

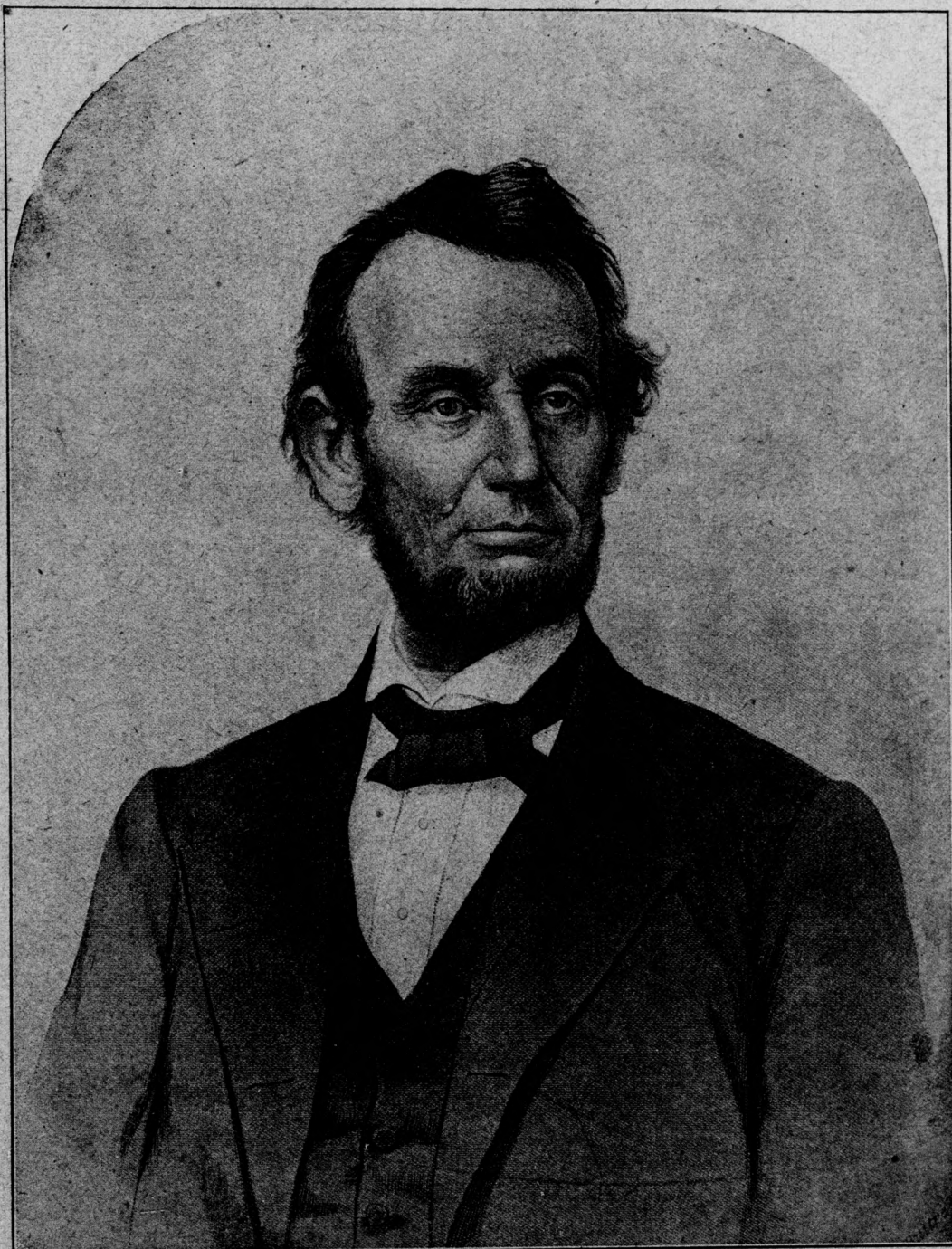
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 11, 1920

Number 1899



Born—February 12, 1809. Died—April 15, 1865.

This country, with its institutions, belongs to the people who inhabit it. It must not be conducted for the sole benefit of any class, clique or clan. Any one in authority who caters to a single class, to the detriment of the people as a whole, deserves and is destined for eternal oblivion.—
Abraham Lincoln.

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

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

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.

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.

SNOW BOY

Washing Powder

Every housewife who uses it likes Snow Boy.

That's the reason it repeats.

It pays the grocer a good profit.

Ask your jobber or write us for particulars on Snow Boy
(Family size) Deal No. 2001. It will pay you.

LAUTZ BROS. & CO.

Buffalo, N. Y.

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MICHIGAN TRADESMAN(Unlike any other paper.)
Each Issue Complete in Itself.DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.Published Weekly by
TRADESMAN COMPANY
Grand Rapids,
E. A. STOWE, Editor.**Subscription Price.**Two dollars per year, if paid strictly
in advance.Three dollars per year, if not paid in
advance.Canadian subscriptions, \$3.04 per year,
payable invariably in advance.

Sample copies 5 cents each.

Extra copies of current issues, 5 cents;
issues a month or more old, 10 cents;
issues a year or more old, 25 cents; issues
five years or more old, \$1.Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.**WHY IT WAS EVER CREATED.**

It is indeed reassuring to hear—even from the lips of a member of the Federal Trade Commission—that it is now apparent "why the Federal Trade Commission was created," although the interpretation of the facts and deductions may not coincide with the ideas of a considerable number of merchants. Certainly the record of the board does not harmonize with the logical course of its processes, as pointed out to the Denver farmers.

In the grocery trade there is a growing feeling of disgust with the publicity policies of the Federal Trade Commission and anyone who has lately read the papers will agree that the board appears to have a policy of "shoot first and investigate afterward." Apparently all that is necessary is for someone to file a complaint against a business man, having even a semblance of substance, and immediately the culprit is haled before the bar of merciless publicity, proclaimed as under suspicion of unfair trading, or crooked competition, and ordered to appear for trial. Whatever may be the modification of this idea in the mind of the Commission, that is the way the average newspaper reader sees it.

In course of time, perhaps years later—during which the suspect is pilloried in the public mind—there is a hearing, a report of a referee, an adjudication, and possibly the charges are disproved and the accused vindicated. But rarely is there the same sensational public presentation of his innocence, and even if there were, the punishment would have already been inflicted. And of late the board has been dragging down victims by the score; hardly a day without three or four being cited for the rack.

In the trade opinion, a far better policy would be for the board to follow the practice of the Department of Agriculture in making its prosecutions under the Pure Food law. There, when an accusation is made against a food manufacturer, he and his counsel are quietly heard in private con-

ference and all the facts sifted. Every chance is offered for removing the stigma and discontinuing questionable practices voluntarily and complying with the laws; all without the slightest publicity. If action actually ensues—and few do—the trial is held, the case fully covered from every angle, and, after judgment has been entered, the facts are made public and not before.

Once upon a time the policies of the Food Inspection Board were based on hobbies of food faddists and extremists, but long since the trade and the officials came to a better understanding and few questionable practices under the pure food laws are now called up. The chief friction lies in disagreements as to fact and on these the tests are made in a spirit of mutual respect.

On one point the food trades are disposed to complain of the Federal Trade Commission—its ideas of procedure in strict accordance with the rules of litigative technique. When the Federal Trade Commission Act was passed, business men generally regarded it as likely to act more as a friendly capacity than as a court; also to act as an advisor rather than a prosecutor. But it is evident that no such principle is in the minds of the officials themselves, judging by the procedure suggested in the Denver speech.

GRAVE MENACE A MYTH.

The farmer has his own psychology. It is known to everybody who knows anything about farming that the tiller of the soil is little given to complacency and confessed optimism. He may be doing very well, may be very happy and prosperous, but if he talks at all about his affairs he is very apt to say that times are hard, crops are poor, that no help is to be had, that everybody is discouraged. Not all farmers talk that way, but the freaks and cranks who are altogether too much in evidence in the Department of Agriculture at Washington have been extraordinarily successful in rounding up those who do talk that way.

There is justice in every one of these complaints the farmers make. The extravagant and reckless resort to the "cost plus system" on Government contracts during the war has upset wage standards all over the country. The farmer is not alone in his difficulties, for in countless industries it is hard to get labor at reasonable wages. It is notorious that the middleman profits unduly at the cost of the farmer and of the consumer; he always has; and methods of getting the farm products to the markets, to the consumers, are known to be defective. Nevertheless, the farmers

are not going to abandon their farms—they are not going to reduce production. The discontented ones are not representative of their class.

The farmers of the United States are the very bone and sinew of good citizenship, of good Americanism. They know that not only is the demand great, but that the need is more pressing than it ever has been. They know that in such times they are going to get good prices. The real farmers—that is, the vast majority of the farmers—practically all of them, have no sympathy whatever with slackers. They believe in the doctrine of production, always more production. They are willing to work, they have pride in their work. And they are not misled by the professional union labor and L. W. W. agitators who have been industriously striving to mislead them into the support of socialistic and destructive policies.

The heads of the six great farmers organizations in conference in Washington last week adopted a memorial to Congress declaring that "the Government ownership or continued operation of railroads is most emphatically opposed." They condemn extravagance in public expenditure, they condemn profiteering, just as every reasonable man does. There is nothing in the thoughts or condition of the farmers that "constitutes a grave menace." They are bearing their share, they are willing to bear their share, of the after-war burdens. In that they set a good example to their countrymen. Above all, they are a bulwark of protection against the labor union and L. W. W. agitators who are trying to upset Government and society.

SELLING WOOLENS HERE.

British manufacturers of woolens, despite the demands upon them for the domestic trade, are keeping a sharp eye on opportunities abroad. They are showing no eagerness to do business with the countries with which their own was at war, principally because they are not quite sure of being paid with any degree of promptness. But with other countries with which they were in the habit of trading before the war they are anxious to establish the old connections. One such country is the United States, which took, in the fiscal year 1914, about \$10,000,000 worth of woollen fabrics from Great Britain. These dwindled down, in the fiscal year 1919, to about \$4,000,000. Agents for British woolens have been fairly busy here during the past six months trying to extend the trade. Now a more concerted effort is in progress with the same end in view. Notice has been given that the exhibitions of fabrics in London, which were a

feature before the war, are to be resumed on an enlarged scale this year. There will be separate displays of fabrics and made up goods for men's and women's wear, both being held in the Royal Agricultural Hall. That for women's wear will be held in April and the one for men's wear in July. Piece goods, in woolens and worsteds, linings and other fabrics as well as made-up clothing, shirts, hosiery, neckwear and draperies, will be shown. A special appeal has been made to American buyers. There will be no admittance of the general public, the exhibition being purely a trade market. The attendance from this country promises to be quite representative.

