

MICHIGAN TRADESMAN

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Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 4, 1920

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Number 1898

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BE A BOOSTER!

Boost your city, boost your friend,
Boost the lodge that you attend,
Boost the street on which you're dwelling,
Boost the goods that you are selling.

Boost the people round about you,
They can get along without you,
But success will quicker find them
If they know that your're behind them.

Boost for every forward movement,
Boost for every new improvement,
Boost the man for whom you labor.
Boost the stranger and the neighbor.

Cease to be a chronic knocker,
Cease to be a progress blocker,
If you'd make your city better,
Boost it to the final letter.

Judson Grocer Co.

Wholesale Distributors
of

Pure Food Products

Grand Rapids, Michigan

Lily White

"The Flour the Best Cooks Use"

is positively guaranteed to give you as good, or better satisfaction, for both bread and pastry baking as any flour you ever used.

Your money will be refunded if for any reason it does not.

However, LILY WHITE will make good. It has made good, and you will be thoroughly pleased with the delicious goodness of everything baked from it.

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.

The glow of good health comes from within.

Fleischmann's Yeast?

taken regularly, three times a day, gives you more nourishment from your food, greater strength, ambition.

It will eliminate the disorders which cause pimples, blackheads, boils; carbuncles, and acts as a mild, cleansing laxative. Increase your sales by telling your customers about it.

THE FLEISCHMANN COMPANY

Fleischmann's Yeast

Fleischmann's Service

Assets \$3,099,500.00



Insurance in Force \$55,088,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policy Holders

\$4,274,473.84

Paid Policy Holders Since Organization

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

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

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

SURPLUS TO POLICY HOLDERS \$477,509.40

SNOW BOY Washing Powder

Family Size 24s

Will Not Hurt the Hands

through the jobber—to Retail Grocers

25 boxes @ \$5.85—5 boxes FREE, Net \$4.87

10 boxes @ 5.90—2 boxes FREE, Net 4.91

5 boxes @ 5.95—1 box FREE, Net 4.95

2½ boxes @ 6.00—½ box FREE, Net 5.00

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes.

All orders at above prices must be for immediate delivery.

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Yours very truly,

DEAL 1925

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

GRAND RAPIDS
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MICHIGAN TRADESMAN

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 4, 1920

Number 1898

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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payable invariably in advance.

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

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THE COUNCIL OF FOUR.

About a hundred years ago two brothers and a sister lived on a little New Hampshire farm. They made their own clothes from the wool of their sheep and the hides of their cattle. Their garden furnished them with a bountiful supply of good vegetables. They ground their own wheat into flour. They sweetened their tea, made from sage raised in the garden, with maple sugar from their maple trees. Cider from the apples in their orchard furnished a stimulating drink. Their mode of rapid transit was a yoke of oxen. These three people were very nearly sufficient unto themselves. Rarely did they visit the store except to sell some surplus product. They were as nearly independent of others as any family could very well become, but they did not live in the manner that people like to live to-day, in the age of telephones, phonographs and automobiles.

The desire for greater accomplishments, for more rapid progress has caused people to turn away from this state of isolation and independence to one of co-operation and dependence. It has caused four great divisions to be formed, each so important that the four may well be called the council of four of business—Capital, Business Ability, Labor, Consumer. These four, working hand in hand accomplish marvelous results. When they are out of harmony, either complete disaster follows, or at best the results are like those of an automobile engine with the ignition wires connected to the wrong cylinders.

The word capital is used in such a loose way that it has come to mean to a certain class of people something used to grind down labor and to mulct the consumer, while to another class it means great power. Both of these classes look upon capital in much the same way, but from a different angle. Both of them are wrong.

As a matter of fact, capital is nothing more nor less than the credit upon which modern business is built. No big enterprises are run on the money

which those who run them have saved. They are run upon the money which many people have lent for the purpose.

The so-called capitalists are more often than not the men who trade in this credit, who borrow and lend money, who are dealers in the proxies of wealth which are so necessary to great and rapid progress. It is only when capital is looked upon or used in a wrong way that trouble results. Capital is merely a silent partner to business enterprise.

It is the degree of business ability applied to any enterprise that determines the degree of success. In fact, it was business ability that first brought about this council of four of business. It is the diplomacy of business ability that keeps the four working smoothly together. Without business ability we would have chaos, bolshevism.

The present state of affairs in Russia is due to the fact that an attempt is being made to run the country without business ability. Capital is present. The Bolsheviki leaders apparently collect all the capital they wish need for the rest of their lives. There is labor. Thousands of men and women would gladly work if conditions were favorable. There are consumers. There is no country where people are in greater need of the products of business. All that is lacking is business ability. We would have exactly the same results in this country if the business man was removed.

Every business man is needed, no matter what gap he fills between the raw material and the ultimate consumer. What is needed is greater business ability on the part of each and every business man, greater ability at this time in steering the ship of commerce through the dark and stormy seas of present world conditions.

There was a time when labor was considered rather unimportant. In fact, there are even to-day men of importance who hold the view that it is not necessary to look upon labor as labor, but as merely individual workers. In these days when even the school teachers are forming unions, it is becoming more and more necessary to treat with labor en masse. Whether or not this is the best way is not the question. We have combined capital, we have combined business ability; by means of advertising we have even gathered the consumers into rather distinctive groups. It is only natural that labor should combine. That it has is evident. That the labor condition of the world is serious has already been demonstrated.

Even the small business man is likely to find that his employes belong

to some labor union or combine. The only way to avoid such an eventuality is to go back to the primitive conditions on that New Hampshire farm. The best way is to recognize the condition as it exists and to admit that since labor is really one of the council of four it should be considered as such, for, after all, it is labor that keeps things going. Without the motive force of labor nothing can be accomplished, and labor is entitled to and eventually is bound to get its just reward.

Unless this point is recognized by capital, business men and consumers costly strikes follow. If it is frankly recognized it is usually possible to settle all things amicably. Most labor troubles are due to the fact that the workers place too high a value upon their services and the other three groups in the council of four of business place too low a value upon them.

Everyone recognizes the importance of consumers. Everyone, however, has not yet recognized the importance of frankly telling these consumers the things they should know, of admitting them into the council of four of business and of doing away with secret diplomacy.

The best and the only satisfactory way to keep the consumer a pleased member of the council of four is through advertising, by telling him all that he should know about business. It is the consumer who furnishes the money that is necessary to secure the credit that capital represents. Without this money from the consumer the business is soon going to fail. Full and frank publicity in itself prevents unfair dealings; it creates confidence and loyalty on the part of the consumer, and the result is real success, real progress.

When you are suffering from fear or worry, you may be sure you have endowed something with this power over you, otherwise it could not have gained such a hold. The very fact that you fear it shows that you have established between it and yourself a relation which you could break if you only knew how to apply your mental chemistry. Whenever you are unhappy, distressed, "blue" worried, it is due to some mental poison, which ought to be as easy to antidote as it is to destroy fire with water.

The cry of the weakling is that American life no longer affords the old opportunities. The honor roll of the railroads shows the door still open. When a cross section is made of any business, men who have worked up are uncovered. The so-called fortunate inheritors are the unfortunate—are left behind in the race. The mystery of what becomes of the sons of the rich remains unsolved.

PUNISHING PROFITEERING.

About the middle of the last month some retailers received a severe shock in reading the account of the arrest of some department store heads at Charleston, W. Va., on a charge of profiteering. It was charged that the store in which the accused persons are interested had been retailing suits at \$92.50 which had cost them \$47.50. The taking of so large a profit on one line was explained by some as being partly justified by circumstances. Thus, it was argued, the profits taken at the outset of a season must be offset by the smaller ones, or even the losses sustained, as it draws to a close. And then, too, the transactions ought to be averaged up with others so as to discover whether the general profits were inordinately large or not. But even such a defense would not fit the case of the most recent instance of profiteering as disclosed in the court proceedings in another case the other day at Providence. In that case fines were imposed on three of the members of the firm and their manager because of the exorbitant prices they had exacted for shoes. One instance brought out was the sale for \$6 of a pair of shoes marked to be sold at \$3.98. That this kind of thing was deliberate was shown by the fact that the firm offered its salesmen 20 per cent. commission on all money obtained on each pair of shoes above the sale price marked on them. The judgment in the case, which was brought under the amended Lever act, is to be appealed from, the claim being that the law is unconstitutional. If the conviction should be upheld on appeal it will furnish the Department of Justice with a strong lever—no pun intended—to dislodge a very mean way of extorting undue profits.

Once every four years it is open for anybody to refuse to take a man's word without greatly aspersing his character or hurting his feelings. Mr. Hoover recently wrote to an organized band of admirers: "Please accept the sincerity of my statement that I am not a candidate for the Presidency." That is why Washington subsequently nominated Hoover for President on the Democratic ticket. Apparently, the rule still holds that no man can be too big or too unwilling to be President, and the man who was drafted for service in Belgium and Central Europe can be drafted for service in the United States.

Temper your enthusiasm and you have what the world calls earnestness. Earnestness is the exercise of all good faculties. There is no substitute for this thoroughgoing, tremendously important word.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 3—The ways and means committee of the Bagmen, at their meeting Saturday at the Pantlind Hotel, reported their plans of the big doings Saturday, Feb. 21, were not yet matured, but a full report will be given by them and same will appear in next week's issue of this paper. They did let go of enough of their contemplated plans to assure the Bagmen members of all Michigan that their meeting and the social features will fully come up to their expectations and eclipse some of the entertainments pulled off by the Bagmen of Bagdad.

C. W. Krum & Son, at Schoolcraft, have added a fine office and store room to their all ready up-to-date garage and are preparing for a big season.

The only difference between the men who conduct the Interurban restaurant at Niles and Jesse James is that Jesse wore a mask. If you don't believe this, pay a check after eating one of the so-called meals at that establishment.

Patch & Remington, hardware dealers at Marcellus, are preparing to be well represented at the retail hardware men's convention in Grand Rapids. If there is anything new in hardware, you will find it at P. & R's.

Put "Frank's Tavern," at Marcellus, in the Hotel Blue Book. It is as good for Marcellus as the Statler is for Detroit.

Frank Schaffer, of Sparks & Schaffer, hardware dealers at Berrien Springs, is quarantined at his home on account of his family being confined to their home with the flu.

Harry Hill, hardware and furniture dealer at Coloma, is visiting the auto show in Chicago. Mr. Hill expects to drive his new car home.

John DeHoog, who has been identified with the Grand Rapids Merchants Mutual Fire Insurance Co. for a couple of years in the capacity



John De Hoog.

of traveling solicitor and adjuster, has been elected Secretary—a worthy honor worthily bestowed. Mr. DeHoog has made a careful study of fire insurance for several years and, having been a contractor and builder for several years, he enjoys the advantage of being able to accurately determine the value of buildings, which gives him a strong leverage in his business.

Frank Welton, Cashier of the Cadillac State Bank, delivered a strong talk last Thursday before the Rotary Club on the "Observations of a Country Gentleman." Like all of his addresses, Mr. Welton's speech was full of valuable suggestions and teeming with uplift.

Edward C. Winchester (Worden Grocer Company), who underwent a minor operation at Butterworth hospital a couple of weeks ago, is convalescent at his home on North Prospect avenue and expects to resume

his desk at the store some time next week.

The late John Barleycorn died in testate and practically broke, leaving only a large number of clamorous heirs, who may gradually subside when the truth dawns on them.

Perhaps, after all, the most practical plan would be to cut Ireland in two, and have two united Irelands.

Maurice Maeterlinck says our American girls are as pretty as our jazz music is ugly. It is a good thing to have some discerning artist with a proper perspective drop in once in a while and tell us just how ugly our music has become.

Fizzless soda water is a fizzle just the same.

If a cook has a good temper it's a sign that he is not a good cook.

It is far better to have a policeman call you down than take you up.

The self-made man is often the only one who is satisfied with the job.

How disappointed the average man must feel every time he looks into a mirror.

Perhaps a pretty girl is called a "peach" because she has a heart of stone.

Don't wait for your ship to come in, boy; charter a tug and go out to meet it.

The mantle of charity protects a multitude of amateur theatrical performances.

The wise man adroitly tries to conceal his ignorance, while the fool awkwardly attempts to display his knowledge.

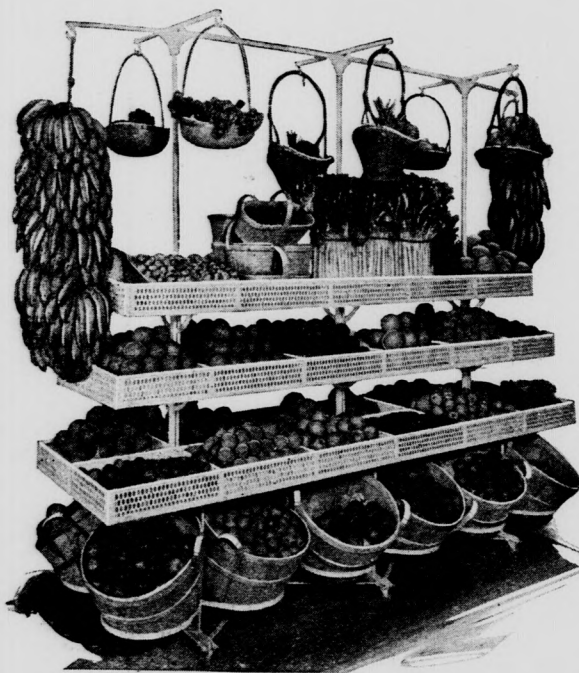
Joseph Petz has been added to the city cigar salesman force of the Worden Grocer Company.

William Getts, who has been manager of the co-operative store at Coral for the past year, during which time he made an excellent record as buyer and salesman, has resigned that position to engage in general trade at Six Lakes. Mr. Getts will, undoubtedly, achieve success in his new undertaking, because he is a faithful worker and capable merchandiser.

At the annual meeting of the Michigan Hardware Co., held yesterday, all the old directors were elected except James B. Shaughnessy, who was succeeded by Frank Jewell. The annual election of officers has not yet been held for this year.

The Department of Agriculture has found a mixture fatal to the boll weevil, which rejoices Georgia. It seems that something equally distasteful might be provided for the

influenza germ. The first announcement of the discovery has been made in Atlanta, and it is officially declared that the South can now rid itself of the plague. Ten years ago Government experts began experiments in the cotton fields of Louisiana and Mississippi to find a way to kill the weevil. They tried everything, substances ranging from lead poison to paris green, but not until 1916 did they hit on the limelike powder—calcium arsenate—which gave results. Their discovery being in the experimental stage, they withheld official announcement until sure it would accomplish what they hoped. Seventy-five Government experts have been at work since supervising experiments in the Mississippi River lands, each directing calcium arsenate poisoning on 200 to 2000 acres of cotton land. From the results obtained through such wide use of the powdery poison the United States Department of Agriculture announces that it has solved the boll weevil problem.



Perfect display of fruits and vegetables—18 to 24 bushels in 30 by 71 inches of floor space all-steel, compact, durable, portable, sanitary and wonderfully attractive in pure white enamel paint.

Guaranteed to increase sales; Save labor, space and time of clerks.

DAYTON DISPLAY FIXTURES will clear your floor of boxes, barrels, baskets; Provide more display and working room; concentrate your fruits and vegetables in one convenient place where customers can see all and orders be filled easily and quickly.

They improve appearance of fruit and store; compel system and profitable neatness; keep goods fresh and clean; sell more to regular customers and attract new trade.



More profit earned in half the time soon pays for a DAYTON—The most needed, biggest paying fixture grocers can install.

Write to-day for illustrated book.

It's valuable and it's free.

The Dayton Display Fixture Co.
DAYTON OHIO

Our New Offices

It is with a great deal of pleasure that we announce that our new offices in Grand Rapids are nearing completion.

Within a very few days we shall move our entire office force to the top floor of our building where we will have room enough to care for the big growth that has come to us within the last two or three years. It will be a pleasure for our customers to visit us because you will find many conveniences which have been placed there for your accomodation, and which will make your visit to Grand Rapids more worth while.

A fast passenger elevator will be installed just inside the doorway, and this will take you from the first floor to the sixth floor without any stops, consequently avoiding all delays.

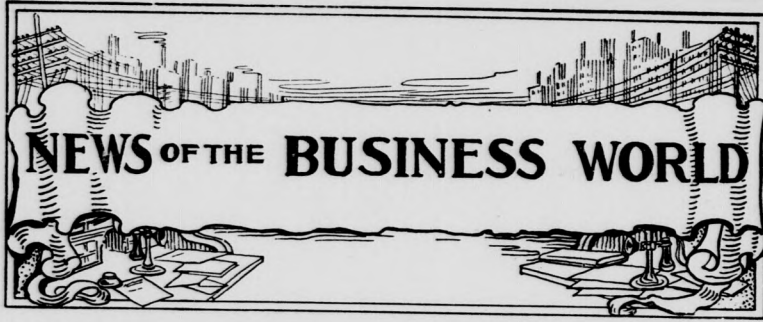
The big value of this change means that we will have a very large amount of ground floor space which will enable us to render our customers in and about the city of Grand Rapids the best service possible at all times.

We particularly invite you to come and see us on your next visit to Grand Rapids and assure you it will be a pleasure to show you our preparations for continuing to give your account good service.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS



Movement of Merchants.

Saginaw—Symons Bros. & Co. has increased its capital stock from \$400,000 to \$500,000.

Flint—The Industrial Savings Bank will erect a twelve story bank and office building at once.

Detroit—The Little Wonder Store Co. has increased its capitalization from \$250,000 to \$350,000.

Manistee—The A. H. Lyman Co., druggist, has increased its capital stock from \$20,000 to \$40,000.

Flint—The Genesee County Savings Bank is erecting a ten story bank building which it will occupy about April 1.

Lansing—Hunter Bros. are remodeling the store building at 333 North Washington avenue and will occupy it with a stock of groceries about Feb. 16.

Ishpeming—George Wanek has leased the Quayle building and will occupy it with a stock of automobile parts, accessories, battery service station, etc., March 1.

Jenison—The Fred Klumper Implement Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Saginaw—The McGee Finlay Hardware Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$14,100 has been subscribed and paid in in cash.

Detroit—The Albert F. Engle Co. has been incorporated to deal in auto accessories, parts and supplies, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Jackson—The A. L. Steele Co. has been organized to conduct a house furnishings business, with an authorized capital stock of \$6,500, all of which has been subscribed and \$3,849.46 paid in in cash.

St. Charles—J. E. Brownell has purchased the interest of his partner, George Shovan, in the general merchandise stock of Brownell & Shovan and will continue the business under his own name.

Lansing—John E. Wood has merged his undertaking business into a stock company under the style of the John E. Wood Undertaking Co., which has leased the property at 227 South Capitol avenue, and is remodeling it or the business.

Watervliet—The Watervliet Co-Operative Association has been organized to conduct a general merchandise business along co-operative lines, with an authorized capital stock of \$10,000, of which amount \$5,090 has been subscribed and \$2,560 paid in in cash.

Newaygo—Mrs. Nels Christenson has merged her general merchandise business into a stock company under the style of N. Christenson & Sons, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Muskegon—The Fawley-Abbott Co. has been incorporated to conduct a retail house furnishings business, with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which amount \$75,000 has been subscribed and paid in in cash.

Manufacturing Matters.

Ludington—The Federal System of Bakeries has opened a bakery here.

Cadillac—The Kol-Ben Wheel Co. has increased its capital stock from \$200,000 to \$500,000.

Saginaw—The John W. Ladd Co. has increased its capital stock from \$150,000 to \$300,000.

Flint—The Genesee Manufacturing Co. has increased its capital stock from \$7,000 to \$10,000.

Kalamazoo—The Bushouse Candy Co. has increased its capital stock from \$20,000 to \$40,000.

Jackson—The Lockwood-Ash Motor Co. has increased its capital stock from \$150,000 to \$300,000.

Vicksburg—The Richardson Garment Co. has increased its capital stock from \$30,000 to \$100,000.

Detroit—The Detroit Porcelain Enameling Co. has changed its name to the Wolverine Porcelain Enameling Co.

Traverse City—The Northern Creamery & Cold Storage Co. has increased its capitalization from \$50,000 to \$100,000.

Kalamazoo—The Central Manufacturing Co., makers of screen plates etc., used extensively in paper mills, will erect a modern plant between Grace and First streets.

Sturgis—The Watters & Portman Wheel Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$7,900 paid in in cash.

Detroit—The Inter-Changeable Store System has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Detroit—The Detroit National Stamping Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Battle Creek—The Avery Motor Sales Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$12,500 has been

subscribed, \$1,000 paid in in cash and \$6,290 in property.

Detroit—The Walker-Liberty Machine Co. has been incorporated with an authorized capital stock of \$40,000, of which amount \$25,000 has been subscribed, \$600 paid in in cash and \$12,914.80 in property.

Detroit—The Detroit Automatic Lock Nut Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,500 in cash and \$4,500 in property.

Highland Park—The Highland Park Cabinet Co. has been incorporated with an authorized capital stock of \$8,000, of which amount \$4,100 has been subscribed, \$516 paid in in cash and \$2,783.31 in property.

Shepherd—The Shepherd Tractor Co. has been incorporated to deal in tractors, parts, etc., with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Detroit—The Kerr Manufacturing Co. has been organized to manufacture and sell toys, novelties, etc., with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$10,000 paid in in cash.

Port Huron—The Economy Wall Paper & Paint Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$1,000 paid in in cash and \$3,000 in property.

Detroit—The Otwell Mower Co. has been incorporated to manufacture and sell tractor equipment, machinery, supplies, etc., with an authorized capital stock of \$100,000 common and \$30,000 preferred, all of which has been subscribed and \$45,000 paid in in cash.

Saginaw—Edward Jakubowsky and Edward Nagel have formed a co-partnership and purchased Westphal's Bakery at 521-523 Lyons street, taking immediate possession. The new owners will remodel the store building and install modern machinery and equipment throughout.

Grand Ledge—The Briggs-Michigan Clay Co. has been incorporated to manufacture and sell brick, tile and other products, with an authorized capital stock of \$300,000 common and \$200,000 preferred, of which amount \$250,000 has been subscribed and paid in in property.

Three Rivers—Increase of the capital stock of the Eddy Paper Co. to \$15,000,000 was authorized by the stockholders at the annual meeting. The increase will make the company the largest paper corporation in the State, the second largest being the Bryant Paper Co., of Kalamazoo, with a capitalization of \$6,300,000. The company in the last year purchased the White Pigeon Box Co. and the White Pigeon Coated Paper Co. and started work on the erection in this city of the largest board mill in the Middle West.

Review of the Produce Market.

Apples—Northern Spy, \$3.50@4; Greenings, \$3; Baldwins, \$3; Russets, \$2.50; Starks, \$2.50.

Butter—Local dealers hold extra

creamery at 62c and firsts at 60c. Prints, 2c per lb. additional. Jobbers pay 55c for No. 1 dairy in jars and 40c for packing stock.

Cabbage—\$8 per 100 lbs. for home grown; California, \$6 per crate of 70 lbs.

Cauliflower—\$2.75 per doz. for California.

Celery—60@75c per bunch for home grown; Calif., \$2 per doz.; Florida, \$8 per crate of 4 to 6 doz.

Coc.anuts—\$2 per doz. or \$15 per sack of 100.

Cranberries—Late Howes command \$10 per bbl. and \$5.25 per 1/2 bbl.

Cucumbers—Hot house, \$4 per doz. Eggs—Local jobbers pay 55c for strictly fresh. Cold storage stocks are steady at 50c for candled firsts, 45c for seconds and 40c for checks.

Grapes—California Emperors, \$8.25 per keg; Spanish Malagas, \$10@12 per keg.

Grape Fruit—\$4.25@4.50 per case for all sizes of Florida.

Green Onions—Shallots, \$1.20 per doz.

Green Peppers—90c per basket.

Lemons—California, \$8 for 300s and \$7.50 for 240s and 360s.

Lettuce—Iceberg, \$5 per crate of 3 to 4 doz. heads; hot house leaf, 22c per lb.

Onions—California Australian Brown, \$6.50 per 100 lb. sack; Spanish, \$3.25 per crate for either 50s or 72s; home grown, \$6.25 per 100 lb. sack.

Oranges—Navals, \$@6.25 for fancy and \$5.25@5.75 for choice.

Potatoes—Home grown, \$2.75@3 per bu. Baking from Idaho, \$4.50 per box.

Radishes—Hot house, 45c per doz. bunches.

Squash—\$2 per 100 lbs. for Hubbard.

Sweet Potatoes—\$3 per hamper for kiln dried Delawares.

Tomatoes—\$1.40 per 5 lb. basket from Florida.

Gabby Gleanings From Grand Rapids

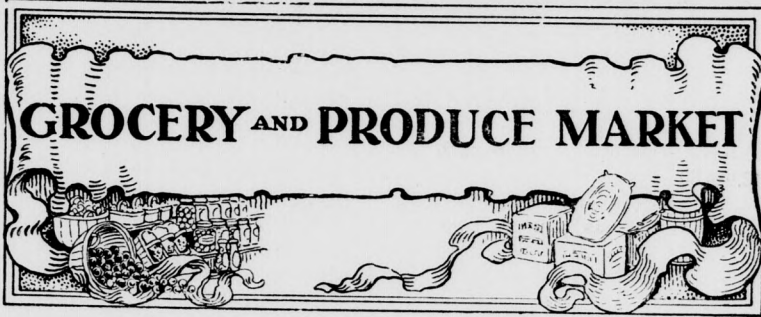
Grand Rapids, Feb. 3—The semi-annual round-up of the traveling salesmen and department heads of the Grand Rapids Dry Goods Co. was held last Friday and Saturday. All were present except two—C. S. Simpkins, who was ill with the flu at Albany, and Frank J. Neuman, who was ill at home with the same disease. The dinner was served at the Browning Hotel Friday evening. At the conclusion of the repast, brief talks were made by Guy W. Rouse, Clarence J. Farley and E. A. Stowe. The speakers were introduced by F. J. Seibel who acted as toastmaster.

The annual banquet of the Michigan Retail Dry Goods Association will be held at the Hotel Pantlind the evening of March 11. Manager Hammond will be in the city Friday to complete arrangements for the event.

William Judson, President of the Judson Grocer Company, leaves soon for Jacksonville, Florida, where he will spend a month with his brother and other friends. Mrs. Judson will accompany him as usual.

H. T. Stanton, credit man for the Judson Grocer Company, is casting longing eyes toward Fresno, Calif., where his daughter resides and whither Mrs. Stanton went about a month ago.

Daniel McDougall succeeds Guy B. Hoag as regular salesman for the Grand Rapids Dry Goods Co. in the Kalamazoo district.



The Grocery Market.

Sugar—No change except that supplies are more plentiful. Local jobbers sell Michigan granulated at \$13.67 and Eastern cane granulated at \$18.50 and \$19.33.

Canned Fruits—A routine demand was shown for all stocks, with pineapples in the lead in activity. A satisfactory jobbing demand exists for standards and other grades. California pears and peaches are chiefly active in the No. 1 grades but dull in other lines. The demand is wholly local. Apricots are quiet. Apples have been in indifferent request all week and slow through all trade channels.

Canned Vegetables—In tomatoes the chief interest was in No. 2s, with No. 3s and No. 10s dull and neglected. Government No. 3s have hurt the sale of that size and in a retail way No. 2s are more attractive to consumers, which makes them in more popular demand. The surplus of Southern corn keeps that line easy, as there is little support from the buying trade. Maryland Maine style standards are going as low as \$1.10 factory. Considerable future Illinois and Indiana 1920 packs were reported sold at the convention at \$1.25 for standards, \$1.35 for extra standards and \$1.45@1.55 for extras f. o. b. factory. No prices on future Eastern packs were named. A good demand for future Wisconsin peas in the fancy lines was also mentioned at the convention, particularly the small sieves. The bulk of the Wisconsin fancy pack has been sold, packers state. In the spot market all grades of peas were slow all of last week. Other vegetables were dull and neglected.

Canned Fish—Enquiries from domestic buyers are more frequent for both salmon and sardines, but orders for goods are not in much larger volume than a week ago. Maine sardines are firmer in tone and notably higher on keyless oils, which are held at \$4.75@5 f. o. b. factory. Clean up lots are going at a discount, depending upon the packer. California sardines of the better grades are scarce and firmly held. Foreign sardines are naturally slow sellers at this season. Salmon held at the same range all week. Red Alaska displayed the strongest undertone, due to the light reserves, while pinks were the most active because of the export demand. Chums and medium reds are quiet. Tuna fish is light on spot in all three grades. Very little standard white meat is to be had even in second hands. Blue fin and striped are selling steadily.

Dried Fruits—A marked change

occurred in the dried fruit market last week. Weakness developed in every line except raisins, and that article showed neglect on the part of buyers. The entire week's business was considerably under the previous seven days. The change in raisins was more sentimental than actual and was caused by the uncovering of export stocks both here and abroad. The Coast is closely cleaned up and transit goods have been light, but cables from England offered back raisins in that country and other lots on this side of the water, as a larger profit can be had by selling on spot than abroad. The unexpected offering of these goods checked the buying rush and created an easier market, without materially affecting prices. Holders are still demanding full quotations until they find the extent of the available supplies. Package Thompson's and seeded are in better demand than other kinds. The edge is also off the market on currants and dried black grapes. Export apricots are also available in a resale way. One lot of 20,000 boxes of choice has been offered for sale at Havre, France. The goods are in bond and will be returned if desired. Stocks of the better grades are light, which are fairly firm, but undergrades are slow and weak. Choice and extra choice Venturas are scarce. There is very little spot business in apricots or in peaches. Pears are dull. Prunes show weakness on the smaller sizes of California offerings, although large prunes are steady and in moderate demand. There is very little exporting going on. Straight 40s have been reported sold at 23c, 50s-60s at 17½c, but with most holders asking 19c; 60s-70s, 15½c; 70s, 14½@15c; 80s, 13@13½c, and 90s, 12@13c, depending whether sold alone or in conjunction with other sizes. Oregon 30s-40s can be bought as low as 22½c. There is very little movement in Oregon stocks. Apples are lifeless in the domestic and foreign markets.

Molasses—Grocery grades are going steadily into consumption at full quoted prices.

Corn Syrup—The mills are kept well sold up under a steady demand from the home and export trades, and the market remains firm.

Sugar Syrups—Supplies are still light, but apparently adequate to present requirements. Quotations are repeated.

Rice—The situation presents no new features. There is a steady demand, and with moderate supplies prices are maintained.

Nuts—California No. 1 Walnuts move steadily in a small way. For-

eign stocks are plentiful and slow. Outside of an enquiry for the limited new crop Brazil nuts the market is dead, as old stock is not wanted. Filberts are not moving well at their lower level. Pecans are hardly salable at any price. Almonds are weak in sympathy with other offerings.

College Men Discriminate Against Their Own Country.

Grandville, Feb. 3—Where, if not to the students and faculties of our colleges, should we look for an exposition of the finest in American manhood, both intellectually and morally? The late intercollegiate referendum in which more than 300 colleges in the United States took part, and in which the several faculties as well as the students cast their ballots in reference to America's stand with regard to the league of nations, produced an unexpected and surprising result.

Out of 114,000 ballots something over 11,000 were recorded in opposition to ratification of the treaty in any form. This was purely an American question, involving the weal or woe of the whole American people for decades to come. Think of it for a moment! Less than one in ten of the brains of the country willing to stand up for the independence of the United States! I say brains, since where, if not in our great institutions of learning will one look for the intellectual heads of the nation?

Nine out of ten of these brainy Americans were in favor of a league of nations in one form or another; in favor of turning the destinies of America over to be guided by the hands of an international league which might in some instances vote to pledge the United States to carry on a war in which we as a Nation would have no interest; in fact, might believe both unjust and inimical to American citizenship.

Bound by our signed agreement we could not disobey the mandates of the league without dishonor to ourselves and treason to our colleagues.

Think of it, ye common, every day man, who has no thought of being above these wise men of our colleges where the curriculum aims to teach wisdom of the highest order, and ask what means this drooping of American pride of country, this willingness to become a third rate power in the councils of the world. Where now is the spirit of a Washington, a Jackson or a Lincoln that does not prompt our college bodies to take on a more patriotic stand and demand that America remain free and independent as she has stood nearly a century and a half?

It is not necessary to dissect the vote of the collegiates in detail. It is enough to know that only a pitiful number in all the American temples of learning, including the faculties, have said by their ballots that they stand first, last and all the time on solid American ground. It is a shameful showing of subservency of our learned men to the bidding of Britain and the nations of Europe who are so clamorous for this compact.

If we are willing to stand with hand on weapon ready to go to war at the summons of the nations across the water, then these students and teachers voted right, and we of America are no longer an independent republic, but a subject to those monarchial powers that rule beyond the sea.

