... 2 55 Large, 2 doz. box ... 2 70	<b>Lobster</b> 1/4 lb. ... 2 25 1/2 lb. ... 3 50 1 lb. ... 6 75
<b>BREAKFAST FOODS</b> Cracked Wheat, 24-2 4 60 Cream of Wheat ... 7 50 Pillsbury's Best Cer'l 2 50 Quaker Puffed Rice ... 4 30 Quaker Puffed Wheat 4 30 Quaker Bkfst Biscuit 1 90 Quaker Corn Flakes ... 2 90 Ralston Purina ... 4 00 Ralston Branos ... 2 20 Ralston Food, large ... 3 30 Ralston Food, small ... 2 30 Saxon Wheat Food ... 4 80 Shred Wheat Biscuit 4 50 Triscuit, 18 ... 2 25	<b>Mackerel</b> Mustard, 1 lb. ... 1 80 Mustard, 2 lb. ... 2 80 Soused, 1 1/2 lb. ... 1 60 Soused, 2 lb. ... 2 75
<b>Kellogg's Brands</b> Roasted Corn Flakes 4 20 Roasted Corn Flakes Individual ... 2 00 Krumbles, Indv. ... 2 00 Biscuit ... 2 00 Drinket ... 2 60 Peanut Butter ... 2 65 Bran ... 2 60	<b>Mushrooms</b> Buttons, 1s, per case 1 25
<b>BROOMS</b> Fancy Parlor, 25 lb. 9 00 Parlor, 5 String, 25 lb. 8 75 Standard Parlor, 23 lb. 8 50 Common, 23 lb. ... 5 25 Special, 23 lb. ... 5 50 Warehouse, 23 lb. ... 10 00	<b>Plums</b> California, No. 3 ... 2 40
<b>BRUSHES</b> Solid Back, 3 in. ... 1 50 Solid Back, 11 in. ... 1 75 Pointed Ends ... 1 25	<b>Pears in Syrup</b> Michigan ... 1 75 California ... 2 35
<b>Stove</b> No. 1 ... 1 10 No. 2 ... 1 35	<b>Peas</b> Marrowfat ... 1 75@1 90 Early June ... 1 45@1 90 Early June siftd 1 80@2 25
<b>Shoe</b> No. 1 ... 90 No. 2 ... 1 25 No. 3 ... 2 00	<b>Peaches</b> California, No. 2 1/2 ... 4 00 California, No. 1 ... 2 40 Pie, gallons ... 7 50@9 50
<b>BUTTER COLOR</b> Dandelion, 25c size ... 2 00	<b>Pineapple</b> Grated, No. 2 ... 3 00 Sliced No. 2 Extra ... 4 00
<b>CANDLES</b> Paraffine, 6s ... 17 Paraffine, 12s ... 17 Wicking ... 40	<b>Pumpkin</b> Van Camp, No. 3 ... 1 35 Van Camp, No. 10 ... 4 50 Lake Shore, No. 3 ... 1 35 Vesper, No. 10 ... 3 90
<b>CANNED GOODS</b> Apples 3 lb. Standards ... @1 60 No. 10 ... @6 20	<b>Salmon</b> Warrens, 1 lb. Tall ... 3 65 Warrens, 1/2 lb. Flat ... 2 35 Warrens, 1 lb. Flat ... 3 75 Red Alaska ... 2 90 Med. Red Alaska ... 2 65 Pink Alaska ... 2 10
<b>Blackberries</b> 2 lb. ... Standard No. 10 ... 14 00	<b>Sardines</b> Domestic, 1/4 s ... 6 75@8 00 Domestic, 1/2 s ... 7 00@8 00 Domestic, 3/4 s ... 7 00@8 00 California Soused ... 2 25 California Mustard ... 2 25 California Tomato ... 2 25
<b>Beans—Baked</b> Brown Beauty No. 2 1 35 Campbell, No. 2 ... 1 50 Fremont, No. 2 ... 1 45 Van Camp, 1/2 lb. ... 75 Van Camp, 1 lb. ... 1 25 Van Camp, 1 1/2 lb. ... 1 60 Van Camp, 2 lb. ... 1 85	<b>Sauerkraut</b> Hackmuth, No. 3 ... 1 40
	<b>Shrimps</b> Dunbar, 1s doz. ... 1 85 Dunbar, 1 1/2 doz. ... 3 40
	<b>Strawberries</b> Standard ... Fancy ...
	<b>Tomatoes</b> No. 2 ... 1 35@1 60 No. 3 ... 2 00@2 35 No. 10 ... 7 00
	<b>CHEESE</b> Brick ... 36 Wisconsin Flats ... 37 Longhorn ... 37 Michigan Full Cream ... 37
	<b>CHEWING GUM</b> Adams Black Jack ... 70 Beeman's Pepsin ... 70 Beechnut ... 75 Doublemint ... 70 Flag Spruce ... 70 Juicy Fruit ... 70 Spearmint, Wrigleys ... 70 Yucatan ... 70 Zeno ... 70