With a rising discount rate on commercial paper and a continuing drop in foreign exchange, there looms ahead a period of uneasiness for both domestic and overseas trade, the evidences of which are becoming somewhat manifest. Carrying of surplus stocks of commodities is getting to be more expensive than it was, and an added element of risk is attaching to purchases for speculation at the present high levels of prices. The primary markets show no sign of yielding on these prices, and jobbers are apparently willing to take the risk of contracting quite far ahead, although the matter of credit is hampering the latter somewhat. But the retailers, who are brought into immediate contact with the buying public, are disposed to go rather slow for the present and take their chances of obtaining goods not immediately needed when they are wanted. In this attitude they are rather encouraged by the belief that falling exchange will act as a deterrent to exports, and thus leave larger supplies available for the domestic market. The European countries with which the bulk of this country's export business is done are frantically trying to get their finances in order, and one means to that end is the restriction of imports from the United States to those which are absolutely needed, and to skimp even on these. Another is that they are even shipping back here some goods hitherto exported from this country. But falling prices are bound to come with the deflation of credit, even if they are not forced by the unwillingness of the ultimate consumer to pay more constantly for what he is buying. This is one of the contingencies that are now borne in mind.

The Fairy Food Mills, Inc., has been organized to manufacture and sell flour, baking powder, etc., with an authorized capital stock of \$30,000, of which amount \$16,300 has been subscribed and \$3,000 paid in in cash.

YEAR OF PROGRESS.

Annual Address of President Leadle To Hardware Dealers.

Another year of prosperity has passed and we are wondering what the coming year has in store for us. One year ago, when we had our meeting, the President was glad to report that the armistice had been signed, and everyone thought things would change, everyone seemed happy, thinking our worry was over. We find that most of the nations have squared accounts, but the United States is still in war with Germany. We also find that we have a menace to deal with that we little dreamed of last year. We hardly realized that the war was over when we found that a shiftless, lawless, unamerican element had arisen in our midst that threatened to do a vast amount of injury, even more than the trouble across the sea. What I have reference to is the Bolsheviki element, an element of unrest, discontent, dissatisfaction, disloyalty and anything to disorganize the prosperity of our country. As a result strikes have been called in many mines and factories, the production has been curtailed to such an extent that many concerns are turning out only about one half of what they did in normal times.

Regarding business we are in as much of a dilemma as we were three years ago. At that time we did not think it advisable to buy in large quantities, or very far ahead, as prices were soaring upward so fast that it did not seem possible that they would go any higher, and a break was liable to come at any time. Two years ago we found that prices were still higher but we thought the same as the year before that they had reached the limit. One year ago when we met we were all feeling good, believing that, the unusual demand for many articles being stopped, the factories would soon get

caught up on orders, and with the return of the boys from overseas, that the production would soon be so large that prices would go down. It is a fact that for a short time we did get a few quotations that were lower, but for a short time only.

Now another year has passed and what do we find, not that goods are more plentiful, or prices lower, but that goods are harder to get than ever before and that prices are higher than ever before, and still going up. What the future will develop no one can tell. All authoritative information at our command points to another year of activity. The American people have gone buying crazy. High prices are no obstacle whatever. Factories in all lines of business are behind with orders. Working men have received still further increases, many shorter hours. Farmers never before have commanded such wealth. These conditions existing it will be a question of making rather than selling goods. It would then seem that it would be for the dealers' interest, to keep his stock well assorted. Buy early, and get the earliest shipment possible, so you will be sure to have the goods in the store when the season for them opens up. That is the only way to be sure of them, with the limited output and the slow means of transportation. Buy what you will need for the coming season, but do not plan on carrying anything over for next year.

We thought for the last three years that prices were as high as they could possibly get, yet we have found that they have been going up all the time, and they may continue to do so for the next year or so, but I do not believe it is a good time to speculate, and I do not believe it good business, to buy anything to carry over for next year, neither do I believe that we want to be out of goods this year.

The advise that we get from the

jobbers and salesmen, who are our friends, is to buy all we need for the coming year, and get the goods shipped as soon as possible, if we want to sell them this year, as stocks are only about half what they should be. With an advance of 10 per cent. on all builders hardware a short time ago and another of 12½ per cent. last month it is easy to see what we may expect.

This year will be Presidential year and that usually means business uncertainty, as every one is wondering what the new elected officers will do, and every one is afraid to speculate. I believe this year will be an exception so far as the seasons needs are concerned as the production is so far behind the consumption, that a person will do well to get the goods he wants to sell.

A factor entering into all kinds of business, that some people do not consider seriously, whether it be manufacturing or selling, wholesale or retail, is labor. As an illustration I am going to take a hammer, something that we all are acquainted with and carry it along through some of the stages until it reaches the consumer. What is the iron worth in the ground of which it is made? When the proprietor starts to sink a shaft at a mine labor commences. When the miners are at work that is labor. When the ore is drawn out of the mine that is labor. When it is loaded on cars to be carried to the smelter that is labor. The coal that is used in this process represents labor, for the shaft had to be sunk for the coal mine by labor and labor does the mining. All the devices used to save labor have been constructed by labor. After the iron has been run into pigs it is labor that puts it into the form of a casting. Labor does the polishing of the hammer. It is labor that cut the tree to get the handle for the hammer. It was labor that drew the logs to the mill. It was labor that cut it up,

labor that turned out the handle and labor that put the handle in the hammer. Labor did the selling, the book-keeping was labor. The freight handling was labor, the drayman is a laborer and when all is said practically the whole expense of the hammer is labor. So it is with any article.

I have given an illustration of labor entering into an article made of iron and wood, and the same thing holds good in every thing whether it be wearing apparel, food or other goods. Labor is the greatest per cent. of cost ranging from 70 per cent. to 90 per cent. So while labor is high other things must be so. With labor advancing as it has done the last year, and with further advances wanted, will any one tell me how prices must remain high.

I have done considerable traveling around the State during the last year, and I have made it a practice, when I was in town and had the time, to go into the hardware stores and get acquainted with the merchants. I want to say at this time, that the welcome I have received in each place and the manner in which the stores are kept, have each time made me a little more proud of the fact that I had been honored with the presidency of the best bunch of merchants in the best State of the union, the Retail Hardware Merchants of Michigan.

When visiting merchants timely subjects were discussed, and I found in some cases that the merchant was figuring percentage of profit from an individual article, rather than from the stock carried of that article. As an illustration, if a knife costs \$8.00 per dozen and the retail is \$1.00 each, the merchant would say, I have made 50 per cent. gross profit on the cost of the knife or 33⅓ cents on what cost me 66⅔ cents. Now if the merchant had a stock of \$100.00 worth of knives and when he made this sale it took at least a dozen knives, on



Barney Langelier has worked in this Institution continuously for over forty-eight years.

Barney says—

All business is growing these days, and ours has been growing too.

By Golly! Last month's business was bigger than a whole year's was a few years ago.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS

the showcase, before the customer would select the one he wanted, the question then arises did the merchant make 33 $\frac{1}{3}$ cents on 66 $\frac{2}{3}$ cents or did he make 33 $\frac{1}{3}$ cents on the whole investment of \$100.00. To go farther, if this merchant sold only 50 knives during the year and made 33 $\frac{1}{3}$ cents on each he would have made \$16.67 gross profit on the investment of \$100.00 or 16 $\frac{2}{3}$ per cent, which we all know is less than the cost of doing business, and that department would show a loss, yet each knife was sold at 50 above cost of that particular knife. On the other hand had he sold 200 knives at the same profit he would have received \$66.67 on the \$100.00 investment and after taking out \$40.00 for selling would have \$26.67 left as net profit on the investment.

I find the same thing happening with some on the sale of stoves. When asking what it cost to do business some would have to guess, others knew, yet when they came to mark their stoves would figure that it cost only about 10 per cent. to sell them and would mark them accordingly. Now the important question comes, if it costs 20 per cent. on an average to do business, and it only costs 10 per cent. on stoves, fence and kindred lines, than it surely must cost more than 20 per cent. to sell the balance of the goods, and a merchant that marks the balance of the goods, thinking of a 20 per cent. cost on them is not making what he should. The gross expense is always there and must be met before there is any profit.

In order for a merchant to pay higher salaries, extra freight, and other expenses that are forced upon him, it is necessary that we get the same percentage of profit on the cost that he did before the war, when prices were lower. If we made 25 cents on an article that cost 50 cents, before the war, it is not enough to make 25 cents on the same article

now if it costs \$1, but you should make 50 cents, then you would be able to pay the extra expenses and keep out of the hole. The same thing holds good on stoves and all lines. I have heard some merchants say, I have so many dollars profit marked on that stove and that is as many dollars as I made on it before the war. Now the merchant who figures that way will soon find out that he is doing business without a profit.

I found merchants were very receptive when anything along these lines were discussed, and were willing to give up plenty of time that they might be better informed. I believe this is where a good field man would be of much benefit to every merchant, as he would get ideas in traveling around the State, and the dealer would get much more from a direct conversation, than would from reading it in the magazine.

I was much pleased last year to see the number that had adopted a cash system. Either they were getting the cash for the goods or in thirty days or were giving only a short time credit. These merchants were not allowing the customer to come in, as he used to and say I will pay when I get around to it. I find that every one who has adopted cash or short time credit is satisfied with the way it is working out and would not go back to the old time method.

Late in December I was invited by the warden of Jackson prison to appoint a committee, to meet with the committee from the Implement Dealers Association, at the warden's office in Jackson and go over the matter of the sale of binder twine for the year 1920. I appointed on this committee, J. Chas. Ross, F. L. Wilhison, Hon. C. L. Glasgow, members of the Legislative Committee and myself. We met with the warden and a committee from the Implement Dealers Association on the second day of January, and had a very sat-

isfactory meeting. The manner of selling and marketing the twine was gone into, and the next week the same committees met in Detroit with the warden and the Board of Control of Jackson prison. The proposition was again taken up and this time it was left with a committee consisting of the warden, Secretary Scoot of the Hardware Dealers Association and Secretary Wolf of the Implement Dealers Association. I am not going to give you much of what was done, but you will notice on your programmes that we have arranged with the warden to give us a talk, and he will present the subject to you as it has developed, and you are at liberty to ask any question you wish.