A considerable plurality of these students and men of learning conceded the necessity for some reservations, mostly those that conflict the least with the out and out, go the whole hog or nothing leaguites as represented by Hitchcock and President Wilson.

The main question, however, is league or no league. Out of the more than hundred thousand voting some ninety thousand voted to have a league of nations, with the United States the water boy for the other

nations of the world. Such a humiliating situation never before confronted the Nation, and the amazing thing is that only one citizen in ten favors his own country.

What is the matter with our colleges?

There is certainly something rotten in Denmark. There needs to be a sifting out of college professors. Instead of boosting wages, better examine into the heart of this matter and see why it is that our young men of the student bodies are taught to discriminate against their own country in a matter so grave as to call for the most considerate thought of the best citizenship of the Nation.

An honest, upright, sturdy American, who believes in the Monroe doctrine, keeping the United States true to its traditions, without entangling bargains with foreign nations, who believes and reveres the Constitution under which we have lived and prospered during five generations, who holds that his country is entitled to as many votes as any other nation in the league should we ever be foolish enough to tie up with the Leaguers, such an American, even though he has no knowledge of books beyond the primer, is far more to be honored, than the learned professor of the biggest institution of learning in the land who begs the question of American independence and bows the knee to a foreign master.

There is something wrong in these colleges of ours when we find the students and faculties voting away the liberties of their country in order to cater to any motives whatever. What are we coming to when the educated men of the Nation are willing to forego the Monroe doctrine, willing to play sixth fiddle to the power that tried twice to lick us into submission in bygone days?

England is our friend, we are told. Heaven trust it may be so. Doubtless she is America's friend, we certainly are hers, but not to the tune of giving the mother land six votes in the big international council to our one. There is such a thing as a desire to be saved from our friends, and this is distinctly one of them.

A few small matters, dear to every true American heart, might with profit be dinged into the ears of the highbrows of our colleges, such as standing true to the interests of the United States first, last and all the time. True to the Monroe doctrine, which has preserved the American continents from foreign invasion and colonization by nations inimical to our own safety and liberties. True to that Constitution that has held the states of this glorious Union together, on and indivisible, even throughout a four years of fratricidal strife. That Constitution is the bed rock on which our liberties and republican institutions have found solid footing. When that work of the fathers of the Republic is subverted, then good-by to American liberty, good-by to Republic. We shall then be ready to welcome the soviet foolishness and dig our own graves with the fragments of a destroyed American Union piled up to mark the last resting place of the defunct American Republic.

Old Timer.

Clarence J. Farley has been asked to deliver the address of welcome at the opening session of the annual meeting of the Michigan Retail Dry Goods Association March 10 and has accepted.

Cady S. Simpkins, piece goods buyer for the Grand Rapids Dry Goods Co., returned from New York last evening. He was ill with the flu a week or ten days while in the East.

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

Some Special Features Provided for State Convention.

Cadillac, Feb. 3—The convention of the Retail Grocers and General Merchants Association will be one of great importance to the retail trade, as many of the subjects will be of much interest to all lines of trade. An urgent invitation is extended to every grocer, meat dealer and general merchant in the State to be in attendance on Feb. 24, 25 and 26 at the Pantlind Hotel, Grand Rapids.

The program is partly arranged and some of the important business must be attended to the opening day in order that we may get through with all the work that must be done if business is to go on in the regular way without being hampered by proposed legislation of an unfair kind.

One of the bills spoken of is one to compel wholesalers to sell goods to anyone who has the price and another to compel them to sell to co-operative groups. Such legislation would simply be the means of closing up 50 per cent. of the retail stores and, as a result, burden the others with so much taxes that they could not exist. If you want legislation of this nature defeated, you should realize that it is only by united effort it can be accomplished and you must not sit back and say, "Let George do it," because George may do just the same as you do. Be a "peptomist." Throw off your coat, roll up your sleeves and throw your hat in the ring. In other words, come to the convention the first day, so you can hear the report of the President, Secretary and the Attorney General as a result of his investigation of the H. C. of L. Learn whether you are a profiteer or not. These matters will be disposed of the first afternoon, as well as such work as has been referred to the following committees:

Legislative—L. R. Manning, Lansing; John Affeldt, Jr., Lansing; M. C. Bowdish, Lansing.

Ways and Means—John A. Lake, Petoskey; J. T. Tatman, Clare; Geo. A. Plietz, Ubly.

Pure Food—J. C. McDerby, Nashville; W. P. Workman, Grand Rapids; W. A. Tibbitts, Fremont.

Organization—Chas. J. Christensen, Saginaw; Theo. H. Trost, Ann Arbor; Mr. Decker, Ionia.

Arbitration—Wm. McMorris, Bay City; A. J. Palmer, Gagetown; Howard Western, Bad Axe.

Question Box—C. Laster, Ionia; Paul Gezon, Grand Rapids; J. H. Primeau, Bay City.

The Grand Rapids Association announce that they will banquet the crowd at the close of the afternoon session and you will miss a treat if you fail to attend. The numbers secured by the committee in charge will not only be pleasantly entertaining, but one of the numbers is of special interest and carries a dollars and cents message that you can take back home and use in your business to your great profit. Paul Findlay is from California and has a message on profits and correct computation that you cannot afford to miss. This will come on the evening of the first day.

Wednesday forenoon will be taken up with such business as must be transacted and at 11 o'clock, A. C. Bertch, Grand Rapids, will address the meeting on "Get Acquainted With Yourself." The subject in itself bespeaks a valuable message and the speaker, while an exceedingly busy man, can yet take time to urge his hearers to get better acquainted with themselves and by doing so make use of the power that has been bestowed for our use.

Wednesday afternoon has a special interest from the fact that the wholesalers of Grand Rapids are most heartily co-operating with the retailers in a united effort to fully and publicly demonstrate that the interests of wholesaler and retailer in the distribution of foodstuffs is so inter-

woven and so direct from producer to consumer, the method having stood the test of ages, so that the wise merchant seeks to improve the service rather than risk both capital and reputation by attempting shorter cuts.

The afternoon will be given over from 1 to 2 o'clock in general discussion, when John A. Clark, President of the Michigan Wholesale Grocers Association, will address the meeting on "Why Wholesaler and Retailer Should be Interested in the Welfare of Each Other." Frank Stockdale, an expert business builder, and Edgar A. Guest, of Detroit, whose wonderful talent as a poet has made him famous, are some of the men whom the wholesalers announce will take part in the program. They further announce an evening of pleasantness that will make us forget for a time other problems that seem perplexing. A complete program will be ready next week. When you get it, you will surely not resist the desire to be in attendance.

Thursday has not been overlooked in the provision of good things. The forenoon will be largely given over to business and we are able to make the announcement at this time that J. A. Ulmer, President of the National Association of Retail Grocers, will tell us of the work we must do if the business of the retail grocer is to emerge from the reconstruction period on a more safe and sane foundation than it has had for some time.

Come to the convention and bring your neighbor grocer along also.

J. M. Bothwell,
Secretary Retail Grocers & General Merchants Association.

Merchants Optimistic Over the Future.

Chicago, Feb. 3—In what goods are the stocks on hand unusually large? The question was put this week to a man who is regarded as one of the best informed on business lines in this part of the country, and who has every opportunity of knowing what is going on in every branch of trade. His reply was: "There are no stocks of goods. How can there be 'liquidation' under such conditions?"

Until there is a surplus of unsold merchandise, such a condition is not to be seriously considered. Moreover, there can be no surplus of goods until there is greater production, and there can be no great increase in production until efficiency is increased. When workers increase their efficiency and the output is enlarged to a degree where stocks of goods are in excessive supply, there will be a surplus to liquidate; but viewed from present conditions, with no surplus of cottons, woollens, silks, leather or any other merchandise, there need be no uneasiness about disposing of the goods."

One may carry this reasoning further. Reports from the leaders in distribution, the leading jobbers and retailers, show that sales are exceeding last year's and that far more buyers have been here the past few weeks to secure bargains for their mid-winter sales than last year. Sales for forward delivery are greater than those of last year. Merchants in the country are optimistic over the future because the farmers are buying freely.

It is true there are the bargains advertised by the big department stores, but a merchant conversant with conditions says they are no more than the usual January sales of the odds and ends, and investigation confirms his statement.

How to See the Wind.

Choose for the trial a windy day, when the air is free from rain or snow. Take a bright, clean hand saw, or any other polished metal object about two feet in length and having a straight edge. Hold the saw

or metallic surface at right angles to the direction of the wind. Incline it at about 35 or 40 degrees to the horizon and with the back up, so that the moving air, in striking the surface, will glance upward and flow over the edge of the metal, as water flows over a dam.

Sight carefully along the edge of the metal at a sharply defined object, and you will see the wind, or air waves, pouring over the edge in graceful curves.

We are manufacturers of
Trimmed & Untrimmed HATS
for Ladies, Misses and Children,
especially adapted to the general
store trade. Trial order solicited.
CORL-KNOTT COMPANY,
Corner-Commerce Ave. and
Island St.
Grand Rapids, Mich.

The Wurzburg Dry Goods Company is known to every one in Grand Rapids and to all visitors from surrounding towns.

The business of the Wurzburg Dry Goods Company is very substantial in nature, having to do principally with the necessities of life.

The business of the Company embraces 50 departments handling everything from the simplest necessities up to pianos and all household furnishings.

We offer and recommend:

\$150,000

**Wurzburg Dry Goods Company 7%
Cumulative Sinking Fund Preferred Stock**

(Par Value of Share \$10)

Preferred as to Assets and Dividends.

Price 98½ to Net 7.15%

Dividends Payable quarterly. Callable at 103 and dividend.
Due and payable November 1, 1931.

**Free From Normal Federal Income Tax
Free From State, County and School Taxes to Michigan Holders**

Authorized \$400,000. Outstanding \$400,000.

ASSETS: Total net assets \$286 per share. Net current assets (\$1,081,951.54) \$270 per share.

EARNINGS: Net average annual earnings for the past three years nearly five times annual dividend requirements. For present year over five times.

SINKING FUND: Not less than \$20,000 of this Preferred is to retired each year by the Company.

PROTECTIVE RESTRICTIONS: No mortgage or funded debt. Company covenants to maintain net quick assets equal to 150% of this issue and total assets equal to 200% of this issue plus any other indebtedness.

We sincerely believe the WURZBURG DRY GOODS COMPANY PREFERRED to be the best local 7% Preferred Stock ever offered to Grand Rapids investors.

**HOWE, SNOW, CORRIGAN & BERTLES
INVESTMENT BANKERS**

Grand Rapids Savings Bank Bldg. Grand Rapids, Mich.

The Reason for Present Situation in Dry Goods and When the Turn Will Come

Following our open letter several of our salesmen at a meeting Saturday, suggested that I put down the facts developed at our meeting so that you would know the reason for the present unparalleled situation as to scarcity of dry goods and high prices and when the turn will come.

In order to see the reason for the situation, the first thing to be considered is the world situation.

1. Of the total world production of Cotton Piece Goods prior to the war the following facts are essential to the understanding of the situation.

Name of Country	Percentage of Piece Goods produced by same	Per Capita Consumption In Pounds	Percentage of World Exports.
United States	24.4%	19.0	5.7%
Great Britain	18.0%	6.8	64.0%
Germany	8.3%	8.9	5.0%
Russia	8.7%	4.0	
France	4.5%	6.6	5.4%
Austria-Hungary	3.8%	5.5	
Italy	4.0%	6.5	5.2%
Japan	4.4%		4.0%
India	6.8%		
Other Countries	17.1%		10.7%

Of the Cotton Goods exported above:

India took	29.0%
China	12.2%
Turkey	6.6%
Dutch East Indies	5.1%
Argentine	3.7%
Egypt	3.1%
Australia & New Zealand	2.3%
Other Countries	38.0%

THE NATURAL CONCLUSION THEREFORE IS THAT EUROPE IS THE MAIN SOURCE FOR THE WORLD OF MANUFACTURED GOODS, AND THAT WHATEVER THE UNITED STATES PRODUCES WE CONSUME OURSELVES.

Now to show the real situation of Europe today, you know that instead of having a large surplus of manufactured goods to export, Europe is not taking care of herself and is like a tottering giant. In the Eastern part of Europe, Russia is in chaos and the wave of revolution is lapping up against the Central Powers and Western Europe.

The following table will show you the financial situation:

	Gold held before the war	Paper Currency outstanding before the war	Percentage of Gold Reserve before the war
Central Powers	\$ 600,000,000	\$1,200,000,000	49.7%
Allies	3,763,000,000	4,900,000,000	76.6%
Neutrals	516,000,000	1,166,000,000	44.3%
	Gold reserve after the war	Paper Currency outstanding after the war	Percentage of Gold Reserve after the war
Central Powers	\$ 327,000,000	\$18,771,000,000	1.7%
Allies	5,071,000,000	29,600,000,000	17.1%
Neutrals	1,441,000,000	2,421,000,000	59.9%

Thirty principal countries at the beginning of the war had paper currency of a little over \$7,000,000,000 with gold reserve of \$5,000,000,000. At the end of the war, November, 1918, paper dollars exceeded \$40,000,000,000 with practically very little increase in gold reserve. However, the saddest part of the picture is that during the past year Europe has done nothing but practically "mark time" and in that time has increased the total paper outstanding from \$40,000,000,000 to \$51,000,000,000, all of which doesn't include the paper currency of the Russian Bolshevik Government, which is estimated at \$34,000,000,000 and

which doesn't have any gold reserve back of it. Therefore, you can see the reason for the world shortage in Cotton and Wool Goods. Likewise you can see why Italy doesn't re-enter the silk market, leaving this entirely to Japan.

Incidentally I want to call your attention to the fact that China has boycotted Japan and the shipments from Japan to China have decreased month by month.

These figures will tell you why there is a world shortage.

2. The next big outstanding fact is the condition in our own United States. I could quote you facts and figures regarding the Cotton market, the production of cotton and wool and other manufactured goods, which would show you that while the usual increase in population and consumption in the United States has averaged 5% per year, our production at the present time, both as to raw materials and manufactured merchandise is not any larger, if as large as it was in 1913. Along with this lack of production, we have high wages and the resultant reckless extravagance and reckless buying, so that we have a situation which could be likened in the United States to a demand of 125% and a production of 75%. Taking the World situation into consideration along with the United States, you have the reason for the scarcity of merchandise and constantly jumping prices.

3. **When will the turn come?** The best way to answer this question that I know of is to say that the turn will come when Europe gets down to work and when the extravagance of the United States is replaced by sane buying and full production. One man's guess is as good as another, because these are things which the people themselves determine. It is well, however, to look at the other side of the picture also, considering what will happen if Europe does not get down to work; also how long the United States as it is, can proceed at the present pace. The credit of Europe and the United States is expanded like a rubber band. Whether or not it can be stretched farther is a question. The rapid fall of European Exchange would indicate that Europe's credit cannot be stretched much farther. The firm attitude of the Federal Reserve Board and banks of the United States would indicate that it is time for everyone to be careful about their borrowings. If it were not for the laws of the various States setting a maximum interest rate, it is probable we would be paying eight or ten per cent. for money right now.

Whether or not you apply this knowledge to your business is the final determining factor of whether or not you make a success and have a permanently profitable business. This situation cannot last forever and some day conditions will change. One of the biggest things that we discussed at our meeting was the fact that a great many merchants do not take the trouble to dig into their stock and find out what is and what is not moving. The merchandise which is moving will take care of itself but the other merchandise must be moved by some effort by you. If you do not do this at this time, you will regret it later on.

Every one of our salesmen (I like to call them representatives) will gladly advise you on any of these points and assist you in any way that you desire. Please bear in mind that we are always ready to assist you in your accounting or merchandising in any way that we can. We would appreciate having you call on us whenever you can and do not want you to forget that EVERY WEDNESDAY is CITY DAY when you will find REAL BARGAINS in EVERY DEPARTMENT.

Very truly yours,

GRAND RAPIDS DRY GOODS CO.

C. J. Farley, President.

OUR GREATEST PRESIDENT.

Lincoln the Emancipator!

From the Middle West came the greatest man of any age; from the floorless log cabin of a poor white of Kentucky this boy graduated to the highest office in the gift of the American people.

On the hustings he contended against the Little Giant of Democracy, Judge Douglas, of Illinois. The rating of Douglas was among the highest, and facing him in debate seemed temerity for this gaunt backwoods lawyer, unused to the refinements of society, whose schooling was that gained by rubbing up against the Western world of that day, unpolished by a collegiate course, yet brilliant because of a natural ability which in after years made the name of the poor Kentucky youth known wherever civilization extends.

That wonderful debate, with noted and loudly acclaimed Judge Douglas, first opened the eyes of the American people to the fact that out there on the Western prairies had arisen almost in a single day a new prophet and bold knight errant in the cause of human liberty.

Douglas, the logician, the wily champion of the slave power in the Nation, with many victories to his credit in the past, regarded as the greatest of all the defenders and apologists of slavery, must have exulted inwardly when he found himself confronted by this tall, awkward backwoods lawyer, who had the audacity to challenge and defy the greatest orator and profoundest jurist in the West on the question of the right of a slaveowner to carry his chattels into free territory.

Lamely, it seems to us now, the judge took the ground that slavery was recognized by the United States Constitution, and that the slaves stood on the same footing as the ox and the horse, to be moved about wherever his owner elected to move him. Lincoln denied this and plainly showed that the Constitution did not recognize slavery in any of its provisions. Furthermore, slavery in itself was wrong and should not be permitted to extend into new territory.

By confining it to the states in which it then existed the institution would soon be in the course of ultimate extinction. This debate, begun in simple manner, soon attracted the most learned men of the Nation, and the whole citizenship of the United States awoke to the fact that a new gladiator had arisen in the Middle West who dared to speak and work in opposition to the tenets of the slave power, which at this time dominated President, Congress and the Supreme Court of the United States.

This Western "clown," this man from nowhere, a mere country lawyer, sprung to fame in a single summer, and thereafter became a power to be reckoned with in the after history of the Nation. Awkward and uncouth in outward appearance, this new champion of the freedom of mankind had within his breast a heart big and pulsing with vivid compassion for the poor slave.

He openly declared that the Nation

could not endure half slave and half free. Either freedom or slavery must at length prevail throughout the land, and it was his sublime hope and belief that the Nation was destined in the course of time to become free from the Lakes to the Gulf, from Maine to California.

His hope met with grand fruition in and after time, but not until the land was deluged with fraternal blood in the greatest rebellion the world ever saw, with Lincoln the guiding star that led the people out of bondage into the light of a new and glorious freedom. Even after he came to the presidency the great Emancipator grew in force of character, imbibing new thoughts from his later surroundings.

Scarcely acceptable in the beginning by those born to the purple, before the close of his four years in the White House Lincoln was in a measure granted his true niche in the temple of fame.

Had anything been lacking to complete the stature of this greatest American, the hand of a wretched actor furnished the concluding link in the chain, and the pistol shot of John Wilkes Booth, at Ford's theater on that fateful April night in 1865 served to cancel all doubts and send the name of the great martyr for liberty ringing down the ages, to grow brighter and brighter as the years multiply, even down to the end of time.

Credit is a matter which, in one form or another, is now coming to the fore more than ever as the controlling element in business methods and enterprise, to say nothing of price levels. Nothing has contributed so much to the inflation of values and the stimulation of speculation as the ease with which borrowing could be done. It has enabled unscrupulous profiteers to keep from the markets stores of raw materials and finished products until they were able to compel those needing them to pay what was asked. It has also encouraged the creation of a lot of middlemen to intervene and carry the same process still further, until the cost to the public of articles of food or raiment became double or treble what it would have been without these untoward elements. With these things in view, the recent action of the Federal Reserve Bank in raising the discount rate is regarded as significant of a turn in the tide. There is, however, some little doubt as to what the effect of this action will be except that it will make borrowing somewhat more difficult and that there is likely to be a more careful scrutiny on the part of lending institutions, which will judge loans on the basis of what they are to be used for. It is considered, also, that this will result in checking the disposition of retailers to stock up too heavily in advance, which they have been encouraged to do by the fear that unless they did so they would be unable to obtain the goods they needed when they wanted them.

Be courteously cordial with your customers, and don't appear too anxious to get their money.

PRICES AT HIGH LEVEL.

The second month of what promises to be a most extraordinary year in textile markets opens with prices at the highest levels yet reached and with the demand persistent for more merchandise. Jobbers and cutters have laid down as large orders as mills can take for fall cotton goods, such as blankets, flannels, gingham, yarns and knit goods. It is futile to discuss the wisdom of it all when the demand is so clearly ahead of the supply.

The large manufacturers of wool goods have held back on naming prices and they are in a position where latent dangers may become active at any time in the labor world. Some part of the demands for abnormal shares of production have been suppressed in labor circles, but developments in the clothing field and in some parts of the silk manufacturing field show that great care must be used in handling situations that are capable of bringing on a further limitation of output. Cables from England during the week showed that unrest of a similar character is even greater in the textile field there than here, and underlying it all as a potent cause is the speculation in mill shares that is placing fictitious values on plants many years old.

In the silk industry the most capable manufacturers and merchants, some of whom have grown up with the great expansion of silk consumption in this country, have sounded a note of warning against the dangers existing as a consequence of unrestrained speculation in this queen of all materials. The expansion of credit has become menacing beyond anything heretofore known in the world and appeals to further extravagance in dress must be suppressed.

If merchandising is to remain sound leading merchants are convinced that sacrifice of possible profits must come before sacrifices of other kinds can be exacted of any one. Mills will go on bidding up prices that make abnormal profits possible, and in the last analysis of business the buyer holds the key to conditions, for he still holds the money.

The course of foreign trade is changing in a way that makes it vital to give further thought to the possibilities of the next six months. Textile imports are gaining, while it is becoming more difficult to arrange for exports. There has already been some backing up of goods in this market purchased in good faith to be distributed abroad. At the present ratio of importing gains old volumes of imports will be restored this year and will go on gaining rapidly so long as prices here are so much more inviting than elsewhere. Unless there is an early change in money conditions it will not be possible to count upon an abnormal export shipment as a factor making goods scarce here.

There is plenty of business and plenty of profits now, and the real problem that looms up is the one of maintaining them without strain that may assist in credit demoralization. Far-seeing merchants have been declaring that political condition have

largely been responsible for the abnormal economic conditions that have been witnessed. And they say that political conditions are going to change very fast in the near future. Farmers are already protesting against the lessened earnings they foresee as one cause of changing political conditions. Abroad political conditions are even more unsettled than they are here. An insistence upon greater mercantile caution at this time can do a great deal toward meeting any conditions that come forward to affect prices before midsummer.

HARD WORK AHEAD OF THEM.

In recent months we have observed a great increase in the activities of the promoters of new insurance companies, particularly in the fields of fire insurance and reinsurance. In Michigan alone there are at this time twenty companies in process of organization, and it appears to be very easy work to obtain the necessary capital and surplus, which in some instances runs well into the millions of dollars. The real difficulty will be for these newcomers to secure competent people to manage their underwriting operations; and even then they will be confronted by another most serious obstacle to success. If they confine their writings to the state in which they are incorporated, and where the names and reputations of their directors carry sufficient weight to attract some good business to the new company, the loss ratio will probably be low, but the premium volume obtainable will not be sufficient to carry even a modest "overhead" expense for rent, salaries, and the other necessary expenses of operation. If, on the other hand, the new company enters several states, in the effort to secure a volume of premiums which will enable it to bring down the expense ratio to a normal figure, the quality of the business is almost sure to be poor, and the loss ratio correspondingly high.

The fire insurance business, if conducted upon broad lines, under the wise direction of skilled and experienced underwriters, and backed by adequate financial resources—which last thought raises at once the question of the great size of many of the older companies which the newer ones must meet in competition—is an honorable, useful and reasonably profitable one; but, unfortunately, many honest business men enter upon the task of launching new insurance companies without any real conception of the technical difficulties before them. We believe in wholesome competition and welcome new companies for that reason; but we cannot escape the conclusion that many of the newer companies have a hard road ahead of them because their equipment of technical skill and financial resources are not sufficient to enable them to achieve success in this highly specialized and strongly competitive business.

If a contented mind is a continual feast, very few persons are in danger of acquiring mental gout.

Make More Profits

Sell "Seconds" Auto Tires

Hardware Dealers, General Stores and merchants in many lines are adding automobile tire seconds of good, well known standard makes, to their stock.

These sell quickly—give good service and show a fine profit to the dealer.

We distribute reliable Akron brands such as Firestone, Oldfield, Miller, Goodrich, Star, India, Amazon, Swinehart, Falls, etc.

Write for our Dealers' Proposition

See our display in Booth No. 148 at the Michigan Retail Hardware Association Convention, February 10-11-12-13, at Grand Rapids.

The Rubber City Clearing House Co.

AKRON, OHIO

Michigan Branch, 62 E. Congress St., DETROIT, MICH.

Losing \$10.00
Means Dropping
Your Profits on
\$100.00 Worth
of Business



150 Account Roll-top
Fire-proof Metzgar

Can You Afford It?

LABOR and STOCK are too high for you not to stop every needless waste in your business.

EVERY HOUR of TIME you can save by adopting modern methods means just that much more money added to your net profits at the close of the year.

POSTING ACCOUNTS is TIME and MONEY wasted and your time should be applied to something more profitable.

Why Not Stop All Needless Waste With a METZGAR SYSTEM?

It will do your bookkeeping with one writing.

It will relieve you of all Posting of Accounts.

It will eliminate FORGOTTEN CHARGES, MIXING ACCOUNTS, and bringing forward of WRONG PAST BALANCES.

It will please your customers and bring you new business.

It will FULLY PROTECT YOUR RECORDS AGAINST FIRE.

Write at once for full information, also get our prices on salesbooks, before putting in your next supply.

Metzgar Register Co., Grand Rapids, Mich.

Mr. Retailer:

Table Talk Coffee
is Good.

*Blended with a view of
pleasing the Largest
number of Consumers.*

Recommend
Table Talk Coffee

WATCH YOUR BUSINESS GROW



ASK OUR SALESMAN

He Can Tell You
"O" How Good It Is

H E
H A S
T R I E D
I T

W O N ' T Y O U ?

SOLD BY ALL OUR HOUSES

NATIONAL GROCER COMPANY

Detroit
Cadillac

Grand Rapids
Port Huron

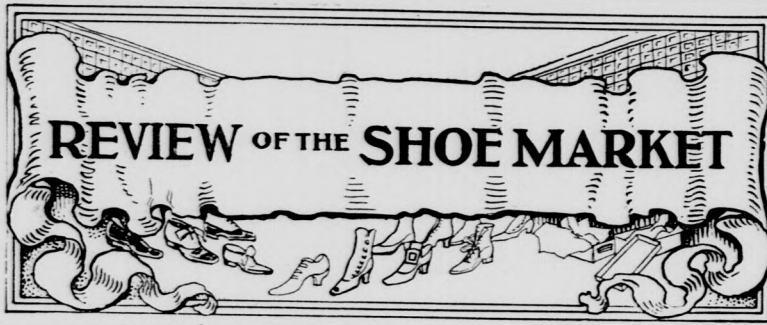
Saginaw
Escanaba

Bay City
Sault St. Marie

Jackson
Lansing

Traverse City
Decatur, Ill.

South Bend, Ind.



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.

Selling Shoes With or Without Service.

There are two ways of selling shoes. By one we render a service with the sale—by the other way we do not.

Great quantities of footwear are annually sold without any service whatever. Thousands of people never know what it is to be fitted correctly in a courteous manner. They merely buy footwear like so much coal or so many washboilers or potato mashers, taking what is offered them or whatever they can pick up on bargain counters, guessing at the sizes, quality and fit. The results are usually fatal to their feet and not always an economy to their purse.

This will always be so, and in some grades of merchandise this condition promises to increase rather than decrease in the days to come.

This fact is one that may well cause the shoemen to do some hard thinking, as the tendency of high prices is to find some way of reducing the cost of shoes. Some of the forces in the craft feel the way to do it is to let people fit themselves, with the result that self-serving shoe departments are springing up everywhere, and often with seeming success.

It is not now my purpose to criticize this form of shoe retailing. It will rise or fall upon its own merits in the long run. My object is to hold up, as it were, the ideal, the goal, toward which we may work and strive.

The retailing of footwear is not on the same basis as the retailing of many other kinds of merchandise. While we call it a craft, and while it truly is such in many ways, the retailing of footwear if properly done has risen to the dignity of a profession. It requires technical skill and knowledge. It has to do with the anatomy of the human body. It is related to the health and vitality and well being of millions of people. Great universities and schools of learning are devoting time and effort to reduce the foot and the footwear to a science. Money is being poured out like great rivers to arrive at correct models of shoes, lasts and patterns that conform to the exact needs of nature. Schools for the study of the foot are springing up everywhere, and books and journals are being printed to disseminate that knowledge. Hours could be spent in talking about

it, and whole libraries are being collected to inform us about it. In short the foot, its needs and the way to properly supply them with correct footwear is really the mission and business of the retail shoe dealers of the world. And the opportunity for service in so doing is now my thought.

It is true we all wish to make a living and profit, and with that thought I have no quarrel, but the retailer who sells only the merchandise on his shelf, is selling junk, no matter what the quality of his merchandise may be, because ultimately he will find that most people demand something more, namely what I call the unseen but most real values.

Now some of these unseen values are what I like to call opportunity for service, and can be briefly listed under two heads:

1. Service in the realm of fit and price.
2. Service in the realm of the human element.

Opportunity for service in the realm of fitting, and all that it involves, opens up an interesting and absorbing world.

Within the last ten years the lost art of making and fitting shoes properly to the foot has developed to a remarkable degree. Into this new world of correct foot fitting we have the opportunity of rendering a great service to ourselves and to the buying public.

Every retailer knows that he has certain numbers in his stock that sell. He banks on them. When all else fails they are his refuge. He carries them in all widths and sizes, and never has any bugs in these lines. They carry the load, and he does not know how he would do business without them. Why is this? Just because they fit. The best materials on earth will die on a man's shelves if they do not fit. Why not take a shoe like that and develop it. If it is good in black kid, why not in tan or white or other materials? Study the "why" of it. What makes it sell even when the price is raised? If it is a wide toe, why not develop it in a dressy model, always maintaining the correctness of the fitting elements.

The development of a correct model, when pushed with zeal and determination, will lead to amazing results. It will solve many problems



Hood's Bulls Eye



Pressure Cure White Tire Soles. Heavy Rubbers
 WHITE ROCK WAVERLY AND OVER
 They Wear the Rocks Smooth

WHITE ROCK WAVERLY
 Dull finished heavy high instep over, semi-rolled edge, gray sole and foxing, net lining. Packed in cartons.

Women's, Misses' and Child's made bright finish.



Men's—Size 6-11\$1.38
Boys'—Size 2½-6 1.23
Youths'—Size 11-2 1.08
Women's—Size 2½-8 1.13
Misses'—Size 11-298
Children's—Size 6-10½88

A WARNING

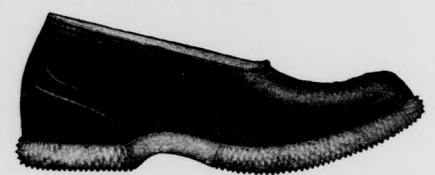
Rubbers are scarce, not plentiful. Be visionary and look ahead. You are surrounded by snow now. In the spring you will have slush and water. Now is the time to order your mud rubbers. We have them. Order shipped same as received.

White Rocks are made to give service. They have tough soles of white rubber that will stand up against the hardest kind of wear. If you have a dissatisfied customer sell him a pair of these.

WHITE ROCK OVER

Dull finished heavy over, semi-rolled edge, gray sole and foxing, net lining. Packed in cartons.

Women's, Misses and Child's made bright finish.



Men's—Size 6-12\$1.38
Boys'—Size 2½-6 1.23
Youths'—Size 11-2 1.08
Women's—Size 2½-8 1.13
Misses'—Size 11-298
Children's—Size 6-10½88

Hood Rubber Products Co., Inc.

GRAND RAPIDS,

MICHIGAN

The BERTSCH shoe is so honestly made and so sensible and practical in design and character that it insures the dealer against loss. IT IS A SELLER, and when sold its qualities so impress the wearer that he will want no other.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

in store turnovers, and at the same time you are selling the unseen but much felt element of service in fit.

Customers will come from distances, and will pay any price, will believe anything you tell them if you once convince them that you have sold them service in fit. They will even take poorer shoes at higher prices with a good fit and correct type of lasts rather than a better shoe, but one that hurts and is not correct.

The search for a good last to fit certain types of feet is liking hunting for gold, full of expectancy and wonder, but when found it is prized above all others, because you can then sell service in fit.

My second point, namely, Service in the Realm of Human Element, opens up a world of glory and inspiration. If it is true that if what a man sells to another is just and only just the material thing, then he has sold junk. It is equally true that if what a man gets from his business is money and only money, he is in a large sense a failure.