COCOANUT	Chocolates	Pails	Floats
1/4s, 5 lb. case Dunham 44 1/4s, 5 lb. case ... 42 1/4s & 1/2s, 15 lb. case 43 6 and 12c pkg. in pails 4 75 Bulk, pails ... 30 Bulk, barrels ... 28 24 8 oz. pkgs., per case 5 30 48 4 oz. pkgs. per case 5 40	Assorted Choc. ... 32 Amazon Caramels ... 30 Champion ... 28 Choc. Chips, Eureka 35 Klondike Chocolates 35 Nabobs ... 35 Nibble Sticks, box ... 2 25 Nut Wafers ... 35 Ocoro Choc. Caramels 34 Peanut Clusters ... 40 Quintette ... 32 Regina ... 27	No. 1 1/2, per gross ... 1 50 No. 2, per gross ... 1 75 No. 2 1/2, per gross ... 2 25	Hooks—Kirby Size 1-12, per 1,000 ... 84 Size 1-0, per 1,000 ... 95 Size 2-0, per 1,000 ... 1 15 Size 3-0, per 1,000 ... 1 32 Size 4-0, per 1,000 ... 1 65 Size 5-0, per 1,000 ... 1 95
<b>COFFEES ROASTED</b> Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	<b>Pop Corn Goods</b> Cracker-Jack Prize ... 5 00 Checkers Prize ... 5 00	<b>Sinkers</b> No. 1, per gross ... 65 No. 2, per gross ... 72 No. 3, per gross ... 85 No. 4, per gross ... 1 10 No. 5, per gross ... 1 45 No. 6, per gross ... 1 85 No. 7, per gross ... 2 30 No. 8, per gross ... 3 35 No. 9, per gross ... 4 65	<b>FLAVORING EXTRACTS</b> Jennings D C Brand Pure Vanilla Terpeneless Pure Lemon Per Doz. 7 Dram 15 Cent ... 1 25 1 1/2 Ounce 20 Cent ... 1 80 1 Ounce, 35 Cent ... 2 70 2 1/2 Ounce 35 Cent ... 2 85 2 1/2 Ounce 45 Cent ... 2 10 4 Ounce 50 Cent ... 5 20 8 Ounce 90 Cent ... 8 50 7 Dram Assorted ... 1 35 1 1/2 Ounce Assorted ... 2 00
<b>Santos</b> Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	<b>Cough Drops</b> Putnam Menthol ... 1 50 Smith Bros. ... 1 50	<b>COOKING COMPOUNDS</b> Mazola Pints, tin, 2 doz. ... 8 50 Quarts, tin, 1 doz. ... 8 00 1/2 gal. tins, 1 doz. ... 15 25 Gal. tins, 1/2 doz. ... 14 80 5 Gal. tins, 1-6 doz. 22 00	<b>Moore's D U Brand</b> Per Doz. 1 oz. Vanilla 15 Cent ... 1 25 1 1/2 oz. Vanilla 25 Cent ... 2 00 3 oz. Vanilla 35 Cent ... 3 00 1 oz. Lemon 15 Cent ... 1 25 1 1/2 oz. Lemon 25 Cent ... 2 00 3 oz. Lemon 35 Cent ... 3 00
<b>Maracaibo</b> Fair ... 39 Choice ... 41	<b>CREAM OF TARTAR</b> 6 lb. boxes ... 65 3 lb. boxes ... 66	<b>Guatemala</b> Fair ... 39 Fancy ... 41	<b>DRIED FRUITS</b> Apples Evap'd, Choice, blk ... 17
<b>Mexican</b> Choice ... 39 Fancy ... 41	<b>California Prunes</b> 90-100 25 lb. boxes ... @18 80-90 25 lb. boxes ... @19 70-80 25 lb. boxes ... @22 50-60 25 lb. boxes ... @25 40-50 25 lb. boxes ... @30 30-40 25 lb. boxes ... @30	<b>Java</b> Private Growth ... 46 Mandling ... 48 Ankola ... 48	<b>Peel</b> Lemon, American ... 30 Orange, American ... 30
<b>Good</b> San Salvador ... 45	<b>Raisins</b> Choice S'ded, 1 lb. pkg. 12 1/2 Fancy S'ded, 1 lb. pkg. 14 Thompson Seedless, 1 lb. pkg. 20 Thompson Seedless, bulk ... 19	<b>Mocha</b> Short Bean ... 53 Long Bean ... 53	<b>Farina</b> 25 1 b. packages ... 2 80 Bulk, per 100 lbs. ...
<b>Bogota</b> Fair ... 48 Fancy ... 48	<b>California Limas</b> ... 11 Med. Hand Picked ... 9 Brown, Holland ... 8	<b>Package Coffee</b> New York Basis Arbuckle ... 36 00	<b>Hominy</b> Pearl, 100 lb. sack ... 4 00
<b>McLaughlin's XXXX</b> McLaughlin's XXXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	<b>Macaroni</b> Domestic, 10 lb. box ... 1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2 Golden Age, 2 doz. ... 1 90 Fould's, 2 doz. ... 1 90	<b>Extracts</b> N. Y., per 100 ... 9 1/2 Frank's 250 packages 14 50	<b>Macaroni</b> Domestic, 10 lb. box ... 1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2 Golden Age, 2 doz. ... 1 90 Fould's, 2 doz. ... 1 90
<b>CONDENSED MILK</b> Eagle, 4 doz. ... 10 50 Leader, 4 doz. ... 8 25	<b>CONDENSED MILK</b> Eagle, 4 doz. ... 10 50 Leader, 4 doz. ... 8 25	<b>McLaughlin's XXXX</b> McLaughlin's XXXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	<b>Macaroni</b> Domestic, 10 lb. box ... 1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2 Golden Age, 2 doz. ... 1 90 Fould's, 2 doz. ... 1 90
<b>EVAPORATED MILK</b> Carnation, Tall, 4 doz. 7 15 Carnation, Baby 8 doz. 6 50 Pet, Tall ... 7 15 Pet, Baby ... 4 95 Van Camp, Tall ... 7 15 Van Camp, Baby ... 4 95	<b>CONDENSED MILK</b> Eagle, 4 doz. ... 10 50 Leader, 4 doz. ... 8 25	<b>McLaughlin's XXXX</b> McLaughlin's XXXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	<b>Macaroni</b> Domestic, 10 lb. box ... 1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2 Golden Age, 2 doz. ... 1 90 Fould's, 2 doz. ... 1 90
<b>MILK COMPOUND</b> Hebe, Tall, 6 doz. ... 5 50 Hebe, Baby, 8 doz. ... 5 25	<b>CONDENSED MILK</b> Eagle, 4 doz. ... 10 50 Leader, 4 doz. ... 8 25	<b>McLaughlin's XXXX</b> McLaughlin's XXXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	<b>Macaroni</b> Domestic, 10 lb. box ... 1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2 Golden Age, 2 doz. ... 1 90 Fould's, 2 doz. ... 1 90
<b>CONFECTIONERY</b> Stick Candy Pails Horehound ... 26 Standard ... 25 Jumbo ... 26	<b>CONDENSED MILK</b> Eagle, 4 doz. ... 10 50 Leader, 4 doz. ... 8 25	<b>McLaughlin's XXXX</b> McLaughlin's XXXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	<b>Macaroni</b> Domestic, 10 lb. box ... 1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2 Golden Age, 2 doz. ... 1 90 Fould's, 2 doz. ... 1 90
<b>Mixed Candy</b> Broken ... 25 Cut Leaf ... 25 Grocers ... 20 Kindergarten ... 20 Leader ... 25 Novelty ... 26 Premio Creams ... 25 Royal ... 24 X L O ... 23	<b>CONDENSED MILK</b> Eagle, 4 doz. ... 10 50 Leader, 4 doz. ... 8 25	<b>McLaughlin's XXXX</b> McLaughlin's XXXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	<b>Macaroni</b> Domestic, 10 lb. box ... 1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2 Golden Age, 2 doz. ... 1 90 Fould's, 2 doz. ... 1 90
<b>Specialties</b> Auto Kisses (baskets) 26 Bonnie Butter Bites ... 32 Butter Cream Corn ... 32 Caramel Bon Bons ... 32 Caramel Croquettes ... 30 Coconut Waffles ... 28 Coffy Toffy ... 30 Fudge, Walnut Maple ... 30 Fudge Walnut Choc. ... 31 Fudge, Choc. Peanut ... 28 Champion Gum Drops ... 25 Raspberry Gum Drops ... 25 Iced Orange Jellies ... 27 Italian Bon Bons ... 37 AA Licorice Drops ... 2 25 5 lb. box ... 2 25 Lozenges, Pep. ... 26 Lozenges, Pink ... 26 Manchus ... 27 Molasses Kisses, Baskets ... 25 Nut Butter Puffs ... 28	<b>CONDENSED MILK</b> Eagle, 4 doz. ... 10 50 Leader, 4 doz. ... 8 25	<b>McLaughlin's XXXX</b> McLaughlin's XXXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	<b>Macaroni</b> Domestic, 10 lb. box ... 1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2 Golden Age, 2 doz. ... 1 90 Fould's, 2 doz. ... 1 90