By this time I presume many of you have seen the wonderfully large number of exhibits in the exhibit building. It is your opportunity to be privileged to see them, for where would you go again to see such an array of the different articles sold in a hardware store. These exhibitors have paid good money for the spaces they are occupying, and it is through them that a part of the success of the convention depends. The more exhibitors we have the more interesting and the better it is for us. Now these men can not afford to come without getting orders from the merchants. So it is your duty, as well as privilege, to have an opportunity to place your orders with them, as you will have the advantage of seeing the goods before buying and this is a great satisfaction. Some times an order placed with a salesman here will save him an extra trip to your store and he will be doubly pleased to get it. Remember the traveling salesmen are our friends, and I hope you will each place as many orders with them as possible.

If you have not taken nearly all your insurance in the Hardware Mutual Companies, I believe you are making a mistake, for several of the Hardware Mutuals are paying back

50 per cent. of the premiums. The hardware stock is considered one of the best risks, yet the old line companies rate the hardware stock with those that are much more hazardous.

Do you know that the members of the Michigan Retail Hardware Association are more than fortunate in the fact that they have been able to get such a person as Arthur Scott for Secretary. In my associations with him during the past year I have learned that he is giving his best efforts for the interest of the members of the Michigan Hardware Association. He wants you to write him whenever you have any suggestions to make, and when he writes you read his letters and profit by them, as you will always find that they are full of interest.

Regarding the National Retail Hardware Association, the officers are working night and day for our interests, and I believe we have a set of national officers of which we may well feel proud. Mr. Sheets, the National Secretary, is always looking for any way in which he may be of benefit to the retail trade. Use the price and service bureau, you will be able to get much benefit from it. The Hardware Bulletin is our magazine, published by hardware men, composed by hardware men, and read by hardware men. When you get this paper, read it, if you do not have time at the store take it home with you, as you will find many articles that are not only interesting, but by which you may profit wonderfully.

Gentlemen this meeting is yours and it is as much your place to make it interesting as the officers. When any subject is up for discussion do not hesitate to get up promptly and express your opinion. We have a long programme and in order to get through and get as much out of these meetings as possible it is necessary that we keep busy. I have noticed many times that when a subject was

(Concluded on page forty-one.)

Make Your Arrangements *NOW* to attend the 11th Annual Auto Show

Remember the Dates:

Passenger Exhibition Feb. 23 to 28.

Commercial Exhibition March 1 to 6

**Klingman Building, Ottawa Avenue and Pearl Street
Grand Rapids, Michigan**

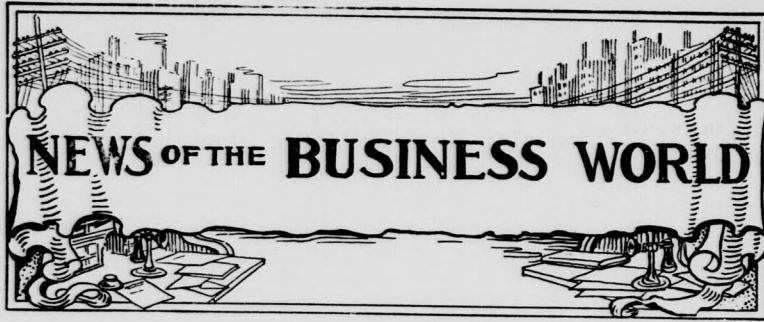
One Million Dollar display of Passenger Cars.

Quarter Million Dollar display of Trucks, Delivery Wagons and Tractors.

See the beautiful new decorations and listen to the music. Watch our advertisements for list of cars to be shown.

Especial invitation extended to the members of the Retail Grocers and General Merchants Association to visit the Exposition.

Held Under the Auspices of the
AUTOMOBILE BUSINESS ASSOCIATION



Movement of Merchants.

Owosso—The Sturtevant Lumber & Coal Co. succeeds Sturtevant & Blood.

Benton Harbor—Bash & Wright succeed W. P. Robbins in the lumber business.

Scottville—John Henke, Jr., has sold his meat market to Alva Love, who will take possession March 1.

Bad Axe—Harvey Slack, of Slack Bros., hardware and implement dealers, died at his home, Feb. 6, following an attack of influenza.

Hastings—Jay Mead has sold his grocery stock to Walter L. Wallace, formerly associated with Burt Long in general trade at Freeport.

Flint—The Perper Mercantile Co. has been incorporated with an authorized capital stock of \$4,500, all of which has been subscribed and paid in in property.

Freeport—Burt Long has purchased the interest of his partner, Walter L. Wallace, and will continue the general merchandise business in his own name at the same location.

St. Johns—Byron Danley, poultry and produce dealer, has admitted to partnership, his son, Glenn B. and the business will be continued under the style of Byron Danley & Son.

Caro—Alvin Schultz has sold a half interest in his furniture stock to John Humm and the business will be continued under the style of the Schultz & Humm Furniture Co.

Lincoln—The Lincoln Drug Co. has been organized with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$2,500 in cash and \$500 in property.

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

Constantine—Charles L. Barnard has sold his interest in the hardware stock of Hutton & Barnard to E. S. Hotchin and the business will be continued under the style of Hutton & Hotchin.

Flint—The Workingman's Store 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 \$1,500 in property.

Muskegon—The C. & C. Garage & Machine Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$1,000 in cash and \$9,000 in property.

Flint—The Bird Motor Sales Co. has been incorporated to deal in automobiles, accessories, trucks, etc., with

an authorized capital stock of \$40,000, of which amount \$20,000 has been subscribed and paid in in cash.

Detroit—The Breed-Nutschler-Speicher Co. has been organized to deal in automobiles, accessories, etc., with an authorized capital stock of \$50,000, all of which has been subscribed and \$25,000 paid in in cash.

Detroit—The Stoddard-Dick Co. has been incorporated to deal in builders supplies, materials, etc., with an authorized capital stock of \$15,000, all of which has been subscribed, \$4,000 paid in in cash and \$2,500 in property.

Chesaning—The Chesaning Auto & Machine Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, of which amount \$17,200 has been subscribed and \$2,000 paid in in cash.

Woodville—The Woodville Mercantile Co. has been organized to conduct a general mercantile business, with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$4,500 paid in in cash.

Detroit—The Kanne Lithuanian Corporation has been organized to deal in groceries, meats, dry goods, wearing apparel, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$7,500 paid in in cash.

Monroe—E. Yaeger's Sons have merged their shoe business into a stock company under the style of Frank J. Yaeger & Sons, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Detroit—A. Kopatz has merged his plumbing and plumbers' supplies business into a stock company under the style of the A. Kopatz Co. with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

Coldwater—C. A. Spalding, octogenarian, who still sticks to his job as traveling salesman, despite his advanced age, has been stricken with paralysis at Grand Rapids, his daughters here have been notified, that he is in a hospital there.

Detroit—The Janney-Bowman, Inc., has been organized to deal in pianos and other musical instruments, supplies, parts, etc., with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Elk Rapids—Charles B. Carver, who for fifteen years has been cashier of the Elk Rapids State Bank, has been elected President of the institution. Edward Durkee, who has been assist-

ant cashier for the same length of time, succeeds Mr. Carver.

Jackson—The Overland Sales Co. has been organized to deal in automobiles and accessories, with an authorized capital stock of \$75,000, of which amount \$43,450 has been subscribed and paid in, \$7,414.67 in cash and \$36,035.33 in property.

Ypsilanti—Clarke Bros. have merged their furniture and undertaking business into a stock company under the style of the Clarke-Augustus Co., with an authorized capital stock of \$18,000, all of which has been subscribed and paid in in property.

Port Huron—The Cawood Sales Co. has been organized to conduct a wholesale and retail automobile, truck and tractor business, with an authorized capital stock of \$30,000, of which amount \$20,000 has been subscribed and \$15,000 paid in in cash.

Lansing—The Auto Electric Co. has been organized to deal in automobile accessories of all kinds and repair auto lighting ignition systems, with an authorized capital stock of \$25,000, of which amount \$18,000 has been subscribed and \$12,750 paid in in cash.

Dearborn—The City Drug Store has merged its business into a stock company under the style of the City Drug Co., with an authorized capital stock of \$30,000, of which amount \$17,000 has been subscribed and paid in, \$1,000 in cash and \$16,000 in property.

Lansing—John Wilson, Jr., and Edward Stambaugh have formed a co-partnership and engaged in the ice cream and confectionery business at 123 East Michigan avenue, under the style of Wilson & Stambaugh. The name of their store will be the Blue Bird.

Mason—The Telling-Belle Vernon Michigan Co. has been organized at Cleveland, Ohio, with business offices at Mason, to conduct a general dairy products business, with an authorized capital stock of \$100,000, all of which has been subscribed and \$10,000 paid in in cash.

Allegan—A. H. Foster has merged his produce and implement business into a stock company under the style of the A. H. Foster Co., with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed, \$464.08 paid in in cash and \$42,333.03 in property.

Owosso—The Sturtevant & Blood Co. has merged its lumber and fuel business into a stock company under the style of the Sturtevant Lumber & Coal Co., with an authorized capital stock of \$100,000, of which amount \$72,000 has been subscribed and paid in, \$934 in cash and \$71,066 in property.

Norway—The O. C. Lumber Co. has merged its business into a stock company under the style of the O'Callaghan Land & Lumber Co. with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property. The company will conduct a general mercantile business in connection with its other business.

Lansing—Abbey & Walters, dealers in men's and women's ready-to-wear clothing, have leased the store

building at 321 South Washington avenue and are remodeling it for their own use. When the stock is removed to the new location the firm will close out its line of women's clothing and devote its entire attention to its stock of men's and boys' clothing.

Detroit—In commemoration of the fifty-fifth anniversary of R. H. Fyfe & Co.'s establishment, R. H. Fyfe entertained the directors, stockholders, department managers and floormen and their wives at a dinner at his home, 939 Woodward avenue. R. H. Fyfe, C. R. Baxter and W. T. Livingston, three of the four founders of the business, were present. Mark B. Stevens, the fourth member of the firm, died Aug. 12, 1918.

Owosso—Absent a few minutes from his wholesale store on W. Exchange street, John Detwiler returned to find that a can of cherries he had left on the desk had been removed. Fred Smith, undertaker across the street, is said to have admitted audaciously that he and Walter Hasse, Standard Oil agent here, spirited the cherries away to consume them in Connor's cafe, nearby. Detwiler sought revenge and thought he had found it when he located Hasse's automobile down the street a short distance and fastened it to an iron hitching post by securing with a padlock a cow chain wrapped around a spoke of one wheel and the post. Someone tipped Hasse off to Detwiler's scheme to make him pay for the cherries. He borrowed a bolt cutter at a local garage, easily severed the chain, threw it into the automobile and drove away.