For the money he gets he should not only give shoes, but business character, honesty of purpose, openness of mind, spirit of fairness and sympathetic human touch, a joy and desire to come back, and a score of other things that are the real reasons why people come back and like to come back and bring their friends back with them.

It is my experience that people will respond to courtesy, and a feeling that they have been served technically and scientifically correctly, far quicker than they will merely on a price basis. The retailers who recognize this will find a quick and lasting response that builds solid and sure.

Let us recognize that we are part of a mighty army—the great army that satisfies the needs of humanity. It is a noble calling, and just as important as those great groups which feeds the world, administer to its health or houses it. As such our calling should inspire us to the dignity of a profession. Let us not regard ourselves as peddlers of shoes, but professional servants of humanity for which we are entitled to a fair reward.

Let us look at our own business as one that inspires and calls out the finest there is in us of manhood, and of public servants supplying the needs of humanity. Then shall it be true of us as it is always true of life—that the greatest among men should be he who serves.

Wm. Pidgeon, Jr.

What Muskegon Merchants Think of the Tradesman.

W. F. Morford, 813 Peck street: "I have taken the Tradesman for several years and like it. It always was a good paper, but I think it constantly improves and I look for it each week and it never disappoints me. It is worth many times what it costs."

Henry Van Allsberg, 88 Pine: "I cannot speak too highly of the Tradesman. It is by far the best trade journal I ever saw. It is a money maker for any merchant who

will read it and put into practice the many good things it teaches. The pointers I get out of it are worth many dollars to me."

L. Roman, 47 Emerald: "The Tradesman is all right. I like it."

Henry Huizenga, 11 West Western avenue: "I like the Tradesman because I can depend upon it to keep me posted about what is going on through the State, and it seems like getting a letter from home whenever it comes. I would not be without it. It certainly is a mighty fine paper and worth much more than it costs."

J. W. Carskadon: "Have taken the Tradesman over thirty-one years. Always read it thoroughly and find it pays well to do so. It is a very valuable paper and keeps one posted and I can depend on it."

Emil Haas: "Think the Tradesman is fine. Glad to see it come each week."

Peter Krufta, 605 Seventh street: "The paper is all right. You bet."

Mrs. A. Evans, 836 Seventh street: "We like the Tradesman."

Central Drug Store Co., 35 West Western avenue: "I like the Tradesman and I like Stowe and would not think of doing without his paper."

Cowin & Kerr, 16 Requa avenue: "I have taken the Tradesman for twenty-five years or more and I certainly would not be without it. I have always found it very reliable and a first-class, high grade trade journal. When it comes I always devote one evening each week to reading it and I know by experience that it pays me to do it."

Carlson & Butcher, Peck street and Summitt avenue: "We like the Tradesman fine. Would not do without it. It has done and is doing a wonderful service to all the trade. It is really the best friend the merchant ever had. Am pleased to renew our subscription. We expect to take it as long as we are in business."

Rat and Pig.

Presumably the reason Moses had for forbidding pork to the Israelites was that the eating of the pig-meat was proved accountable for the disease now called "trichinosis."

That dreadful malady is rare nowadays, because we cook our pork thoroughly, and any "trichinae" that it may contain are killed by the heat.

Not until recently, however, has it come to be known that trichinosis is really a disease of the rat. Pig-sties are usually haunted by those four-footed vermine, which the pigs often kill and eat, thereby becoming infected.

The pig, however, serves merely as an "intermediate host" for the parasite, which, when taken alive into the human body, proceeds to multiply at a fabulous rate, the tiny wormlike organisms invading the tissues with serious and oftentimes fatal results.



"The Quality School"
A. E. HOWELL, Manager
110-118 Pearl St. Grand Rapids, Mich.
School the year round. Catalog free.

The John Seven Co.
Grand Rapids, Michigan
Wholesale

Paints and Wall Paper

Distributors: Benj Moore's Paints, Muresco and Varnishes
The J. B. Pearce Co.'s Wall Papers
Columbus Architechural and Automobile Varnishes

WHOLESALE ONLY



WM. D. BATT
FURS

Hides, Wool and Tallow

28-30 Louis St.
GRAND RAPIDS, MICHIGAN

Papers of All Kinds

For Wrapping Purposes

Before placing your next order, write us for prices.

The Dudley Paper Company

Lansing, Michigan

OUR MOTTO—Prompt Shipments—Quality Stock.



The Foundation of Our Success

rests upon our ability to serve you in the most advantageous manner. Likewise your success depends on rapid turn-overs.

Frequent size-ups from our IN-STOCK DEPARTMENT will enable you to turn your stock quickly and profitably. We are always ready and willing to co-operate with you in the development of your best interests.

SIZE UP WITH US TO-DAY.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN





The Banker as Your Business Partner.

The majority of business men are more or less familiar with the development in this line of commercial or industrial enterprise during the past twenty years. That they do keep posted as to developments quite remote from their own immediate business interests makes more surprising the failure of a large number of them to keep informed on the developments in the banking world with which they are in close daily contact. The changes in expansion of business in the last two decades are paralleled by equally important developments in banking. The modern bank, in point of equipment and in the service it places at the disposal of its patrons, is as much of an improvement over the old-fashioned banking institution as the electric light is superior to the old-fashioned oil lamp.

The business man of to-day who permits himself to remain ignorant of the service his bank is equipped to render him is putting himself at a disadvantage. There is far more to be found behind the doors of a modern bank than a place in which one may deposit funds or cash a check. Hundreds of depositors come in and out of the banks in Boston every business day who have never met one of the bank's officers. Apart from the fact that they know the bank is a sound institution where their funds are safe, they may know absolutely nothing of the many services the bank is ready and anxious to furnish. That the knowledge and experience of the bank's officers is available for the solution of their business problems does not occur to them.

Few realize the extent of the banker's experience which qualifies him to act as a business adviser. He receives every day the confidences of many business men representing many lines of business. He is compelled to study the operation and management of many enterprises. Through a far reaching organization, which may include a thousand or more correspondent banks scattered throughout the world, he is in close touch with conditions and with developments which may affect markets at home and abroad. An incident which occurred recently illustrates how broad this equipment may be and how it may be used. A representative of a large Boston bank called on a New England cotton mill owner recently, and during the interview the mill man expressed a wish for specific information about an isolated district in West Virginia. He wanted to know about factory sites,

water power, transportation, sanitation, labor supply and other details. The bank man's former experience with conditions in the South enabled him to supply the needed information almost instantly.

Every sort of business proposition, from financing perpetual motion schemes to building cotton mills in China, is up to the banker. All that wide and practical experience, and the benefit of the vast co-operative organization behind it all is at the service of the bank's customers. Nor are such requests for service confined to mere business matters. A wealthy South American wrote to a Boston bank a short time ago asking for information as to boarding schools in the vicinity of New York City where he might send his young son and daughter. He desired to arrange for a trust fund for the care and education of the children, and wished to have an officer of the bank assume a certain interest in the children's welfare. Such a request, while unusual, presented no serious difficulty.

Every bank officer knows that the prosperity of the bank is but a reflection of the prosperity of the community. They are, therefore, certain to be interested in the success of their customers. It is upon that foundation that modern bank service has been developed. The more widely that service is used the greater will be the resulting benefit to the depositor's business, to the community and to the bank.

The importance of making full use of banking facilities is greater now than ever. The day of large profits is passing. Competition is forcing constant improvement not only in product and in processes of manufacture, but in every detail of business administration. In a report issued in 1915, E. N. Hurley of the Federal Trade Commission, stated that 190-

**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	11,893,000.00

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

KEEP UP WITH THE TIMES



**No
lean
days!**

**"THE CLOCK CORNER"
PEARL & OTTAWA**

A regular allowance, paid when due, is just about absolutely assured, if The Michigan Trust Company administers the Trust. A "one man trust company" may fail at times, even if he doesn't die first.

Beneficiaries under will should have assurance of regularity.

Resources, \$2,700,000

We are supervised by the State Banking Dept.

**THE MICHIGAN TRUST CO.
OF GRAND RAPIDS**

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

Capital \$500,000
Surplus and Profits - \$750,000

Resources

11 1/2 Million Dollars

3 1/2 Per Cent

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings

000 out of 250,000 business concerns in the United States were earning less than \$5,000 a year each. He laid part of the blame for that situation upon careless methods of keeping accounts. That bankers recognize the force of that statement may be seen in efforts to teach business men to keep cost accounts, and in urging them to know both the technical and the business side of their particular enterprise.

It is to aid business men in developing the greatest degree of efficiency in operation that one of the leading banks in this city maintains a corps of trained accountants. Three business doctors, as they might well be called, will go over a customer's plant, and study his business from every angle with the purpose of suggesting improvement in methods, or indicating profitable or unprofitable lines. In the case of the more modest sized business, particularly, helpful advice and suggestions will be given which will enable the business man to cope more successfully with his problems of markets and other conditions. In many instances such a thorough study would be far too costly for a business man to undertake on his own initiative.

Several books might be written to cover in detail and to illustrate by example the scope and extent of the service which a large modern banking institution is equipped to render to the business men in its community. Aside from the handling of his drafts or checks, it will furnish him with accurate and up-to-date trade information on foreign markets, on trade conditions at home or abroad. A client of one of our Boston banks called recently for a list of the leading automobile tire manufacturers in the country, and a day or two later asked for the name and rating of the principal dealer in waste materials in a New England city. Each request was complied with promptly, and resulted in direct benefit to the party seeking the information.

There would be fewer losses on domestic transactions and less timidity about extending foreign credits if business men made a more general use of the credit information which their banks are equipped to place at their disposal with regard to actual or prospective customers. Equally practical is the assistance which the banks are rendering their customers by providing the services of highly trained specialists in taxation, in educating the public in the use of trade acceptance and thus enabling the merchant to keep his capital more liquid, and in showing manufacturers how they may take advantage of the Webb law for building export business and in pointing out the opportunities for development which exist in various lines of foreign and domestic trade.

While there are altogether too many men who do not realize the advantages which their bank places at their disposal, there are also a few who may make unreasonable demands. This is sometimes seen in requests for credit. Because of the fact that it is the money of depositors which is loaned, it is natural that a

banker should err on the side of over caution. A merchant may unwisely extend credit at no greater penalty than his own bankruptcy. A lack of judgment on the banker's part would have far more serious consequences, involving others beside himself. One will occasionally encounter an applicant for a loan who regards his reputation in the community as so well established that he feels justified in refusing to make a statement of his condition, and becomes indignant that the loan is refused. If the public generally appreciated the many regulations and restrictions which, under our banking laws, apply to all loan transactions there would be little cause for complaint on the part of customers.

It is unfortunate that some business men misunderstand the object of the inquiries which a bank may make. Take the case of a concern whose balance is gradually being reduced. The bank is, of course, interested in seeing balances expand rather than diminish, and is justified in making inquiry. There is a point in this industry, however, which the customer may perhaps overlook. This reduced balance may suggest an opportunity for the bank to aid the customer. It may be due to overbuying, or other cause which could be remedied through the advice or suggestion to be obtained from one or another of the bank officers. When a depositor appreciates fully the fact that his success is a factor in the bank's success he will receive such inquiries with an understanding of the value that they may represent to him.

There was never a time when complete equipment in the way of resources was more essential to success in business than it is at present.

There are so many complicating factors entering into the business situation to-day that the merchant cannot afford to neglect any source of advice or assistance. That portion of our present prosperity which is due to the wave of extravagant spending by wage earners may be checked by developments abroad. A sudden contraction of our export



Established 1853

Let Us Serve You
In Our
Bond Department
Foreign Department
Commercial Department
Savings Department
Safety Deposit Department
Collection Department

Expensive Compliments

You compliment your friend when you ask him to be your executor, but the family's protection should be your first thought.

Read our monthly message, "You and Yours," for tersely told and entertaining facts relative to trust matters. We will send this publication to you regularly without charge upon request.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Cadillac State Bank Cadillac, Mich.

Capital	\$ 100,000.00
Surplus	100,000.00
Resources (Nov. 17th)	2,790,000.00

4⁰/₁₀

ON

Savings || Certificates || **3 Months**
Books

Reserve for State Banks

The directors who control the affairs of this bank represent much of the strong and successful business of Northern Michigan

F. L. REED, President
HENRY KNOWLTON, Vice Pres. FRANK WELTON, Cashier

trade might be followed by a shrinkage in domestic demand due to unemployment. That failures for the past year have been exceptionally few, is in part accounted for by the fact that high prices and active buying in short markets have helped many merchants. The wise merchant may be seeking profit from the moment, but he is also planning his permanent lines for the future. It makes little difference whether he need advice in the matter of establishing himself in new fields at home or abroad, or whether he seeks to assure himself of the extent and possible profit to be found in those fields, or the methods to be employed in cultivating them, he will find a willing and powerful aid in his endeavor in the staff and services of his bank.

Addison L. Winship.

Manufacturers Unfriendly to the Regular Retailer.

Among the manufacturers who elect to go out of their way to place themselves in an unfriendly attitude toward the regular legitimate dealer by catering to the Creasy victims through the advertising pages of the Mercantile Co-operator are the following:

- Armour & Company, Chicago.
 - United Pepsin Gum Co., Madison, Wis.
 - Badger Condensed Milk Co., South Germantown, Wis.
 - Thomas P. Sullivan, Chicago.
 - Arc Paper Co., Chicago.
 - Rumford Chemical Co., Chicago.
 - Star Wing Co., Chicago.
 - Fiber Glass Food Co., Chicago.
 - Independent Match Co., Union City, Ind.
 - Elgin Margarine Co., Elgin, Ill.
 - E. P. Mueller Co., Chicago.
 - Merchants Office Supply Co., Chicago.
 - Chicago Steel Tank Co., Cicero, Ill.
 - Condon Brokerage Co., Chicago.
 - Emerson Soap Co., Dixon, Ill.
- The sixteen houses above named are all catering to the regular retail trade of the Middle West. It will be noted that among the houses who go out of their way to give the regular retailer a slap in the face only two are large concerns—Armour & Company and the Rumford Chemical Co.

Smile at Breakfast.

One should always wear a smile at breakfast. If you are in a good humor at breakfast you will be merry and bright all day. The breakfast face is the most important face to cultivate. The other faces take care of themselves; for if the face is pleasant and easy to look upon in the morning it will improve as the day goes on. But if the breakfast face is hard, scowling and forbidding, it becomes set in its disagreeable form and it takes hours for it to smooth out into a smile, and that smile is of the sickly, half-hearted nature that only expands the heart slightly. Always wear a smile at breakfast and the chances are that the rest of the day will take care of itself.

In picking out a place for any tool or accessory used in the store, pick out not merely a place but the best place, the place that will be most convenient of access.

Clap Trap Legislation for Political Effect.

It is reported that Attorney General Groesbeck proposes to stand sponsor for a number of freak bills which will be introduced at the next session of the Legislature, two of which are especially interesting to the regular retail dealer, as follows:

1. One making it a penal offense for any wholesale dealer to refuse to sell goods at the wholesale price to any person calling at the store and tendering the amount of the purchase.
2. Another making it a penal offense for any wholesaler to refuse to sell chain stores or co-operative establishments.

Of course, Mr. Groesbeck is too good a lawyer to seriously espouse such ridiculous measures. He is an active candidate for Governor on the Republican ticket and is pulling every string to capture the union labor vote. There may be a few laborites (union labor shirkers) who will be attracted by such clap trap, but the rank and file of laboring men are too wise to be caught by measures which are so clearly unconstitutional that they would not stand up a day in any court of competent jurisdiction.

For Those Who Depend on Luck.

Luck pictures a dollar, while work earns it.

Hard luck is almost a synonym for laziness.

Good luck is the twin brother of hard luck.

Luck walks, while work rides in a carriage.

Luck dreams of a home, but work builds one.

Trusting to luck is like fishing with a hookless line.

Luck is a disease for which hard work is the only remedy.

Luck longs for a dinner, while labor goes out and earns one.

Luck goes barefooted, while work never lacks for a pair of shoes.

Luck takes a nap while brains and hard work are winning prizes.

Luck needs a P before it to make it worth anything.


If you are running a sort of "neighborhood store" be sure you know and can call by name all the neighborhood people as fast as you learn who they are. So you can hold their trade.



THE BANK WHERE YOU FEEL AT HOME



WE WILL APPRECIATE YOUR ACCOUNT TRY US!



Fourth National Bank
United States Depository

Savings Deposits

Commercial Deposits

3
Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3½
Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus
\$580,000

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

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

Petoskey Portland Cement Company

Authorized Capital Stock \$1,500,000

All Common Stock Fully Paid and Non-Assessable No Preferred Stock No Bonds

The Petoskey Portland Cement Company has very little treasury stock remaining, and therefore those desiring to purchase holdings in this Company should investigate at once.

This Company could not enter the cement field at a more opportune time, because of the great shortage of cement. The United States Government will spend \$1,000,000,000 in 1920 for good roads, in addition to what all the states, counties and townships will spend. Even now there is a great cement famine spreading over the country, and it is impossible for the demand for cement to be met.

The Petoskey Portland Cement Company owns an unlimited supply of raw material, and its facilities for shipment both by rail and water are excellent.

This Company also operates a large and profitable crushed stone business which has been established for a number of years, and which is now being enlarged. The stockholders of the Petoskey Portland Cement Company will also participate in the earnings of the crushed stone business.

Clip the coupon and mail to us, and we will gladly send full information.

F. A. Sawall Company, Inc.
405-6-7 Murray Building Grand Rapids, Michigan

F. A. Sawall Company, Inc.,
405-6-7 Murray Bldg.,
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.

Collective Bargaining and a Closed Shop Twin Infamies.

New York, Feb. 2—I read with a good deal of interest your open letter to Hon. Milo D. Campbell on the subject of collective bargaining. You seem to take a direct, unequivocal stand against collective bargaining, rather than the methods employed in transacting same.

If it were not for collective bargaining power, as the method has been in the past, I doubt very much if union labor would ever have gotten a fair share of what it produces. I do not believe in the walking delegate having plenipotentiary powers, but I do believe in collective bargaining and believe that it should be done by a committee of the laborers themselves, rather than a professional agitator and so-called "representative" that in my opinion might better be called a "mis-representative" of labor.

It is not on record that the capitalist ever called together his laborers and voluntarily advanced their wages. Hence, of necessity, men were compelled to band together in labor unions in order to force from capital a sufficient amount of return for their work that they might bring up their families in a decent and Christian-like manner. Labor union is not an un-American institution; it is rather the child of Republican institutions.

It is not a matter of record that in any foreign country the laborers got together and asked their emperor, king or queen for an advance in wages, but it is a well-known fact that they bore the yoke of feudal autocracy, dragging the burdens of a despotic, autocratic and degenerate government, so that I would feel very glad if you would write an open letter to Hon. Milo D. Campbell and not take any exception to his collective bargaining, but rather to the method employed, by which, of course, I mean the walking delegate.

Labor unions can be too autocratic, as was proven in the recent steel strike and coal strike, but when a capitalist comes out and declares he made 2000 per cent. profit, while the ignorant, illiterate and unpaid alien was struggling along in unsanitary surroundings, is it to be wondered that he rebelled, and is it to be wondered that he endeavored to get what he thought rightfully belonged to him, employing even as he did, a doubtful method?

If Christ, in his tremendous sacrifice for the redemption of the world, was willing to be born in a stable to show by his example the true power of humility, which was later followed by His glorious sacrifice on Calvary, it does not necessarily follow that the children of man have to live in filthy surroundings, perhaps not as clean as the stable at Bethlehem.

I trust you will receive this letter in the true spirit in which it was written.

T. J. Riordan.

Unfortunately, we cannot adapt our own definition of words and make the other fellow accept same, when he has a contrary idea. Foster, the I. W. W. who organized the employees of the U. S. Steel Co. under the guidance and control of Boss Gompers, called a strike for the recognition of the union and collective bargaining—the two always go together in all union propaganda and union activity—based on his idea of what collective bargaining should be. The union men formerly used the term "level scale," instead of "collective bargaining," meaning thereby that all should be paid the same, no matter what the capability of the worker might be. This plan gave the \$2 man \$3 per day, whether he could earn \$3 or not. Likewise, it

pulled the \$4 man down to \$3 "to even things up." The result was that the poor workman had no incentive to improve, because he was sure to receive the scale anyway. The progressive workman who could see \$10 per day ahead of him if he had not been hampered and held down by the level scale, naturally lost all interest in his work and ceased to aim to excel. The outcry against this destructive and socialistic method was so strong that the union conspirators saw they must abandon the term "level scale." They therefore changed the name to "collective bargaining," but kept the principal involved intact. This is why collective bargaining is necessarily part and parcel of the closed shop and has no meaning in the union vocabulary unless the combination of the two is in effect. Because the closed shop is un-Christian, un-American and utterly selfish, its twin infamy (collective bargaining) is equally infamous. No honest man will defend either if he knows what he is talking about.

What capitalist, please, "came out and declared he made 2,000 per cent. profit?" Unless I am misinformed, the man who made this statement was the slipshod, slippery McAdoo, who has done more to destroy sane methods of railroading in this country than all the tyrants since Nero. When asked to present proof of his statement, he failed to qualify.

E. A. Stowe.

Morning Exercises for the Tired Business Man.

Rise 7 a. m., stand in the middle head, take deep breath and say "Damn the administration," lowering arms in attitude of despair. Ten times.

Extend body flat downward on floor, cover eyes with hands, think of the railroads and weep.

Kneel, wring hands, meditate upon the labor unions and groan 150 times. Assume sitting position, hands on hips, sway gently to and fro and concentrate on Mr. Burluson until a generous frothing at the mouth sets in. Do this until completely exhausted.

Collapse on floor. Grovel vigorously, think of the income tax and gnash your teeth as in anger. Ad lib.

While cooling off try to get a number on the telephone.

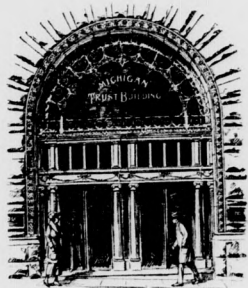
Observe this simple regime every morning before breakfast and you will reach the office with most of the cares and troubles of the day already out of your system.

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



Entrance to Grand Rapids Office

\$100,000

United Fuel & Supply Co.
Detroit, Mich.

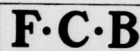
Closed First Mortgage
6% Gold Bonds
(Tax Exempt in Michigan)

These bonds are secured by a closed first mortgage on all real estate, improvements and equipment of the Company, appraised at over \$4,000,000.

The Company agrees to pay normal Federal Income Tax up to 2 per cent.

Maturities — 1932, 1933, 1934, 1935, 1936, 1937.

Price—Par and Interest
Bonds offered subject to prior sale.
Circular on request.



Frederick R. Fenton

There is no more serious business in the world than the investment business.

It is a personal service business—a linking together of the financial interests of an industry, a city or a government and those of our friends and customers.

In it speculation has no place. Safety must not only be predominant but as consistent as human endeavor can make it.

Naturally, in such a business, the character of the men composing it is most essential to the wise investor.

For 20 years Frederick R. Fenton, President of Fenton, Corrigan & Boyle, has been associated with financial activities in this State. During this period his entire energy has been directed to a grasp of the fundamental principles and practices of corporations, municipalities, states and governments, so that he might be well grounded in the primary essentials of sound investments.

He has been an outstanding force in enlisting, from all sources, protection for investors.

Whether you have a hundred, or a hundred thousand dollars, his personal counsel on financial matters is yours.

FENTON, CORRIGAN & BOYLE

Michigan Trust Building Bell Phone—Main 5139
GRAND RAPIDS, MICH. Citizens Phone—4212

Offices:

Grand Rapids, Detroit, Chicago

CLAUD H. CORRIGAN, Vice-President

GENUINE CONTENTMENT.

It Bears no Resemblance to Feigned Satisfaction.

Adventures in Contentment came to me at a critical period in my life in the Spring of 1911. Mr. Charles W. Garfield was the first friend to visit me when I was recovering from a long and critical illness in the hospital and he brought me the first book I had seen for nearly four months. It came at a time when my mind was in a clouded and unsettled condition. I had dreamed so many dreams during seventy-two days of delirium that I could hardly distinguish between the real and the unreal. An arrogant doctor and a subservient nurse had kept from me all knowledge of the outside world. I did not even know whether my business was still in existence. In my delirium I had seen my mother carried to the grave, my office burned to the ground, my publication discontinued, my employes scattered and the earnings of a lifetime dissipated. No effort was made to disabuse my mind of these erroneous ideas or to set me aright with the world until weeks after consciousness had returned. Adventures in Contentment served to bring me back into the world of living things and did more to assist me to recover my equilibrium and enable me to develop a new and broader vision of life and its duties, responsibilities and opportunities than any other influence could possibly have done. I shall always regard the writer of the book with gratitude and veneration. I carried it with me to Bermuda and enjoyed the pleasure of seeing people scramble for the privilege of reading it. During the five weeks I was at Hamilton thirty-five different people read it more or less thoroughly. Lyman Abbott pronounced it the most wholesome book of the year. Rear-Admiral Sterling, U. S. N., Retired, insisted that it was the most enjoyable book he had ever perused. Even my friend Wernicke, who carried me to Bermuda, cheerfully relinquished the championship of golf to join in the prevailing topic of conversation at our hotel. On my return I wanted my home friends to know how much good could be gotten between the covers of a single book and I purchased and distributed fifty copies. Among the friends so favored, was Mr. W. L. Brownell, of Kalamazoo, who wrote me regarding the book as follows:

"You will, perhaps, recall the very neat compliment Mark Twain paid the new preacher at the close of his first Sunday's sermon. 'I attend church services occasionally,' said Twain, 'but I shall never go to hear you again. 'I go to church,' he said, 'so that I may quietly pursue my own thoughts, half awake and half asleep and with nothing to disturb me or distract my attention. This morning you forced me to keep awake and follow you closely and so I shall not go again.'

"Adventures in Contentment robbed me of four hours sleep last night, but I must admit I was never robbed of anything before that gave me such

pleasure. Long after I retired I could see Starkweather greasing the wagon and my eyes closed on Dr. North's funeral procession as it slowly wound its way over the hill. The man who can hold the reader's attention for hours as he relates the homely incidents of ploughing furrows and digging ditches, country funerals and raised biscuits is, indeed, a great writer.

"I thank you for remembering me with the book and I trust and believe as much pleasure came to you in the sending as to me in the receiving. The law of compensation is, indeed, a wonderful law and yet so simple when once understood."

A specialist is quite frequently a man who knows how little he knows and yet who, in spite of his knowledge of his lack of knowledge, possesses the knack of looking wise and charging for what he claims to know, but knows he does not know.

I do not claim, my friends, to be a specialist in the art—and it is an art—of contentment, but I do claim, after more than 60 years devoted to a few partial successes and some total failures, to have discovered the difference between the kernel of real genuine contentment and the husk of feigned satisfaction. The Master said "Do violence to no man, neither accuse any falsely and be content with your wages." You will observe the Great Teacher did not command or advise the people whom he addressed that they be satisfied with their wages simply that they be content. Solomon, you will also remember, said this: "All things are full of labor; man can not utter it, the eye is not satisfied with seeing or the ear filled with hearing." Solomon, like the Master, was a student of human nature. He knew that it was possible for a man to be philosophically content, but he also knew that no genuine man; no man whose veins are filled with good red blood; no man who did not simply exist, but who really lived, could, in this world, at least, be perfectly satisfied; and if, perchance, he be wholly satisfied in some other world, then the theory of evolution is certainly a failure and a myth.

A friend of mine once remarked: "When a man reaches a point where his debts cease to worry him, the fellow he owes might as well forget it and commence to worry about something else." He is right, but he might have gone still further and said, "Whenever a man reaches a point where he is perfectly satisfied, another man has stopped growing; another man has ceased to be productive of good to himself or his fellowmen and the sooner he is out of the way the better for him and also for those who stumble over him.

Lacking the time for argument, I state it as my firm conviction that no unusually selfish man—because the law of self preservation makes us all more or less selfish—can be either satisfied or contented. With reference to selfishness my thought is this:

Selfishness in the heart of man, and as carried out in his conduct, is the cause of at least two-thirds of human misery and unhappiness. Eliminate selfishness and you have decapitated

a large share of the world's troubles. Selfishness on the part of employer and employe—exhibited sometimes on one side, sometimes on the other side, but usually on both sides—is the cause, the main cause, of the unsatisfactory conditions which exist to-day between capital and labor. Courts may continue to sit in judgment; occasionally a man clad either in a dress suit or in overalls may be placed behind the bars; investigators may continue to compile statistics and wise men may continue to write treatises, but not until the individual man softens his heart, recognizes in his thought and carries out in his conduct more of the spirit of the Master, not until he shall have supplanted much of his personal selfishness with a put-into-practice attitude of either interested or disinterested fairness; not until the individual man shall unselfishly recognize the rights of others will existing conditions appreciably improve.

When we think of contentment and friendship—and no man can be contented who isn't friendly—our next thought is of David Grayson and of his Adventures in Friendship and his Adventures in Contentment. Grayson must have lived much and lived well in order to have instilled so much of sweetness and poetry, so much that is kindly and beautiful into mere words—words that, as we read them, play only upon the best and truest keys in our makeup, words that stay by us and make us better men because of the impressions they have left upon our hearts.

When Grayson pictures to you the funeral of Dr. John North, you fail to see the mourning friends, the long funeral cortege or the white horses with the black plumes. You do not see the open grave or the deserted home. You see only John North's unselfish life—a life of service to his fellowmen. Speaking of him, Grayson says, "I saw the mystic sign in him deep lettered in the hearthstone of a home; I heard it speaking bravely from the weak lips of a friend; it is carved in the plastic heart of many a boy. I never fully realized until this morning what a supreme triumph it is, having grown old, to merit the respect of those who know us best. Mere greatness offers no reward to compare with it, for greatness compels that homage which we freely bestow upon goodness. So long as I live I shall never forget this morning. I stood in the door-yard outside of the open window of the old doctor's home. It was soft and warm and very still—a June Sunday morning. An apple tree not far off was still in blossom and across the road on a grassy hillside, sheep fed unconcernedly. Occasionally from the roadway where the horses of the countryside were waiting, I heard the clink of a bittering or the low voice of some newcomer seeking a place to hitch. Not half of those who came could find room in the house; they stood uncovered among the trees. From within, wafted through the window, came the faint odor of flowers and the occasional minor intonation of someone speaking—and, finally, our own Scotch preacher. I

could not see him, but there lay in the cadences of his voice a peculiar note of peacefulness and finality. The day before he died Dr. North had said: "I want McAlway to conduct my funeral, not as a minister but as a man. He has been my friend for forty years; he will know what I mean!"

Henry Ward Beecher once said, "We only see in a lifetime a dozen faces marked with the peace of a contented spirit." Mr. Beecher possessed not only a brilliant mind, but he was also an unusually keen observer. If he was right in his observation and if, also, as he implied, contentment is a jewel to be sought, why so rare, why so hard to get and so difficult to keep? Before Mr. Beecher spoke Chrales Kingsley answered him in this wise: "We shall be truly wise if we be made content; content, too, not only with what we can understand, but content with what we do not understand—the habit of mind which theologians call, and rightly, faith in God." Faith in God impels us to a life of service—service to the sons of God, to the children of men. If I were asked what would bring to you and to me the greatest contentment of mind, I should unhesitatingly reply, the rendering to our fellowmen the greatest and truest service of which we are capable. It is an unalterable law of the universe that we draw to ourselves just such conditions as our minds constantly picture and dwell upon. One writer has said, "Thoughts are things," and again, "They fly o'er the track to bring you back whatever went out from your mind." If, then, we would be contented, let us not confuse the term with satisfaction and contentedly cease to grow, but let us give to the world the best that is in us of kindness, love and intelligently directed service and then, like Grayson's Dr. North, the things we shall be remembered by will be the things we did as we passed along the way to make the world a little better for our having lived in it.

E. A. Stowe.

Sideline Salesmen

We have an attractive
line of

PREMIUM ASSORTMENTS

for live salesmen

Commission from \$5.00 to
\$20 per order

If you want an up-to-date
line, write to-day

Canfield Mfg. Co.
4003 Broadway, Chicago



Hanes Underwear ranks as standard with banks as it does with your customers!

Hanes Winter Underwear for Men and Boys is *nationally* known, *nationally* sold, *nationally* worn! It is the largest as well as the fastest selling cotton-ribbed underwear in the world! Hanes quality and Hanes workmanship on a stock and sales basis may be likened to government bonds!

Hanes Underwear is worthy of your confidence. It has for years held the confidence of thousands of America's best stores. It has won the respect of wearers throughout the nation. Hanes cannot be excelled at the price! Your judgment and the judgment of your customers will instantly prove this statement.

Hanes Winter Weight Underwear for Men is made up in Union Suits and Shirts and Drawers. Materials, workmanship, comfort-fit and warmth cannot be excelled at the price. They are the greatest trade builders and *trade holders* any store can stock.