HIDES AND PELTS

Table listing various hides and pelts such as Green No. 1, 2, Cured No. 1, 2, Calfskin, green, No. 1, 58, etc.

Sweet Small

Table listing Sweet Small items: Barrels, 5 gallon kegs, Half barrels.

PIPES

Table listing Pipes: Clay, No. 216, per box, Clay, T. D. full count, Cob, 3 doz. in box.

PLAYING CARDS

Table listing Playing Cards: No. 90 Steamboat, No. 808, Bicycle, Pennant.

POTASH

Table listing Potash: Babbitt's, 2 doz.

PROVISIONS

Table listing various provisions like Barreled Pork, Clear Back, Short Cut, Brisket, Pig, Clear Family.

Dry Salt Meats

Table listing Dry Salt Meats: S P Bellies.

Lard

Table listing Lard: Compound Lard, 80 lb. tubs, 50 lb. tubs, 20 lb. pails, 10 lb. pails.

Smoked Meats

Table listing Smoked Meats: Hams, 14-18 lb., Ham, dried beef, sets, California Hams, Picnic Boiled, Bacon.

Sausages

Table listing Sausages: Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese.

Beef

Table listing Beef: Boneless, Rump, new.

Pig's Feet

Table listing Pig's Feet: 1/4 bbls., 1/2 bbls., 1 bbl.

Tripe

Table listing Tripe: Kita, 15 lbs., 1/4 bbls., 1/2 bbls., 1 bbl.

Casings

Table listing Casings: Hogs, per lb., Beef, round set, Beef, middles, set, Sheep.

Uncolored Oleomargarine

Table listing Uncolored Oleomargarine: Solid Dairy, Country Rolls.

Canned Meats

Table listing various canned meats like Corned Beef, Roast Beef, Roast Mutton, Veal Loaf, Vienna Style Sausage, etc.

RICE

Table listing Rice: Fancy Head, Blue Rose.

ROLLED OATS

Table listing Rolled Oats: Monarch, bbls., Rolled Avena, Steel Cut, Monarch, 90 lb. sacks, Quaker, 18 Regular, Quaker, 20 Family.

SALAD DRESSING

Table listing Salad Dressing: Columbia, 1/2 pints, Columbia, 1 pint, Durkee's large, Durkee's med., Durkee's Picnic, Snider's large, Snider's small.

SALERATUS

Table listing Saleratus: Packed 60 lbs. in box, Arm and Hammer, Wyandotte.

SAL SODA

Table listing Sal Soda: Granulated, bbls., Granulated 100 lbs. ca., Granulated, 363 pkgs.

SALT

Table listing Salt: Solar Rock, 56 lb. sacks.

Common

Table listing Common: Granulated, Fine, Medium, Fine.

SALT FISH

Table listing Salt Fish: Cod, Middles, Tablets, 1 lb., Tablets, 1/2 lb., Wood boxes.

Holland Herring

Table listing Holland Herring: Standards, bbls., Y. M., bbls., Standard, kegs, Y. M., kegs.

Herring

Table listing Herring: K K K K, Norway, 8 lb. pails, Cut Lunch, Boned, 10 lb. boxes.

Trout

Table listing Trout: No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 3 lbs.

Mackerel

Table listing Mackerel: Mess, 100 lbs., Mess, 50 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 50 lbs., No. 1, 10 lbs.

Lake Herring

Table listing Lake Herring: 1/2 bbl., 100 lbs.

SEEDS

Table listing various seeds: Anise, Canary, Smyrna, Caraway, Cardomon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape.

SHOE BLACKING

Table listing Shoe Blacking: Handy Box, large, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish.

SNUFF

Table listing Snuff: Swedish Rapee, 10c 8 for 64, Swedish Rapee, 1 lb. gls 60, Norkoping, 10c, 8 for 64, Norkoping, 1 lb. glass 60, Copenhagen, 10c, 8 for 64, Copenhagen, 1 lb. glass 60.

SOAP

Table listing Soap: James S. Kirk & Company, American Family, 100 7 00, Jap Rose, 50 cakes, Kirk's White Flake.

Lautz Bros. & Co.

Table listing Lautz Bros. & Co. products: Acme, 100 cakes, Big Master, 100 blocks, Climax, 100s, Climax, 120s, Queen White, 100 cks., Oak Leaf, 100 cakes, Queen Anne, 100 cakes, Lautz Naphtha, 100s.

Proctor & Gamble Co.

Table listing Proctor & Gamble Co. products: Lenox, Ivory, 6 oz., Ivory, 10 oz., Star.

Swift & Company

Table listing Swift & Company products: Swift's Pride, 100 8 50, White Laundry, 100 8 50, Wool, 24 bars, 6 oz., Wool, 100 bars, 6 oz., Classic, 100 bars, 8 oz.

Tradesman Company

Table listing Tradesman Company products: Black Hawk, one box, Black Hawk, five bxs., Black Hawk, ten bxs., Box contains 72 cakes, It is a most remarkable dirt and grease remover, without injury to the skin.

Scouring Powders

Table listing Scouring Powders: Sapollo, gross lots, Sapollo, half gro. lots, Sapollo, single boxes, Sapollo, hand, Queen Anne, 30 cans, Queen Anne, 60 cans, Snow Maid, 30 cans, Snow Maid, 60 cans.

Washing Powders

Table listing Washing Powders: Snow Boy, 100 5c, Snow Boy, 100 14 oz., Snow Boy, 24 pkgs., Snow Boy, 20 pkgs.