Recent Doings of Local Bankruptcy Court.

In the matter of J. B. Symes, bankrupt, the first meeting of creditors was held. Walter H. Brooks, of Grand Rapids, was elected trustee by unanimous vote of the creditors and his bond fixed at \$1,000. Appraisers appointed. Meeting then adjourned.

In the matter of Mallick & Azkoul, the final meeting was held. Order made for distribution and payment of first and final dividend of 5 per cent. Meeting then adjourned without day.

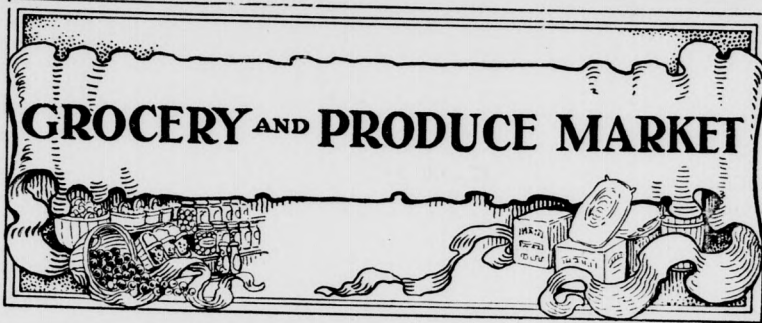
In the matter of Harry J. Campbell, bankrupt, the final meeting of creditors was held. Order made for distribution and payment of a first and final dividend to all unsecured creditors, of 15 per cent. Payment of secured claims. Meeting adjourned.

In the matter of J. W. Sarreals, final meeting was held Feb. 10. Made order for final distribution, payment of final dividend. Meeting adjourned and the estate will be closed at an early date.

In the matter of James Murphy, the first meeting of creditors was held Feb. 10. Edward L. Smith was elected trustee, bond, \$500. Appraisers appointed. Very small assets discovered—not sufficient to pay a dividend. Meeting adjourned. The assets of the bankrupt are listed as follows: Stock in trade, less exemptions, \$50; open accounts, \$66.77; total liabilities, \$1,352.13. Following is a list of creditors:

Michael Nobel, Grand Rapids	\$ 49.00
Sinclair Oil Co., Detroit	448.60
E. S. Motor Co., Cincinnati	100.00
Universal Car & Service Co., G. R.	34.96
The Northwestern Weekly, G. R.	21.00
Tisch Auto Supply Co., Grand R.	45.24
W. U. Tele. Co., Grand Rapids	1.00
Highway Sales Co., St. Louis	3.90
Curran-Detroit Radiator Co., Det.	42.00
Citizens Tel. Co., Grand Rapids	26.80
Firestone Tire & Rub. Co., G. R.	63.29
Moco Laboratories, Inc., Mt. Vernon	
Ill.	9.36
W. Freatorius, Grand Rapids	23.79
G. R. Press, Grand Rapids	130.90
G. R. Herold, Grand Rapids	181.90
C. F. Goodrich Rub. Co., Detroit	131.55
Bell Tele. Co., Grand Rapids	38.80

Frederick C. Richter, the gay and debonnaire hardware salesman of Traverse City, is in town this week, greeting his friends of the trade at the hardware exhibition.



The Grocer Market.

Sugar—The market is unchanged in price. Supplies are a little more liberal than a week ago.

Tea—Although by far the larger number of purchases for import are made on good credits, some of this business is done on sterling credits which under the present low rate of exchange gives the importer who buys thus an advantage of several cents per pound less on laid down costs over those who have bought on a gold basis. The fortunate owners of stock of the first class are thus enabled to undersell the general market while still having a good margin of profit. While such relatively cheap supplies are not extensive they are of sufficient importance to have, for the time being, an unsettling influence. The condition is regarded as temporary. Eventually, it is held, the market must respond to the influences inherent in heavily curtailed imports of the past year and the steadily expanding consumption of tea.

Canned Fruits—Buyers are playing a waiting game while the exchange rate is fluctuating. Considerable stocks of peaches, pears and apricots are held for the foreign markets and if they are turned back into the domestic trade channels, a reaction in values would occur. There has been no move to unload so far, so that prices show no change. Peaches are held at full opening prices on extras and extra standards, while fancy pears bring 12½ per cent. over for fancy and down to 5 per cent. over on standards. The domestic movement is steady, but not overly brisk. Apricots are not wanted to any extent by local buyers as they are essentially an export fruit, so far as the local trade is concerned. Apples are dull as the natural trade outlets are below normal at present. Pineapples are steady and show a healthy movement.

Canned Vegetables—Tomatoes are the duller of the major vegetables, due to the sale of Government stocks. The principal demand is for No. 2s, which are being offered, subject to confirmation, at \$1.15 factory. No. 3s and No. 10s are slow sellers, while the call for California packs is also restricted. No. s. a. p. business in futures is reported. The trade would like to see the last of the Government tomatoes out of the road so that legitimate operators might once more handle the situation without competition. Spot corn is moving slowly, although packers are holding firm at \$1.10 factory on Southern Maine style standards. There is some business being done all of the time

in Maine fancy at \$1.60. Peas are also more active in futures than in spot stocks. Wisconsin fancy small sieves are selling on the basis of prices announced some time ago, while Southern are being sold subject to approval of price. Buyers who had certain brands which gave satisfaction last year are ordering in this way. The spot market on peas is quiet. Standards and extra standards are the main offerings and they are not wanted except in a small way.

Canned Fish—Standard white meat tuna fish is practically out of the market. Few packers have anything left and second hands have pretty well cleaned up. Bluefin is almost in the same class. There are small blocks of striped, which is selling for \$6.50@7.50 for halves. The principal movement in California sardines is in pound ovals in tomato sauce and halves in olive oil. Stocks are limited. The run of fish in California waters of late has been light and the pack during the past week has been reduced. Maine sardines are hardening in price as stocks at packing points clean up. Keyless oils, keys and cartons are the most active and all three are held at full prices by most packers. Foreign sardines are dull as trade channels are closed at this season except for small sales. Stocks are held with confidence by importers. The salmon situation is hinging on the export outlet. Stocks are held for the market abroad, where they are wanted, but the low rate of exchange curtails the movement. The domestic demand is still light.

Canned Milk—Evaporated milk is weak and inactive. It is in accumulation with practically no demand from any quarter. Stock is offered below cost of production. There is more evaporated than condensed offered, owing to the heavier make of the former due to the increased cost of sugar.

Dried Fruits—Raisins are easier, but when a buyer looks for cheap stocks he is unable to find them. There is a disposition to sell on the part of those who acquired high priced goods, but they are holding for full prices. Prunes are moving in a small way. The Coast has very few 60s or 70s, but has quite a block of 80s and 90s, which are offered at a small premium over spot prices. Straight 40s are held at 22c, but can be bought for slightly less. One broker quotes 50s on spot around 18c, 60s at the first opening or ½c over and 70s, 80s and 90s at the first opening. Interest is centered in the larger sizes, with small dull and easy. Opening prices on New York

evaporated apples have been named at 15c for prime for October-November delivery. Interest is lacking as 1919 pack is moving slowly. Currants are moving in regular trade channels in a fair way. Foreign prices have been advanced from 80s to 84@86s, to compensate shippers for the decline in exchange. Choice and fancy apricots are wanted, but lower grades are dull and neglected.

Salt—No rush to place buying orders is noticeable, but the movement is normal for the season. The market is handicapped by the slippery streets which makes trucking difficult. Prices hold at a uniform level.

Mushrooms—French mushrooms have been advanced abroad to net exporters the same prices which prevailed before the recent decline in exchange on French currency.

Sauerkraut—Stocks at primary points, both bulk and canned, are considerably below normal, and holders are not inclined to sell except at outside prices. The consumptive demand all over the country is heavier than usual, giving the market a strong undertone.

Nuts—The jobbing demand is restricted as the movement into consumptive channels has been slow this season, because of the high retail prices. Grocers are not restocking except in a small way, which is reflected in the jobbing demand. The spring buying movement has not begun. All lines are quiet, with ample stock. Foreign walnuts are easy and in accumulation. Even the attractive quality of some stocks has not increased the demand. California nuts are moving in a fair way. Pecans are dead dull, with the possibility of a carry-over of present stocks until the fall trade. Brazil nuts of the new crop are wanted as a novelty, but there are so few here that the market is nominal. Old crop are slow sellers. Other descriptions are neglected.

Olive Oil—The market is hardening as jobbers find they cannot get good oil except at firm prices. Holders are not inclined to sell freely, as they realize they cannot replace their stocks, as the movement out of Spain is restricted.

Pickles—Firmness is the feature in all descriptions. Sweet pickles are below requirements and production is under normal. The high price of sugar is reflected in asking prices. Sour kinds are firm in all sizes. The movement is restricted by the cold weather, both from primary points and from one jobbing market to another.

Macaroni—No large local orders are being placed, but buyers are taking stocks in small blocks. Producers holding the market firm by adhering to full quotations.

Rice—While New Orleans continues to report heavy exports and a strong demand from domestic trade, the market here is quiet, with business on the hand-to-mouth order.

Review of the Produce Market.

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

\$2.50; Starks, \$2.50. Western box fruit commands \$4.25@4.75.

Butter—Local jobbers hold extra creamery at 59c and firsts at 57c. Prints, 2c per lb. additional. Jobbers pay 50c for No. 1 dairy in jars and 38c 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—Home grown is entirely out of market; California, \$1.25 per doz.; Florida, \$8 per crate of 4 to 6 doz.

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

Cranberries—Late Howes command \$10 per bbl. and \$5.25 per ½ bbl.

Cucumbers—Hot house, \$3.75 per doz.

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

Eggs—Local jobbers pay 53c for strictly fresh. Cold storage stocks are steady at 47c for candled firsts, 42c for seconds and 40c for checks.

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

Green Onions—Shallots, \$1.10 per doz.

Green Peppers—75c per basket.

Lemons—California, \$8.50 for 300s and \$8 for 240s and 360s.

Lettuce—Iceberg \$3 per crate of 3 to 4 doz. heads; hot house leaf, 20c 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@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—\$1.25 per 5 lb. basket from Florida.

Who Pays For the Advertisement?