Hanes Union Suits for Boys are the most extraordinary value ever put into boys underwear. They are similar to the Men's Union Suits in all important features plus extra cosy, downy warmth. Sizes 20 to 34, covering ages from 2 to 16 years. Two to four year old sizes have drop seat. Four colors—ecru, natural or peeler, silver gray and bleached white.

The "HANES" Labels. Each Hanes garment bears a Hanes label, a duplicate of the trade-mark printed above either in red or in blue. The Hanes *blue label* on Shirts and Drawers means 10-lb. weight; the *blue label* on Men's Double Carded Union Suits (new weight) means 13-lb. weight; the *blue label* appears on Boys' Double Carded Union Suits. The *red label* on Men's Shirts and Drawers means 11-lb. weight; the *red label* on Men's Carded Union Suits means 16-lb. weight.

P. H. HANES KNITTING CO., Winston-Salem, N. C. New York Office: 366 Broadway

Agents for Export: AMORY, BROWNE & CO., 62 Worth St., New York

On With the Dance—A Yarn. Written for the Tradesman.

One morning early in May of the year 1930, Josephine Foucar, of the Hosiery Department, in Grinn & Bearit's specialty shop which catered to the medium and better class of trade in women's wearables, came in with her saucy little chin tilted at a nonchalant angle. Also there was a devil-me-care expression in her rather bold blue eyes.

The studiously languid movements of Josephine, and the impudent, airy poise of her pretty little head with its wealth of yellow, silken hair, clearly indicated that she knew she was fifteen minutes late, and yet was there no twinge of conscience in Josephine. Everything about her seemed to say: "Of course I'm late; but what of it? I should worry about your old store rules! If you don't like it, just dare to tell me and you can have your old job!"

You see Josephine was a very independent little saleslady. They were all independent in 1930. Oscar Logan Grinn, senior partner of Grinn & Bearit's, used to size up the situation in these words: "Singers, leading women of the legitimate, and movie actresses used to have a corner on the artistic temperamental, but nowadays everything in skirts from the cash girl up goes around wearing a placard, 'Handle with care.' Storekeeping ain't what it was in the good old days—not by a darn sight!"

Josephine Foucar was neither better nor worse than the average salesgirl of 1930, but she was good enough

to come fifteen minutes late if she chose—as she not unfrequently did—and at the same time get away with it superbly. Josephine's envelope called for \$180 per week, the regular union scale for D-class salesgirls. B-girls got \$240 and A-girls \$300.

But it Didn't Mean Anything.

Time was when \$180 a week sounded like a lot of money, but it wasn't so in 1930. Prices had gone up and up in spite of all the Government could do to stem the tide during an eventful era of ten years, beginning in 1919. Women's shoes cost from \$60 to \$250 a pair. The price of the simplest little blouse similar to the \$2.48 kind of former years, was now from \$40 to \$80. The more elaborate ones ran anywhere from \$100 to \$1,000, or more—depending largely on the whim of the maker at the time of his marking. One couldn't get a coat suit chic enough for the average self-respecting salesgirl at a cost of less than \$200. It was more apt to be \$300.

Everything was unionized. Even the cash boys and girls had a union of their own. From 1920 to 1930 it was just one strike after another—and always the demand was for more money, shorter hours, less responsibility, and the universal recognition of unions of every kind. Nobody worked over five hours a day in 1930. Stores opened at nine and closed at four with an hour off for luncheon. Most merchants were afraid to say anything if a clerk came in from ten to twenty minutes late. They couldn't be docked, and one didn't dare

scold them. If he did they'd quit and the merchant would run a fat chance of getting somebody even less reliable. They seemed to run from bad to worse instead of from fair to middling. But what could a poor merchant do?

Of course prices of everything had gone up correspondingly. It couldn't be otherwise. Production had been cut half in two, shortage of materials, increasing costs of materials, difficulties and increased cost of transportation, strikes, short working hours with double, triple, quadruple prices for everybody that had a blessed thing to do with manufacturing processes of every kind—this had had its inevitable effect.

"Dearie, looks to me as if you'd get a new pair of laces for those boots—I see one of them' tied."

The speaker was Gertrude Dolman, head girl in the Hosiery.

"I meant to get a pair yesterday," apologized Josephine, "but I really didn't have the price, dearie. You know they are \$2.00 a pair now—\$1.50 to us—and we got to pay cash now same as everybody else. I think it's an outrage."

"What?" inquired Gertrude, "making us pay cash?"

"Yes; that's downright mean. But it ain't as bad as jumping the price of shoe laces from \$1.50 to \$2.00 the pair. When are they going to stop?"

"They say it costs more to make shoe laces than it did," explained Gertrude.

"Well, maybe it does; but not that much more! It does look as if every-

thing's getting worse and worse. Where's it going to stop?"

"Search me!" shrugged Gertrude prettily; but don't you think you'd better take off your hat and gloves and stay awhile?"

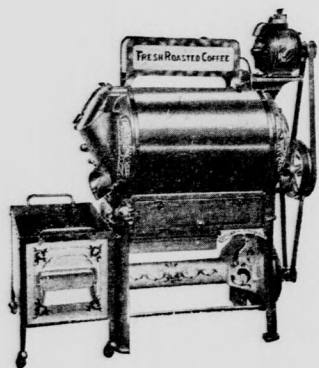
Whereupon Josephine Foucar got ready for business. Eight or ten women had been patiently waiting in the hosiery department for the last quarter of an hour. They hoped to be waited on in due time. Department store customers of 1930 had come to take many things for granted; and above all they had developed in patience and forbearance.

Chasing Rising Costs.

In 1930 there was quite a lot of grumbling about increasing costs of everything. Some of the prices were, no doubt, rather higher than they should have been; but producers and merchants figured that there'd naturally be difficulties ahead—strikes, labor difficulties, and what not—so they'd make a good profit while they were at it.

Fat profits for a while, of course, would be later on somewhat deflated by the higher prices that had to be paid labor; but it wouldn't be long until new price levels would be attained.

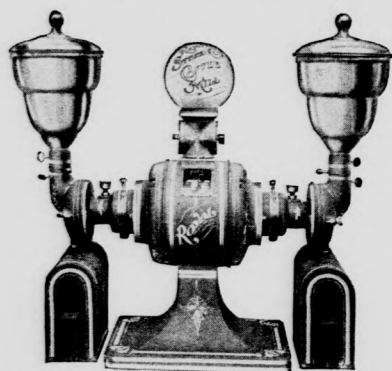
All precedents were long since antiquated. It was a new era. Some of the prices would have seemed rather exorbitant to folks in 1920. The streetcar fare in most cities was 25 cents; milk was 60 cents a pint, or \$1 a quart (delivered); newspapers 15 cents each weekdays, and 25 cents on Sundays and all holidays—and



ROYAL No. 5 Coffee Roaster

CAPACITY 25 lbs. PER ROAST

Electrically Operated, uses gas or gasoline for fuel



ROYAL No. 77 Coffee Mill

Steel Cuts 2½ lbs. per minute. Pulverizes ¼ lb. per minute

WHY?

WHY is it recommended by authorities that coffee stocks be moved as quickly as possible?

WHY does your jobber prefer to sell you small orders often, rather than larger orders at longer intervals?

BECAUSE he realizes as well as you that every day that coffee stands on your shelf it loses a large portion of the aroma and strength that your trade rightfully expects.

Of course you move your stocks as often as possible because you want to better serve your customers, but why take a chance on them being dissatisfied at all?

A ROYAL Coffee System

eliminates all possibility of any dissatisfaction by enabling you to furnish your coffee **FRESH ROASTED DAILY**. A large supply of green coffee can be carried on hand to insure constant stocks because—unlike roasted coffee—green coffee improves with age.

The result is that your trade is better satisfied and your business increased substantially—often from one hundred to five hundred per cent, according to reports from ROYAL users.

And in addition you realize a saving of from **five to fifteen cents** a pound through eliminating the wholesaler's profits—this saving quickly pays for the machines.

We teach you how to roast and will assist you all possible to make your coffee business a paying one. We also furnish suitable green coffee supplies if you desire. This service insures uniform supplies at lowest possible prices and eliminates guess-work blending.

At any rate, it will cost you nothing to investigate. Write today for full information. Catalogs gladly sent on request.

THE A. J. DEER CO.
INC.

HORNELL, N. Y., U. S. A.

1151 WEST ST.

they were only half as large as they used to be in the good old days when they were 2 cents the copy. Rents caused a lot of complaint. A modest, four-room flat rented for \$150 a month up—mostly up. Coal was \$30 a ton.

It was the unusual and unexpected items of expense that knocked the calculations of the wage-earner into a cocked hat. By rigid economy in the use of one's salary one might get by if luck broke right; but let a few extras come in and the surplus the average worker counted on dwindled like snow in hot sunshine.

And of course the temporary disability of a working person was a very serious matter. It frequently meant a debt that had to be carried along for weeks or even months.

There were folks who sometimes thought of the good old times when the price of everything was cheap and one's dollar had ten times the purchasing power of other days, but the face of the unions was against these hacyon days. They were beginning to agitate a four-hour per day schedule, with three working days in the week, and twenty-five per cent. increase in wages of everybody that did anything.

The Profitable Art of Pleasing Customers.

A widow lady bought a boarding house patronized by college boys. This boarding house had never proved a great success, but this woman was a motherly old soul and had boys of her own of about the same age as her boarders. She took a real friendly interest in all these young fellows. When any one of them was confined to his room with a cold or any other ailment not serious enough to take him to the hospital she, herself, cooked little delicacies and took them to his room.

The service was not expensive. In fact, it was more profitable for the boarding house to have the boarders sick, than to have them well. They did not eat so much when sick. It was these little home-like acts, however, that pleased her customers and made the business a profitable one for this widow lady.

There is in a little New England city a retail business that was established seventy-nine years ago and which not only has been steadily growing and prospering, but has now become an institution that people point to with pride. This success has been due to the friendly helpfulness that the succeeding managers of this business have extended to their customers. The customers of this business are pleased customers and as a result this retailer leads all others in the State both in volume of business done and in profits made. A real friendly, helpful feeling towards customers pays big dividends in pleased customers.

It is the lack of a friendly helpful feeling that causes all the troubles in this world. If we could create a friendly helpful feeling between all people we would not have to have a league of nations to prevent wars. If we could create a friendly helpful

feeling on both sides of the labor-capital controversy there would be no more strikes. Because this feeling is so very far from universal it pays business men extraordinarily well to cultivate it in their business.

"Honesty is the best policy," but unless you can make people believe that you are honest, honesty does not pay any dividends. Truth is sometimes stranger than fiction. Nearly every one has had the experience of telling the absolute truth and having it received with incredulity. Many a true story is never published because it is incredible.

A great bargain or an exceptional service may arouse distrust and make enemies rather than please and make friends. To make certain that all will be pleased it must be shown that the bargain is genuine. To make the exceptional service pay dividends people must be shown the good reason back of it. It is not enough to be honest. You must also be plausible.

More than one concern is paying goodly dividends simply because the people in its employ who come into contact with the public wear smiles. One very successful organization requires each of its salesmen to receive payment for goods sold with a smile and a pleasant "Thank You." The officials of this concern are aware that a welcome smile and a friendly "Thank You" means many dollars in the dividend column of the annual earnings.

Who can tell how much the hotels in our big cities will eventually lose because some grouchy hotel clerk growled to tired would-be guests that there were no rooms left and he didn't know where they could find one. He didn't tell them to go out and sleep in the park, but he put that idea into his voice. As a result when business again becomes normal and every hotel has room for extra guests, those that are going to be crowded are the ones where guests have been turned away with a smile and some encouraging information if any such is available.

A cheerful smile always pleases. Even though it is not possible to meet the demands of everyone, kindly words and a pleasant smile will please although they may not satisfy. It is pleased customers who help swell the profits. They go about sowing good words and it is from these good words that comes the harvest of big sales volume and pleasing profits.

Tell a thing a certain number of times and people begin to believe it. Continue to tell it and you come to believe it yourself. Keep right on telling it and perhaps it will come true. The man who is always talking hard times and poor business, sooner or later convinces others that his business is poor and that as far as he is concerned times are hard. After he has continued this line of talk for a certain period of time he has the best of reasons for believing it himself and if he keeps it up long enough his business is sure to go to the dogs. He just simply talks his business to death.

The rule works just as effectively with optimism as it does with pessi-

mism. Always look upon and talk about the bright side and people will help you towards success. The man who is always optimistic is bound to make money in the end regardless of how dark the present may be. Optimism is the searchlight which helps one to avoid the shell holes in the road of experience and illuminates the guide posts that point out the pathways to success. This is the reason why optimism is so effective in pleasing customers. Merely coming into contact with optimistic people makes one more successful in life.

Pleasing customers does not depend upon how much you do for them or on how much money you spend in rendering service. An optimistic atmosphere gracing rough pine boards and little or no service is more pleasing than expensive service accompanied by a despondent atmosphere that makes real mahogany look dark and gloomy.

Real optimism is always backed up with a smile, and if to optimism and smiles is added a real friendly,

helpful feeling for the customers and every step of the business policy is made a plausible one there will never be any question about pleasing customers. Customers just simply cannot help being pleased under such conditions. Robert Falconer.

How to Stay Young.

Some one asked an old lady how it was she kept her youth so wonderfully. Her hair was snowy white. She was eighty years old, and her energy was waning; but she never impressed one with the idea of age, for her heart was still young in sympathy and interest. And this was her answer:

"I learned how to forget disagreeable things. I tried to master the art of saying pleasant things. I did not expect too much of my friends. I kept my nerves well in hand, and did not allow them to bore people. I tried to find any work that came to hand congenial."

This is good advice, but it is of value only to those who are still young. Will they heed it?

Retailers—

Ready-made Coffee Ads for YOU

We have just prepared for YOU some very attractive newspaper ads to help you sell COFFEE.

These ads direct the strength of the big national magazine advertisements to the brands YOU carry in stock.

They are made in one, two, three and four-column widths, and are so arranged that they talk for YOU.

Any coffee retailer can secure the use of these electrotyped advertisements through the wholesaler from whom he buys his coffee.

Ask the salesman who calls on you about these advertisements, or write us.

Watch for particulars of Retailer's contest, to be announced next month.

Joint Coffee Trade Publicity
Committee
74 Wall Street, New York

THE SLEEPER.

What Helps the Modern Business Man Most?

Of the many inventions which are now regarded as an indispensable adjunct to the everyday existence of the human race, none was greeted with greater scorn or derision, when first broached by the inventor, than the sleeping car. It is sixty years since the first sleeper made its appearance, and upon the anniversary of the introduction of this revolutionary feature of the railway world it is timely to recall the vicissitudes that were experienced by the man who conceived the idea and who refused to be discouraged by the skepticism and antagonistic attitude displayed both by the railroad officials and the traveling public in the first years that the new type of cars were in operation.

George Mortimer Pullman, the inventor, is dead; but he lived to see the sleeping car developed into a commercial success far beyond his wildest dreams. The man who built the first cars, Leonard Seibert, master car-builder of the Chicago & Alton Railroad, in Bloomington, is also in the long sleep; but J. L. Barnes, the first conductor, yet lives, making his home in Chanute, Kansas. The original cars have long since gone to the junk heap, but their successors are now numbered by the thousands, while the capital invested runs far into the millions.

The inventor was a native of New York state and was born in Chautauqua county March 3, 1831. He learned the trade of cabinet maker at Albion, and securing contracts from outside cities experienced the discomforts of night traveling at that time, one of the most unpleasant features of the primitive railroading of that era. His mind conceived a means to relieve the traveler of such hardships, and the germ of the sleeping car was born. Receiving no encouragement in the East, he determined to go West. He resided for several years in Grand Rapids and in 1855 reached Chicago. The Western metropolis was then in its swaddling clothes. The streets were marshy and the drainage villainous. Young Pullman conceived the idea of raising the level of the streets and secured contracts for this undertaking. The money derived enabled him to finance the construction of the first sleeping cars and carry on the battle against prejudice and the ridicule of railway officials and the patrons of the various lines of travel.

When Pullman was ready to launch his project he looked around for shops which would be in a position to carry out his ideas. Most of the railway lines were so antagonistic that they would not give him an audience. He was finally successful in securing the consent of the Chicago & Alton officials to use the Bloomington shops and what employes were necessary. Going to that city, he engaged Seibert and empowered him to employ what help would be needed to remodel two of the coaches best adapted for the

needs of the inventor. These cars were purchased from the railroad and rebuilt to correspond to the ideas of Pullman. The length of these cars was forty-four feet. They had the flat roof that marked the primitive coaches of those days of pioneer railroading, and fifteen windows on each side, the glass in each being fifteen inches in length and twelve inches in width. The roof was low, barely six feet nine inches from the floor. The cars were remodeled into ten sleeping berths on each side, or a total of twenty. Wash rooms were placed at each end, and there were also lockers for the bedding, towels, etc. Cherry wood was used for the interior finishing, it being the desire of Pullman to give the cars as much distinction and luxury as possible.

The upholstery was in plush, the cars were heated by oil stoves and lighted by oil lamps, the latter being somewhat more ornate than those used in the day coaches. A supply of candles was available for each

placed in service in the summer of 1859.

J. L. Barnes, the first Pullman conductor, afterward became superintendent of the Santa Fe Railway and was prominent in the railway world for many years. Of late he has lived in retirement. He recalls that when a young man of twenty-two he boarded with a family in Chicago residing near the office of Pullman on Madison street, Chicago. Upon reading in the newspapers that the inventor was about to test out the first sleeping car Barnes stopped at Pullman's office one day and applied for the position of conductor. Pullman examined the references presented by the applicant and then engaged him. The first trip was made from Bloomington to Chicago. While all of the patrons were from Bloomington and all of these were men, the initial trip was without public interest, as no one appeared to realize that history was being made and that something revolutionary in transport-

decorations and solidity. The enlarged car forced alterations of station platforms, bridges, etc., in order to ensure proper clearance. The initial trip of the "Pioneer" was made as a part of the funeral train which carried the body of Abraham Lincoln from Chicago to Springfield in May, 1865. It was next utilized by General U. S. Grant in making a triumphal trip from Detroit to his home in Galena, Ill., following the surrender of Lee.

In 1867 the Pullman Palace Car Company was incorporated, and that year the first car was operated between Chicago and New York. Previously the variation in the gauges of the various roads made this impossible. That year also marked the completion of the first combination sleeper and dining car. A kitchen was constructed in one end and meals were served on small tables placed between the seats. This car was named the "President," and became so popular that others followed it. It soon became evident, however, that it was not wise to combine the sleeper and diner, and later the dining car made its appearance and the kitchens were removed from the sleeping cars. The first exclusively hotel or dining car made its appearance in 1868 and was christened the "Delmonico" by Mr. Pullman in honor of a famous caterer of New York. This diner was first operated upon the Chicago & Alton between Chicago and St. Louis. Many others followed as the traveling public demanded them.

The year 1869 was equally epochal. It was then that the Central Pacific, building eastward, met the Union Pacific, building westward from Kansas City. Omaha formed the junction, forming the first transcontinental line and making it possible for a sleeping car to be operated between New York and San Francisco. In May, 1870, the Boston Board of Trade operated an excursion train to the Pacific coast in honor of the new line, a newspaper being published on the train and making its appearance each day.

In 1875 the first Pullman parlor car with reclining chairs made its appearance. European railways at this time awoke to the necessity for such conveniences and cars were shipped abroad. Up to 1880 the sleeping cars were manufactured at various railroad shops. It was finally decided to open an individual plant and the town of Pullman, a short distance South of Chicago, was founded and the present great car shops opened. Each year saw additional improvements and new devices contributing to the comfort and safety of the traveling public, until now, the sixtieth anniversary, it would appear as if the limit had been reached. The death of the inventor occurred in 1897. Robert T. Lincoln was then chosen president of the company, a position he held until 1911, when John S. Runnells was named.

It is not always the highest priced goods that make the big profits. Don't forget the importance of quick turnover.

THE GREATEST REFORMER.

The greatest reformer, is old Father Time;
The man with the sickle and beard;
Who reaps with the former human beings and swine;
In manner fantastic and weird.

He weilds supreme power from his mystical throne;
His edicts are always enforced;
He knows of the hour, you, too, must atone,
While doing your best or your worst.

When the vicious and bad of our youth once awake
To terrors the fates hold in store
For the dissolute cad and the conscienceless rake;
They'll never go wrong any more.

Father Time takes a year for that exquisite hour,
When you mortgaged your health and purse;
Your reward then is near, having well earned the dower,
The physical pain and the curse.

Now old Father Time charges up to us all,
Tenfold for each weakness or wrong;
And we pay, though we whine, in dread fear at the call,
When Life's thrown away for a song.

Elon Alan Richards.

passenger in case the oil lamps were not burning. The floor was minus carpets for the aisles, but there were small rugs between the seats. The backs of the seats were hinged, and to make up the berth the porter merely dropped them back until they were on a level with the seat. The mattress, blankets and sheets were then placed upon the rude couch, forming the lower berth. The upper berth was suspended from the roof by ropes and pulleys, being lowered at night, hanging about half way between the lower berth and the roof. One of the sections was used to store a portion of the mattresses and bedding. Curtains were hung between each section and in front of each berth. The cars traveled on the old-fashioned trucks of four wheels each. The wheels were of iron.

At the outset the sleepers did not carry porters. The brakemen were required to do this work, being paid extra for making up the berths when on trains which operated the new type of cars. The first car was

tation had been inaugurated. The passengers were loath to remove any part of their apparel or their boots and it required some coaxing upon the part of Barnes to bring about the disrobing process. The men appeared to be desirous of dying with their boots on if their existence was to terminate on this eventful night.

Barnes relates that business was poor at the outset and few persons appeared willing to experiment. They had been accustomed to the old-fashioned, straight back, uncomfortable seats and were slow to make a change.

Pulman, however, refused to be discouraged or disheartened, and, carefully conserving his capital, built another sleeper upon a more elaborate scale and which represented an investment of approximately \$20,000. He named this car the "Pioneer." It carried improved trucks, was wider and higher than the ordinary cars and in many respects a long step forward in car building, especial attention being paid to the furnishing,

---Our sales increased at least forty percent.....

Phelps Dodge Mercantile Company, Bisbee, Arizona



The Phelps Dodge Mercantile Company of Bisbee, Arizona—aggressive retailers—had a windowful of oranges on display.

One of our employees noticed it and wrote to the firm to learn what the results had been.

“This window,” said the reply, “was on the main street, there was much favorable comment in regard to it.

“We are confident that our sales for the week of the display increased at least 40%.”

Every Fruit Retailer's Opportunity

There is an equal or better opportunity for every retailer to increase his sales of oranges and lemons. And it is greatly to his advantage to do so because of the possibilities of profit.

With a margin of 25% figured on the selling price, oranges and lemons will net 5% on sales; and if you buy only what you can sell out each week you can make that 5% net *fifty-two times per year!*

That means nearly 350% net return on the capital invested.

What other lines in your store will yield as much.

Think what it would mean if you could make the same percentage on your total capital investment.

Learn How We Help—

Mail coupon for new book "Salesmanship in Fruit Displays," also Display Material Option List which gives you your choice of attractive selling helps for window and counter use.

We will also answer any questions with regard to fruit retailing methods that you may care to ask.

Sunkist

California Fruit Growers Exchange

A Non-Profit, Co-operative Organization of 10,000 Growers

Los Angeles, California.

California Fruit Growers Exchange

Los Angeles, California

Please send me your book "Salesmanship in Fruit Displays" and "Merchants Display Material Option List," without obligation on my part.

Name

Street

City State

Five Vital Questions About Your Stock.

Imagine for a moment that your shelves could talk. Let us pick out one shelf that has seen many changes in your store—and has made the acquaintance of many brands of goods. Speaking from experience, here is about the way Mr. Shelf would frame his questions:

"Tell me, Mr. Grocer," says Shelf, "is there a ready market for this new line you've just put in? You know, I get mighty tired of some of our oldest inhabitants in this stock—and know that many a handsome newcomer becomes a fly-specked shelf clinger unless he comes here backed by a ready made market.

"And is the quality guaranteed? Even if they are not shelf clingers—are you sure the quality of every shipment will be sustained? You know, people frequently condemn a whole line just because one particular package is poor quality; but I've never heard your customers kick on the advertised lines which always have to be good—month in and month out.

"No doubt you've already figured this—but how about the turnover and profit on this new line? I've known you to buy lines that paid 40 per cent. gross profit—when they sold—but they didn't turn. While rubbing elbows with them in my space were smaller profit items that turned seven, eight and twelve times a year—less profit per sale—but more profit per month and per year. •

"Will people come in here and ask for this line? In other words, is it well advertised—in a big, broad way?

The best quality ever put into a can or carton is tongue-tied by itself—quality has to have printers' ink talking for it. And the quality must be satisfactory. You can't afford to put in selling time introducing this line—you won't have to if it's thoroughly advertised. But if it isn't I can confidently count upon another long visit from another speechless line.

"What policy have you adopted towards this line? Are you and your clerks really going to push it? You'll be well repaid if you answer to the above that the quality is a sustained certainty and that the advertising is just as good as the goods. I've seen you explain lines to the boys before—and if you really sell them on this one so that they know all about it, I know these new goods will be lively visitors on our shelves."

Spanish Olives are Exonerated.

The whole country has been stirred up more or less by the daily newspapers which have made a mountain out of a mole hill in telling of botulinus poisoning which was traceable to a few bottles of ripe olives found at Detroit and at Canton, Ohio. Out of millions of bottles a few were responsible for the trouble.

Importers of green olives have been annoyed that the newspapers do not specifically point out that the trouble came from ripe olives and not green fruit. To set the matter in the proper light, one of the members of the Olive Association has issued the following statement, on behalf of the importers of

Spanish green olives, which are known in the trade as Queen olives, Spanish olives, and olives stuffed with pimientos.

"We have gone to no little trouble or expense to find out to our own satisfaction whether or not the methods employed in curing and handling green olives left any possibility of the development of unfriendly germs which might be deleterious to health. We would not care to be engaged in the marketing of any food product which is unsafe or in which there is the remotest chance of danger to life and health.

"After having exhaustive examinations made by expert chemists and bacteriologists, we have concluded that Spanish green olives are a safe and sane food, that the methods of curing and preserving preclude the possibility of harmful bacteria; and for the past 80 years, the same methods of curing and preserving have been employed successfully. So far as we have been able to ascertain, there is no case on record, during all these years, wherein Spanish green olives have been found to be the cause of illness. While the olives are picked and cured before coming to full maturity, let us also observe that many of our other finest foods are not allowed to fully fructify, as for instance, green corn, peas, asparagus, green peppers, etc.

"It does not, therefore, follow that only ripened foods are fit for consumption. The constituents of fully ripened beans, for instance, are quite different from green string beans, but who would say the green beans are not good food

as well as the fully ripened beans. Many of our processed cereals and other foods, we are told, are robbed in the process of manufacture of some of their constituents which are necessary to life and health. The natural craving for green olives by even young children convinces us that there are elements of nutritive value in them which are not supplied by the other regular articles of diet, not to mention their appetizing and tonic effects.

"Dr. Don M. Griswold, acting Health Commissioner of Detroit, in speaking to more than fifty chefs and managers of restaurants recently, said: 'Green olives offer small chance of poison, since they have a quantity of natural acid and are elaborately treated before bottling.'

"We are preparing for the usual large demand for green olives for the spring and summer, with full assurance that the consumption of them will not be decreased on account of the misleading page articles appearing in some of the papers a few weeks ago."

Salesmanship.

Salesmanship is when you sell, satisfy, and make a success of the business you represent.

To be a successful salesman requires a knowledge of the customer's needs and an understanding of your own business.

And above all else, an understanding of yourself.

There are three vital things to know in successful selling—him, it, you.

Through a nation-wide campaign of advertising we are telling your customers that this is —

"the new way
to buy APRICOTS"



Thanks to our country-wide campaign of advertising—this carton idea has won instant appeal. American women have been quick to realize the advantages of buying SUNSWEEET Apricots in this 11oz. carton. Live dealers have been quick to recognize its sales-possibilities.

Order from your jobber at once—and "cash in" on this demand for SUNSWEEET. It is not only the top-quality brand, the inspected brand, the guaranteed brand—it is the national brand. It means more satisfaction to your customers, and more profit to you!

CALIFORNIA PRUNE AND
APRICOT GROWERS INC.

San Jose, California

A cooperative growing, packing
and marketing association of more
than 7,500 growers

SUNSWEEET
CALIFORNIA'S
NATURE-FLAVORED
APRICOTS

Grocer's Place in Mercantile Scale on Up-Grade.

With the closing of the world war the retail grocers of this country looked forward toward the year of 1919 with general relief, feeling assured that peace times would have a tendency to stabilize business. But, instead, the retailers were really confronted with an entirely new condition, with the ever-increasing rising costs of merchandise coupled with the increased cost of operating expenses on one hand and a very dissatisfied, complaining public on the other. The retail grocer certainly occupied a position that was anything but desirable.

To make it still more unpleasant, a certain class of distinguished public officials in order to win the plaudits of the multitudes endeavored to inflict still greater hardship upon the great number of those who happened to be unfortunate enough to be engaged in the retail grocery business, by publicly referring to them as profiteers, which the retail grocers very properly and so ably resented.

The retail grocery business of today is a great deal more dignified than in the years gone by. With the advent of cleaner and more sanitary stores, modern methods, specializing in service and promoting efficiency, the retail grocery business has been brought to a higher plane.

I believe that we have passed through the worst part of the reconstruction period. While I fully realize that there are still a great many obstacles to overcome, yet I do not believe that they are insurmountable. I have great hopes that the coming year of 1920 will begin the dawn of a new era in the retail grocery trade.

There no doubt will be great changes, but nevertheless the bulk of the retail grocery business will be done, as always, by the honest, reliable, accommodating grocers. The chain store, "serveself" and freak methods of merchandising are bound to get some share of the business and perhaps in some instances make mighty unpleasant competition, but to the grocer who is alive and keen to the situation there should be no reason for fear on his part, for the fact is that the great majority of the American people believe in the spirit of fair play and are firm believers of the old adage, "Live and let live." The accommodating retail grocer is an American institution and renders the American public a much needed service.

The retail grocer occupies an exalted position in the parade of progress and will be found marching just as proudly and erect as any class of American business men during the coming year as in the previous years, thanks to the many well established retail grocers' associations throughout this broad land of ours, with the many state associations, affiliated with the National association, to lead the way.

The National Association of Retail Grocers has at all times championed the cause of the retailer, it only requires the effort on the part of the

individual retailer to join hands with us in order to put the necessary business of retailing foodstuffs on a still higher level, so that we may all serve the great American people in a still more satisfactory manner.

Retail grocers' associations do not claim to be perfect, and if the retailer who finds fault with the activities or inactivities would only join with us and give us the benefit of his wisdom, we then would soon accomplish any much needed reform, providing, of course, that our cause must be just.

Optimism is the keynote of progress. Despite the many perplexing problems which confront us from time to time, there still remain many opportunities for the small retailer which can best be attained through co-operation; not of the selfish kind, but real, wholehearted, honest, constructive co-operation which will make the year of 1920 one long to be remembered. J. A. Ulmer,

President National Association of Retail Grocers.

White Tuna Fish Disappearing.

The standard white meat tuna fish problem is a serious one with California canners who are facing the prospect of having the former leader in demand disappear entirely from the market in the course of a few years, to be succeeded by blue fin and striped tuna. As it is now, with another season in sight, canners cannot figure with accuracy in advance on the average catch per boat, nor the probable cost of the fish. Wages of fishermen and all overhead expenses are increasing while here is less desire on the part of fishermen to catch this variety. Among 600 boats last season one authority states less than 15 made any money above their expenses. This is enough to discourage any industry. Over 60 per cent. of the 600 boats failed to pay actual living expenses of the crews, even though standard white meat sold at \$125 a ton. Blue fin sold at \$100 a ton and proved a much more profitable venture. Increased costs of operation are in prospect on white meat fish, so that an even smaller catch than last year is expected this season.

The average catch per boat is rapidly decreasing. When the industry was in its infancy, four or five boats would go out and they would not disturb the schools of fish. But now the fleets of 100 or more vessels frighten the fish from the surface and scatter them so that the catch which is by hook and line, is very materially reduced. Under present conditions no boat gets a noticeable percentage of fish. As no discrimination can be shown in limiting the number of boats no relief is in sight.

Blue fin and striped tuna are caught with seines and the net pack these varieties is increasing year by year. It is now necessary on the part of packers in booking orders to include a certain percentage of these varieties along with white meat. A good catch of white meat fish is two tons, while with the same effort 25 tons of blue fish can be secured. This shows the handicap of white meat, as the large catch, of course, means greatly reduced overhead.