Soap Powders

Table listing Soap Powders: Johnson's Fine, 48 2 75, Johnson's XXX 100, Rub-No-More, Nine O'Clock, Lautz Naphtha, Oak Leaf, Queen Anne, Old Dutch Cleanser, 100s.

SODA

Table listing Soda: Bi Carb, Kegs.

SPICES

Table listing various spices: Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. doz., Ginger, African, Ginger, Cochin, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs. doz., Nutmegs, 70-8, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian.

Pure Ground in Bulk

Table listing Pure Ground in Bulk: Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mustard, Mace, Penang, Nutmegs, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian.

Seasoning

Table listing Seasoning: Chili Powder, Celery Salt, Sage, Onion Salt, Garlic, Penalty, Kitchen Bouquet, Laurel Leaves, Marjoram, Savory, Thyme, Turmeric.

STARCH

Table listing Starch: Kingsford, 40 lbs., Muzzy, 48 1 lb. pkgs., Powdered, barrels, Argo, 48 1 lb. pkgs.

Kingsford

Table listing Kingsford: Silver Gloss, 40 lb.

Gloss

Table listing Gloss: Argo, 48 1 lb. pkgs., Argo, 12 3 lbs., Argo, 8 5 lbs., Silver Gloss, 16 3 lbs., Silver Gloss, 12 6 lbs.

Muzzy

Table listing Muzzy: 48 lb. packages, 16 3 lb. packages, 12 6 lb. packages, 50 lb. boxes.

SYRUPS

Corn

Table listing various corn syrups: Barrels, Half Barrels, Blue Karo, No. 1 1/2, 2 doz., Blue Karo, No. 2, 2 dz., Blue Karo, No. 2 1/2, 2 doz., Blue Karo, No. 5, 1 dz., Blue Karo, No. 10 1/2, 1 doz., Red Karo, No. 1 1/2, 2 doz., Red Karo, No. 2, 2 dz., Red Karo, No. 2 1/2, 2 dz., Red Karo, No. 5, 1 dz., Red Karo, No. 10, 1/2 doz.

Pure Cane

Table listing Pure Cane: Fair, Good, Choice.

TABLE SAUCES

Table listing Table Sauces: Halford, large, Halford, small.

TEA

Table listing various teas: Japan, Medium, Choice, Fancy, Basket-Fired Med'n, Basket-Fired Choice, Basket-Fired Fancy, No. 1 Nibbs, Sottings, bulk, Siftings, 1 lb. pkgs., Gunpowder, Moyune, Medium, Moyune, Choice, Young Hyson, Choice, Fancy.

Oolong

Table listing Oolong: Formosa, Medium, Formosa, Choice, Formosa, Fancy.

English Breakfast

Table listing English Breakfast: Congou, Medium, Congou, Choice, Congou, Fancy, Congou, Ex. Fancy.

Ceylon

Table listing Ceylon: Pekoe, Medium, Dr. Pekoe, Choice, Flowery O. P. Fancy.

TWINE

Table listing Twine: Cotton, 3 ply cone, Cotton, 3 ply balls, Hemp, 6 ply.

VINEGAR

Table listing Vinegar: White Wine, 40 grain 20, White Wine, 80 grain 26, White Wine, 100 grain 29, Oakland Vinegar & Pickle Co.'s Brands, Oakland apple cider, Blue Ribbon Corn, Oakland white picklg, Packages no charge.

WICKING

Table listing Wicking: No. 0, per gross, No. 1, per gross, No. 2, per gross, No. 3, per gross.

WOODENWARE

Table listing various woodenware: Baskets, Bushels, wire handles, wire handles, wood handles, Market, drop handle, Market, single handle, Splint, large, Splint, medium, Splint, small.

Butter Plates

Table listing Butter Plates: Wire End, 1/2 lb., 250 in crate, 1 lb., 250 in crate, 2 lb., 250 in crate, 3 lb., 250 in crate, 5 lb., 250 in crate.

Churns

Table listing Churns: Barrel, 5 gal., each, Barrel, 10 gal., each.

Clothes Pins

Table listing Clothes Pins: Round Head, 4 1/2 inch, 5 gross, Cartons, 20-36s, box.

Egg Crates and Fillers

Table listing Egg Crates and Fillers: Humpty Dumpty, 12 dz. 24, No. 1 complete, No. 2 complete, Case, medium, 12 sets 1 80.

Faucets

Table listing Faucets: Cork lined, 3 in., Cork lined, 9 in., Cork lined, 10 in.

Mop Sticks

Table listing Mop Sticks: Trojan spring, Eclipse patent spring, No. 1 common, No. 2, pat. brush hold, Ideal, No. 7, 12oz. cotton mop heads.

Pails

Table listing Pails: 10 qt. Galvanized, 12 qt. Galvanized, 14 qt. Galvanized, Fibre.

Toothpicks

Table listing Toothpicks: Ideal.

Traps

Table listing Traps: Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring.

Tubs

Table listing Tubs: No. 1 Fibre, No. 2 Fibre, No. 3 Fibre, Large Galvanized, Medium Galvanized, Small Galvanized.

Washboards

Table listing Washboards: Banner Globe, Brass, Single, Glass, Single, Double Peerless, Single Peerless, Northern Queen, Universal.

Window Cleaners

Table listing Window Cleaners: 12 in., 14 in., 16 in.

Wood Bowls

Table listing Wood Bowls: 13 in. Butter, 15 in. Butter, 17 in. Butter, 19 in. Butter.

WRAPPING PAPER

Table listing various wrapping papers: Fibre, Manila, white, Fibre, Manila, colored, No. 1 Fibre, Butchers' Manila, Kraft, Wax Butter, short c't, Parchm't Butter, rolls.

YEAST CAKE

Table listing Yeast Cake: Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., Yeast Foam, 1 1/2 doz.

YEAST-COMPRESSED

Table listing Yeast-Compressed: Fleischman, per doz.

SPECIAL Price Current

AXLE GREASE



25 lb. pails, per doz. .18 87

KITCHEN KLENZER



80 can cases, \$4 per case

PEANUT BUTTER



Bel-Car-Mo Brand

Table listing Peanut Butter: 8 oz., 2 doz. in case, 24 1 lb. pails, 12 2 lb. pails, 5 5 lb. pails, 6 in crate, 10 1 lb. pails, 15 1 lb. pails, 20 1 lb. pails, 20 25 lb. tins, 15 50 lb. tins, 10 100 lb. drums.