Chicago, Feb. 10—Our attention has been called to an article in your Feb. 4 edition, in which you do Armour and Company an injustice.

You state that we are advertisers in the Mercantile Co-Operator and intimate that we are unfriendly to regular retailers.

The facts are we are paying for no advertising in the publication to which you refer. It is quite possible that brokers who are handling Armour goods may be doing this advertising, but that is a matter which has passed beyond our control.

Armour and Company have co-operated so long and faithfully with all retailers—as you know—that we did not think our good faith would be questioned by one so familiar with our policy as yourself.

Practically all of the advertising we carry, in national and other publications, is for the express purpose of stimulating the sales of regular retail dealers.

We have confidence enough in your sense of fair play to believe you will set us right with your readers, now that we have explained the circumstances. Armour and Company.

THE MANY SIDED MAN.

Personal Tributes To the Memory of
Edwin A. Strong.

In 1864 a ten minute walk from the old stone school building, upon the present site of the Junior High School, took us across Pearl street bridge and we were in the midst of acres of great boulders. It was here I made the first real acquaintance with Mr. Edwin A. Strong. It was his habit to take the group of High School boys who afterward founded the Kent Scientific Institute, equipped with hammers and baskets, and reveal to them how the precious things looked in these big stones. He taught us how to extract the fossils and related to us the interesting geological stories of how these relics of ages past became imbedded in the rocks and historically what they meant. He told us the names and characteristics of the flowers that grew in abundance among the stones. He called our attention to the birds and butterflies and helped us to become familiar with toads, snakes and spiders. His friendliness with nature and his wonderful knowledge concerning everything we saw, together with his love for boys, captured our imagination and from that time on we worshipped at his shrine.

In recitations, no matter how much we hesitated and blundered, his "very well" softened the sting of disappointment in our failure and mitigated our revelation of ignorance. On the school ground his sympathy with our sports and his enthusiasm over our accomplishments made us willing captives to the technical tuition he gave us upon subjects we fain would have escaped in the class room.

The simplicity of Mr. Strong's communication, his interested friendliness and his ease of manner, endeared him to his pupils, gave them a sense of freedom in his presence that banished fear and made them glad recipients of his messages.

I recall an interview Mr. Strong had with a farmer, to which I was a silent auditor, and which revealed to me the beauty of his character and the sweetness of his personality. The farmer, with a good deal of vehemence, asserted his belief in the influence of the moon upon farm crops and the importance of planting and harvesting "at the right time in the moon." Instead of combatting the absurdity of the proposition, Mr. Strong said, "Friend, your suggestions interest me. I have studied the changes in the appearance of the moon through fine telescopes and have never seen anything that would confirm your observations, but I have always marveled at how little we really knew about its influence upon the earth. I suspect that your study has been more enlightening than mine and I shall be glad sometimes to have you tell me more in detail the facts that support your contention."

After the farmer left us I said, "Mr. Strong, what absurd notions creep into the minds of these men who really have not learned to interpret the simplest facts in nature's

processes." "Charlie," said Mr. Strong, "I have never heard any expression of this kind made by an honest man but that I have felt that somewhere in the background or threading through it was a truth worth finding out and a message of value in the reckoning."

One time in the school days, a young man brought a specimen of the large snowy oriole to Mr. Strong for mounting in the museum, saying, "Isn't it wonderful that those rare birds come around regularly once in seven years?"

"That is interesting," said Mr. Strong. "I had never observed it. What can you tell us about it?"

"My father," said the lad, "Shot one seven years ago and we have never seen one since until I caught this one yesterday."

"Well, well," replied Mr. Strong. "I'm glad to know that. We must not be too hasty in our conclusions. However, let us keep our eyes open and if at the end of another seven years we capture one and none are

the good fortune to become intimate with him have, through this relationship, eliminated bits of coarseness in our behavior and have kept our elbows from crowding against other people because of the influence of his beneficent example.

We are often tempted in the establishment of our ideal traditions of life to picture well housed, well fed and well dressed existence under luxurious concomitants and attached to habits of ease and indolence. This vision is put to shame by the life of service of our beloved friend and teacher whose usefulness to us was indissolubly attached to the working habit. We have in his career and example the inestimable value of the balanced life, in which activity and the will for the good of all is the inspiration of every day's existence.

A vivid imagination, well tempered with good judgment, was an interior element in Mr. Strong's character which gave intensity, strength and attractiveness to his messages and made him the ideal teacher.

schools, Mr. Strong made a pronounced success of his administration. As dean of a college department he inspired his associates with his great ability and his gracious and deferential spirit. In the class room he awakened profound respect by his dignified bearing, quickening the spirit of honest enquiry and by instruction developed a thirst for knowledge and enthusiasm in its acquisition.

But his charm of expression and influence was aroused when he was enjoying the companionship of a few chosen friends in rambling through the woods or communing with them beneath the canopy of a great tree under the inspiration of a landscape studded with the treasures that were his heart's delight. It was under conditions like these I have listened to his words of wisdom upon the great political, civic and religious themes of the day and been impressed by the wonderful range of his attainments, the clarified vision as exhibited in his utterances, the great discernment in his conclusions and, above all, the extreme modesty in the expression of his opinions.

Mr. Strong leaves with us a rich heritage in the spirituality with which he clothed his educational messages; in his fidelity to clean living and noble thinking; in the neighborliness of his service and the goodness he radiated to a wide circle of impressionable people.

We, his lovers, grieve because of the inestimable loss of his personal presence, but rejoice in the sweetness of memories attached to our long and intimate relationship with the best man we have ever known.

Charles W. Garfield.

From Mr. Hollister.

You have asked me for a few words in appreciation of our beloved friend, E. A. Strong. I find it difficult to phrase my feelings for him in any adequate way.

My personal acquaintance with him goes back to the days when he was Principal of the Grand Rapids High School, from which I graduated in 1882. His was a real personality. To a scholarly attainment which made him conversant at once with history, literature, science and mathematics, he added an extremely modest bearing towards his own attainments.

He always listened carefully to the pupil or scholar or to anyone with whom he was conversing, making such person feel that his opinions and ideas were really worth while, while his own were much less valuable. This was a real feeling upon his part and not in any sense assumed. His self-depreciation was almost embarrassing at times, yet he always commanded immediate respect. His temper of mind was always sweet and patient, but discipline in his school room was perfect. No scholar, however mischievous, ever failed to feel the dignified human control that was exercised.

I recall with great appreciation his lectures to citizens about foreign countries. These were often illustrated with magic lantern slides. We marvelled at his ability to give such

STAND BY THE FLAG.

Stand by the flag—by the Red, White and Blue—
The emblem of Liberty waving for you;
A flag that is cherished from Texas to Maine,
A banner respected from China to Spain;
A flag that is flying o'er mountain and sea,
A flag that is flying to make the world free;
A flag for the Belge, for the Pole, for the Swede,
A flag for all races whenever in need;
A flag for the Slav, for the Russ, for the Greek,
A flag for the great, for the small, for the weak;
A flag for all people, excepting the scum—
The anarchists, traitors and others who come
To seek its protection, then stab it behind—
Our flag is not waving for breeds of that kind;
It flies for the mighty, it flies for the poor,
For the Norseman, the Christian, the Jew and the Boer;
A flag for the English, the Irish, the French,
A flag for the heroes of camp and of trench;
A flag for the black, for the brown, for the white,
A flag that is always unfurled for the right;
A flag that is flying with splendor anew,
A flag we are proud of—the Red, White and Blue.

Good Hart, Mich.

John C. Wright.

observed between we shall have a basis for further enquiry."

These instances illustrate the tolerance and graciousness of our dear teacher and exhibit his open mind with regard to truth, no matter in what guise or garb it may appear.

He had a high regard for educational attainment, independent of orthodox scholastic methods. Many a time in boyhood days when I would enquire as to the best book to consult in securing the information I sought, he would urge me to go and interview Dr. DeCamp, Mr. Currier, Captain Coffinbury, Father John Ball or Uncle Louis Campau. He had a profound respect for facts, no matter in what garb they were clothed.

One of Mr. Strong's most attractive habits was that of being an attentive and intelligent listener and because he had an unusual gift of expression. The two characteristics gave him the title among his lovers of "The Modest Scholar."

The uniform courtesy of Mr. Strong under all circumstances and conditions bred good manners in his students and all of us who have had

In the earlier years of his career he gave an illustrated lecture on the great European cathedrals. After the address a number of us gathered about him and were saying nice things about the joy he had given us, when a gentleman of wide travel enquired how recently he had visited the wonderful churches he had so graphically described and was greatly astounded when Mr. Strong modestly replied, "I have never had the advantages of travel and have not had the pleasure of visiting Europe." The querist who had visited every historic place so wonderfully portrayed in the lecture could not believe it possible for any one to so vividly and correctly describe the details of these marvelous architectural creations without the aid of personal observation. Mr. Strong, after his first visit abroad, revealed to me the fact that his careful study of the literature concerning the historic churches had given him so perfect a vision of them that he really found nothing new in viewing the structures, but the pictures of his imagination multiplied the joy of actual inspection.

In directing a city system of

accurate information in so charming a manner when he himself at that time had never travelled abroad. He could describe places and things with the greatest detail and with infinitely more accuracy than the ordinary observer.

He was a leader in religious thought and action; catholic in spirit, always tolerant of diverse opinion. Of later years his spirit had been as fresh as ever. It was of the unquenchable type—eager for new facts, sympathetic with old, and always sane and sweet.

I know of no other man in this community who has ever been able to exercise so wholesome and benign an influence, no matter what his attainment, and yet Mr. Strong gained that influence without exciting the least enmity or envy. It will always leave an impress on this city.

He was a most remarkable man.
Clay H. Hollister.

From Superintendent Greeson.

Mr. Strong was a very unusual man in many ways. Through my association with him while I was a teacher under him in the Central High School, I came to know him in a very real and intimate way as a teacher and educator. I think of Mr. Strong as a teacher whenever I think of him. To see him conduct a recitation was to behold a work of art in the process of creation. He had the wonderful insight into the soul of youth that enabled him to create conditions in the class room such that the young people in the class always worked at their best. He did not pour information into the minds of the members of his class as one would fill vessels with water. Under his guidance, the thoughts of the members of his class arranged themselves in an orderly manner and at the close of the recitation the topic under discussion had arranged itself in proper order in the general structure of the minds of the students. Under his guidance, there was real development of the minds of the members of his class. They not only received information, but the knowledge was organized in their minds and became a living thing. Education under Mr. Strong was growth in all the powers of the human soul. The results of his teaching, therefore, endured throughout the lives of his students.