The Nation's Food Distributors

For the distribution of its food supply the Nation depends upon the energy, enterprise and business integrity of its four hundred thousand retail grocers. If they are not able to supply the full demand for

Shredded Wheat Biscuit

it is because there is not enough to go 'round. Our fair-trade policy insures a fair proportion of this product until the increased manufacturing facilities supply the full demand. In the meantime, remember that Shredded Wheat is 100 per cent. whole wheat, the most real food for the least money.

MADE ONLY BY

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

ARMOUR'S MACARONI PRODUCTS

"Make Glorious Dishes"



Armour's Macaroni, Armour's Spaghetti and Armour's Plain Noodles form a quick-selling combination of first quality Macaroni Products. Made in one of the country's most modern up-to-date macaroni plants. A sure repeater and money-maker.

In addition to Armour's Macaroni Products—the line consists of

Armour's Oats

"Cooks Perfectly in 10 to 15 Minutes"

Armour's Pancake Flour

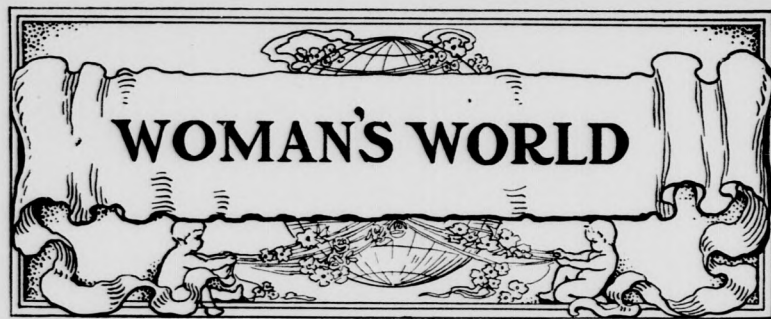
"Makes Pancakes Mother's Way"

Armour's Corn Flakes

"You'll Like the Taste"

Write for Prices and Terms

ARMOUR GRAIN COMPANY
CHICAGO



No Excuse for Improper Feeding Now.

Written for the Tradesman.

Strolling casually through a very old graveyard recently, and studying the inscriptions upon the crumbling old brown and gray gravestones, I was struck by the great number of those in memory of young people and little children, who seemed to have succumbed simply to the general conditions of existence. And I remembered out of my youth and the stories told me by my grandparents that in the times not so very long gone by, it seemed a normal thing for almost every family to "lose" several children. I recalled having myself heard women say they had "no luck in bring up boys," or, "Yes, I had five children, but I lost four of them"—as if it were a thing almost to be expected. We are so accustomed to the idea of abolishing diseases, such as yellow fever, plague, small-pox—to say nothing of tuberculosis—that we hardly can believe there was a time when they were regarded as almost normal conditions of life. Only lately have we begun to make a business, a duty, of conserving childhood.

Our forefathers thought they knew how to bring up families; they were "long" on religious training and did not "spare the rod"; but as I looked over this gloomy and incontrovertible record of the "loss" of children, it seemed to me that in respect of the treatment of the health of their young folks, they came out rather short.

"Well, you know the mother was consumptive," or "the men of that family were always frail," they used to say; it was rather taken for granted that several out of such-and-such a family would die in childhood or youth.

We are not so complacent about it now. The wise bringing up of a "frail" child is not of that sort; we undertake to combat the limitations of heredity with good diet, plenty of fresh air and sleep. And amazingly we win the fight, very largely by our wiser selection of diet.

In the old days it was a question of the "survival of the toughest." You that are so proud of your descent from the Mayflower—have you any notion of what your forefathers lived through? Two years on that "stern and rock-bound coast" without a cow or a chicken in the whole community! What would you think of existing yourself, to say nothing of bringing up a child, without milk or eggs? When I read—and believe—that every child must have at least a pint of good milk a day, eggs, butter, wholesome bread and fruit, my thought goes to those little children of the

Puritans who had nothing but cornmeal, fish and wild fruit, and such game as could be killed in the woods. Imagine an endless diet of cornmeal mush without milk or cream; cornbread made without butter or eggs.

A newspaper headline such as I saw the other day—"Six Million Children Ill-Fed"—may be an exaggeration, but I know there is enough truth in it to be a disgrace to this thing that we are so fond of calling "civilization." That is a poor civilization in which every child cannot be sure as a matter of course of a before-school breakfast at least as good as those I am going to outline here. And yet I know that thousands of children never in their whole childhood have even once had such a breakfast as any of those I list here. I am just going to shut my eyes to that side of the question, and hope that the list will be suggestive to some who will find these simple things not beyond their reach.

These breakfasts will be sufficiently hearty for children who have to take their luncheon to or at school. They will give enough for a good-sized boy or girl; the younger children do not need quite so much, and if it is possible for them to come home to a hearty mid-day meal the breakfast can be simplified, omitting meat dishes, and substituting a glass of milk for cocoa.

1. Stewed prunes, wheat cereal, poached egg on toast, bran muffins, cocoa. (In all of these breakfasts I am assuming milk or cream, and butter.)

2. Cold baked apple, oatmeal, baked potato, creamed codfish, toast, cocoa.

3. Apple-sauce, steamed rice, minced beef on toast, graham muffins, cocoa.

4. Stewed apricots, malt cereal, baked potato, lamb chop, toast, cocoa.

5. Baked pears, cream of wheat, scrambled eggs and bacon, graham bread toast, cocoa.

6. Well-baked banana, wheatlet, omelet, muffins, cocoa.

Here is a list of possible luncheons suitable to be carried to school and affording a proper food value and variety.

1. Sandwiches with thin slices of cold meat, baked apple, cookies, a few nuts.

2. Slices of beef loaf, bread-and-butter sandwiches, cookies, raisins.

3. Rolls, filled with chopped cold-boiled fish, with mayonnaise dressing and lettuce, cake and sweet chocolate.

4. Brown bread and peanut butter, hard-boiled egg, apple sauce, cookies, puffed rice, candies.

6. Jelly sandwich, pieces of cold

chicken, orange, dates, oatmeal crisps.

The luncheons can be varied with different kinds of breads and rolls and sandwich-fillings. Great care should be taken to have the lunchboxes and receptacles clean. Waxed paper should be used for wrappings if possible. The soft things can be carried in the paper boxes, such as are used for oysters or ice cream.

Every mother should gain a general knowledge of food values, so as to furnish a well-balanced "ration." Any competent doctor can inform on that score, and there are dozens of good books on the subject. Children who are fed by mother's intelligent and pains-taking, able to spend even very limited money wisely, will have a vast advantage over their little predecessors of the pioneer days, North and South; their days will be "longer in the land." Prudence Bradish.

(Copyrighted 1919.)

Why Legless Men Live the Longest.

A man who has lost a leg is likely to live longer than if he had not lost it, and a man who has lost two legs is likely to live longer still. This remarkable statement was made by Col. Openshaw, M. D., at the opening of a hospital for the limbless in London.

The heart has to pump the blood into the extremities and back again, so that if the legs are taken away the heart is relieved of a great strain and, other things being equal, will continue to work longer.

And Colonel Openshaw added that a legless man can be a better swimmer than before his loss.

Advertising will not accomplish miracles for your store, but good advertising will make a sick business well if the medicine is administered persistently.

PRAYER MEETINGS.

Prayer meetings to me were always a bairn,
And when I went to them I could not refrain
From thinking them useless and illy designed
To make us good Christians, though rightly inclined.

God is all wisdom and far better than gold;
He knows all our needs without being told;
He deals to each one his righteous proportion;
What nerve, then, to ask Him for further promotion.

"Little Breeches" we're told was lost in a storm;
But the angels they scooped him to where it was warm;
Supplied all his wants from boots to his hat,
Save the "Chaw of Terbacker"—they didn't have that.

Prayer meeting, they say, is the place for confession,
For sins of omission as well as transgression;
But of those of importance we never make mention,
But cry out the wee ones and try circumvention.

"To pray without ceasing" is the Master's injunction;
But it cannot be done at a prayer meeting function;
We learn a long prayer and then it's recited
At the weekly prayer meeting—thinking God is delighted.

The prayer that gets highest is one of distress,
When all earthly efforts have failed of success,
When death stalks at the door with a grin on his face
And despair of a' help, in your heart, takes its place.

'Tis then that the soul reaches up into heaven
With a hurry-up-call for two-sixty-seven;
God takes the receiver, speaks the word, "Be at Rest,
I'll attend to the matter since you did your best.

'Tis p'ain, then, that God does not bother himself,
To answer a prayer you can work out yourself;
'Prayer without ceasing" is a trust in your heart
That God will care for you, if you do your part.

God knows his own business—holds the world in his hands—
The lightning, the thunder and the storm he commands;
He don't need our help in the management either,
Yet we foolishly tell him how to manage the weather.

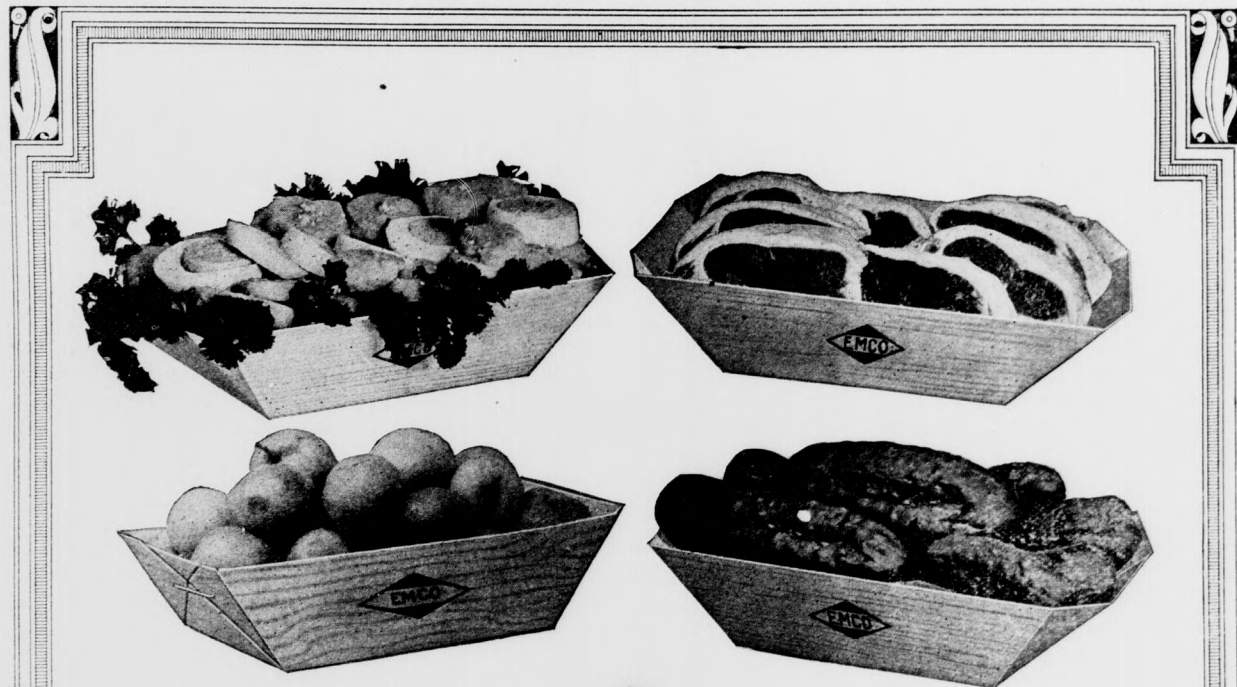
There are prayer meetings for this and prayer meetings for that
Bothering God with the stuff that we ought to be at,
Governmental affairs, and politics even,
When Bolshevik anarchy has no place in Heaven.

God won't do a thing until we rise in our might;
(The Huns never stopped till the Yanks made the fight);
Put on your whole armor, meet wrong with a frown,
Use mind, blood and muscle and put it all down.

There's no time to be idle, anarchy's shown her red flag;
Let's meet it head on—confound the old rag;
Hit it square in the eye—then hit it again,
Keep smashing it hard until you know it's all in.

There's time enough then to hold a prayer meeting,
And we'll tell God we're glad that we gave it the beating,
That we trusted in Him all the way through the fight,
And that that was what helped us to maintain the right.
Ithaca, Mich.

J. Lee Potts.



EMCO

EMCO Dishes Give Class to Service

- ☐ The EMCO Dish gives distinction and prestige to the retailer using it. It puts the appearance of quality into every bit of food that it carries from his store to the home of his customer.
- ☐ Extend the use of EMCO Dishes to every food line—don't limit this dish to the few lines that bags and paper won't hold.
- ☐ The retailer who delivers a pint of dry beans in an EMCO dish isn't foolish. He is merely applying to beans the advantages of a container which adds class to everything it carries. The Housewife appreciates such service. She puts the EMCO dish right into ice box or pantry.
- ☐ EMCO Dishes come to the retailer in handy cartons of fifty dishes. Scatter these cartons over your store. Make your food lines high classed as well as high priced. Deliver *everything* in the handsome, strong, sanitary EMCO Dish. *Ask your jobber for them.*

Escanaba Manufacturing Company

Manufacturers

Escanaba, Michigan

EMCO Clothespins

EMCO Toothpicks

Why One Clerk Lost Fifteen Different Jobs.

Fifteen years ago I started out to "set the world afire" as a retail clerk. I am still at it, striking numerous matches, only to find that the wind blows out the majority of them. After fifteen years I feel as if I am a good clerk, but that is all. I know full well that I have a lot more to learn, and I suppose I will feel the same way when I punch the old-time clock for the last time.

I lost not less than fifteen jobs before I managed to keep the wind from blowing out my matches. If all beginners are as cocksure as I was when I first started out it will do them little good to read of my experience. However, to the sensible ones—those who realize they are entering upon one of the greatest businesses in the world—I dedicate this in the hope it will help them over some of the hard places in the long road they must traverse on their way to the top of the business ladder.

Incidentally, I never reached anywhere near the top rung, and the chances are I am about as high now as I can hope to get. However, I have no one to blame except myself. I am telling here a few of the reasons why I am "number So-and-So in men's furnishings" instead of "Mr. So-and-So, merchandise manager," or something equally as important. I tell it in hopes it will help some beginner who probably is starting out now with the same impression I had fifteen years ago, when I left my lit-

tle country home for the city, where my father had obtained me my first position.

My first mistake perhaps was not altogether my fault. I came fresh from the country where we were not so particular about keeping up with the styles. Doubtless I should have noticed that the other clerks were neat at all times. However, I did not until I was called on the carpet one morning and dismissed, the reason given being that I was a discredit to the store. However, I had not been spending all my money, so my next step was to go to the men's store and get a complete outfit.

I had little difficulty in obtaining another position, and things went fine for a while. I kept adding to my wardrobe, and was really the model for my department. One fine afternoon I had made a few purchases around the store and was attired as a fashion plate. In walked several prospective customers from the country. One could almost see the hay sticking from behind their ears. Had I possessed real brains at that time I would have realized that only a short time ago I looked the rube even more than they did. Instead, I nudged one of the other clerks, made a few remarks about the "hicks," and we had a laugh about it.

That laugh turned out to be a wail about an hour later, although, for the hay behind the ears of the country customers did not prevent them hearing what I said. They not only refused to make any more purchases

but declined to take the articles they had already selected, and they left the store. But they stopped at the manager's office on the way out. In about an hour's time I had been led to the cashier's window, paid off, and was on the street looking for another position.

Things were booming then and I managed to obtain a position in a large store in a larger city and off I went, swelled up "to the guards."

"I'm going to show you people a thing or two," I said to the old gang when I left.

I blew into the big city feeling just that way and started work the following morning in about the same frame of mind. Not only that, but I insisted upon telling the rest of the clerks that I was one of the greatest retail salesmen in the world. Maybe I would have gotten away with it had I kept it within the family circles of clerks, but I didn't. And I might have known that I was being watched as all new clerks are. The spotter evidently figured it about time to call a halt when I insisted upon telling one of the store's best customers that he knew absolutely nothing about the merchandise he had asked for, and that if he had any brains at all he would take what I suggested.

What I did know, however, was that I was out of a job within five days after I landed in the big city and I learned further that in the large city even a clerk's reputation goes before him when he is applying

for a position, for it was some months before I attached myself to another payroll.

I was in a bad financial way, so bad, in fact, that I was probably over-zealous about my work at my new post, and in order to make sales I made a mistake that no department head will stand for more than once. I misrepresented merchandise to a wealthy customer, thereby selling him a large order, much more than he usually purchased. For this sale I received the congratulations of the department head on Monday and on Tuesday, I received my discharge papers because the goods came back with a note to the effect that this customer would seek his merchandise elsewhere in the future owing to the fact that the salesman had grossly misrepresented things.

By that time I was beginning to lose heart and became impatient, with the result that I accepted any old job and wound up in a third-rate store, where I worked on a commission basis. This, I think, was the turning point. I found that I was not only making very little, but that I was driving customers away from the store. And, needless to say, the store manager also found that out. I became so anxious to make a sale that I would try to force the customer to buy. The ending was the same.

I decided that I could not tame the big city and came back to my little home city a sadder but wiser man. I had been "striking matches"

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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

for about eight years, and had no fire burning yet. I went back to my first post and confessed to the same old boss and was put back in my old department. Strange to say, a man who was a clerk when I was there before was department manager. I remember then that he had attempted to advise me earlier in life, and that I had refused to listen to reason.

I did not expect advancement there, and there I still am—a clerk. Doubtless I am more valuable to my employer now than I was before, but I am afraid that he will think more than twice before he considers advancing me, and I can not say that I blame him in the least.

And all the while my match supply—commonly known as pep—is dwindling. But I've learned my lesson, and after fifteen years I am an ordinary clerk. But the first hundred years are the hardest, and I may improve with age.—Retail Clerk in Public Ledger.

Run Away From Care Now and Then

The average mother has not very much time that she can really call her own. There are often so many little frocks to care for and so many household duties to think about that the hours seem to slip away in an endless procession of duties, and yet oftentimes the work of the day never seems to be accomplished.

No mother should let her children and her home consume her entire time, for if she does she cannot possibly do justice to either one. No matter how dear to her heart her children are, or how greatly she is interested in her home, she should look to it that at least some portion of every day is given over entirely to her own comfort or pleasure.

A bit selfish it may seem, to her at least, but instead not only is she bringing some brightness into her own life, but she is making her home a happier place for her dear ones.

For no one can go about an endless chain of duties, never resting the tired body or the harassed nerves, without losing some of that bright outlook on life which is more necessary to the comfort of the home circle than to anything else in the world.

If you cannot find time to dress and go out every day, you can at least find the time to read a story, or your favorite magazine. It is true that when you do this, Mary's little frock may be waiting to be tucked, or father's socks may be in need of darning.

But it is not at all necessary to put a dozen tucks in even the prettiest frock; a few would be far more sensible and just as pretty, and it is more than likely that if you spoke to your husband about it he would much rather give you the money to buy some new socks than to wear the much darned hose.

But whether the head of the family and the pet of the house are satisfied or not, the mother who is overworked should insist upon having some time to herself.

Many a woman does countless things for her dear ones which left undone would not matter one whit,

and a number of which, perhaps, are really encouraging her children, and frequently her husband, to lead unintentionally selfish lives.

One of the most important aids to health and happiness without which no life is really worth living, is to get away from the world every now and then and to have time for one's own thoughts and desires. This time may be employed in many different ways. It all depends on the individual's tastes. One man, for instance, used to get up very early in the morning and take long horseback rides in the park, because he said that only in this way, by getting away from his kind and close to nature, could he get in accord with himself and work out his business problems.

To get off to one's self now and then is far more essential to the happiness and contentment of women than of men. Men do not begin to have the same fretting cares that women have. Their lives are adjusted in an entirely different way.

If a man's business is of any scope at all he has assistance in running it. His stenographer not only takes his dictation and writes his letters, but it frequently happens that she looks over the mail and answers the letters from a few appended notes. The office boy runs his errands and the bookkeeper takes care of the accounts.

The average woman does much of her work herself. If she keeps a maid she has to superintend her kitchen and dining room, and in all probability she does the sewing for the children, to make up for her extravagance in keeping a maid, at this time when every one should economize.

It is a poor plan to economize by taking it out of the housemother. In order to do any effective work every mother must have some mental and spiritual growth, and to attain to these she must go out some and mingle with her friends, she must read some and, most of all, she must rest some.

Slip off to your room and lock your door every day for a few minutes. Breathe deeply and then lie down for a few moments.

While you are lying there do not worry and wonder if the butcher will bring the meat in time or if John remembered to take his overcoat, because it was likely to turn cool at night, or if Mary has learned her grammar lesson.

Let go of all your cares, and then, if you are sensible, after you have rested, and if you can possibly find time, you will run away from all your household cares and make that visit you have been intending to make, or read that new book that your friend told you about.

If you are not a trade paper reader and your competitor is, it is your competitor who will profit by other men's ideas and methods, and he will profit at your expense.

Don't let your business get so much the better of you that it worries you and keeps you anxious. Instead of letting business drive you, drive your business.

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The Salt that's all salt.

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




A Table Syrup of the Finest Quality



For use on grid-
dle cakes, waffles,
bread, etc., and
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syrup is needed.

In Four Sizes
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"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,
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Michigan Retail Hardware Association.
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Secretary—Arthur J. Scott, Marine
City.
Treasurer—William Moore, Detroit.

Minor Items That Hurt or Help Business.

Written for the Tradesman.

Going down the street the other day I noticed a peculiar incident. A young clerk was standing in a store entrance—or rather, lolling, with hands in pockets. A young lady came past. Just then the clerk spat clear across the sidewalk, almost past the lady's face. Then he turned and went in.

Of course he didn't see the lady coming. He was staring the other way when that impulse to spit got the better of his sense of propriety.

"Only a little thing"—but I doubt if that lady will ever buy anything in that store. And it was a nice-looking store, too.

It is just such little incidents that quite often "get the goat" of the customer; and it is inattention to petty details that quite often drives people away from certain stores. Nothing is petty from the viewpoint of a really big man, who has learned by experience from what petty causes great things are apt to arise.

If the hardware dealer has not already done so, it is not too late to make a New Year's resolution to give some attention to the little things that make or mar business. The hardware clerk who wants to rise in the world might very well do the same.

Personal habits are a more important matter than most salespeople think. Often something about a salesman will so irritate a customer that, with perfectly satisfactory goods, he is unable to effect a sale. I am more than normally equable and easy to sell, yet even I have run up against salespeople who have aroused antagonisms that very nearly lost them sales, even when the goods were just what I wanted. I know from what other people have told me of their experiences in all sorts of stores, that the same thing holds true with them.

Now, the best virtues of the good salesman are, not negative, but positive. That means, it is better to have a pleasant smile, a winning manner and a thorough knowledge of the goods than not to wear a dirty collar, or manicure your nails while talking to a customer, or speak with a lisp. What you are counts for more than what you refrain from doing. Perhaps this is because every customer expects the salesman who waits on him to wear clean linen

and do his manicuring at home and speak like a full-grown man, and the failure to do these things is more noticeable than the fact that 90 per cent. of wideawake hardware clerks do them. But attention to these minor details and the correction of petty, irritating habits count for a great deal in making the young salesman just what he ought to be.

There are other points requiring attention about the store—petty things, yet they count. Instancing a few of the petty things that irritate customers may waken merchants and salespeople to other defects in themselves or their methods that are losing them business every day without their knowing it.

Take the door hinge that refuses to work. Most stores nowadays are equipped with a special type of hinge which shuts the door without the customer's assistance. Sometimes these hinges get out of order. I knew one store where in the course of a morning scores of customers, accustomed to the smooth working of the automatic hinge, were needlessly irritated by a hinge that forced the door half-shut and left it standing that way. That sort of thing went on for weeks before the defect was attended to. It had to be attended to eventually—why not the first day and the first hour it became apparent?

The same thing applies to the door latch that refuses to open, and the door where the defective hinge calls upon the customer to exert main strength in order to effect an entrance. A hardware store shouldn't have troubles of this sort; but I have known even hardware stores that had these troubles, and allowed them to run on for days. A defective door hinge is a petty item—so is neglect to put it in good condition immediately.

Go into the stove department in the average hardware store. You'll find on top of one of the flat-topped ranges a collection of sundries. Maybe a duster, maybe a counter-check book, perhaps some old wrapping paper or a brush. In fact, there is a normal tendency to use the stove department as a sort of catch-all for odds and ends of stock and equipment that the salespeople are too unsystematic to put right back in place.

All this militates against the success of the stove department, and hampers the sale of stoves; since a stove cumbered up with a lot of junk usually makes an unfavorable impression.

Before leaving the stove depart-

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

Saddlery Hardware, Blankets, Robes, Summer Goods, Mackinaws, Sheep-Lined and Blanket-Lined Coats, Sweaters, Shirts, Socks, Farm Machinery and Garden Tools, Automobile Tires and Tubes, and a Full Line of Automobile Accessories.

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TOLEDO SCALES

Honest weight. No springs. For the Grocer, Butcher and Manufacturer. We have a few used scales at bargain prices. Computing scales of all kinds repaired and adjusted.

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Ask about our way

BARLOW BROS. Grand Rapids, Mich.

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

A. B. Knowlson Co.

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



Toilet and Bath

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Wholesale Hardware



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

Grand Rapids, Mich.

ment, it might be well to see if the stoves on exhibition are all dusted regularly and kept clean and in spick and span condition. Appearances count for a lot in stove selling. This is not so vital a matter now as it will be later on; but now is the time, when business is normally slack, to get into the habit of attending properly to these details.

Care of the stock is a more important item than most people seem to think. The plate glass in your silent salesmen and other display fixtures should be kept clean and bright. See, too, that the stock inside is properly arranged. Particularly is it important to keep metallic articles free from dust and rust. Here, prevention is a great deal more effective than cure.

Take the matter of price cards. One hardware dealer I know features a 10-15-25 cent bargain counter—it used to be 5-10-15 cent. He has price tickets on each compartment, similar to those in the "15-cent stores." One day a 25c card toppled into a compartment devoted to a 10 cent article. For nearly a week people came, passed that table, saw the article and the price card, reflected probably "Why. I can get that cheaper somewhere else"—and an article the sales of which normally ran into a good many dollars a week was for the same time being a dead issue. At last the proprietor noticed the displayed card put it back where it belonged, and started the stuff moving again. That was just a little item—but it ran into money.

Cards often become misplaced in window displays, particularly when goods are removed from the windows to show to customers. It is a good thing to keep an eye open for mistakes of this sort so that they can be rectified at once.

This is a good time of year to learn to look at your store from the customer's viewpoint. You will find defects you have not suspected; and you are quite likely to discover strong points you have never appreciated or thought it worth while to play up. The occasion is, indeed, a sort of psychological stock-taking, running concurrently with the physical stock-taking you are conducting. So take stock of your defects, and those of your salespeople, and those of your store arrangements, in order to eradicate them for good and all.

It cannot be too strongly emphasized that these so-called "petty things" quite often influence business to an extent out of all proportion to their intrinsic importance. The difficulty of the average individual is that he has become so habituated to these minor defects in his methods and arrangements that he never noticed them. But the customer who sees them for the first time is shocked and quite often antagonized, when there is no real need for the merchant or the salespeople or the store to create any such antagonism.

Take a few minutes whenever you have opportunity and check up on the little things that hurt or help business.
Victor Lauriston.

Seedlings From Garden of a Brainy Man.

Don't look for appreciation or gratitude. When you find either, be thankful and let it go at that.

Why worry about a man's social success? It probably serves him right.

Never envy the man who has lived on his wife's money. He probably earned it.

Always speak kindly to a clergyman. He may be sympathizing with you for troubles of which you know nothing.

Much sympathy has been wasted on people who "pay the price." Maybe it was worth it.

When a man shouts too much about his "rights," folks are inclined to think that he's in wrong.

For hidebound dogmatism, go to a "liberal."

The man who works for one firm for 30 years has been a dead one for 20 of it.

If Darwin was right, we better all keep still about it.

Always respect a Daughter of the Revolution. Remember that if "the masses" didn't do our fighting for us, we'd have to go ourselves.

Druggists and physicians resent having Latin called a "dead language."

One advantage of living in a republic is that a man has a right to cuss the government that he helped to make.

The "machine" in politics is the bunch that turned the rascals out yesterday.

The more you rely upon ancestry, the less posterity is liable to.

When a woman "steps aside," some man is always to blame: sometimes five or six.

Don't be flattered by your wife's admiration. She may not have had time to look around.

Many a man doubts a woman's judgment from the day she agrees to marry him.

The man that thinks he's the head of the house isn't home much.

When you get fussy about the ways

of women, think how you'd like them with whiskers and a delicatessen breath.

Never cuss before your stenographer. It may make the office so homelike that she will want to call you by your first name.

The good old days of "chivalry" are past and men are now measured by ampheres instead of quarts.

Nothing can equal the withering contempt of a cad for those he knows understand him.

The remittance man never forgets the social wall between himself and those who earn their own living.

Troubles are given us so that we may have something with which to compare our joys.

George A. Murphy.

We have but one life to live. We cannot make too much of it. The great danger is that we will fall short of what we might attain. But if we are careful to maintain our standards, they will help us to achieve commendable success.



Profit in Cleanliness

If, by chance, a customer looks into your oil room, what is revealed?
Cleanliness?
Neatness and Order?
Or is the look within merely depressing and disgusting?



installed in your store for the storage and distributing of oils, kerosene and gasoline, assures your customer the cleanliness and orderly arrangement of your Oil Department are characteristics of your entire establishment

Bowser pumps are accurate, clean and economical.
Bowser tanks are safe, clean and neat. A combination that means Satisfaction and Profit.
Signify your interest by asking for literature.

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

Note cleanliness and orderly arrangement of store. Tanks in basement or underground insures safety.

Why Hardware Dealer Should Make More Money.

As to the growing feeling that the Retail Hardware Man should secure a better profit, in view of the money, industry and brains invested, and that the remedy is in his own hands, would say that in my mingling among the retail hardware trade, and it has been quite considerable, I have endeavored to be somewhat observing, and among some of the impressions gained is one bearing on this question. I have concluded that there are three kinds of merchants:

1. One who gets an altogether too high a price for his merchandise.

2. One who gets a very fair and altogether reasonable price for his merchandise.

3. One who gets an insane or altogether too low a price for his merchandise.

Those in the second classification, I am thoroughly convinced, are much in the minority. Those of the third class come next, and the first class last. The merchant who gets too much for his merchandise is dangerous to himself only, in that he dwarfs his growth and eventually puts himself out of business. The merchant who gets too little for his merchandise is a menace, not only to himself, but to his fellow merchants and the people from whom he purchases, and is sooner or later relegated to the ranks of the hasbeens.

The merchant who gets a fair and reasonable price is the successful merchant and the one worth while; one, who as a rule, is a credit to himself and community. The failure of a merchant in not getting enough profit for his goods I would attribute principally to ignorance, lack of backbone, jealousy, greed, and poor business qualifications generally.

The merchant who gets as near as possible to the right margin of profit you will always find is a sober, keen, shrewd, well-balanced man, a thinker, a broad-minded man affiliated with a hardware organization. "Any man can cut prices, but it takes a brainy man to hit upon the proper level of prices."

These last two years or so have been extremely unusual, and the brainy, industrious man; the man with the stiff spinal column, has made good money by simply keeping posted and having the nerve to ask for price, and there is no gainsaying the fact that it has required nerve to ask some of the prices we were justly entitled to. But from what I can gather, there have been more who have not been so brainy, industrious and nifty, who have suffered very severely in a financial way during this period of the last two years, and chiefly for two reasons: First, in not keeping posted on advances. Secondly, in not taking full advantage of the advances on the merchandise he has had on hand, purchased at the old prevailing market price, after he has been apprised of the advances having taken place.

Another good bet often overlooked and one that quite frequently can be taken advantage of, is for instance, where a merchant by shrewd manipulation, and honorably and honestly

buys articles at an unusually close price, somewhat under the regular market price, he does not always take advantage of same, and figure his percent profit on the regular market price, which he is justly entitled to, but rather figures same on the low purchase price.

Those of us who have read the Good Old Book, will recall a passage somewhat like this: "What does it profit a man if he gain the whole world and lose his own soul, or what shall he give in exchange for his soul?" So it is with the merchant, what does it profit him if, by his sagacity he is enabled to drive good bargains in purchasing, if he does not take advantage of them, but, very indiscreetly gives this away to his customers?

There are a great many brainy, industrious and moneyed men among the retail hardware men of this country, but I will stake my all that they are greatly in the minority.

Two of the greatest mediums for the education of the retail merchant of to-day is the retail organizations and the trade publications.

H. B. McGrath.

A Word to the Wise.