SALT

Morton's salt



Per case, 24 2 lbs. .... 1 80 Five case lots .... 1 70



## BALANCING THE OVERHEAD.

### How That Result Can Best Be Accomplished.

A business man acquired a fortune in the city. He purchased a farm, equipped it with all the modern conveniences he knew about or learned about, and moved to the country to enjoy the rest of his days. For the first few years his income from other investments met the deficit on the farm. When this became inadequate debts accumulated and the farm was finally sold to pay the taxes. The business man then returned to the city to make another fortune. What was the cause of the failure?

Too much overhead.

A farmer, having accumulated a considerable sum of money, comes to the city and buys a store. He fills it with all sorts and types of labor-saving devices. He rents large storage space and additional sales floors. Each year he runs behind. Finally the sheriff comes around and sells him out. Why did he fail?

Too much overhead.

A miser is forced to take over a business owned by one of his creditors. He saves on every hand. He lights his store only when customers enter. He keeps his money in a cigar box. His counters are boxes with boards laid across them. Everything is as cheap as possible. He hires boys to help him. He considers men too expensive. Not enough business is done to pay expenses and the miser loses the money he was forced to invest in the store. What made him fail?

Too little overhead.

The feats of balancing we see at the circus are not nearly as difficult as the feat every business man must perform in balancing his overhead. Just as the man at the circus must exercise great skill, for a false move in any direction will upset the balance, so the business man must exercise great skill in keeping his overhead exactly the right size. Too much or too little will reduce profits.

Too much overhead smothers the business. Too little overhead chokes it to death. Too much overhead eats up all the profits. Too little overhead undermines the business. It is extremely dangerous to let the overhead swing too far in either direction. It must be balanced. It must be made to fit the business. Only when it exactly fits the business can the greatest business progress be made. Only when it exactly fits the business can the business man be truly successful.

Too great an overhead is usually fatal. It requires more than the profits of the business to maintain it. The overhead eats into the capital. Eventually, unless cut down or the business made to grow to fit the overhead expense, it drives the business into bankruptcy. All fixed charges must be held down to a point where the profits will more than cover them if the business is to be successful.

The overhead presents to the business man one of his most difficult problems. Every man with any ambition at all desires to have his business grow. To grow, there must be reasonable overhead. There must be

labor-saving machinery, there must be equipment for rendering good service to the customers, there must be floor space enough to permit expansion. If these things become too expensive, however, the profits do not cover them and the business fails.

Too little overhead may prove just as serious as too much. For a given overhead profits cannot exceed a certain amount. This amount will vary in different lines of business and in different localities, but it is always fixed. The service rendered by competitors strictly limits profits to a fixed sum. To have profits exceed this sum the overhead must be increased. If instead of increasing it, the overhead is reduced the profits fall off. Continued reductions will continue to reduce profits even down to the zero point where the man is forced out of business.

Balancing the overhead is something that each man must do for himself. You cannot tell a man how to place a ball on the top end of a pole and balance the whole on the end of his nose. Such a stunt requires practice. It cannot be learned from books or correspondence schools. The only way one can accomplish the feat is through constant practice. The same rule applies to the balancing of overhead.

It is exactly the same with the overhead as it is with the balancing stunt in the circus. The business man must practice. He must watch the results of each movement just as the circus balancer does. He must practice and watch until he has the overhead just where it will produce the greatest profits. He cannot stop there, however. After the circus balancer has everything nicely arranged a slight movement of some other person or a faint breeze may upset the whole balance. He must constantly watch and adjust the balance or the act is a failure.

Once having balanced the overhead the business man may find that a slight change in business conditions or some act of a competitor may change things just enough to make it necessary to re-adjust the balance of the overhead. As his business grows the overhead must be increased. Careful and constant watching is necessary.

To keep the overhead properly balanced everything in the business must exactly fit. A \$10,000 man must not be holding a \$1,200 position. A cash register designed for a hundred thousand dollar store must not be used in a ten thousand dollar store. Each machine and each individual must fit the business exactly. Nothing must be too small or too large. Sufficient sales and storage floor space must be provided to give adequate service but not one inch more. Fixtures and other equipment must be provided that will adequately meet the demands of the business but no more. Labor saving machinery that will really save labor must be used to the extent that it cuts down operating and fixed expenses, but not a dollar more than is necessary must be invested in this equipment.

Every penny spent must increase the profits or make the business grow.

If possible every penny must do both. Not a dollar can be invested in idle overhead, in overhead that is not needed, that is not making the business more prosperous, if the overhead is to be perfectly balanced.

Robert Falconer.

### Training Clerks To Be Real Salesmen.

It is my conviction that you cannot make real salesmen out of dissatisfied clerks, and to make satisfied clerks you must give as well as receive, possibly giving more than you receive to start. When I say give, I mean that a man should not figure how small a wage he can pay, but rather how much he can afford to pay based on future worth. Then, too, salary is not everything or all that appeals. Extend words of encouragement now and then, words of appreciation. These cost nothing and often make a wonderful change. A congenial employer and congenial surroundings make for efficiency.

A clerk or salesman is just as human as we are and has just as much feeling. Not a man in this audience but enjoys a compliment from the other fellow. Who does not appreciate a slap on the shoulder accompanied by, "Bill, you certainly have a fine store and have worked up a good business." It's a tonic; makes you feel good all over and sort of builds you up. Similar doses now and then given to the men under you are just as stimulating and help to build him up, too.

I have heard of the sort of thing called "salve" and I know of concerns who hand out lots of it, but are slow in handing over money. Not so many years ago I labored for a concern imbued with that spirit, never getting a raise without asking for it, and believe me, I hated to ask. I never had a vacation with pay, in fact was docked for all time off. When about to be married I had to ask for another raise to get \$15 a week, and had to plead for a few days off. Both were finally granted, but I was scared stiff for fear I might meet with the fate of some predecessors, because this concern had found the most convenient way to rid itself of a man was to let him go on a vacation, and while away write him a sweet little letter stating that his services were no longer needed. This was pleasant for me to think about while on my honeymoon, don't you think? I was luckier, however, than some of those who had gone before, for I was allowed to return and retain the job, sticking to my post for several years thereafter.

While so situated, however, I always planned and schemed to get into business for myself, and resolved that should that day ever come no man should have to work for me under such trying conditions. The day finally dawned about 12 years ago, and the resolution has held good ever since.

I have always found it to my best interests to hire young men and train them to my liking. In hiring men I try to find out whether they just want a job or whether they really would like to sell shoes. If possible

I aim to find out just why they care to be a salesman. Needless to say I do not consider the fellow who only wants a job. After finding the right kind of a young man I try to instill in his mind that the most successful fellow, the fellow who becomes a real salesman, is the one who has the desire and ambition to some day be a shoe merchant; and that if he strives for that goal he will naturally do this best, make good and eventually learn the fine points of the business. Men trying and striving to accomplish must necessarily be of service to you.