William A. Greeson.

Send Us Your Questions.

Cass City, Feb. 10—We want your questions.

Kindly write down every question that has arisen in your business and send same to one of the following members of the Question Box Committee:

C. Lauster, Ionia.
Paul Gezon, Grand Rapids.
J. H. Primeau, Bay City.
This is your part of the programme.
E. W. Jones,
President G. R. & G. M. Assn.

The Biggest Dam.

"Where is the biggest dam in the world?" asked Willie.

"I do not know where it is now, my son," replied Maw. "But it was in our cellar last night when your paw dropped the only quart of whisky we had and broke it."

Programme For the State Mercantile Convention.

The following programme has been prepared for the twenty-second annual convention of the Retail Grocers and General Merchants Association of Michigan, which will be held at the Hotel Pantlind, Grand Rapids, Feb. 24, 25 and 26.

It is the wish of the officers that every merchant who sells groceries, meats or general merchandise will take advantage of this meeting, for which has been gathered together some of the most expert business builders known to the trade.

Grand Rapids wholesalers have joined with the officers in a united effort to make the meeting one of dollars and cents value as well as one of pleasure and a cordial invitation is extended to each and every merchant engaged in the above lines of trade to be present all three days, when the following programme will be carried out:

Tuesday Forenoon.

9 a. m. The office of the secretary will be in Hotel Pantlind and members should register upon arrival and get their badges and copy of the souvenir programme, with ticket for the banquet. New applications for membership and dues will be received at this time.

Tuesday Afternoon.

1:30 p. m. Meeting will be called to order in the assembly hall in the Hotel Pantlind by Paul Gezon, President of the Retail Grocers & Meat Dealers Association of Grand Rapids.

Invocation.

Singing.

Address of Welcome.

Response—President E. W. Jones.
Announcement of Committees.

Report—President E. W. Jones.

Report—Secretary J. M. Bothwell.

Report—Treasurer, Chas. H. Schmidt.

Report—Local secretaries.

Tuesday Evening.

Banquet and entertainment by the Retail Grocers and Meat Dealers Association of Grand Rapids.

8 p. m. Address—Grocers Must Be Efficient Business Men to Succeed—Paul Findlay, Los Angeles.

Wednesday Forenoon.

9 a. m. Meeting called to order.
Opening Song—Quartette.

Question Box—One Hour.

10 a. m. Address—Get Acquainted With Yourself, A. C. Bertch, Grand Rapids.

11 a. m. Address—Better Business Methods, John A. Green, Cleveland.

Wednesday Afternoon.

1:30 p. m. Reports and general discussion.

Report from Attorney General's Department on the investigation of the H. C. of L.

2:30 p. m. Address—John A. Clark, Bad Axe, President Michigan Wholesale Grocers Association.

3:30 p. m. The wholesalers of Grand Rapids extend a very cordial invitation to be their guests for the remainder of the day and for your profit and pleasure have selected an able man to show the bigness of a retailer's job—Frank Stockdale, Chicago.

Discussion, questions and answers.

Wednesday Evening.

Lunch and entertainment.

8 p. m. Address—Edgar A. Guest, Detroit.

Thursday Forenoon.

9 a. m. Meeting called to order.
Singing.

Reports of committees.

New business.

10:30 a. m. Address—How my Fire Loss was Adjusted—Geo. A. Plietz, Uby.

Thursday Afternoon.

1:30 p. m. General discussion.

2 p. m. Address—National Association Activities—President John A. Ulmer, Toledo, Ohio.

Reports of committees.

Next place of meeting.

Nominating committee.

Unfinished business.

Election of officers.

Meeting of board of directors.

The Grand Rapids Wholesalers extend a cordial invitation to the delegates to be their guests at a theater party for the evening.

Financially the WURZBURG DRY GOODS COMPANY is one of the most substantial concerns in Grand Rapids today.

The profits of the Company have been continually reinvested in the business. This was done not so much from choice as from necessity, as the extremely rapid growth necessitated a constantly increasing amount of capital. The net result, however, is that the Company is today one of the most substantial concerns in Grand Rapids or Western Michigan.

Its statements show net quick assets of over \$1,000,000.

The extremely heavy ratio of cash assets (over \$1,000,000) to the amount of Preferred Stock (\$400,000) issued, taken in conjunction with the heavy annual sinking fund which will retire not less than \$20,000 of the issue each year, entitles the WURZBURG DRY GOODS PREFERRED STOCK to high ranking as an investment security.

As far as Preferred Stocks go, it would be hard to conceive of a more ideal loan than this issue of \$400,000 with more than \$1,000,000 cash assets back of it and an earning capacity which this year is in excess of five times the dividend requirements.

We offer and recommend:

\$100,000

Wurzburg Dry Goods Company 7% Cumulative Sinking Fund Preferred Stock

(Par Value of Shares \$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 statements and information contained in this advertisement were obtained from sources we believe to be reliable, and are those upon which we based our purchase of these securities, although we do not guarantee them.

LINCOLN'S RISING FAME.

How severe a test the lapse of fifty-five years after his death puts upon a statesman's reputation, is seen in what has happened to Lincoln's greatest contemporaries. With them the tooth of time has dealt hardly. Seward, Chase, Greeley; second-rank men like Morton, Fenton, Blair—they have sunk, relatively, but Lincoln has steadily risen. Near by the Presidential range one might think the peaks all of a height. It takes distance to make Mount Washington's supremacy evident. And the historical distance at which we now stand from Abraham Lincoln shows him towering unapproached.

It is a common notion that in the fifty-five years since Lincoln's death his reputation has grown slowly in Europe, emerging from a cloud of prejudice; while in the United States our fundamental estimate of him has changed but little. In point of fact, the European view of him has altered but slightly, in comparison with the American. The Liberals in France were more unrestrained in their admiration in 1865 than most Frenchmen are to-day. Castelar's speech decades ago expressed Spanish feeling as it has persisted. In England the earlier abuse left few traces. Punch's pencil was blunted and its sneer confuted rapidly. There were men like Bright and Derby and Grey to say in 1865 much what Curzon and Bryce say now, and to a public as appreciative. To scholarly research, literary appreciation, and the general growth of regard for America is traceable a ripening of English esteem for Lincoln. The great charm of his personality, its thorough Americanism, the English duly recognize. But with them a full appreciation of Lincoln's intellectual distinction waits on a fuller study of American history. According to Charles Francis Adams, many a British university man knows nothing whatever of our Civil War.

In America, our veneration of Lincoln is greater, because more intelligent, than in 1865. He is a far more commanding figure now than then, a more epic and less intimate hero. His personal character lent itself to a myth-making process. His homely humor led to ransacking of joke-books; his gentleness grew into legends of reprieves, pardons, and consolatory letters. This was a familiarity that bred contempt even with its affection; and it so defeated itself that historians have had a great work to do in restoring Lincoln as he really existed. We now care little for "Lincoln stories," yet we study his authentic life as that of no other National figure.

A Lincoln myth that long had general vogue, but has now been thoroughly discredited with all who know the facts, is that he came to the Presidency a raw, untrained man. It seemed to go well with the theory of special divine guidance over our Nation, that Providence should have taken the Illinois rail-splitter and make him suddenly equal to his giant task. So could the humbles instruments be made use of to confound

the mighty! But we now fully understand that Abraham Lincoln became President with a disciplined and sinewy mind. He had thought deeply upon the great questions before the Nation, and his soul had wrestled with the time's problems. This is easily admitted. But there still persists the tradition that Lincoln went to Washington ignorant of statecraft, unskilled in dealing with the clash of strong intellects. In helping to dissipate his misconception, Frederick T. Hill did much in his book, "Lincoln the Lawyer." It showed, in sum, how foolish it is to suppose that the man who had, by sheer ability and pitting his wits against the legal giants of those days, risen to the leadership of the Illinois bar, could have been the untutored President of 1861, of popular imagination. Lincoln's undress habits, both physical and mental, his air of slippered ease in the White House, deceived—and offended—many at first. Seward was for a time of the mind that he could assume the tutelage of this country lawyer. But all soon discovered that a real master of men had become President. And it was not an improvised mastery. It had been wrought out by years of struggle and self-discipline.

A more and more powerful element in heightening Lincoln's fame is his literary power. He has come to be acknowledged one of the greatest masters of English prose. And in Lincoln it is not only the elevated passage or felicitous phrase that attracts; there is besides the solid merit of his texture. He exemplifies Hazlitt's description of the good writer as one who "loses no particle of the exact, characteristic, extreme impression of the thing he writes about," and "is master of his materials as the poet is slave of his style." What makes Lincoln seem a classic is the fact that he really nourished his heart and formed his style on great models. He was a typical Westerner, but there was nothing Western in his writing. It was universal, like the man himself. What hectic writer today, striving for "punch," can hope for a millionth part of the immortality of the Second Inaugural?

One proof of Lincoln's mounting fame is that our best praise of him now seems pale. We cannot do better than repeat the words of men of insight, uttered in the first idealizing grief of fifty years ago. True then, they are even truer to-day. Lowell, Whitman, Emerson—they saw Lincoln as he truly was. All that has leaped to light in his record has but deepened our admiration and our indebtedness. Emerson would have rejoiced could he have lived to see the rounding of the fame of the President of whom he said, at the time of his death fifty years ago, that he was "the true history of the American people in his time;" "the pulse of twenty millions throbbing in his heart, the thought of their minds articulated by his tongue."

Don't be worried over the big job that looms up ahead of you. It will come along one part at a time instead of all in a bunch.

RECESSION IN FOOD PRICES.

While the food trade never experienced the inflation of prices which characterized some other lines of business, there has long prevailed in buying circles a predisposition to caution in acquiring large stocks at present level of value and a feeling that there must come some day a recession. There are signs that these fears have not all been ill-advised, so far as prudence is concerned, and within the past few days, with curtailed credits and with adverse exchange conditions facing exporters, a wide range of food products show signs of weakening.

However hard any general recession in values or enforced selling may be on the individual holders, grocers generally will not do any very great grieving, for high prices are not popular with prudent grocers. They have long realized that values were too exalted for permanency and have been careful to buy in sufficiently small quantities to prevent being caught at the turn of the season with large lots in hand. They did complain, and not without reason, when Uncle Sam unloaded his army and navy surpluses on the open market, especially in a way which cast reflection on them as profiteers. It made competition not unlike that of the notorious price cutter who loses money on every sale, but seeks to make it appear as his ordinary mercantile ability to outdo regular traders.