Don't do this and refrain from that; have no place in modern salesmanship, nor do the rules of the game a series of regulations for the simple reason no fixed set of rules can be made flexible enough to cover the complete range of salesmanship no two formulate the same line of sales explanation, likewise, no two prospects will ask the same question.

Don't take it for granted you cannot sell your man from the looks of the outside of his store. Go in and interview your prospect, then form your opinions.

Don't skip a call no matter how great the provocation. It is the calls you pass by as worthless which as a rule produce.

Always make it a fixed rule to greet your prospect cordially, even if each time you call the visit is non-productive. Some day the good-will you assemble will serve you in good stead. Also you cannot afford to be impolite even if your prospect is.

Don't waste time talking to any other person than the one you have business with, as many have an aversion to men talking to the rank and file—some even go so far as to post notices to this effect.

Each day start to make your call early and in good time to catch your prospect in a buying mood. If a business man has certain hours for interviewing make your time fit his.

Never argue with a prospect, no matter if you are in the right, as arguing will not help to make your position secure and the truth will prevail in the end.

Always leave your prospect with a cheery good-bye, even if your visit has been unproductive. Next time you may have better luck.

Do not fail to thank your prospect if you "close" or not, as these two words have a very important meaning in the business world to-day.

Watch your personal appearance, as a

clean shaven face, spotless linen and well blacked shoes go a long way toward creating a favorable impression—your main personal asset.

Always have your papers and price lists in good order and in such shape you can display same quickly and in an intelligent manner.

Never deem it too much trouble to show your wares, even if you know no sale is possible. Next time you may be more fortunate.

Never give the prospect the impression you are in a hurry, as you must forget time when another person is willing to give you theirs.

Make your prospect feel the small sale is just as important to you as a huge one, as small ones grow if properly nourished.

Do not assume too familiar an air with your prospect, if same will not be resented. Some people do not welcome familiarity and resent the overstepping of the bonds of reserve.

Keep good hours as you shall be fresh and ready for business next day. Many a sale has been lost by a sleepy man, besides you need plenty of sleep to keep your energy at the highest point of efficiency.

Do not air your views too forcibly at any stage of the game, also abstain from talking scandal, politics or religion. Your object is to sell goods, not hold any arguments.

Abstain from giving the impression you know it all. Let the prospect do the talking and you inject your knowledge, but don't try to force it. Many a man has made himself a bore by so

doing, and the prospect avoids the bore whenever possible.

Cultivate a pleasing voice. Use good plain English; eliminate slang and high-sounding words, likewise the spicy story and profane language. It goes with some, but not with the majority.

Don't knock another man's line is a reflection on a buyer to have you question his judgment. "Again every knock is a boost," and you will make more friends by saying nothing than to ridicule and knock.

B. J. May.

Money.

If you save all you earn, you're a miser.

If you spend all you earn, you're a fool.

If you lose it, you're out.

If you find it, you're in.

If you owe it, they're always after you.

If you lend it, you're always after them.

It's the cause of evil.

It's the cause of good.

It's the cause of happiness.

It's the cause of sorrow.

If the Government makes it, it's all right.

If you make it, it's all wrong.

As a rule it's hard to get.

But it's pretty soft when you get it. It talks!

To some it says, "I've come to stay."

To others it whispers, "Good-bye."

Some people get it at a bank.

Others go to jail for it.

The mint makes it first.

It's up to you to make it last.

USE RED CROWN GASOLINE

It starts easily even in the coldest weather.

And it will deliver all the power your engine was designed to develop.

For sale everywhere.

STANDARD OIL
COMPANY

(INDIANA)

Chicago

Illinois

MICHIGAN HARDWARE COMPANY

EXCLUSIVELY WHOLESALE

GRAND RAPIDS, MICH.

To the Trade:

We believe the 1920 Michigan Retail Hardware Dealers' Convention, to be held in Grand Rapids, February 10, 11, 12 and 13, will be the best meeting held in several years and we trust that you are going to be with us on that occasion.

All hardware dealers look forward to this annual meeting, owing to the educational features which the meeting develops. Many good ideas can be gathered which can be taken home and adopted in the hardware dealer's store.

We extend you an invitation to visit us while in our city. Our booth spaces at the exhibition hall will be #59 and #67 and our office and warehouse is located at the corner of Ellsworth avenue and Oakes street, within walking distance of the Pantlind Hotel.

We will have on exhibition at our booths, as well as at our office, an attractive Enameled Ware Assortment in Blue and also one in Gray, as described in the circular herewith enclosed. Enameled Ware is scarce and hard to get and we want you to be sure to take advantage of your opportunity to obtain one of these assortments while here.

We have again arranged with your Secretary to present the Association one of these Assortments, which will be given to some hardware dealer.

We also have a handsome souvenir which we will distribute at both our office and booth to the hardware dealers.

Trusting that we will see you, we are,

Yours very truly,

MICHIGAN HARDWARE COMPANY.

H. W. Spindler, Pres.

Salesmen Can Improve Methods And Increase Earnings.

Written for the Tradesman.

The modern salesman is finding it a little bit more difficult to increase his income than the average union laborer. This is because many stores are now basing salaries on net returns.

Some stores sell on a 4 per cent. basis, some as high as 8 per cent., while many pay only two per cent. Regardless of the commission, the salesman must sell more merchandise if he is to increase his income, and the only way that he can make these increases is carefully to study the four general divisions which thousands of other salespeople have studied in the last ten years. They are:

1. Appearance.
2. Language.
3. General intelligence.

As to appearance, almost every large department store now has a standard for their saleswomen. Why they have never studied the appearance of their salesmen is something I have never understood. In the clothing and shoe fields a great deal of progress has been made in the general appearance of the salesman.

I have always believed that these things should be carefully considered by a salesman—first, his haircut, then the collar, shirt, clothing, shoes, and the appearance of his face and hands. Out of a group of a hundred salesmen, you will seldom find more than ten men who are well groomed and who have a clean appearance.

A sales conference in New York at one time analyzed more than 100 men, having other men pass on the men examined. Eight men had hair cuts that passed; twenty had collars that were the right size and right style; ten had neckties that harmonized with their shirts; fifteen had shirts that fitted and were of the right sleeve length; twelve had suits that fitted and were pressed and clean; while only eighteen had shoes that fitted with heels that were not run down.

It is a hard matter to criticize a salesman's appearance, but if the salesmen and saleswomen are not carefully groomed, absolutely clean from head to foot and trim in appearance, they lose greatly as the customer approaches them.

Any salesman can dress better for the same amount of money. The trouble with most salesmen is that they compromise and buy cheap things. They do not study colors and almost invariably, they are too flashy. If their appearance is right, customers sense it very quickly and the customer unconsciously buys more readily.

Now, as to language, there are more than 600,000 words in the English language, but the average salesman uses less than 5,000 in his daily selling.

There are four simple ways of improving his English.

First, study grammar, using a simple book entitled Business English for Evening Schools published by the American Book Company by

William E. Chancellor. I selected this book out of 700 grammars. I had a school teacher spend seven months checking up every grammar published and found this one to be the best. The book can be digested in four to six weeks and will give any sales person an entirely new idea of business English.

Another method of improving your language is to read books rich in descriptive matter, such as those which Dickens wrote. Dickens was an artist in describing things. Of course, the stories are good in themselves, but the idea is to learn how to describe things accurately and create mental pictures for the customer

Another way to improve your English is to write continuously. Sit down every night and write two or three advertisements on the merchandise you are selling. Show them to your wife or to your associates in business and get them to criticize them. Writing six advertisements a week of 100 words each means that you have written 600 words each week, and if you continue it every week for a year you will write 30,000 words in a year. This would show how meager is your vocabulary.

Another method is to cultivate the acquaintance of lawyers, preachers and men with college educations. Spending a half hour or so with such people will show you the importance of clean, pure, business English. These people were compelled to study good English. They had to go through college to get their degrees. They associate with people who talk pure English.

If a salesman's appearance is 100 per cent. and his language is accurate, clean and free from slang, he has an advantage over the other salesmen, who are careless about their appear-

ance and pay no attention to their vocabularies.

By general intelligence is meant that the salesman must study merchandise.

Salesmen selling men's underwear would never attempt to sell a man from ten to twenty suits at the beginning of the season. Yet there are thousands of men who don a clean suit every morning. A salesman who uses two suits during the week can't understand how anyone could be so extravagant. You have got to live the lives of other people mentally if you are going to sell them large quantities of merchandise.

Women think nothing of buying three or four hats or as many as a dozen during a season, while many men never think of buying more than two hats during the year; straw for the summer and soft or stiff for the winter.

If you get out of your own environment and improve your general education regarding people you will find that there are hundreds of reasons why a man should buy four hats a year instead of two.

You will find the importance of selling women a full case of canned tomatoes instead of two cans.

One of the reasons why a salesman in the average store is so far behind in his selling educational work is because schools have never been established for him. Manufacturers pay little attention to him, while the average employer is always afraid he is going to ask for more money.

In the more progressive stores, the employer is glad to encourage his sales people to expect more, based on their actual sales.

I know one store in Chicago which used to pay as an average of \$30

which is now paying an average of \$70 on a 3½ per cent. basis.

There are hundreds of books now published and many courses in salesmanship which are designed particularly for the retail salesman.

The salesman of the next generation is going to lift himself entirely out of the groove of present day salesmanship and I think he will do it largely by studying his own appearance, his own language and his general intelligence. Improvement must and will come through his own efforts.

Frank E. Fehlman.

Nothing For the Murphys.

A freckle-faced girl stopped at the postoffice and yelled out:

"Anything for the Murphys?"

"No, there is not."

"Anything for Janie Murphy?"

"Nothing."

"Anything for Ann Murphy?"

"No."

"Anything for Tom Murphy?"

"No."

"Anything for Bob Murphy?"

"No, not a bit."

"Anything for Terry Murphy?"

"No, nor for Pat Murphy, nor Dennis Murphy, nor Pete Murphy, nor Paul Murphy, nor for any Murphy—dead, living, unborn, native or foreign, civilized or uncivilized, savage or barbarous, male or female, black or white, franchised or disfranchised, naturalized or otherwise. No, there is positively nothing for any of the Murphys, either individually, jointly, severally, now and forever, one and inseparable.

The girl looked at the postmaster in astonishment and said: "Please to look if there is anything for Clarence Murphy?"



rich coconut milk— that's the secret

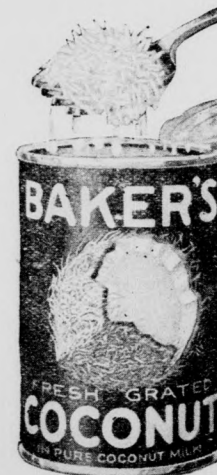
Mother Nature made no secret of the fact that she put milk into the coconut shell.

But it was left for Baker to discover that the natural coconut milk when CANNED with the meat made it possible to retain indefinitely the fine rich flavor of the freshly picked nut!

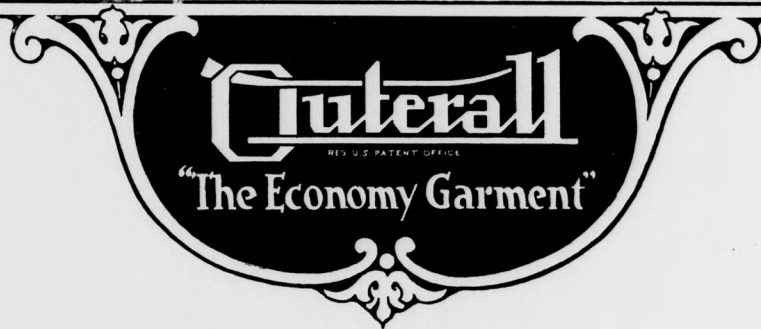
THAT is why Baker's Fresh Grated Coconut—the canned-in-its-own-milk coconut—is the choice of discriminating housewives everywhere.

THE FRANKLIN BAKER COMPANY
Philadelphia, Pa.

Baker's Dry-Shred Coconut—the old-fashioned sugared kind is also sold—in paper cartons.



AMERICA'S PLAY GARMENT



09

08

They Catch Mother's Eye

Outerall one piece play suits have many original selling features. Our 1920 line is now ready. Variety of style in both khakis and indigoes. Sizes 2 to 16 years. Send to our nearest branch office for folder showing complete line.

MICHIGAN MOTOR GARMENT CO.

Greenville, Michigan—3 Factories

BRANCH OFFICES:

405 Lexington Ave., New York; 615 Locust St., Des Moines, Ia.; 1016 Medinah Bldg., Chicago, Ill.; 222 Marion Building, Cleveland, Ohio; 147 Dwight St., Springfield, Mass.; 45 N. Third St., Philadelphia; 3425 Ashland Ave., Indianapolis, Ind.; Mayer Bldg., Milwaukee, Wis.

The longest wearing Play Suit on the Market.

The Lansing Conference—Hammond Takes on New Duties.

Lansing, Jan. 29—The conference of the officers and other members of the State mercantile associations held yesterday with Attorney General Alexander J. Groesbeck, was a very satisfactory and profitable affair. The Michigan Retail Dry Goods Association was represented by D. M. Christian, Owosso; J. W. Knapp, Lansing; H. G. Wesenor, Saginaw; F. N. Arbaugh, Lansing; Wm. Brogan, Lansing; F. E. Mills, Lansing; D. W. Robinson, Alma; J. N. Trompen, Grand Rapids; George T. Bullen, Albion; John C. Toeller, Battle Creek; Fred Cutler, Ionia; W. S. Barrett, Williamston; J. H. Buswell, Kalamazoo; J. T. Milliken, Traverse City; C. O. Sprowl, Lansing.

The Michigan Retail Shoe Dealers Association was represented by J. E. Wilson, Detroit; G. S. Davis, Lansing; C. J. Page, Lansing; T. J. Jackson, Detroit; A. V. Friedrich, Traverse City; Harry Woodworth, Lansing.

The Michigan Retail Hardware Dealers Association was represented by Geo. W. Leedle, Marshall; F. E. Strong, Battle Creek; C. L. Glasgow, Nashville; A. T. VanderVoort, Lansing; A. J. Scott, Marine City; F. L. Willison, Climax; J. C. Ross, Kalamazoo.

The Michigan Retail Clothiers Association was represented by A. F. Traxer, Detroit; G. S. Youngman, Lansing; H. L. Brown, Jr., Lansing; Horace Beecher, Grand Rapids; Frank Hamilton, Traverse City.

The Michigan Retail Grocers and General Merchants Association was represented by E. H. Jones, Cass City; W. C. Gunnison, St. Johns; Chas. Millman, Port Huron; J. M. Bothwell, Cadillac; Chas. Lanster, Ionia; E. VanBuren, Lansing.

The Michigan Retail Pharmaceutical Association was represented by C. E. Wilkinson, Lansing; and J. A. Skinner, Cedar Springs. The Lansing Chamber of Commerce was represented by Charles H. Davis and the Grand Rapids Association of Commerce by Lee H. Bierce. There was also present Alton J. Hager, of the Hager Lumber Co., of Lansing, John F. Gaylor, of the Michigan State Telephone Co., of Lansing, and Charles E. Ebersol of the Lansing Business University, and other Lansing citizens whose names were not enrolled.

J. W. Knapp, of Lansing, was called to the chair and made a very capable and satisfactory presiding officer. A complete report of the proceedings was taken by Rudolph Loomis, Circuit Court stenographer of Ingham County Court, and we will be ready in a day or two to give to our members a condensed report of the discussions.

The Attorney General, Mr. Groesbeck, and his assistant, Colonel S. D. Pepper, gave the conference practically the entire time of the day. So far as could be observed, it was the unanimous opinion of all the merchants present that Mr. Groesbeck's position was eminently fair and his counsel and advice on matters pertaining to the high cost of living, and the questions that arise therefrom, was of very great interest and benefit.

His attitude was kindly and dignified and the meeting resulted in a very satisfactory understanding on the part of those present. Mr. Groesbeck was given a rising vote of thanks and a rousing hand-clapping for his part on the program.

A few days ago a proposition came to me from the President of the Grand Rapids Merchants Mutual Fire Insurance Co. to the effect that that company desires my services as Manager. The acceptance of this proposition does not require me to sever my connection in any way with the Michigan Retail Dry Goods Association, nor is it expected that any of the activities of the Association shall

be relaxed to a very considerable extent.

The proposition was presented to Mr. Christian, the President of our Association, and at his suggestion a joint committee of the dry goods association and the insurance company was designated by President D. M. Christian and President J. N. Trompen, respectively, to arrange the terms and conditions under which the proposition could be accepted.

Mr. Christian appointed Vice-Presidents W. O. Jones and George T. Bullen and Secretary J. W. Knapp. President Trompen designated F. E. Mills and J. B. Sperry to act with himself on behalf of the insurance company. This committee held its meeting yesterday and made an arrangement whereby I will divide my time between the Dry Goods Association and the insurance company, giving to the insurance company about one-third of my time.

By this method my traveling expenses can be divided in about the same proportion and, when traveling in soliciting new members, much of the time now given to waiting for trains can be given to the matter of securing business for the insurance company. As most of our members are aware, the office of the insurance

company is located in Grand Rapids in general charge of John DeHoog, Secretary and Treasurer, under the advice and general direction of J. N. Trompen, President. It should be borne in mind, however, that the action of this joint committee is subject to ratification by the Board of Directors of both organizations and, so far as can be foreseen at the present time, this action will be taken at the first time the Board of Directors hold their meeting.

In the meantime, members of our Association, desiring to place insurance, will find it to their advantage to communicate directly with the Grand Rapids Merchants Mutual Fire Insurance Co., Grand Rapids, addressing communications to the Secretary-Treasurer, John DeHoog.

In my travels last week I located a dry goods store in a little town of about 1,300 inhabitants that is for sale or to be exchanged for farm or residence property. The present proprietor has been located there only a few months. He has a good, up-to-date store, but he is not entirely satisfied with this line of business. If any of our members know of a person who desires to embark in a business venture, this will afford a good opportunity. Information re-

garding the proposition will be furnished on request at this office.

Jason E. Hammond,
Secretary, Michigan Retail Dry Goods Association.

Appropriate.

As the man and the maid strolled through the picture gallery the woman stopped before one exhibit.

"Oh, how sweet," she breathed.

"I wonder what it means?" questioned the young fellow, as he eyed the pictured pair who clung together in an attitude of love and longing.

"Oh, Charlie, don't you see?" the girl chided tenderly. "He has just asked her to marry him and she has consented. It's lovely! What does the artist call the picture?"

The young man leaned nearer and eyed a little label on the frame.

"I see!" he cried. "It's printed on this card here—'Sold!'"

It is not the size of your stock that makes it possible to clean up a good profit. It is the rapidity of the turnover.

Earning Power

The return of the telephone properties to their owners means that they must be financed, in the future as in the past, by private capital.

To make this possible the Telephone Company must be able to show an earning power that will produce revenue sufficient:

To provide modern equipment;

To maintain the property in perfect condition;

To pay fair wages to experienced and skilful employes;

To provide reserves to replace worn out property;

To pay the heavily increased taxes;

To pay bond interest and a fair dividend to stockholders.

The earning power rests on the rate schedule. If costs increase, rates must correspondingly increase. If, later on, costs are lowered, the rates will be lowered also.

MICHIGAN STATE TELEPHONE COMPANY





The owner of this general store makes as much profit from his Arbus Apparel as from all the rest of his business.

Get the Profits of a Garment Department ----Without Expense, Investment or Room

THE Arbus plan adds to your business the profits of a complete Garment Department. You will attract lots of new trade of the best type by rendering your customers a real service.

If you already have a Garment Department, our plan adds a complete line of scores of handsome coats, suits, dresses, skirts and waists to your stock without additional investment.

The Arbus plan is simple. It involves no investment; costs you nothing. Carrying no stock, you will not have any "left-over" merchandise at the end of a season.

The plan is simply this: Sell Arbus Apparel from our catalog.

Fifth Avenue Styles at Direct Prices

ARBUS garments are styled exactly like the latest Fifth Avenue Fashions—the leading designs that have won the approval of New York's Fashion authorities.

They are made by us, in our own shops. Every efficiency short-cut is used that does not sacrifice good workmanship. Arbus facilities and efficiency enable us to offer these garments at prices that permit a handsome profit to you.

Because of their style and excellent workmanship, Arbus garments are easy to sell. Merely put our catalog conspicuously on your counter and display the handsome poster we send you. The number of inquiries you'll receive will be an agreeable surprise.

THOUSANDS of wide-awake retailers throughout the country have been selling Arbus Apparel by this plan for years. A great many of them have expressed their satisfaction in letters to us.

In the fifteen years we have been in business, we have earned a high reputation by our fair dealing and the quality of our merchandise. Our customers know that we never send anything except what is ordered, we never substitute lower-quality or higher-priced merchandise on the plea that the numbers you ordered are not available.

You, too, will become an Arbus enthusiast once you've investigated. Just clip and mail the coupon which brings you the Arbus catalog. That's all! Then you're ready for business. But send it in NOW!

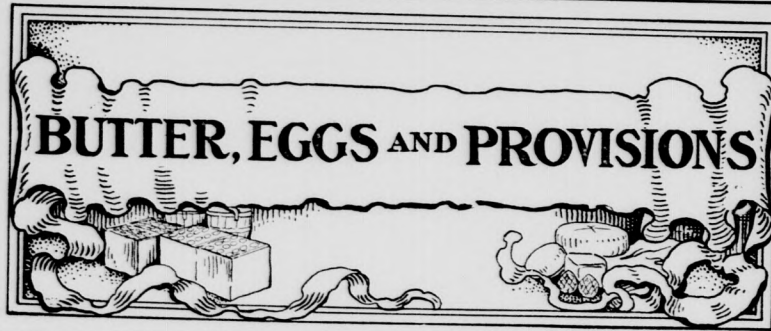
I. Arbus & Sons
158-164 West 27th St.
Dept. 28
New York City

I. Arbus & Sons,
158-164 West 27th St., Dept. 28,
New York City.

Please send us the 1920 Arbus Spring catalog, and details of the Arbus plan.

Name

Address



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
 Vice-President—Patrick Hurley, Detroit.
 Secretary and Treasurer—D. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Packing Precautions for Poultry Shippers.

That poultry shippers may avoid heavy losses from spoilage by proper methods of preparing and shipping their birds to market, the specialists of the Bureau of Chemistry, United States Department of Agriculture, who have developed improved methods for bleeding, killing, chilling, storing, and packing poultry, are pointing out.

While it is important at all times to observe proper precautions for preparing poultry for the market, it is of special importance to do so for the holiday markets because of the possibility of a combination of warm weather and a glut in the market causing heavy losses. If correct methods are followed, poultry can be carried for some time, even under adverse weather and market conditions, with little loss from spoilage. Improperly packed poultry, however, under such adverse conditions, is likely to be a total loss.

The specialists recommend the following methods for handling dressed poultry:

1. Never handle birds roughly, either before or after killing, since such treatment causes bruises, broken bones, scarred skins and soft places in the flesh.

2. Food in the crop or in the intestines of dressed birds causes loss of flavor and hastens decay, which more than offsets any gain from extra weight. For this reason a chicken or turkey should not be killed when the crop is full of feed. Give the bird only water for 24 hours before it is killed.

3. Good bleeding is absolutely essential to a good appearance on the market, and retards decay.

4. Dry pick if possible. Scalding is particularly undesirable because it hastens decay.

5. Chill every dressed bird until the body temperature is below 35 degrees Fahrenheit. Never pack or ship an imperfectly chilled bird. More decay is due to imperfect chilling than to any other single factor in dressing. Dry chill, if possible. Chickens cooled in water lose flavor, decay sooner and will not cold-store as satisfactorily as dry-chilled. Refrigerator cars will carry well-chilled birds in good condition, but they can not chill warm birds to a sufficiently low temperature.

6. Pack in boxes or small kegs whenever possible. A large barrel makes an undesirable package because where poultry is packed in large masses the weight of the upper layers crushes the birds at the bottom.

7. Line all packages with parchment paper and cover the top of the poultry before the lid is put on.

8. Wrap every head in suitable paper so that blood from one bird will not mar the appearance of another.

9. Use only good refrigerator cars and see that they are in good condition. Ice and salt the car 24 hours before loading. The car at the end of 24 hours should show a temperature below 40 degrees Fahrenheit at a point 4 feet above the floor and between the doors.

Circulars describing in detail the best methods for handling, packing and shipping poultry will be sent upon request to the United States Department of Agriculture, Washington, D. C.

Retail Grocers and General Merchants Association.

Cast aside all prejudices.
 Only line up with your fellows.
 Once for all. Do it now.
 Perseverance, Push and Pep wins.
 Everlastingly at it. Stay on the job.
 Right now. Play the game square.
 And your position will be enviable.
 True A Great Convention is coming.
 In Grand Rapids at the Pantlind Hotel.
 On February 24, 25 and 26.
 Now all together. Boost. Boost. Boost.

E. W. Jones, President.

If you expect a clerk to take your advice about how to do his work, you should be able to give it to him in such a way that he will feel sure you know what you are talking about.

USE

"SUNSHINE" FLOUR

A perfectly blended flour of standard quality at a reasonable price.

Buckwheat Flour

Graham and Corn Meal

J. F. Eesley Milling Co.
 The Sunshine Mills
 PLAINWELL, MICHIGAN

PIOWATY

QUALITY SERVICE PRICES
 THE HIGHEST THE BEST ARE CONSISTENT

Michigan's Leading Distributors of
FRUITS AND VEGETABLES

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

Kent Storage Company

Wholesale Dealers in

BUTTER EGGS CHEESE

PRODUCE

We are always in the market to BUY or SELL the above products. Always pay full market for Packing Stock Butter date of arrival.

Phone, write or wire us.

GRAND RAPIDS, MICHIGAN

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
 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



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

M. J. Dark & Sons

Wholesale
Fruits and Produce

106-108 Fulton St., W.
 1 and 3 Ionia Ave., S. W.

Grand Rapids, Michigan

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

Important Doings for the Convention.

Cadillac, Feb. 3—It is a recognized fact that if you expect to win anything of advantage, the best way to get it is to strip down to working weight and dig in and win. Retailers in general have come out of the H. C. of L. investigation without stain and it is now up to us to maintain the position we gained by our loyalty to what we believed to be orders from the Government that we all delight to be a part of, even though these orders did not give us the amount of profit on sugar to which we knew we were legitimately entitled.

There is still a disposition on the part of some to pass legislation that would place in the hands of a commission, appointed by the Government, the power to regulate the profits made, but inasmuch as this commission could not operate on specific cases as swiftly as prices can change it would be very detrimental to business interests to have such legislation. Attorney General Groesbeck has promised us to have a full report of his findings in his investigation of the H. C. of L. in the hands of the officers of this Association before the convention convenes on Feb. 24 and you will surely be interested in knowing what the report contains. The program committee is pleased to announce that well-known men such as Edgar A. Guest, Frank Stockdale, Paul Findlay, A. C. Bertch, John G. Clark and J. A. Ulmer, all men of National repute, will address the meetings and we are justified in saying that these men will bring messages that we can carry home and apply to our business with profit. We urge you to come. The convention is for you and a most cordial invitation is extended to you and your fellow grocers in your town to be on hand. The important work in the chain of distribution between manufacture and consumer to a great degree rests on your shoulders and because of this position you should do your part in the re-construction of the business fabric of the country that has been in confusion since the close of the war.

At a meeting of retail grocers and meat dealers held in Jackson the evening of Jan. 28 the gentleman who acted as chairman called the meeting to order, believing the grocer to be a profiteer, but after the prices and figures were presented he went home fully convinced that these men at least were not getting too much profit.

Only a couple of weeks more until the convention takes place and you all know that meetings held in Grand Rapids are usually well attended, so in order that you may not be disappointed in getting a room we recommend securing rooms now for the days you will be at the convention. If you send your name to the Secretary, a list of rooms will be compiled by the committee in charge for your convenience.

J. M. Bothwell,
Secretary Grocers and General Merchants Association.

Points for Egg Breakers.

One bad egg in the waste can will do no harm, but one in a can of frozen eggs will do a lot. To keep the bad eggs out of the egg can, the Bureau of Chemistry of the United States Department of Agriculture has issued Department Circular 74, "How to Break Eggs for Freezing," which tells, largely through pictures, the "do's" and "don'ts" of the business.

Here are the "don'ts:"

1. Don't break eggs unless they are well candled.

2. Don't use blood rings, stuck yolks, addled eggs, green whites, bloody eggs, moldy eggs, musty or sour eggs, or any egg with a bad odor.

3. Don't give the germs a chance to multiply. Remove the liquid product from the breaking tables at least once every half hour. Churn the yolks and whole egg. Take directly to freezer.

4. Don't attempt to freeze eggs unless the freezer is below 15 degrees Fahrenheit.

5. Don't use utensils that have not been steamed for at least 20 minutes. Kill the germs that spoil the product.

6. Don't court trouble or give the business a black eye by trying to sell a doubtful product.

Attention, Retailers! Hear

John A. Ulmer, National President.
Edgar A. Guest, Our Michigan Poet.

John Clark, President Michigan Wholesale Grocers' Association.

Frank Stockdale, Business Expert.

Paul Findlay, Fruit Man (A Peach).

At State convention at Grand Rapids, Feb. 24, 25 and 26.

E. W. Jones, President.

The effect of war on the high cost of living is widespread. In Uruguay the percentage of increase over June, 1914, is estimated at about 60 per cent., food being listed at an advance of 52 per cent. and fuel at 48 per cent. The English advance is figured at 115 per cent. for September and 120 per cent. for October. Figures supplied by the Swedish government indicate that the advance has been 157 per cent. In Brazil the tariff is being revised with the view of reducing the cost of the necessities of life.

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LOOSE LEAF SPECIALISTS**

The Tisch-Hine Co.

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

Salesbooks
THAT GIVE
100 PER CENT PLUS SERVICE
ALL KINDS, SIZES, COLORS, AND GRADES. ASK FOR SAMPLES AND PRICES.

THE MCCASKEY REGISTER CO.
ALLIANCE, OHIO

"Bel-Car-Mo"

—Leads the field in the demand for Pure Peanut Butter

The advertising of "Bel-Car-Mo" reaches every reader in Western Michigan. Your customers know the quality. Let them know that it is carried in YOUR stock.



Order from your Jobber

Improved

"Taylor-Made"

Honey Comb Chocolate Chips



You've tried the rest
Now Buy
the Best

W. E. TAYLOR, Maker

Battle Creek, Michigan

**WE ARE HEADQUARTERS
WHOLESALE**

**Fruits and
Vegetables**

Prompt Service Right Prices
Courteous Treatment



Vinkemulder Company

GRAND RAPIDS

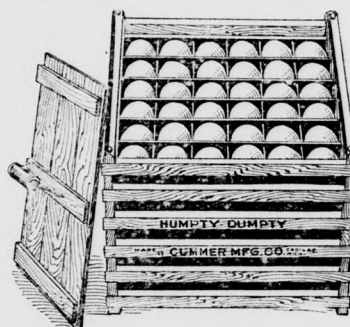
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MICHIGAN

CUMMER'S

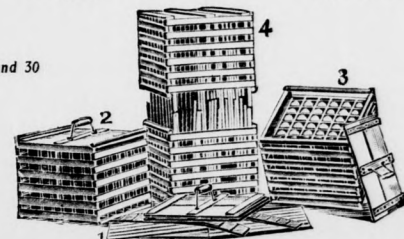
"Humpty Dumpty"
REGISTERED U. S. PATENT OFFICE

The Best, Cheapest
and Most Convenient Egg Carrier In Existence



Sold by

Made in
3, 6, 9, 12, 15 and 30
Dozen Sizes



1, folded flat; 2, set up closed; 3, set up open; 4, half dozen complete, ready for shipment.

All Wholesale Grocers. If your dealers do not have them, enquire of the CUMMER MFG. CO., Cadillac, Mich., manufacturers.

Status of Staples in Hardware Trade.

Aluminum Kitchen Ware—Nearly all makers of aluminum kitchen ware have advanced prices from five to seven and one-half per cent. and report their stocks very low. During the holidays, aluminum kitchen ware was bought very largely for holiday gifts and stocks were about used up. Owing to shortage of labor and materials, shipments by the makers are slow.

Automobile Tires—All advices are that a very considerable advance in prices of automobile tires, and on most lines of automobile accessories, will be announced in the very near future by the manufacturers. The increasing cost of labor and materials, also the fact that freight rates are almost certain to be higher on March 1, and other reasons are given for the expected higher prices. Hardware dealers will do well to buy as far ahead on tires and accessories as they can, as demand this year promises to be abnormal, the output of pleasure cars will be limited only by the supply of labor and steel.

Alarm Clocks—As is usual during the darker months of the year, sales of alarm clocks are very heavy at this time. Production is not up to normal, as there is a continued shortage of skilled labor. Local jobbing stocks are comparatively light and shipments from the factories are slow. Prices advanced recently and present quotations are firmly held.