Train your clerks to have a thorough knowledge of all goods carried, keep them busy during spare time by working them in stock. In no way can they gain a better understanding.

Every salesman should be thoroughly acquainted with the construction of a shoe and should have a clear conception of leathers and their variety in the making and in this way be able to talk shoes intelligently to customers.

Training clerks to be real salesmen means that they should be thoroughly schooled in the art of fitting, which is more than just covering a foot. It is a science and, therefore, requires skill. There are many kinds of feet but more kinds of shoes. A measure stick alone will not always tell the size. One must study the foot and use common sense. A skilled shoe salesman will never take off and look into the customer's old shoe for the size, neither will he ask a customer the size he wears. Instead he will show his ability by fitting the foot correctly from the start.

In order to be a real salesman a clerk should study the anatomy of the foot, and there are several courses of instruction available along this line. I have also found that men on the floor who possess this training are valuable in stimulating the sale of corrective foot appliances which to-day form a profitable part of the shoe business.

Train clerks to avoid the use of a much abused word in connection with the shoe business—the word guarantee, which is nothing more than a trouble maker. It is an unnecessary word in the vocabulary of a good salesman who has plenty of other good points to talk about.

Clerks should be trained in the power of suggestions. A suggestion at the right moment is really a service to the customer. Without the suggestion a patron may forget to secure an extra pair of laces, or shoe polish, or maybe a pair of rubbers to fit or match the shoes just purchased.

**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



and, just to emphasize the point, maybe the old shoes need repair. Often where customers complain about aches and pains wouldn't the mere suggestion of an appliance to overcome such troubles go a long way toward an added sale?

Clerks should be trained to be polite and patient, to show goods willingly and to miss a sale rather than force goods on customers which they really do not want or need. And here, again, I say be informative. Say to a patron that inasmuch as you do not happen to have just what he wants that perhaps he had better try elsewhere, and should he not find what he is looking for that possibly this or that shoe may do. In this way you are nursing a "come-back"—the other way you are virtually counter-acting the situation by inviting the patron to stay away.

Where clerks wrap packages teach them the wisdom of doing it neatly. Train them to hand customers their change first, and then the package and to make the delivery of both with a pleasing, "Thank you very much."

After training clerks to be real salesmen—worthwhile to the store and of benefit to those whom they serve, I have found it profitable to incorporate my business, and make stockholders of those worthy to be called Business Builders and future merchants. In view of this, and some other ideas I have tried to convey here, I dare say that no concern enjoys a more loyal corps of employees than does Waegner & Co., Inc., of Aurora, Ill., the house I represent.

Wm. C. Waegner.

#### Not to Know Too Much.

Whether it is better for a salesman to know all there is to know about the goods he is selling or not was the question brought up by the sales manager for a well-known line of woollens and specialty fabrics. While many arguments have been advanced by experts in salesmanship for a proper and thorough knowledge of the merchandise to be sold, this sales manager from his experience holds a contrary opinion regarding the value of such information. He prefers the psychological effect on the salesman of knowing little about his wares except that they are first-class in every respect.

Armed with the confidence that peculiarly enough comes from such ignorance the salesman, he claims, can more often win a sale than if he is stocked up with a mass of details regarding raw material, manufacturing processes and other factors in the production of what he has to sell. His opinions may be looked upon with a degree of scorn by many self-styled sales experts, but the fact remains that his organization has been highly successful in all its endeavors. The product sold by the concern has always been extensively advertised both directly and through its customers.

"Our sales policy," he said, "is to keep our salesmen just as meagerly informed about the product they sell as is consistent with the sale of the merchandise. By that I mean that if the salesman knows the weight of the

fabric, the price, and in general what it is composed of, he has enough information to carry him along. We do not equip him with a whole mass of information about the processes used, the percentages of different raw materials, the kind of dyes employed, and the rest of the details most houses believe it is necessary for a salesman to have at his finger tips.

"Just take an incident that happened in my own case. I went into a tailor shop and picked out a piece of imported goods that looked like an exceptionally fine fabric. I knew there was cotton in it, but the manipulation was so excellently done that I didn't consider it a drawback. I had the cloth made up into a suit and in a short time I might just as well have been clothed in a burlap bag. There was 70 per cent. cotton in the goods, it turned out, where I had imagined the cotton did not amount to more than 50 per cent. The tailor who sold me the goods, however, did not go into details concerning the construction of the cloth and, if he had, I most certainly would have picked something else. I don't think it was quite the right thing for him to pass off a piece of material like that on me, but his selling method was quite correct in that he let me form my own opinion without the aid of a whole lot of data to make me change my mind.

"Where a concern has an article to offer of the best quality there is little need of turning that article inside out supposedly for the benefit of the customer. It only causes a lot of confusion in the customer's mind, and more often prevents a sale instead of making one.

"Sooner or later I expect to see a pure fabric law passed in this country, and that will automatically supply all the information necessary to the buyer. It will certainly relieve the salesmen who are now forced in many instances to be storehouses of confusing knowledge."

#### Sparks From the Electric City.

Muskegon, July 8—The Muskegon Auto Co. has sold out to Edward Caslow, who has taken possession and will continue the business under the name of the Jewell Car Exchange.

Campbell, Wyant & Cannon have acquired a large tract of land on what is known as the clay road and now have ample room for their constantly expanding business.

Peck street, Muskegon Heights, is now nearly repaired and will again soon be in fine condition.

About 1,200 boys arrived here Sunday and went into camp at Camp Roosevelt Sunday night. A large crowd was on hand watching them make camp.

We are informed on good authority that Muskegon will see very large factory additions before Jan. 1, 1920. The Heights surely is enjoying a very large residential development.

We get this from a leading Trout Lake merchant: Some twenty or thirty years ago, while lumbering was in progress on the Manistique River, it became necessary to leave about one-half barrel of molasses (the head having been knocked in, as the molasses would not run in zero weather) in camp. Same was duly discovered by a large bear, who climbed up to help himself and, in so doing, emptied the molasses all over himself. After eating his fill, he proceeded to roll in some loose straw and when he came forth looked very much like a huge porcupine.