But the present situation is recognized as the operation of a natural corrective agency. One of the reasons for scarcity in domestic markets has been the heavy withdrawal of supplies to fill foreign orders. This was one of the glaring reasons for the sugar scarcity and, in lesser degree, was true of other lines of food. The stocks might still be in this country, physically, but potentially once they were landed on the dock for transport abroad they were out of the country and so regarded in competitive thought. A variety of reasons have conspired to prevent their shipment and now the financial situation strikes the holders hard.

If the goods belonged to foreign buyers, the exchange payment situation made it difficult to make in Uncle Sam's currency and, therefore, inexpedient to send them outward; while large lots of goods carried on borrowed money became burdensome with the closing in of the loan situation. So, both ends of the situation forced the letting go of considerable stocks at seaboard and, naturally, the domestic stocks were bound to show the reaction. The same thing was true of large lots of goods actually in foreign warehouses, but impossible of sale in foreign lands, because of the adverse disparity of European money as compared with the dollar. In some cases such goods are likely to be shipped home again, although this does not apply to foodstuffs as much as to other commodities.

But, after all, the grocery trade long ago learned that any enforced readjustment of values had best be made at once and for all, pocketing

the losses involved, rather than dragging the agony out over considerable periods and of uncertainty, with impossibility for recovery until the decks were clear and uncertainty removed. Grocers generally favor low prices and prompt, energetic trading. However much the yellow press and yawping and unscrupulous labor union leaders may level charges of profiteering against them, grocers would prefer low prices to high as a general proposition. They have long known the unhealthy levels of price, but were unable to change the situation. With a free field to take advantage of the change and become buyers as well as while acting as sellers, most of them are willing to take chances, if only foodstuffs can start the procession of lower prices that is bound to come if America is again to get on a safe and sane economic basis.

AFTER THE PROFITEERS.

Like Banquo's ghost, the matter of profiteering keeps bobbing up in divers ways, and latterly mostly by reason of the official attempts to put a stop to the practice. The futility of these attempts is apt to make impatient persons long for a return to the method in vogue at Bagdad in the time of the illustrious Caliph Haroun al Raschid. That potentate had an abrupt way of dealing out justice and had no need to bother with constitutions and laws. But a reminder of his methods came the other day when the Federal Food Administrator gave some alleged profiteers the option of returning their excess profits to those from whom they had taken them or turning the amount over to charity. These, however, were merely trifling incidents, and furnished no precedent for the more ostentatious proceedings at the Department of Justice in Washington. At the latter place were assembled representatives of various interests concerned in textile production. Raw material producers, cotton and woolen mill men and clothing manufacturers were present and took part in the discussions, which were not conducted in public. All of the interests denied they had done any profiteering, and the clothing makers especially offered their aid in the tracing of any instances of the kind among their guild.

Before the war there were 500,000 civil employes in the Government service at Washington. In the course of the war their number rose to 1,500,000. Since the armistice was signed there has been a reduction of some 650,000. There are still about 850,000—350,000 more than were deemed sufficient before the war. If these figures are correct—and it is a matter of common observation and knowledge that Washington swarms with supernumerary Federal employes—here are at least 350,000 persons who ought to be dropped from the Government payroll and set to work in private enterprises. The investigation proposed ought to be made. Here is a sure means of saving, of lessening taxation and enlarging production.

Michigan Retail Grocers and General Merchants Association

The Grand Rapids Wholesalers, along with many others, extend to you a cordial welcome to Grand Rapids for your annual convention, February 24, 25 and 26.

As our part in your entertainment we have been permitted to take over the afternoon and evening of Wednesday, February 25, and have arranged for a theatre party for the evening of February 26, to which we invite all of you.

For the Afternoon of Wednesday February 25

We have arranged for a talk by Frank Stockdale of Chicago, a man whose helpful suggestions to business men have made him welcome all over the country. No retail merchant should miss the chance to hear Mr. Stockdale. He has a message for all of us, and none ever will regret having planned to hear this eminent and practical business authority. **DON'T MISS HIM.**

Evening of Wednesday February 25

A "feed" at the Pantlind Hotel and an All Star Program

By men whom you all should hear, though we can't announce the names as yet. In addition to these there'll be plenty of music, singing by everybody. And there'll be a **REAL JAZZ ORCHESTRA** and a number of special stunts that will keep every minute full of interest for everyone. We'd like to tell you more about the special stunts on the program—but we can't now. **JUST BE THERE—THAT'S ALL!!**

Evening of Thursday February 26

Theatre Party at The Empress

The management of this popular play-house has promised an extra fine program for your week and all who possibly can, should plan to be our guests for this evening of high-class vaudeville.

We trust that we may meet many of our good friends from about the state, at this convention, and each one of us is ready to do all in his power to help make your visit to Grand Rapids one long to be remembered. *Note:* Auto Show, Passenger Car Exhibits, Feb 23 to 28.

Wholesale Department of the Grand Rapids Association of Commerce.

Abraham Lincoln, America's Pillar of Cloud and Fire.

I will make a man more precious than fine gold.—Isaiah xlii., 12.

Gold is the universal symbol of wealth, luxury, prosperity, the emblem of the spirit of materialism and commercialism. But there is something more precious than fine gold. It is not materialistic nor commercial. It is spiritual. It is man—man with high ideals and lofty ethical visions. Although gold has never meant more to men than it means to-day, yet spiritual manhood has never meant more than it means now.

It is for this reason that from every direction there is a universal turning toward Abraham Lincoln. And when God made Abraham Lincoln He made something more precious than fine gold and set him in the midst of the world, a man for the ages, to give through all time to all men the vision of spiritual greatness and the spiritual corrective of the material and commercial distortions of human life.

It is just this that has impressed me in Mr. Drinkwater's very remarkable play of "Abraham Lincoln." He has found the secret force of Lincoln's character and has built around it. No treatment of Lincoln from any other standpoint could engage an American audience. Lincoln is the spiritual ideal of the people. He is the people's vision. Without a vision the people perish. The fact that Mr. Drinkwater, at the close of the first act, has Mr. Lincoln, just after he has accepted the nomination for the Presidency and the committee has withdrawn, kneel at a table in prayer in committal of himself to God and in supplication for Divine guidance—this fact stirs and wins the audience. It is what they expect. Nothing less could satisfy them.

Abraham Lincoln was never so much alive as he is to-day. He never led or commanded so many people as he leads and commands to-day. When the great war broke out it was said "What Europe needs is a Lincoln." It was not long after that Lloyd George declared that the spirit of Lincoln was leading the allied armies. What America needs to-day is the leadership of Abraham Lincoln. Thank God, she has it. His life and all its springs of action are before the American people and before the world. His Americanism is being everywhere displayed and emphasized.

Lincoln's Americanism was essentially and basally a sense of and an allegiance to the ethical order.

He understood that "History is the voice of God sounding across the centuries the laws of right and wrong." Hence his faith and hope anchored in the eternal rightness of things.

The keynote to Lincoln's character and faith is sounded in the closing words of his Cooper Union speech: "Eternal right makes might. As we understand our duty, let us do it."

This was back of all his activity. When a man gets a vision of the ethical order he becomes God's man, he falls into harmony with God. Lincoln believed in God. A man who thus believes goes to God, asks,

seeks, knocks and he has his answer.

Here you have the secret of Lincoln. It colored all his native qualities. It explains the First Inaugural, the Second Inaugural and the Gettysburg Address.

Because of this Lincoln already saw and understood that this Nation was conceived in liberty and dedicated to the proposition that all men are created equal. Because of this he highly resolved that this Nation under God should have a new birth of freedom and that government of the people, by the people and for the people should not perish from the earth. Of course, therefore, he was the defender of the Constitution and the institutions of human freedom, worshipping at the shrine of Washington, the exponent of the spirit of '76, the champion of the Stars and Stripes and all it stood for, offering himself a living sacrifice for his country. Of course, therefore, he enunciated as the watchwords of his Americanism, Liberty, Equality, Fraternity and Christianity, beholding America as God's torch to light the nations and pledging her to do her part in the cause of universal democracy and the redemption of the world. Lyman Whitney Allen.

One of the anomalies of the age is that Hearst, the most un-American person in the United States, should bestow the name American on some of his daily papers. He is the last person in the country who is entitled to speak for America, because he has never drawn a patriotic breath or felt a patriotic heart beat. With him the American flag is something to be toyed with "to help sell papers" and good government is as foreign to his comprehension as holy water is to the devil. His unholy alliances with Tammany, trades unionism, Germany and the demons of anarchy and unrest have made him an Ishmaelite and an object of detestation in the sight of every honest man in the country.

You would hate to have a new competitor open up, but perhaps it is just what you need to bring you to business life.

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.

WM. D. BATT FURS

Hides, Wool and Tallow

28-30 Louis St.
GRAND RAPIDS, MICHIGAN

Tie To the Tie House Neckwear That Appeals

Daniel T. Patton & Co.

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

40 inch Plain and Printed Voiles

We take special pride this spring in showing our new line of Plain and Printed Voiles. These goods are a mighty important factor in any store. Not alone for the immediate profit resulting from their sale, but the merchant who has a good selection of these VOILES will bring customers to his store.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

MATCHES

All Types and Sizes to Suit Every Requirement

American Safety Strike Anywhere Match

The Most Popular
Home and Smoker's Match

American Strike-on-Box Match

Both square and round splints

Diamond Book Match

An excellent advertising medium with advertising on cover as well as on each match.

Made in America, by Americans, of American Materials, for American Users.

We pay City, County, State and Federal Taxes.

Why not patronize Home Industry?

The Diamond Match Co.

Why You Should Come To Grand Rapids.

Cass City., Feb. 10—You can't keep the old boys home when convention time arrives.

Each day, as the calendar rolls the month of February into the limelight and the time of clearing decks for action is approaching, the old boys—the ones who have made this Association what it is—are getting anxious to buy their tickets and board the train for Grand Rapids; and Grand Rapids is the best kind of a place for a great big get-together meeting of Retail Grocers, General Merchants and Meat Dealers. The best place to swap ideas and put a helping shoulder to the wheel in boosting the retail business up into a commanding position—the place where it belongs. Every retailer who comes to this convention is coming for a purpose. He realizes that in order to successfully promote his best interests, co-operation and exchange of big ideas are necessary. To the young merchant or the average merchant of to-day, the three day convention filled with session after session of full faced, common sense merchandising talk, coming from men who know the game upside down and inside out, furnishes the best kind of an education for merchants.