Axes—Activity in the axe market continues, with sales particularly heavy in the timbered districts. Manufacturing costs are said to be increasing, and lower prices are out of the question at this time. Jobbers have only fair stocks.

Cutlery—The demand for cutlery still keeps up, and local jobbers are hard pressed to fill the orders for pocket knives, shears, scissors, razors, etc. German and Japanese agents are active, attempting to place contracts with the jobbers. However, the Japanese cutlery is inferior in quality and German goods are high in price. There is also considerable doubt expressed as to the ability of German makers to make shipments as promised. The trade in general does not favor the stocking of German-made cutlery. All cutlery prices are very firm.

Files—The retail demand for files

is fully up to normal, while the production is said to be somewhat limited. No recent price changes have been reported, but raw material and labor conditions are such that no lower prices are to be expected.

Galvanized Ware—The makers of galvanized ware have advanced their prices another 5 per cent., due to increased production costs and shortage of blanks. This has caused local jobbers to stiffen their prices somewhat. There is no surplus in any of the galvanized products, and the local shortage of No. 3 galvanized tubs is acute. New jobbing quotations will be announced next week.

Glass—The window glass situation is unusual, the glass makers never having faced similar conditions. For the past 60 days the demand has been the greatest in the history of the trade, and contracts were so extensive that the manufacturers have been forced to withdraw from the market after selling practically all the glass in stock as well as the product of three months' active operation in 1920. Facing uncertainties as to fuel supply, transportation problems and labor troubles, the glass producers cannot be free from a feeling of uneasiness. Despite these conditions, window glass continues to be one of the cheapest products of building construction, as nearly all other building materials have advanced. It seems hardly probable that present price levels will be long maintained, according to local distributors, who expect advances. There are no complete stocks of window glass in this district.

Lanterns—This is the heavy selling season for lanterns, and the demand has been so heavy that local stocks are somewhat broken. The market is very strong with advances more to be expected than declines.

Nuts and Bolts—There is a very active demand for nuts and bolts, the makers reporting their output sold up for the first quarter. In some cases the producers are taking orders for the second quarter, the prices to be those in effect when shipments are made. It is expected that the prices of the bars from which bolts are made will be higher, and the manufacturers of nuts and bolts prefer to wait until they have a safer basis on which to name prices on their products.



The Public is Buying Government Flour Wherever Retailers have been Wise Enough to Stock It

When the United States Grain Corporation decided to give the public a chance to buy a good straight grade winter wheat flour it was fairly sure that a goodly portion of our people would take advantage of this opportunity to practice sensible economy. It was right in this belief. Read these extracts from reports of investigators covering stores selling this flour.

- 1—"Sales good—has had no complaints."
- 2—"Sales extremely good. Stock sold out."
- 3—"One customer took one package one day. Returned next day and purchased seven more. Stock sold out as fast as received."
- 4—"Supply gone. New supply expected to-day."
- 5—"Supply gone. Old customers want to leave a deposit so that when the new supply arrives they will be taken care of."
- 6—"Fine seller."

**Stock now. Order through
your regular jobber**

This flour is being extensively advertised to give people everywhere a chance to know its merits. You can do your patrons a service and at a satisfactory profit to yourself by handling this or a flour of similar grade and price.

For Further Particulars Inquire

U. S. GRAIN CORPORATION

FLOUR DIVISION

42 Broadway

New York

Use Citizens Long Distance Service



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

Paints and Oils—Although this is naturally the quiet period in the retail paint trade, yet sales of interior paints and varnishes are very satisfactory. The makers of mixed paints are still behind with their orders and are doing their best to catch up. There is every indication of a heavy paint trade in the spring, and dealers generally are preparing to meet the demand. It is generally conceded that the present price levels will be maintained, except where advances may appear. Turpentine is still soaring, having taken an additional advance of 4c per gallon last week.

Solder—Solder has advanced 4c per pound, due to higher prices on tin and lead.

Tire Chains—Although the weather continues favorable for the use of automobiles, yet the roads and streets are slippery, requiring the steady use of tire chains. Sales in this section are far heavier than usual, with the result that stocks of both jobbers and retailers are comparatively light. The market is very firm, with a tendency upward rather than downward.

Weather Strip—Weather strip continues to sell in good volume, the demand being greater than for a similar period of last year. Stocks are in fair condition only. Present prices are firm.

Wheelbarrows—The available supply of wheelbarrows is none too heavy, while the demand is above normal in this district. Prices recently advanced and may go higher before spring.

Wire Cloth and Poultry Netting—

The wire cloth situation shows no material change. The producers are sold up for months ahead and are not taking on any new business at this time. Jobbers have fair stocks and are handling a large volume of orders, dealers evidently realizing the probability of a serious shortage in the spring.

Wire Nails—The American Steel & Wire Co. still holds to the prices of March 21, 1919, but is unable to meet the demand. Meanwhile the independent mills are able to sell all the nails they can produce at prices ranging as high as \$4.50 per keg base. It will probably be several months before the nail shortage is overcome and dealers are able to get normal supplies.

Wood Handles—Conditions in the wood handle industry continue to be very unsatisfactory. The demand is heavy, while the available supply is far below normal. Handle makers are compelled to buy their hickory in competition with other manufacturers who are able to pay higher prices. Handle prices recently advanced and may go still higher.

The fellow who does any kind of work without caring whether he does it well or not, or whether he does it better every time he does it, won't get very far toward the 100 per cent. mark.

There is more reading matter going into window displays than was ever used in them before. It must be that it pays. Try saying more to your window audiences.

Raisins Are in Demand Every Month of the Year



STOCKS ARE LIGHT--- PLACE ORDERS NOW

Never before in the history of the industry has the demand been so great for **SUN-MAID RAISINS** of all varieties. Stocks in original hands have diminished to the vanishing point. Jobbers throughout the country still have cars rolling, from which the retail trade can be supplied.

CALL YOUR JOBBER TODAY AND SECURE A SUPPLY FOR THE SPRING TRADE

Three varieties: Sun-Maid Seeded (seeds removed); Sun-Maid Seedless (grown without seeds); Sun-Maid Clusters (on the stem.)

CALIFORNIA ASSOCIATED RAISIN CO.
Membership 9,000 Growers
Fresno, California

RED CROWN

READY-TO-SERVE

Pure Food Products



Quality

Created and Maintains the Enormous RED CROWN Demand

The Logical Line for Retailers Catering to Exacting Trade

Variety

Develops Many Orders and Assures Constant Sales

24 Varieties in Universal Demand

Sold through Wholesale Grocers

ACME PACKING COMPANY
Chicago, U. S. A.

Independent Packer of Pure Food Products

WHITE HOUSE

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

COFFEE

New Up-to-date Packing

1-3-5 Lbs. Only

Same Splendid Quality as Always



Everything points to a tremendously increased demand for "White House" Coffee this year. With our enlarged facilities for output, and a liberal publicity backing, it is an assured fact that, as a "leader," grocers will find this splendid brand a winner—"from the word go."

NONE BETTER AT ANY PRICE

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



Grand Council of Michigan U. C. T.
 Grand Counselor—C. C. Starkweather, Detroit.
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 Grand Page—H. D. Bullen, Lansing.
 Grand Sentinel—George E. Kelly, Kalamazoo.

Pro-Germans Greater Problem Than Negro Situation.

Sault Ste. Marie, Feb. 3—I have just received a sample copy of your issue of Jan. 7 and, among other things, I notice your article on page 34, discussing the negro situation. It is quite evident from this that you have never lived in the South. If you attempted to handle the negroes in the South as you do in the North, you would soon find yourself in trouble.

I was born in the North and have lived in different sections of the North nearly all of my life, but for several years I lived in Virginia and Florida and had a great deal to do with the colored race, not only in the South but also in the North, handling numbers of them in both sections of the country.

From my personal experience I know for a certainty that Northern people have no idea as to the proper way to treat the colored people, neither have they the slightest conception as to how they are treated in the South. Most people get their impressions from sensational newspaper articles regarding lynchings, etc., and impressions gotten from such are absolutely wrong. In the South the deserving negro is really given far more consideration than he is in the North. The colored help that you have employed no doubt were among the good ones. This is evident from the fact that the man who cared for your furnace and lawn had, by thrift, been able to become owner of several houses and lots.

Some day the negro will be more educated and then things may be different. I do not believe that the illiterate white man has any more right to vote than the illiterate negro as far as that is concerned, but the negro is so easily led by the unscrupulous, especially where he thinks he will gain temporarily, that it is very dangerous to extend to him the full right to vote. Just stop for a moment to think of what would happen if he were given equal rights with the white people.

In a great many parts of the South the colored population far outnumber the white and this would mean the driving out of the white people and with that started, it would only be a matter of time until we would be practically ruled by the negroes. A fine thing to look forward to, isn't it?

During my residence in the South I noticed that invariably the Northern people who had gone to the South to live treated the colored help with far less consideration than did the native Southerner.

My reason for writing is that articles such as you have written do more harm to the colored race in making them dissatisfied, thus work-

ing against their interests, than anything you would find in their treatment in the South.

A great many Northern people in some way have the idea that the colored people of the South are downtrodden and are dissatisfied, but such is not the case, and an investigation as to the conditions of the negro in different sections of the South will show that, on the whole, they are more satisfied than the average of the white laboring class.

If the Northern people would give their attention to looking after the handling of their pro-Germans and leave the Southern people to take care of the negro situation, it would be a mighty sight better for all.

H. C. Lawton.

Some Don'ts for Traveling Salesmen.

Don't be satisfied with yourself until you have done the best that's in you. Don't worry, don't fret, don't wonder how much you will make tomorrow. Just plan, think, work and everything will come out as you planned it. Don't hesitate to make yourself accustomed to your surroundings—make yourself feel at ease—be comfortable.

Don't look at your customer's feet when you are talking to him—he doesn't carry his brains there.

Don't look at a store building and wonder if you could sell any goods there—go in and find out.

Don't try to "jolly" yourself into thinking you have had a good day when you have made half a dozen sales—that's a lazy man's day's work.

Don't be satisfied with just the orders that come to you. Pretty soon there won't be any coming in; while you are waiting for them to come someone else has gone out and gotten them.

Don't try to sell your goods in a "sing-song" way—put something besides words in your talk. Be enthusiastic, be awake. Think what you say and say what you think—say it with an expression that will convince your customer that you believe in what you say; then you will easily get an order.

Don't make a mountain out of selling goods. It's a mole hill. It's easy. But you must learn to forget yourself, stop wondering how you look, what kind of an impression you left—be yourself in your own way—but be earnest. Be sincere in what you say, and you needn't worry about the rest—it will come easy.

Don't let your family cares worry you—you don't think about them—and, above all, don't tell them. It's true we all want sympathy, we all long for consolation, but the world will admire you more, you will get more "boosts" if you learn to cover these pains and passions with a smile.

W. E. Jacobs.

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



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



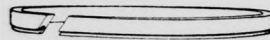
Rebuilt Cash Register Co.

(Incorporated)
 122 North Washington Ave.
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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.

IF YOU HAVE AN OIL PUMPING MOTOR INSTALL McQUAY-NORRIS Superoyl RINGS

Use one in the top groove of each piston. Allows perfect lubrications—controls excess oil.



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Boston Straight and Trans Michigan Cigars
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Special Sale Experts

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MRS. G. H. FORD
 PUBLIC STENOGRAPHER
 Work of traveling fraternity solicited
 332½ Michigan Trust Bldg. Grand Rapids, Mich.

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising. We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

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New Hotel Mertens

GRAND RAPIDS

ROOMS WITHOUT BATH \$1.25

Union Station WITH BATH (shower or tub) \$1.70
 MEALS 65-70 CENTS



Fire Proof

CODY HOTEL



IN THE HEART OF THE CITY
 Division and Fulton

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

CODY CAFETERIA IN CONNECTION

Attributes High Cost of Living to Over-Capitalization.

Lansing, Feb. 3.—The question on every one's tongue to-day is, "What is the cause of the high cost of living and is there a remedy for it?"

Official Washington and the authorities of the various states have called into play all the Government agencies to place the blame, and if possible to discover some means to lessen the evil.

We all recognize that there is at the present time, general dissatisfaction at the price of things, which constitute a serious danger for the future, if this evil is not checked. So far as I can learn no satisfactory explanation has been given and we are told that the prices must soar, and that we must practice thrift and economy in every way possible.

It is true that the investigation committee points out the war, inflation of currency, inflation of credit, strikes and inadequate production as contributory to the cause, and makes certain suggestions for future law makers; but these are hardly satisfactory and bring little relief to the consumer who is invariably the sufferer.

Now those who have followed the business of buying and selling to consumers for years have observed that there has been a steady rise in prices for about twenty-five years, and that by 1914 prices had increased 100 per cent. from the prices of 1896, and that since 1914 there has been another 100 per cent. increase in price of commodities. This second increase of 100 per cent. from the prices of 1914 cannot be satisfactorily explained by any or all of the reasons advised—the war, increase in wages, strikes, inadequate production, inflation of currency and profiteering, as is generally known.

There is and there must be a fundamental cause which is producing this condition, generally spoken of as high cost of living, and I do not hesitate to say that the fundamental cause is over-capitalization.

What is over-capitalization? Over-capitalization is the process of creating counterfeit capital at the scratch of a pen and entering it on the books of the corporation or business as if it were actual wealth and regarding it as if it were actual wealth.

This over-capitalization or counterfeit capital issued against non-existing wealth is amly described by economic writers as watered stock. During the century of 1800 to 1900 the wealth of the United States had grown to eighty-eight billion dollars, or at an average rate of eight hundred eighty million dollars a year. Then suddenly the wealth began to take tremendous leaps and by 1912 it had risen to one hundred eighty-seven billion dollars, an increase of one hundred billion dollars within twelve years, or at an average rate of more than eight billion dollars a year.

At the beginning of the war it was stated over and over again on the floor of the Senate and also in the House that the wealth of the country was two hundred twenty-five billion dollars or more, an increase of sixty-eight billion dollars in five years, or an average increase of nearly fourteen billion a year. But, is it possible for the wealth of a nation to increase so rapidly and tremendously? There is but one answer to this question and that is over-capitalization, or by incorporating a business and selling stocks upon an earning basis of 6 per cent. or more.

If you go back into the financial transactions of Wall street and our big financiers, you will discover it was about 1900 that over-capitalization began to assume gigantic proportions and that our big financiers became enormously wealthy by such a process. I just call to your attention the transactions that gave Mr. Carnegie, Mr. Frick and Mr. J. Pierpont Morgan and others millions of dollars by the mere scratch of a pen. Mr. Morgan admitted this before

his death in that famous saying, "can you unscramble eggs?"

In the item National wealth is included stocks, bonds and securities. Now, as a matter of fact, stocks, bonds and securities of this kind are not an asset but a liability and are entered so upon the books of every corporation.

So far as the capitalist is concerned, stocks and securities are an asset, but so far as the Nation is concerned, they are a liability, and so far as the consumer is concerned, they constitute a debt for which the consumer must pay in dollars and cents.

The truth of the fact is that about one hundred billion dollars of our National wealth is counterfeit wealth, on which the whole Nation must pay annually an interest of six billion dollars. Take this enormous amount of interest that the Nation must pay for the benefit of those who control this stock and then add the enormous cost of the war in necessities and dishonesty, and you have placed upon the shoulders of each family a debt of about sixty-five hundred dollars on which they must pay an interest of 6 per cent. or \$390.

Let me state in an emphatic language—for it is worth repeating over and over again, lest we forget—a capital that does not exist in counterfeit and capital and wealth which have no existence except by scratch of a pen are counterfeit wealth. Neither exist in actual earning power, but are rewarded under the system established by over-capitalization, and this reward can be derived from only one source—the consumer's dollar. The consumer must pay it all through the instrumentality of high prices.

The greater the debt, the greater the interest charged; the higher the price, the higher the cost of living. This monstrous debt is distributed over the whole Nation and enters every home and takes its levy.

The war must share the blame for it. It has placed upon us about a thirty billion dollar debt, the interest and principal of which must be paid by the consumer.

The taxes of the big corporation and the big business give the Government about one billion dollars a year in revenue. This seems good to the fellow who does not think, but, as a matter of fact, the corporation or big business gives nothing to the Government. They simply advance the taxes to the Government, but they are ultimately charged up as cost of production and consequently charged back against the consumer as overhead expense. The consumer pays these taxes, the capitalist simply advances them.

The taxes that industry paid in 1917 were added to the cost of production in 1918 and collected from the consumer through the medium of higher prices. The same is true of the taxes of 1918 and of 1919, and the high cost of living is continued.

I do not deny that there is profiteering and that this unjustifiable method of taking advantage of the consumer enters into the cause of high prices, as well as strikes, inadequate production, inflation of currency, war, etc. I admit it and I know that the accusation is true and that some remedy must be found to check it. It is one of the evils of war and is a part of the system of over-capitalization which is essentially a profiteering system. What I wish to emphasize is, that strikes, inadequate production, inflation of currency and war profiteering, as we understand it, are not the fundamental cause of high prices. The fundamental cause is the system of over-capitalization, the system which permits big business to incorporate and sell stocks upon their power to collect interests from the public.

This has gone on now until the consumer is paying, besides the cost of the war, interest of at least 6 per cent. upon one hundred billion dollars of corporation stocks and bonds.

If the Government does not put

a check upon this system, I fear the people will take the law in their own hands and in a way which will spell ruin and disaster to all.

It is a most serious situation and our times require big, brainy and patriotic men who can see the danger ahead and who are willing to help our dilemma.

To my way of thinking the time has arrived for men to ask who shall rule, high financiers with their iniquitous system of profiteering or the Government of a free people.

William Brogan.

General Conditions in Wheat and Flour.

Written for the Tradesman.

The United States Grain Corporation, in the following statement, gives the grain trade a good idea of the movement of wheat and stocks of grain throughout the country, as follows:

Receipts From Farms.	
	Bushels
Week ending Jan. 16, 1920	8,215,000
Same week last year ----	8,788,000
Previous week -----	8,556,000
Previous week last year --	7,007,000
Receipts from farms	
Receipt from farms June	
27, 1919, to Jan. 16, 1920	670,453,000
Same period last year ----	658,110,000
Flour Production.	
Week ending Jan. 16, 1920	3,071,000
Same week last year ----	2,670,000
Previous week -----	3,178,000
Previous week last year --	2,280,000
Flour produced June 27,	
1919 to Jan. 16, 1920 --	82,722,000
Same period last year ----	69,660,000
Total Stocks of Wheat.	
All elevators and mills	
Jan. 16, 1920 -----	225,947,000
Same date last year ----	249,266,000
Previous week -----	234,191,000
Previous week last year --	251,164,000
These figures show decrease for week Jan. 9th	
to Jan. 16th, 1920 ----	8,244,000
Same week last year decrease -----	1,898,000
Exports of Wheat and Flour July 1,	
1919 to Jan. 16, 1920.	
Wheat -----	83,493,000
Flour -- 9,091,000 Bbls. or	40,910,000
	124,403,000
Last Year (Army and Red Cross	
Included.	
Wheat -----	109,993,000
Flour-- 11,271,000 Bbls. or	50,721,000
	160,714,000

Hard wheats, both Kansas Hard and Northern Spring wheats, are slightly lower than a year ago. To offset this, however, soft red winter wheat is higher and it is very apparent these varieties will come together on price or very nearly so.

This would indicate that Pure Hard wheat flour and spring wheat flours may be a little lower and that softs and blends will probably be a little higher and it is well for the trade to figure accordingly in purchasing.

Trade as a general thing is rather quiet and probably will remain so until the roads improve so that farmers can more easily get to market.

We expect to have an improvement in the demand for flour during March, April and May and possibly somewhat higher prices will prevail than at present. Lloyd E. Smith.

Mercantile News From the Michigan Metropolis.

Detroit, Feb. 3.—According to leading Detroit shoe dealers the coming spring is going to see the French last play a prominent part in spring styles. "Stub-toed French shoes were the fad seven years ago," remarked one dealer. "They were adopted by many who suffered bad effects. The Southern women wore them with considerable success inasmuch as their feet generally are smaller than the feet of Northern women. But the French shoe is built essentially to fit the French woman. The typical American foot has always been long and slender, and it will be difficult to reshape them." Local dealers do not look for the French last to stay in long.

The front of the Wilson Shoe store on Woodard avenue, near Grand Circus Park has been completely remodelled to harmonize with the front of the main Wilson store on Woodard avenue, near the Campus. The new front is in the shape of an "M" making attractive windows for display purposes.

The shop in the David Whitney building, formerly known as the Rogerts Shoe Co., is now conducted and known as the McBryde Boot Shop. Originally this store was known as Ye Booterye, under which name it was conducted for many years. Mr. McBryde, the new owner, is well known in Detroit, being for a number of years Detroit manager for the Queen Quality Shoe store.

On account of a disastrous fire several weeks ago, the Elbinger Shoe Store at 2580 East Jefferson avenue, is temporarily out of business. During the adjustment of the loss on the stock and building, Mr. Elbinger has established temporary quarters at 2564 East Jefferson. This is an office only.

Only men directly associated with this business of building the best shoes in the world know at what great cost and watching and care this position is held.

They know that nothing has been left undone which would help to make HIRTH-KRAUSE shoes better.

HIRTH-KRAUSE SHOES

Tanners and Shoe Manufacturers

Prices of Cotton and Its Fabrics.

Judging from the indications during the past week, the speculators in cotton are influenced just now by the course of exchange and the restrictions which the new discount rate seems likely to cause. Neither the supply nor the demand appears to affect their calculations for the present crop, nor do the probabilities for the next one figure in the contracts for the end of the year. From the growing districts come reports that preliminary work is being done in the states on the Atlantic seaboard, that the indications all are for an increased acreage because of the high prices for cotton, and that there is a great demand for land for cultivation. There is a better outlook for supplies of fertilizer, now that shipments of potash are coming from Germany. But it is realized that before the war there was perhaps a little too much of this material used, resulting from the vigorous propaganda of the German potash trust. An interesting development of the week was the movement to have the Federal Trade Commission investigate yarn prices which are claimed to be extortionately high and not warranted by the cost of cotton and labor. This is what has forced up the prices of underwear and other knit goods. Every one knows this to be true, but no action has been taken to change things. In fabrics, the market has shown great strength, despite a few lapses when second hands became scared and let go some of their holdings under the record levels at which they had been selling. But the demands of jobbers and converters continue and the belief persists that the general consuming public will take goods even at the maximum.

Features of the Wool Situation.

Not much change is shown in the wool situation from week to week, either here or abroad. At the auction sales the coarser varieties are not sought, while the fine merinos are eagerly taken at increasing prices. It is noted abroad that even in the impoverished countries of Central Europe the finer fabrics are the ones principally called for. Here it is somewhat difficult to figure out matters. The wool consumption in December amounted to about 64,000,000 pounds, grease equivalent, which is much above the average of pre-war years. This denotes great activity on the part of mills, a fact that is hardly consistent with the statements of alleged small output of goods. Another curious circumstance is that although so much stress has been laid on the keen and insistent exclusive demand for fine merinos the proportion of this kind of wool used in the domestic mills in December was only 34 per cent. of the total, with 11 per cent. of carpet wool. This left quite a large margin of the other kinds of wool to be put into goods. Meanwhile, the goods market is still in the doldrums so far as staples are concerned, the other factors awaiting the action of the American Woolen Co., which will announce its prices,

for next fall in all departments either to-day or to-morrow. There have been offerings of fabrics from some of the smaller producers, but these are mainly specialties. Dress goods are going in a very satisfactory way even at advanced prices.

New Millinery Material.

The introduction of batavia cloth as a millinery fabric has awakened a demand, according to the bulletin of the Retail Millinery Association of America, for all kinds of rough texture goods for the purpose. Among the latest to come to the attention of the local trade is one known as Congo cloth. It is very coarse, says the bulletin, and has a grasslike texture.

This material, the bulletin explains, is most appropriate for use in the making of close-fitting toques and little, draped turbans. It is either draped in Hindu fashion or else, being a very pliable and easily managed fabric, is laid pleated in the shape. For a trimming the hats referred to use a little wool embroidery, or some similar effect, in bright colors.

The bulletin also says that, from present indications, hair braid is going to be very popular this spring. There are numerous models made of the finest kind of Swiss hair braid on display here, particularly large dress shapes. For juvenile wear tams of fine hair braid have been devised, which is said to be something that has never been done before with that material.

The country teems with bright looking chaps who are soliciting orders for sidelines to be placed in stores "subject to sale." All the merchant has to do is to sign an "acceptance of the contract," which a few weeks later turns out to be a promissory note. Of course, if the merchant takes time to read the fine print just above the line on which his name is to be written, he refuses to sign, but nine times out of ten he is busy and places his signature on the paper "as a matter of form," as the adroit schemer who leads him into the trap expresses it. Of course, if the note remains in the possession of the original owner, the merchant has a valid defense, but it invariably turns up in the hands of an "innocent third party without notice," which precludes the merchant from showing the fraud by which the signature was obtained to the note. The only safe way to proceed is to show any stranger the door who pulls out a "contract" and asks for the signature of the merchant on the spot. Tell him to leave the contract for a day until it can be looked over by an attorney and the stranger will slide out the back door as quick as his legs can carry him.

A good politician never lets anyone get him mad. And he never disagrees with anyone, flat-footed, either. A storekeeper might profit by his example.

If you devote some of your time to reading the best advertising you can find, you will find that writing the same kind is easier.

Our Spring Line of Muslin Underwear Is NOW READY

We have a splendid line of Muslin Gowns, Skirts, Drawers and Corset Covers at popular prices. Our Ready-to-wear department is showing some good numbers in Children's Dresses and Middies.

WRITE FOR SAMPLES

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

An error appeared in our advertisement last week. The "ad" was meant to read that it was evident that the merchants of Michigan were pleased that there is to be a House in Grand Rapids

"thinking around"

and catering to

MEN

Daniel T. Patton & Company

Wholesale Men's Wear

59-65 Market Ave. N. W.

Grand Rapids

THE MEN'S FURNISHING GOODS HOUSE OF MICHIGAN

DICKINSON'S



SEEDS

The Albert Dickinson Co.
MINNEAPOLIS CHICAGO

It's Pure, That's Sure



PIPER ICE CREAM CO.

Kalamazoo :: Michigan

SUNDRIES

Our Sundry Salesmen will be pleased to take your orders for such Staples as:

- | | |
|---------------|--------------|
| Box Paper | Ivory Goods |
| Letter Files | Perfumes |
| Pen Holders | Mucilage |
| Pocket Combs | Inks |
| Pens | Bath Brushes |
| Rouge | Vibrators |
| Erasers | Face Powders |
| Tooth Brushes | Crepe Paper |

May we ask you to reserve your order for our salesmen?

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

GRAND RAPIDS SAFE CO.

Agent for the Celebrated YORK MANGANESE BANK SAFE
Taking an insurance rate of 50c per \$1,000 per year. What is your rate?
Particulars mailed. Safe experts.