E. P. Monroe.

## BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 25 cents. Cash must accompany all orders.

### BUSINESS CHANCES.

For Sale—Have complete outfit for manufacture of ice cream. Bargain if taken now. Box 52, Northville, Michigan. 358

EXPERIENCED merchant, age 25, wants place as traveling salesman in Arkansas with dry goods or gents' furnishing or overalls, shirts, etc. ELTON BRONSON, Atkins, Arkansas. 359

WANTED to hear from owner of a good business for sale. Cash price, description. D. F. Bush, Minneapolis, Minnesota. 360

Wanted—Meat cutter at once. Prefer all around meat man. Good wages. Wire my expense. Chas. H. John, Northport, Michigan. 361

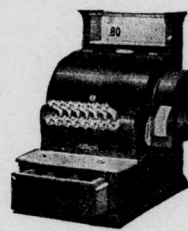
Wanted—Experienced dry goods man, who can trim windows and display goods, to take charge of department. Help furnished. Permanent position. Address No. 362, care Tradesman. 362

For Sale—Shoe stock and business in live city of 5,000 population; stock in fine condition, about \$9,000; will reduce to suit purchaser. Reason, owner has other interests. Lock Box 81, Ladysmith, Wisconsin. 363

SPARTA Pike Garage for sale, one of the best paying garages in the State, full equipment, tires, accessories, etc.; terms to suit. Address Sparta, Michigan. 364

For Sale—Serviceable cotton khaki breeches, all sizes, bought from Government salvage department. \$6 dozen, cash with order. No C. O. D. George J. Mann, Spartanburg, South Carolina. 365

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



### 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—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

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

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

For Sale—Ice cream parlor and lunchroom. For information, enquire J. E. Storch, Pentwater, Michigan. 350

Wanted—Pharmacist or registered druggist. George McDonald Drug Company, Kalamazoo, Michigan. 351

FOR SALE—ONE SIX-DRAWER RIBBON CASE, two good Weiss counter cases. Address J. E. Lugbill, Bluffton, Ohio. 354

GENERAL MERCHANDISE BUSINESS. For Sale—Good paying, including buildings and good living rooms; in good town 100 miles south from Chicago. The stock is in first-class condition and good business. Address W. L. KINSMAN, Loda, Illinois. 355

For Sale—120 \$50 shares of stock in Farmers' Co-operative Mercantile store in good Southern Minnesota town, or will sell all of paid up stock if preferable, amount \$10,800. Will also sell bond value \$8,000; income, \$172 per year. Books kept up-to-date and audited monthly; so can give full information, and will make it interesting for some one who can produce bankable paper or cash or Minneapolis income property to make quick deal. Address J. B. Martinson, 824 22nd Ave. N. E., Minneapolis, Minnesota. 366

An up-to-date \$10,000 general merchandise stock for sale in a very thrifty community. Investigate this if you are contemplating on business. J. G. Fosmoe, Nelson, Minnesota. 357

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. 757

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 Forres Ave., St. Joseph, Michigan. 290

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—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

## 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

## Fire Proof Safes

Why pay for fire insurance and then invalidate it by not keeping your annual inventory and record of daily sales and purchases in a fire proof safe, as provided by the policy rider?

We carry a full stock adapted to the use of merchants.

Grand Rapids Safe Co.  
Grand Rapids



### TELEPHONE AS A SALES AID.

Two very important problems confront the retail grocer daily—purchasing and selling. In these days of keener competition the selling and of the business is by far the most complex and the most difficult with which the grocer must cope. Buying, although very important in the successful management of the retail grocery, is usually overstressed under the delusion created by that antiquated maxim that "goods well bought are half sold." Recently, however, this old time-worn proverb has been revised to read, "Goods all sold were well bought."

There was a time in the retail grocery business when it was true that "goods well bought are half sold," but those days are past. The grocer is no longer a mere "store-keeper," waiting with full shelves for a customer with a desire for his goods to come in. He can no longer content himself with the thought that if business doesn't come to-day it will come to-morrow. The grocer who would be successful cannot sit with folded hands and wait for trade to come to his store. He must go out and invite the public into his store. Business to-day is a sort of warfare which calls for aggressiveness, alertness, initiative and push. Therefore, selling is the main problem for the grocer to solve, and it is a term which covers a score of activities. If the grocer would succeed in getting into his store every possible customer, he must be prepared to use every legitimate means of attracting people to his store. No one method will appeal to all. Advertising in the newspapers will attract some, sales letters will attract others, the window display will attract still others, while there are still other methods that will attract others that may not be attracted by advertising methods.

The telephone offers to the wide-awake grocers one of the most effective methods for increasing trade ever put at their disposal. Grocers are just beginning to wake up to the possibilities of the telephone as a means for winning sales and creating buying interest, and to-day scores of selling-by-telephone plans are being carried out by progressive grocers in a way that makes the bell on the cash register ring more often.

The telephone has become so common that nearly every family has a telephone in the house and the grocer will do well to "play-up" his telephone service.

Telephone campaigns naturally differ, for they are planned and conducted so as to fit the requirements of specific situations and conditions. There are, however, certain fundamental principles upon which their success depends. These fundamental principles are four in number. First, courtesy; second, fair prices; third, good goods; and fourth, prompt deliveries. No selling-by-telephone campaign will prove successful unless these four fundamental principles are adhered religiously.

The telephone can be used in a number of ways to increase trade and the grocer will do well to encourage his customers to use the telephone.

If he follows carefully the above four principles in soliciting trade by telephone it shall prove one of the most effective and profitable methods he can use.

The first thing the grocer should do when starting a sales-by-telephone campaign is to select a special clerk or clerks, as the case might be, to take care of this work. This clerk should be given a special training in how to talk over the telephone, for it must be remembered that the customer at the other end of the line can not see the face of the clerk and he must have the ability to impress the customer with the desire to serve and to please through the inflections of his voice, for the same methods that are good when dealing face-to-face with the customer apply to the telephone campaign as well, only the clerk must be able to carry them out through his choice of words and their expression. This clerk should be unusually patient and courteous and should know how to handle a customer when they call to make a complaint, and thus be able to adjust the complaint satisfactory to them and the store and to hold their trade. He should be well posted on prices and the condition of the goods so that he may give the customer an honest description of them.

All telephone orders should be given extra attention and great care should be taken to see that the order is filled with the best of goods. Some grocers think that when an order comes in over the telephone that it is a good chance to dispose of some inferior goods. By so doing they lose the confidence of the customer and a great deal of trade. If the telephone campaign is to be successful, particular care should be given such orders so that the customer can rely upon getting just as good when they order by telephone as they would if they called in person at the store.

To this end, each clerk should be instructed to fill all phone orders with the very best and never to send out anything that is not first-class. If the customer is right there to see the article and the condition it may be in and does not object to it, that is a different matter, but customers placing their orders by telephone expect first-class goods. Whenever an article is not up to standard the customer should be called and told of the fact, and if he still wishes inferior articles, after knowing the condition, then it is all right to send them, but always with the understanding that should they not prove satisfactory they may return them.