TRADESMAN BUILDING :: GRAND RAPIDS, MICHIGAN

WHOLESALE DRUG PRICE CURRENT

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

Acids	Cotton seed ... 2 35@2 55	Capsicum @1 95
Boric (Powd.) 16 1/2@ 25	Eigeron 12 00@12 25	Cardamon @1 50
Boric (Xtal) ... 16 1/2@ 25	Cubebs 13 50@13 75	Cardamon, Comp. @1 35
Carbolic 29@ 33	Eucalyptus 1 50@1 75	Catechu @1 50
Citric 1 17@1 25	Hemlock, pure 2 00@2 25	Cinchona @1 80
Muriatic 3 1/4@ 5	Juniper Berries 14 00@14 25	Colchicum @2 40
Nitric 10@ 15	Juniper Wood .. 3 50@3 75	Cubebs @2 60
Oxalic 47 1/2@ 55	Lard, extra 2 35@2 50	Digitalis @1 60
Sulphuric 3 1/4@ 5	Lard, No. 1 1 80@2 00	Gentian @1 20
Tartaric 90@ 95	Lavender Flow 15 00@15 25	Ginger @1 50
Ammonia	Lemon 2 50@2 75	Gualac @2 65
Water, 26 deg. .. 12@ 20	Linseed, boiled, bbl. @1 96	Gualac, Ammon. @2 40
Water, 18 deg. .. 10@ 17	Linseed, bld less 2 06@2 16	Iodine @1 50
Water, 14 deg. .. 9@ 15	Linseed, raw, bbl. @1 94	Iodine, Colorless @2 00
Carbonate 22@ 25	Linseed raw less 2 04@2 16	Iron, clo. @1 45
Chloride (Gran.) 18 1/2@ 25	Mustard, true, oz. @2 95	Kino @1 35
Balsams	Mustard, artifl, oz. @1 10	Myrrh @2 25
Copaiba 1 00@1 20	Neatsfoot 1 75@1 95	Nux Vomica @1 95
Fir (Canada) ... 2 50@2 75	Olive, pure 4 75@5 00	Opium @4 50
Fir (Oregon) ... 50@ 75	Olive, Malaga, yellow 3 75@4 00	Opium, Camph. @1 25
Peru 6 50@6 75	Olive, Malaga, green 3 75@4 00	Opium, Deodorz'd @4 50
Tolu 2 25@2 50	Orange, Sweet 7 00@7 25	Rhubarb @1 80
Barks	Origanum, pure @2 50	Paints
Cassia (ordinary) 45@ 50	Origanum, com'l 1 00@1 25	Lead, red dry -- 15 @15 1/2
Cassia (Saigon) 90@1 00	Pennyroyal 2 75@3 00	Lead, white dry 15 @15 1/2
Sassafras (pow. 70c) @ 65	Peppermint 11 00@11 25	Lead, yellow oil 15 @15 1/2
Soap Cut (powd.) 40c 30@ 35	Rose, pure 24 00@25 00	Ochre, yellow obl. @ 2
Berries	Rosemary Flows 2 00@2 25	Ochre, yellow less 2 1/2@ 8
Cubeb 1 75@1 80	Sassafras, E. L. 15 00@15 20	Putty 5 @ 8
Fish 90@1 00	Sassafras, true 3 00@3 25	Red Venet'n Am. 2 1/2@ 5
Juniper 12 1/2@ 30	Sassafras, artifl 1 50@1 75	Red Venet'n Eng. 3 @ 6
Prickly Ash .. @ 30	Spearment 15 00@15 25	Vermillion, Amer. 25 @ 30
Extracts	Sperm 2 40@2 60	Whiting, bbl. @ 2 1/2
Licorice 60@ 65	Tansy 9 00@9 25	Whiting, 3 1/2 @ 6
Licorice powd. 1 20@1 25	Tar, USP 48 @ 60	L. H. P. Prep. 3 75@4 00
Flowers	Turpentine, bbls. @2 08	Miscellaneous
Arnica 75@ 80	Turpentine, less 2 18@2 28	Acetanalid 75@ 90
Chamomile (Ger.) 70@ 75	Wintergreen, tr. 12 00@12 25	Alum 16@ 20
Chamomile Rom. 1 00@1 20	Gums	Alum, powdered and ground 17@ 20
Acacia, 1st 60@ 65	Acacia, 1st 60@ 65	Bismuth, Subnitrate 3 50@3 80
Acacia, 2nd 55@ 60	Acacia, 2nd 55@ 60	Borax xtal or powdered 9 1/2@ 15
Acacia, Sorts ... 35@ 40	Acacia, powdered 45@ 50	Cantharades, po 2 25@6 50
Acacia, powdered 45@ 50	Aloes (Barb. Pow) 30@ 40	Calomel 2 37@2 45
Aloes (Cape Pow.) 30@ 35	Aloes (Soc Pow) 1 40@1 50	Capsicum 38@ 45
Aloes (Soc Pow) 1 40@1 50	Asafoetida 4 50@5 00	Carmine 7 25@7 60
Asafoetida 4 50@5 00	Pow. @7 50	Cassia Buds 50@ 60
Camphor 4 25@4 30	Guaiaac @2 50	Cloves 67@ 75
Guaiaac @2 50	Guaiaac, powdered @2 50	Chalk Prepared .. 12@ 15
Kino @ 85	Kino, powdered .. @1 00	Chalk Precipitated 12@ 15
Kino, powdered .. @1 00	Myrrh @1 40	Chloroform 45@ 55
Myrrh @1 40	Myrrh, Pow. @1 50	Chloral Hydrate 1 70@2 10
Opium 10 00@10 40	Opium, powd. 11 50@11 80	Cocaine 13 55@14 10
Opium, gran. 11 50@11 80	Shellac 2 10@2 20	Cocoa Butter 65@ 75
Shellac 2 10@2 20	Shellac Bleached 2 15@2 25	Corks, Lst, less 50%
Tragacanth 6 50@7 00	Tragacanth powder @5 00	Copperas, bbls. @ 02
Turpentine 35@ 40	Insecticides	Copperas, less .. 3 1/4@ 8
Arsenic 13 1/2@ 20	Blue Vitriol, bbl. @ 11	Copperas, powd. 4 1/2@ 10
Blue Vitriol, bbl. @ 11	Blue Vitriol less 12@ 17	Corrosive Sublm 2 22@2 30
Blue Vitriol less 12@ 17	Bordeaux Mix Dry 18@ 38	Cream Tartar 70@ 75
Bordeaux Mix Dry 18@ 38	Hellebore, White powdered 38@ 45	Cuttiebone 90@1 00
Hellebore, White powdered 38@ 45	Insect Powder ... 65@1 10	Dextrine 9@ 15
Insect Powder ... 65@1 10	Lead, Arsenate Po 32@ 49	Lover's Powder 5 75@6 00
Lead, Arsenate Po 32@ 49	Lime and Sulphur Solution, gal. .. 20@ 25	Emery, All Nos. 10@ 15
Lime and Sulphur Solution, gal. .. 20@ 25	Paris Green 46@ 56	Emery, Powdered 8@ 10
Paris Green 46@ 56	Ice Cream	Epsom Salts, bbls. @3 1/2
Ice Cream	Piper Ice Cream Co., Kalamazoo	Epsom Salts, less 4@ 10
Piper Ice Cream Co., Kalamazoo	Bulk, Vanilla 1 10	Ergot @6 25
Bulk, Vanilla 1 10	Bulk, Chocolate 1 20	Ergot, powdered .. @6 50
Bulk, Chocolate 1 20	Bulk, Caramel 1 20	Flake White 15@ 20
Bulk, Caramel 1 20	Bulk, Grape-Nut ... 1 20	Formaldehyde, lb. 31@ 40
Bulk, Grape-Nut ... 1 20	Bulk, Strawberry ... 1 30	Gelatin 1 55@1 75
Bulk, Strawberry ... 1 30	Bulk, Tutti Fruiti .. 1 30	Glassware, full case 68%
Bulk, Tutti Fruiti .. 1 30	Brick, Vanilla 1 20	Glassware, less 50%
Brick, Vanilla 1 20	Brick, Chocolate ... 1 60	Glauber Salts, bbl. @ 2 1/2
Brick, Chocolate ... 1 60	Brick, Caramel 1 60	Glauber Salts less 3 1/2@ 8
Brick, Caramel 1 60	Brick, Strawberry ... 1 60	Glue, Brown 25@ 35
Brick, Strawberry ... 1 60	Brick, Tutti Fruiti .. 1 60	Glue, Brown Grd. 20@ 30
Brick, Tutti Fruiti .. 1 60	Brick any combination 1 60	Glue, White 35@ 40
Brick any combination 1 60	Leaves	Glue, White Grd. 35@ 40
Leaves	Buchu @3 25	Glycerine 33@ 47
Buchu @3 25	Buchu, powdered @3 50	Hops 85@1 00
Buchu, powdered @3 50	Sage, bulk 67@ 70	Iodine 5 45@5 70
Sage, bulk 67@ 70	Sage, 1/4 loose ... 72@ 78	Iodoform 6 50@6 80
Sage, 1/4 loose ... 72@ 78	Sage, powdered ... 55@ 60	Lead, Acetate -- 20@ 30
Sage, powdered ... 55@ 60	Senna, Alex 1 40@1 50	Lycopodium ... 2 75@3 00
Senna, Alex 1 40@1 50	Senna, Tinn. 30@ 35	Mace 85@ 90
Senna, Tinn. 30@ 35	Senna, Tinn. pow. 35@ 40	Mace, powdered 95@1 00
Senna, Tinn. pow. 35@ 40	Uva Ursi 25@ 30	Menthol 17 00@17 40
Uva Ursi 25@ 30	Oils	Morphine 11 95@12 35
Oils	Almonds, Bitter, true 13 50@13 75	Nux Vomica @ 30
Almonds, Bitter, true 13 50@13 75	Almonds, Bitter, artificial 2 50@2 75	Nux Vomica, pow. 20@ 80
Almonds, Bitter, artificial 2 50@2 75	Almonds, Sweet, true 1 75@2 00	Pepper black, pow. 37@ 40
Almonds, Sweet, true 1 75@2 00	Almonds, Sweet, imitation 75@1 00	Pepper, white @ 50
Almonds, Sweet, imitation 75@1 00	Amber, crude ... 3 00@3 25	Pitch, Burgundy @ 15
Amber, crude ... 3 00@3 25	Amber, rectified 3 50@3 75	Quassia 12@ 15
Amber, rectified 3 50@3 75	Anise 2 75@3 00	Quinine 1 22@1 72
Anise 2 75@3 00	Bergamont 7 50@7 75	Rochelle 51@ 56
Bergamont 7 50@7 75	Cajuput 1 75@2 00	Saccharin Salts .. 51@ 56
Cajuput 1 75@2 00	Cassia 4 50@4 75	Salt Peter @ 40
Cassia 4 50@4 75	Castor 2 25@2 50	Seidlitz Mixture 20@ 30
Castor 2 25@2 50	Cedar Leaf 3 25@3 50	Soap, green 22 1/2@ 30
Cedar Leaf 3 25@3 50	Citronella 1 25@1 50	Soap mott castile 22 1/2@ 25
Citronella 1 25@1 50	Cloves 5 00@5 25	Soap, white castile case @15 00
Cloves 5 00@5 25	Cocoonut 40@ 50	Soap, white castile less, per bar @1 60
Cocoonut 40@ 50	Cod Liver 5 60@5 75	Soda Ash 3 1/2@ 10
Cod Liver 5 60@5 75	Croton 2 25@2 50	Soda Bicarbonate 3 1/2@ 10
Croton 2 25@2 50	Cantharides	Soda, Sal 2 1/4@ 5
Cantharides	Aconite @1 70	Spirits Camphor @2 00
Aconite @1 70	Aloe @1 20	Sulphur, roll ... 4 1/2@ 10
Aloe @1 20	Arnica @1 50	Sulphur, Subl. ... 4 1/2@ 10
Arnica @1 50	Asafoetida @3 90	Tamarinds 25@ 30
Asafoetida @3 90	Belladonna @1 40	Tartar Emetic 1 03@1 10
Belladonna @1 40	Benzoine @1 80	Turpentine, Ven. 50@6 00
Benzoine @1 80	Benzoine Compo'd @3 00	Vanilla Ex. pure 1 50@2 00
Benzoine Compo'd @3 00	Buchu @2 70	Witch Hazel ... 1 40@2 00
Buchu @2 70	Cantharides ... @2 90	Zinc Sulphate ... 10@ 15
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.

Main price list table with columns for categories (e.g., Pickles, AMMONIA, AXLE GREASE, BAKED GOODS, BLUEING, BREAKFAST FOODS, Kellogg's Brands, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, Blackberries, Beans, Beans-Canned, Clam Bouillon, Corn, Hominy, Lobster, Mackerel, Mushrooms, Plums, Peas, Peaches, Pineapple, Pumpkin, Salmon, Sardines, Sauerkraut, Shrimps, Strawberries, Tomatoes, CATSUP, Snider's, Royal Red, Nedrow), sub-categories (e.g., COCOA, COCONUT, CHEESE, CHEWING GUM, CHOCOLATE, CIGARS, COFFEE ROASTED, CONDENSED MILK, EVAPORATED MILK, MILK COMPOUND, CONFECTIONERY, FARINACEOUS GOODS, FISHING TACKLE), and prices. Includes a small illustration of a can of axle grease.



Preventing Loss After a Fire.

In the adjustment of every partial loss, especially those consisting of chattels, goods or machinery, there is an element of salvage, good or bad, according to the amount of "first aid to the injured" given it by the insured. Vast sums in the aggregate are lost through the mistaken idea of the claimant and often the agent that nothing must be touched until the arrival of the adjuster. Therefore he locks up the place and impatiently waits. By the time notice is given to the company and an adjuster is provided and is able to reach the loss, fermentation has set in, the glue and varnish are thoroughly soaked and the furniture is falling apart or the machinery or hardware is rusting rapidly. All this results in unnecessary further damage and uncertain loss that would have been avoided if the insured had opened up everything, separated the damaged from the undamaged, wiped and oiled the machinery, and swept out the debris.

The reason for this attitude on the part of the insured is not hard to understand. There is possibly no thought of dishonest motive but only ignorance, ill advice from good-intentioned neighbor or agent (who should know but does not) or possibly misdirected instinct that the worse it looks the more the loss will appear and the more money will be secured out of the adjustment.

These consequential damages are constantly confronting adjusters and there seems to be no way of successfully curing them other than for our agents to help educate and serve the claimant in time of disaster. He is on the ground oftentimes at the fire and can at once point out to the insured the necessary steps to be taken to comply with and fulfill his duties required by the terms of his contract. He can show the insured the condition that "the fire occur the insured shall . . . protect the property from further damage, forthwith separate the damaged and undamaged personal property, put it in the best possible order," etc., and can tell him this provision means exactly what it says. It is not a request or advice, but is mandatory and in some states is on the statute books. The agent can tell the insured that any reasonable expense incurred by him in cleaning and caring for the property after the fire becomes a part of his loss and is paid for up to the face of the policy.

Losses, like lightning, do not frequently strike twice in the same place and the unfortunate experience of one insured in reaching an amicable settlement through lack of compliance with the conditions of the policy does not serve often in a second instance or reach the man who will have the next fire under similar conditions. If we knew who would be the next sufferer the education of the insured would be easy.

A report of a heavy smoke and water damage reaching us with the further information that the store is closed and locked, creates at once an uneasiness towards the claim. When our adjuster arrives a few days later, open up the store and has the mer-

chandise properly cared for, the insured is shocked and disappointed when the adjuster points out that the actual smoke and water damage occurring at the time of fire amounts to but a small percentage only, for which the company is liable, but in consequence of the claimant's misguided neglect in not properly caring for his stock, which it was his clear duty to do, there is an additional damage of a much greater percentage which the claimant in turn is responsible for and justly must stand. He denounces the adjuster as a robber, abuses the agent and the company, and is disgruntled to the end. Cases of this kind happen right along, and we are reminded of the many efforts that have been made to invent a fool-proof gun. It can't be done.

Much time, thought and energy are nowadays being given to a campaign of fire prevention. Why not include an education of the public as to their duty to themselves in caring for and protecting their property at the time and after a fire has occurred? Charles R. Thompson.

Crooked Fire Insurance Agents Sentenced.

A long series of frauds against insurance companies in Ohio, covering a period of five years or more, has just been terminated by the conviction and imprisonment of W. W. and W. E. Fite, of Fite & Fite, insurance agents of Jackson, Ohio, who represented some twenty-six important fire insurance companies. When suspicion was first drawn to the concern through a questionable loss a thorough investigation was entered into by the State Fire Marshal's department.

About 110 losses were looked into, and of this total only eight were pronounced bona fide. In seventy-one of the cases it was found that there had been no fires at all, the signatures to the proofs of loss and to the drafts having been forged. In thirty-one of the 110 cases the same forgery was practiced where a small amount was paid to the assured and a much larger amount collected by Fite & Fite from the companies interested.

It is believed that the successful termination of this case will have a far reaching effect in discouraging similar frauds against fire insurance companies in Ohio and elsewhere.

Attention to Chimneys and Rubbish.

Look after the condition of your chimneys and stovepipes and keep the cracks in your chimneys cemented up. Also keep old dry rubbish cleaned away. It may be the means of saving loss of lives as well as valuable property. In this connection more particularly is "an ounce of prevention worth a pound of cure." A little precaution and care in the cleaning up and burning of rubbish is timely. The great majority of fires are avoidable and purely the result of carelessness. Remember, it is the people and policy-holders who pay the losses.

When Adam and Eve visited the tree of knowledge they hardly had time to study the higher branches.

The Grand Rapids Merchants Mutual Fire Insurance Co.

STRICTLY MUTUAL

Operated for benefit of members only.

Endorsed by The Michigan Retail Dry Goods Association.

Issues policies in amounts up to \$15,000.

Backed by several million dollar companies.

Offices: 319-320 Houseman Bldg. Grand Rapids, Michigan

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 \$3,600,000

Surplus larger than average stock company.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FREMONT, MICH.

One of the Strongest Companies in the State

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

Savings to Our Policy Holders

On Tornado Insurance 40%
General Mercantile and Shoe Stores 30%
Drug Stores, Fire and Liability, 36% to 40%
Hardware and Implement Stores, and Dwellings 50%
Garages, Blacksmiths, Harness and Furniture Stores 40%

All Companies licensed to do business in Michigan. It will pay you to investigate our proposition. Write us for particulars.

C. N. BRISTOL, Manager
FREMONT,

A. T. MONSON, Secretary
MICHIGAN

25% Immediate Saving on Cost of Fire Insurance

MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary FREMONT, MICHIGAN

Late News From the Celery City.

Battle Creek, Feb. 3.—The Old National Bank instituted a new custom last Saturday evening and one that certainly will be popular, judging from the first occasion. It was a dinner dance at the Post Tavern and will be known as the first annual dinner of the Old National Bank. About seventy-five guests, including directors, officers and employes, sat down at 6:30 to the dinner, which was followed by dancing on the bridge from 8:30 to 11:30.

Battle Creek awoke Sunday morning, Jan. 25, with the coldest day of the season—14 degrees below zero. This was the coldest day since Feb. 10, 1918, when it was 21 below.

The epidemic at Camp Custer appears to be at an end. The quarantine has been modified and will last for several days, until the least danger of spread is passed. The quarantine is only a precautionary measure. Every soldier at camp has an examination every day.

The office of the Calhoun Building and Loan Association opened for business Monday morning on the fourth floor of the Ward building in the Chamber of Commerce rooms. H. B. White is the newly elected Secretary and Treasurer.

Mr. and Mrs. F. H. Millard, of the Stevens-Gordon Clothing Co., left last week for California. They will return April 1.

Ask Vern Wilson, of the Purity Candy Co., for a photo of himself, taking a trip over the Kernan drive, with a load of coal ahead of him and a salesman friend behind him.

Camp Custer will be used again this summer for the reserve officers training camp, which opens about June and continues for a period of six weeks.

The new city hospital on Maple street opened last Monday, fully equipped for handling patients. The announcement was made by Commissioner MacGregor, acting Mayor of the city, in the absence of Mayor Ryan. Jack.

Easy to Define.

Attorney—"Now, sir, you have stated under oath that this man had the appearance of a gentleman. Will you be good enough to tell the jury how a gentleman looks, in your estimation."

Downtrodden Witness—"Well, er—a gentleman looks—er—like—ar—"

Attorney—"I don't want any of your 'ers,' sir; and remember that you are on oath. Can you see anybody in this courtroom that looks like a gentleman?"

Witness—"I can if you'll stand out of the way."

Fancy or bold display type in your advertisement will not make up for lack of ideas and brains behind it.

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.

FOR SALE—RETAIL LUMBER YARD In Eastern Ohio, good Country Town, 1½ acres with Planing mill, 32 x 50 storage sheds, two good houses, one large extra good, all modern; fine location, good business. Very reasonable for quick sale; might deal. Address E. L. Heestand, Damascus, Ohio. 693

Wanted, a first-class all around meat man. A steady job. None but first class need apply. Thomas Meat Market, 400 West Leonard St., Grand Rapids, Mich. 694

WANTED—A WINDOW TRIMMER AND INTERIOR decorator, one who can assist in the advertising; sixty feet advertising space; state salary and experience. Address J. B. Sperry Co., Port Huron, Mich. 695

For Sale Brown-Corliss Engine, 16 x 42 cylinder, 175 horse power, wheel 12 feet by 26 inches. Price \$1,350—If taken at once. In service only 6 years. The Kramer Mfg. Co., Indianapolis, Ind. 696

For Sale—Long-established undertaking business, complete with all essentials for about \$2,500. Business has always been profitable. Will retain or sell furniture stock in connection. Address No. 697, care Michigan Tradesman. 697

For Sale—Stock of General Merchandise, located in one of the best towns in Genesee County. Good opportunity to launch into a good paying business. Address Box 5, Swartz Creek, Mich. 698

For Sale—On account of the death of my husband, I have for sale a stock of used machinery of all kinds invoicing \$4,000. Will sell with or without the real estate. For information write or call on Mrs. William Troxel, Hillsdale, Mich. 699

For Sale—Hardware and Implement Business in good town near Grand Rapids. Good farming country. Reason for selling, ill health. No. 700 care Michigan Tradesman 700

If you are thinking of going in business, selling out or making an exchange, place an advertisement in our business chances columns, as it will bring you in touch with the man for whom you are looking—**THE BUSINESS MAN.**

For Sale—Store and stock of general merchandise consisting of groceries, dry goods, hardware and auto repairs. Also 2 lots with dwelling and barn. Also cream and gasoline station. Located in the village of Brinton, Isabella County, Mich. Robert Sisco 701

For Sale—Late Model Angledle Automatic Computing Scale, with up-to-date chart computing from 6 to 60c, also completely rebuilt at factory. Guaranteed to comply with our state laws. \$75. John E. Rengo & Co., Kaleva, Mich. 702

Wanted—Garden seed man. Opportunity for advancement if hustler. No. 703 care Tradesman. 703

Brick Store for rent in a splendid agricultural town. Has been occupied by a successful clothing and shoe store for 20 years. Address, Ernest Nash, Clarksville, Mich. 704

Wanted—To buy a general store in country town or village. Holland locality preferred. No. 705 care Michigan Tradesman. 705

BIG INVESTMENT OPPORTUNITY: BEST BUSINESS BLOCK IN BEST LOCATION IN BEST GROWING CITY IN CENTRAL MICHIGAN. LISTEN: Three story and basement: Three fronts, and one at rear; solid brick and stone construction; best corner in city; rentals better than \$8,000 a year. Block easily worth \$100,000; can be bought this month for \$55,000. Cut and information furnished on application. W. J. Cooper, Mt. Pleasant, Michigan. 706

For Sale—1 store building and fixtures, living rooms upstairs. Fine location; stock groceries, dry goods, shoes; inventory about \$3,500. Will sell all or rent building. Poor health my only reason for selling. Address W. H. Wakefield, So. Boardman, Mich. 707

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

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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 566

Wanted—First-class combination tinner and plumber. Steady employment to right man. Please state wages wanted. Randolph Hardware Company, Randolph, Wisconsin. 677

Life of the Crucified (Stigmatized) Anne, Cath. Emmerich, and her splendid ecstatic visions. Nativity, Egypt, and Cana; 4 books, for 20c. Klein Co., Brandon, Minn. 678

For Sale—Small stock gent's furnishings, also complete fixtures. Exceptional bargain. Address Peoples Bank, Boyne City, Michigan. 660

For Sale—Variety store in Western Michigan. City of 5,000 population. This is not a run down stock, but a clean, going business. Can show interesting and profitable proposition. Address No. 680 care Michigan Tradesman. 680

For Sale—One steel rug rack of Green-ville make. Will hold 25 rugs 11-3 x 12, 75 9 x 12, 10 8-3 x 10-6. Perfect condition. If interested wire for special low price. D. M. Christian Co., Owosso, Mich. 681

FOR SALE—LAMSON PERFECTION CABLE. Cash carrier, five stations, complete with half horsepower, D. C. motor. The P. W. Roberts Co., Prospect and E. 4th St., Cleveland O. 684

For Sale—Hotel. Well established business in a good town. At a bargain. Address No. 685 care Michigan Tradesman. 685

For Sale—100 lb. Detroit Automatic Scales. As good as new. 1210 Plainfield Ave. 686

BANISH THE RATS—Order a can of Rat and Mouse Embalmer and get rid of the pests in one night. Price \$3. Tradesman Company, Grand Rapids, Mich. 687

For Sale—Drug store. Good business. Clean stock. New brick building, medal plate front. U. S. Postal Station. Well located, being near Kalamazoo College and Western Michigan State Normal School. No better class of trade anywhere. This is a splendid opportunity to get established paying business. Price \$4,000. Investigate. Dunwell's West End Drug Store, 747 W. Main, Kalamazoo, Mich. 690

For Sale—Two oak wall cases seven feet long with sliding plate glass doors. Photo for the asking. Eugene Parker, 201 S. Washington Avenue, Lansing, Michigan. 664

FOR SALE—An old established retail meat business in a town of 17,000 inhabitants. Reason for selling want to move on my ranch and go in the Thoroughbred Hereford business. My shop has been a cash business of \$400 per day, 6 days out of a week. I also have a small packing plant. All cooled by Sterling Ice Machines. One 5 tons at shop and the other 25 tons at the plant. Will sell one or both. Come and spend a week or month with me and you will appreciate this business. Address H. D. Barnett, Coffeyville, Kansas. 665

For Sale—Meat market and small stock of groceries in one of the best cities in Michigan doing a cash business at \$2,000 a week. Address 671 care Michigan Tradesman. 671

If you want to sell or exchange your business, no matter where located, write me. John J. Black, 130th St., Chippewa Falls, Wisconsin. 598

ATTENTION MERCHANTS—When in need of duplicating books, coupon books, or counter pads, drop us a card. We can supply either blank or printed. Prices on application. Tradesman Company, Grand Rapids. 661

For Sale—A clean, up-to-date stock of hardware. Plumbing and heating in connection. Located in prosperous dairy section of Northern Illinois. Town of 2,500. Last years business \$38,000. Will invoice between \$8,000 to \$9,000. Up-to-date fixtures and tools. Best of location. Reasonable rent. An opportunity of a lifetime. Good reason for selling. Only cash deal considered. Address No. 661, care Michigan Tradesman. 661

FOR SALE—Modern three-story brick building. "Four stores, Four flats," in a booming village of 2,500 inhabitants in a thriving dairy section. Enquire of H. H. Fox, Cobleskill, N. Y. 679

Grand opportunity for boot and shoe and gents furnishing. Springport, Mich. Prosperous farmers. Double business of any town its size. Address No. 691 Michigan Tradesman. 691

\$1 DOES IT. Texas oil land making holders big money everyday. Bank references furnished. Investigate us thoroughly, that's all we ask. Results count. Our plan \$1 down, balance monthly, few months gives you Warranty Deed to land. May pay profits \$200 or more monthly. Maps, reports, established facts FREE. Address Sourlake Texas Oil Co., 318 DeMenil, St. Louis, Mo. 692

Wanted—Second-hand safes Will pay spot cash for any safe, if in reasonably good condition. Grand Rapids Safe Co., Grand Rapids. 683

Wanted—Position as traveling salesman for good reliable house. Experienced. Present position as manager of retail store. All offers considered confidential. Prefer Thumb Territory. Address Box 105 Akron, Mich. Can supply best of References. 683

Something Special For Sale—Stock of dry goods and groceries, located in thriving town of 800, surrounded by the best farming country in the State. Town is on trunk line road. Has factories and electric lights. 1919 sales over \$50,000. A grand opportunity for somebody. Address No. 675 care Michigan Tradesman. 675

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Our record of over fifty years of continuous growing business, not only in Michigan but all over the United States, speaks for itself.

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GRAND RAPIDS, MICH.

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New Perfection Flour
Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

SIXTY YEARS A TEACHER.

Death of Michigan's Most Noted Educator.

Prof. E. A. Strong, former Grand Rapids school superintendent and principal of Central high school, died Monday at St. Petersburg, Fla., where he was spending the winter.

Prof. Strong came to Grand Rapids in 1861 and was appointed principal of the old "Stone high school," which stood on the present site of Junior high school. He held this position for twenty-four years, leaving in 1885 for Ypsilanti, where he was connected with the department of science of the Ypsilanti Normal School. He was born in Onondaga county, N. Y., in 1835 and graduated from Union college in 1858.

No formal record can adequately convey the essential and varied fascination of Mr. Strong's personality. Like other precious things, it defies definition. It had to be felt to be known. Some one expressed to Pitt surprise at the great influence which Fox exerted. "You have never," was Pitt's reply, "been under the wand of the magician." And there was in Mr. Strong a quality little short of magical. It was not his wit, although that was a bubbling spring of delight; it was not the piquant audacity with which, in the interest of the cause he had at heart, he would let himself go at men in high station or at institutions hoar with propriety; nor was it the grave and measured conversation which he could on occasion command. All that the beholder and his friends could say was that in the totality of the impression he made there was something unique; and that by some divine alchemy the elements were so mixed in him that he could lay a spell upon all classes and conditions of men. No one ever thought of him as born to threaten and command, but all who knew him felt that nature had marked him out to charm and to convince.

Mr. Strong was a great teacher, a profound scholar, a cultured gentleman and a wise man. His scholarship was of that rare sort which is not put on and off, like a garment, but is an essential and predominating part of a man's life. A few months ago, after his retirement from an active professorship of thirty-four years at Ypsilanti, he was asked how he occupied his time, now that he was free from the demands of the classroom. "Well," said he, "I spend most of my time in study."

Study alone if in too restricted a field or indulged in by a mind too narrow may produce little of real culture; but study in the broad fields in which Mr. Strong used to browse and with a mind so able and so open as his necessarily added new charms and graces to a culture always deep and true. The worth and genuineness of the man were apparent in his modesty and simplicity. Quiet, incidental comment or anecdote was his method of revealing that which lay beyond, and was his invitation to share in the wealth of his mellow wisdom. His life was a stream of pure, living water quietly traversing

and constantly fructifying the pleasant pastures of knowledge, a stream flowing unsullied from the eternal fountain of truth.

As an inspiring teacher Mr. Strong labored among four generations. From among the thousands of young people whom he instructed have come men and women who have done things; yet it is doubtful if any one of them has really done as much as he did. His deeds were wrought in living marble in the lives of others; and for this there is no human standard of measurement. E. A. Stowe.

Bottom Facts From Booming Boyne City.

Boyne City, Feb. 3—F. B. Wenzel will have some very attractive improvements in his tailoring establishment in the near future. His

Late News From the Upper Peninsula.

Sault Ste. Marie, Feb. 3—J. Probst, of Manistique, has opened a new grocery store which will be run on a cash-and-carry basis. Mr. Probst came to Manistique from Trout Lake, where he was in business for a number of years. He expects to carry a complete line. He has also rented the Brook's boarding house, which he intends to run in connection. The rooms over the store are to be fitted up for rooming purposes in the Spring.

Clarence McLaughlin, of Manistique, who for over a year has been connected with the ford agency in that city, has resigned to take a position as district manager in Ishpeming and Neugaunee for Jones & Frie, of Marquette, who have the agency for the ford car in that territory.

H. H. McIntyre, the well-known grocer of Oak Ridge Park, who has been laid up for the past two weeks at the Soo hospital, is improving

Co. has sold its business to the Soo Packing Co., which expects to enlarge upon the former business and feature a local market for the benefit of the farmers.

The Upper Peninsula of Michigan, with an average of one auto per every ten persons, leads the world, together with Iowa, Nebraska, South Dakota and California, which have the same ratio. The Eastern States, more densely populated, are away behind in the ratio of autos per head.

"It is sometimes difficult to distinguish a barber from a butcher."

Mr. and Mrs. Robert Kline have returned from an extended trip which they were making the past two months. They got back just in time to see the big snow banks which were somewhat of a contrast to what they have been seeing in California and other places.

Martin Quick, one of the best known citizens of Manistique and one of the largest lumbermen, died Friday. He was very active in public life and served as supervisor and was a member of the school board for several years. He always worked for the moral improvement of the city. He was also one of the trustees of Kalamazoo College, also a member of the Baptist church, of which he was a deacon since 1894. The family has the sympathy of a large circle of friends.

Ben Scott, manager of the Bartlett Lumber Co., at Shelldrake, was a business visitor here last week.

The Five Fair Associations comprising the Cloverland Fair and Racing Circuit, held a meeting here last week and fixed the dates for 1920 fairs as follows: Allenville, Aug. 30-31-Sept. 1; Pickford, Sept. 2-3-4; Soo, 7-8-9; Newberry, 14-15-16; Manistique Sept. 21-22-23; Escanaba, Sept. 28-29-30. No dates were set for the Marquette fairs, as that county was not represented as it was understood that the fairs would be handled by the Supervisor this year. C. E. Kaye, Manistique, was re-elected active Secretary of the Association for another year.

The Sugar Islanders held an important civic meeting last week and may issue bonds which will be voted for this Spring for improvements. They want phone and ferry service.

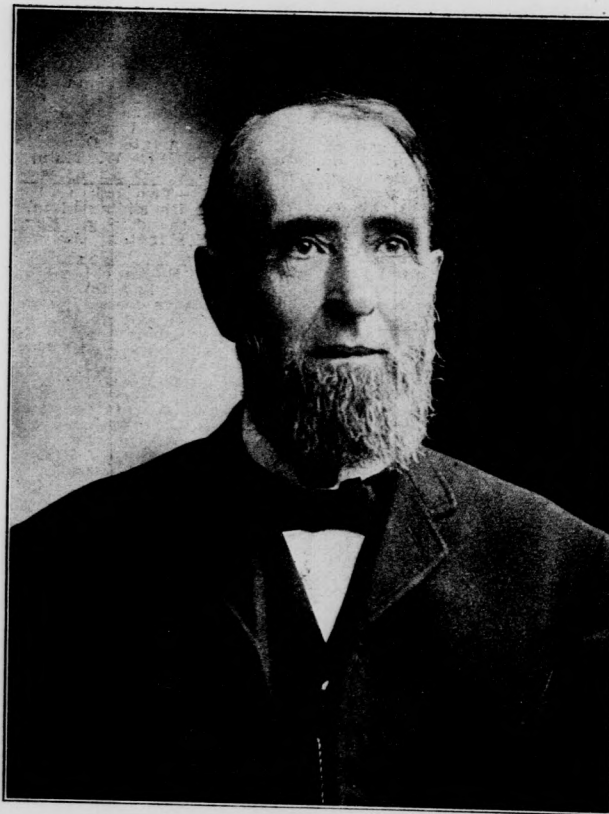
Fred B. Raymond, furniture dealer and one of our most popular citizens, died Monday at his winter home at Miami, Florida, following an attack of heart trouble. Mr. Raymond left the Soo Jan. 7 for Grand Rapids and transacted business there, then leaving for Miami. He was not considered in the best of health while in the Soo, suffering occasionally from heart trouble. He is survived by a widow and two children. With the passing of Mr. Raymond, the Soo loses a loyal friend, an upright business man and a community server and a devoted husband and father. We can ill afford to lose this kind of a man and will miss him sorely. The bereaved family has the sympathy of the entire community.

The co-partnership heretofore existing between John Catel and James Catel under the name of Catel Brothers and engaged in selling cigars and confectionery at 728 South Ashmun street, has been dissolved by mutual consent. John Catel will continue the business.

Bob Cowan and George Bailey entertained eleven of their friends to a snow shoe party at Mr. Cowan's summer home on Sugar Island. That there was a continuous good time would be expressing it mildly. After a sumptuous spread, with which the H. C. L. was a secondary consideration, the party returned to the Soo, completing their eighteen mile tramp somewhat fatigued, but with pleasant memories which will linger in the minds of those fortunate to attend.

"Somebody laments the fact that all theater stars are going to the movies, but that is not as bad as having the audience go too."

William G. Tapert.



E. A. Strong.

place is now one of the most attractive in the city.

J. S. Bergy has just returned from an extended trip in Southern Michigan. Do not know what he went for or why he came back, unless it was to be elected Mayor again.

The Boyne City, Gaylord & Alpena Railroad Company has added another heavy engine to its equipment and has some new coaches to be placed in service soon. It is now prepared to take care of that crowd of sports that will fall upon them about May 1. The B. C., G. & A. crosses all the real trout streams in Michigan.

The thermomometer continues to flirt around the zero mark, mostly from the bottom. Our winter, while not especially severe, has been one of steady cold. C. H. Tooley (Sanitary Ice Company) reports about 50 per cent. greater ice crop than last year, which is welcome news to Boyne City people, who were out of ice early last fall, to their great discomfort and loss. Maxy.

The Identity Cigar Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

and expects to be back on the job again in the near future.

The ice bridge across the Sault River is now perfectly safe, the first time in years that the Sooiters have been able to cross the river without detouring by boat. The vaccination quarantine keeps many from entering Canada and the traffic is somewhat light in consequence.

It looks as if Cloverland wants General Wood as the next President. A Marquette paper shows him the outstanding favorite, while Chippewa county is overwhelming in its estimate of the General. He made many friends in Cloverland during his visit here last year.

The Model Clothing House, owned by Alex Clarke, was sold last week to Charles Fields, who recently sold his cigar and pool room business on Ashmun street. Mr. Fields will enter the clothing business next week, together with Lisle Wilson, one of the best known clothing salesmen in the Soo. Mr. Wilson has been employed with the Marks Schenck Co. until recently. Mr. Clarke, the former proprietor, has not as yet made plans for the future. Let us hope that he will remain in the Soo, where he is well and favorably known.

The Moher Meat and Provision