One of the best methods of conducting a sales-by-telephone campaign is first to provide an alphabetical list of the names of all customers and prospective customers. For this purpose it is best to use an index card file, equipped with alphabetical guides and enter each name separately on a card which will be filed in this file behind the correct guide card. These cards should be 3 x 5 inches and upon them should be entered the name and address, also the phone number and any remarks which may prove of any aid when soliciting this customer over

the telephone. It would be well to use three different colored cards, a white one for all regular customers, a yellow one for the occasional customer, and a blue for prospective customers. This method would enable you to immediately lay your hands on which ever class of names you wished without going through the entire bunch. This file should be placed right beside the telephone and when soliciting orders the drawer can be pulled out and the solicitor can start right in with the first card, and call each customer as he comes to them.

The different customers will have their regular days for ordering their groceries and this fact must be recorded on the card, so that the solicitor will call them only on the days as designated on the card. There are Monday buyers, Tuesday buyers, Saturday buyers, etc. The solicitor should know this fact and never make the mistake of calling a customer on their off days. Another very important fact that must be taken into consideration in a sales-by-telephone campaign is the time of day the customer rises in the morning. Morning is always the best time for telephone solicitation, but there are customers who rise early and others who are not early risers, and the late riser does not like to be disturbed too early. Therefore, the hour for calling should be entered on the card and the mistake of calling too early or too late eliminated.

If more than one clerk is used for this work, then these cards should be divided, and each clerk have his own separate list.

One Michigan grocer has been using this system for a number of years and reports it the best method for increasing sales he ever used. Each one of his telephone salesmen has taken great care to make a notation of any fact that would increase the efficiency of this service on the various cards from time to time.

An Ohio grocer who is now employing three telephone salesmen finds that a Telephone Suggestion List has helped the salesmen very materially in increasing the sales to each customer, in fact the sales average per sale has been jumped from \$1.12 to \$1.67 through the use of these lists. This list is made up on a large cardboard, 14 x 28 inches and ruled into seven columns, and each column is headed as Canned Vegetables, Canned Fruits, Canned Meats, etc. Under each heading is listed the brands and prices in stock, also the price per dozen. When calling a customer the salesman suggests various articles to the customer from this list, and it has resulted in more sales. By keeping an account of their experiment they found that two out of every three customers purchased at least one extra article through suggestion.

A very effective method of securing orders by telephone is to have a special of some good standard article for the day. For instance, take a regular 40 cent orange and put a price of 32 cents a dozen on it for that day only, and then have the telephone salesmen call their customers and an-

nounce this special to them and also to suggest other articles as well. If the list can not all be called on one morning, divide the list and call half one morning and the remainder the second morning. If you can call 100 customers during the morning, and sell fifty of them an average of \$1 each, you have increased your sales \$50 for the day, and if your list is large enough to furnish 100 customers for each morning, of the week you have an increase of \$300 for the week. At 20 per cent. gross profit you increase your profit \$60 or more than \$3,000 for the year. This is nothing unusual for the grocer who carefully plans his telephone campaign and then carries out his plans. One grocer located in a small rural community increased his sales considerably over \$12,000 during the year through his telephone campaign.

The grocer should not neglect his country customers in his telephone campaign. The country list should be divided into three or four separate lists and one-half called one morning and another the second morning, and so on until all have been called at least once during the week. It is always best to have some special article or offer to make them when calling. This gives you some reason for calling. The salesman may suggest that he lay aside this offer for them until they are in town. This list of customers should not only consist of your regular customers, but every farmer to whom you feel you can sell. If they accept the offer they are very apt to purchase other articles when they call for their purchase.

Before starting in on the telephone campaign the grocer should carefully map out his campaign and systematize it, so that each day will have its part in the program, and if followed out systematically and persistently, it will prove a very successful booster of sales and a builder of good-will.

### "Devil's Organ" Found in Ozarks.

In Diamond Cave, Newton county, Ark., one of the innumerable caverns of the Ozarks, are many stalactite formations. At one point the stalactites, suspended from the roof of the cave, possess a strange variety and melody of tone. Those who have visited the cave say that these stalactites can be played upon as one plays upon a xylophone, and that the resultant music is unusually sweet. The place has been called the "Devil's Organ."

Diamond Cave is about three and a half miles from Jasper, county seat of Newton. The cave has been explored to a length of more than three miles. How much farther it extends between the Ozark ridges is not known. At one point in it are many mounds, presumed to be the burying places of Indians in bygone ages.

In Corncob Cave, also in Newton county, the earliest settlers found great heaps of corncobs, apparently an accumulation of many years. Yet no corn was grown by Indians in the vicinity.

Get close to people who have done what you are trying to do, and try to absorb the secret of their success.



# Judson Grocer Co.

Wholesale Distributors

of

# Pure Food Products

Grand Rapids, Michigan

# DIAMOND CRYSTAL

*The Salt  
that's all salt.*

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

## Blessings on the Good Cook

She certainly makes life worth living.

What is money, or position, or popularity, or anything else to any one where food is unobtainable?

To a man in that position any cook would be satisfactory, or the cook could be dispensed with altogether and the food taken without preparation.

But why not appreciate our good cooks in this land of plenty without waiting until we lose them before we come to an understanding of their real value.

Appreciate them enough to provide them with the really good materials with which to work. Encourage them with a little warranted praise occasionally.

Tell them what a splendid meal they prepared and how you enjoyed it, then see to it that they have

## Lily White

*"The Flour the Best Cooks Use"*

on hand at all times, and you will be amazed at the goodness of your Breads, Biscuits and Pastries.

A little appreciation and the right kind of materials will make a lot of difference.

Of course a good cook will be able to bake good Bread from the ordinarily good flour, but if you desire something a little better, more light, flakier, with a delicious flavor and splendid color LILY WHITE FLOUR should be used.

Remember, LILY WHITE FLOUR is sold with the understanding that the purchase price will be refunded if it does not give as good OR BETTER satisfaction than any flour you have ever used.

This guarantee is backed up by thirty-five years of successful milling and an investment of more than a million dollars.

Anyway, show your cook you appreciate her by providing her with LILY WHITE FLOUR, "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.



# WHITE HOUSE

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

# COFFEE

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.

## 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.

ASK YOUR JOBBER FOR

# Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at seven plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

*Quality Guaranteed*

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets, Saur Kraut, Squash.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Blackberries, Plums, Pears, Peaches.

**W. R. ROACH & CO., Grand Rapids, Mich.**

Michigan Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE, CROSWELL, NORTHPORT.