To which class do you belong?

1. Those who need help and know that they need it.
2. Those who need help, but do not know that they need it.
3. Those who have been successful during the past year.
4. Those who have been unsuccessful.
5. Those whose business is big, but whose profits are not.
6. Those who have not yet become members.

The "Yanks," when overseas and confronted with a task used to say, "Let's go." Retail merchants, fall in. Let's go to find out what is doing in the retail game.

Let's go to absorb all the new ideas we can utilize in our business.

Let's go to join in the effort to make the retail business a bigger and better one for us all.

Let's go to find out new ways to put more dollars into our cash tills.

Let's go to study the many new and serious problems that have arisen during the period we have been branded as profiteers.

Let's go to learn all we can about the new plans which will be unfolded there.

Let's go to meet old friends, make new ones and exchange experiences and ideas.

Let's go to have our business vision renewed, our back bones stiffened and our minds re-edged, that we may be better business men.

Let's go that we may be better men in mind and heart and spirit.

The program which is to be presented this year will introduce speakers who will deal with a variety of important subjects covering every need of any merchant.

From the opening hour to the final good bye the convention will teem with helpfulness and the spirit of good will that is bound to be radiated will send us all back to our individual jobs, stronger in mind, clearer in intelligence, more eager to tackle the duties that devolve upon us and more fit to live our lives as members of the honorable calling of merchants.

The majority of us have been successful because our wives have acted as advisors and counselors and have helped to keep the old ship right side up, so don't forget to bring the ladies. They will all enjoy it.

E. W. Jones,

President R. G. & G. M. Assn.

Dry Goods Retailers Using Moving Pictures.

Motion pictures for instructing salespersons in their work are now available for retailers. The Depart-

ment of Research and Information of the National Retail Dry Goods Association has been gathering together information relative to the work now being done and possibilities for the future. Very often sales are lost because of the ignorance of the salesperson as well as that of the customers. There are comparatively few books on the process of manufacture of the various commodities sold over the counter and what books have been published are not attractive to the average sales girl.

As a result of this enthusiasm on the part of the manufacturers there is a long list of films which are of value to both sellers and users of the commodities. A suggestive list of these is the following: Making of veiling; making of dyes; making of watches; use of cash registers; carpet industry; glove industry; furs; wool industry; lace industry; cotton industry; manufacture of silks and satins; manufacture of pianos; manufacture of hosiery; manufacture of paper; manufacture of shoes; manufacture of cloth; manufacture of corsets; manufacture of buttons.

The films have been produced by the largest motion picture companies. Through these companies we will be able to make negotiations to have these pictures sent on a circuit for production by our members if at least a hundred are interested.

The Retailer's Best Friend.

I am the lord high potentate of all retail success.

My life is one continuous come and go every day throughout the year.

The dealer likes me because he knows that I will not stay too long. Frequent calls and frequent departures are just what he wants.

Some personage I must be, you say.

Yes, I am—certainly some personage.

Proud am I of the fact—because my one aim is to make profits day by day.

What care I then for the shelf-warmers, the left-overs, the odd sizes, the back number styles, and the nameless other merchandise that the public doesn't want? I travel not in their company for—I am I not the lord high potentate of all retail success?

Surely some personage, as you have said.

But the dealer who doesn't know me only has to watch his figure records and they will tell—who I am.

What! You have no such records?

Sad it is, for the dealer without figures has little chance in business life.

That being the case, I must tell you, then.

In business I am known as the Quick Turnover, the sticker for rapid sales, good merchandise, ample advertising, all around business methods and for future records every day in the year.

But as I said before, I am the lord high potentate of all retail success.

How He Arrived.

Teacher: Why were you late?
Jimmy: Please, ma'am, it's so icy. Every step I took, I slipped back two.
Teacher: Then how did you get here?
Jimmy: I started back home.

Are You Coming to the Convention of the Michigan Retail Grocers and General Merchants Association on February 24, 25, 26, 1920?

We take this opportunity of extending to you a cordial invitation to visit us at that time or whenever you are in Grand Rapids. We would like to become better acquainted with all of the trade and are sure it would be to our mutual advantage to do so. It is not necessary to buy when you come to see us. We want you to see our plant and equipment and how we are equipped to serve you. Our REST ROOM is always open to you and because we are so near the Union Station, it is quite convenient for you. We are desirous of helping you, whether in accounting or in properly merchandising your business, or in any other way possible. All of our resources are at your disposal. Why not take advantage of this offer?

Remember that EVERY WEDNESDAY is CITY DAY when you will find REAL BARGAINS in EVERY DEPARTMENT of our House. With merchandise so high and constantly jumping in prices, CITY DAY is your opportunity to come in to the House and procure broken lines of merchandise or lines bought especially for CITY DAY, at prices which you cannot get anywhere else. If you have never been here on CITY DAY, visit us some Wednesday and see if this is not true. Remember that our challenge still stands good, that we will refund the traveling expenses of any merchant who comes here on Wednesday, who is not satisfied with the bargains that he gets.

You should be covering your wants for Spring merchandise if you have not already done so. On account of having purchased part of our stock a long time ago, we are in a position to take care of your needs in every department, at a range of prices below anything you can get anywhere else. We have not always been the first House out with Futures, because we have never allowed our salesmen to sell Futures until we were fairly certain that we would get the merchandise from the Mills. On account of this policy we can point with pride to our record and can say that we have always delivered our Futures in the early part of the season 100 per cent. perfect and it is our intention to do so at all times. This policy also enables us to not over-sell our allotment and at the present time we have lines of merchandise for immediate sale which cannot be obtained elsewhere and at reasonable prices. We have for instance a fine stock of Percalés, Colored Wash Goods, Hosiery, Summer Underwear, Ladies' Ready-to-wear, etc. Have our salesman show you the complete line of samples or come in to the House and pick out your merchandise personally.

Don't forget that we specialize on MAIL and TELEPHONE orders. We always price the items on mail or telephone orders at as low prices as though you personally came in the House or bought from our salesman. We desire to develop this branch of our business and are doing everything possible along that line.

We thank you for your co-operation in helping us to grow to the place which we should occupy in Western Michigan. Service is our motto and we would appreciate any further suggestions or constructive criticism which will help us.

Grand Rapids Dry Goods Co.

Grand Rapids, Mich.

Nationally Known Lines of Standardized Quality Dry Goods at Prices That Will Stand Any Comparison, Intrinsic Worth Considered.

Exclusively Wholesale

No Retail Connections



OUR GREATEST LEADER.

In the Greatest Crisis of Our National Life.

Through some fatality, or a Divine disposition, or some unfathomable mystery of Providence, it often happens, not only in the life of nations, but in that of individuals, that when the loftiest heights have been reached; the boldest destinies fulfilled, even the last degree of human greatness attained; when the way is suddenly made smooth and the horizon casts off its clouds and shadows, and becomes flooded with light; that then an unseen hand is lifted in the darkness; then a power, secret and inexorable, is armed in silence; and waving the dagger of Brutus, pointing the cannon of Wellington or offering the poisoned cup of Asiatic herbs, hurls the conquerer, crowned with laurels, from his height to the feet of Pompey's statue like Caesar; at the feet of Fortune, weary with following him, like Napoleon; at the feet of the Colossus of irritated Rome, like Hannibal. Death overtakes them or ruin reaches them in their zenith, to show to princes, to conquerors and to peoples, that as instruments of the designs of the Most High, the days of their empire and their enterprises have been counted and finished. So it was with Abraham Lincoln. At that moment when he had broken the chains of a luckless race; when he was seeing in millions of rehabilitated slaves millions of future citizens; when, touched with the magic wand of liberty, the slavepen had been transformed into a schoolhouse and the auction block into a domestic altar; when the stars of the Union, not one erased or dimmed, but resplendent anew with the golden fires of true liberty, were about to be raised again over all the children of the same common soil, purified forever from the damning stain of slavery; when the bronze voice of Grant's victorious cannon was proclaiming the death of that new Nation and the emancipation of human toil, and that gray gigantic host had faded from the tragic stage of the world forever—then the pistol of Booth cut short that life that had run like a thread of gold through the history of the most remarkable period of this Nation's existence and Abraham Lincoln, while yet in love with life and enraptured of the world, passed into silence and pathetic dust.

To-morrow is the 110th anniversary of the birth of Abraham Lincoln. Modern history does not record another such instance where an individual ascended from a cradle so humble, an origin so obscure, to a height so exalted, a tomb so magnificent.

Lincoln was a giant whose feet were on earth but whose head was crowned with stars. In a period of really great men, such as national tragedies usually produce, surrounded by a cabinet of distinguished characters he stood head and shoulders above them all, seeing farther down into the centuries and to be seen of them. The great dome of the Temple of Liberty was bathed in the light of glory, but the keystone of the arch was crumbling, while Eternal Justice held aloft the scales in which one drop of blood shed by a master's lash outweighed a Nation's gold.

He found the Nation weak and tottering to destruction; he left it strong, respected and feared by the nations of the world. He found it full of personal enemies; he left it with such multitudes of friends that no one at personal peril has ever dared to insult his memory. He planted Old Glory on the battlements of eternal Right. With the sword's keen point he held every glittering star in that firmament of blue. And this he did so thoroughly that no chief magistrate will ever be called upon to repeat the process while the sun stands and the stars run true to their courses. Disasters in the field could not shake his faith. He knew the ghastly meaning of defeat, but he never faltered. He knew that the great ship that slavery sought to strand and wreck was freighted with the world's sublimest hope. He battled for the Nation's life; for the rights of slaves, the dignity of labor, the liberty of all. And when with thorn-torn hands he signed the Emancipation Proclamation he forever shook the golden scales of justice, poised and balanced to weight to acts of men, the very dust of prejudice and caste. No race, no color, no previous condition can longer chain the rights of man. He sanctified all human labor. He lifted our Nation from the depths of savagery to freedom's cloudless heights, and tore with holy hands from every law the words that sanctified the cruelty of men. This is the most glorious thing in all the golden annals of the Nation. This puts a wreath of glory on his tomb, that shall not fade or wither until the great round earth staggers in its orbit, and the suns and planets flame lawless through the skies. Poverty was his priceless heritage; yet he could not be bought for all that the sun sees or the close earth wombs or the profound sea hides.

There have been men as good as he, but they did bad things. There have been men as wise as he, but they did foolish things. He ever saw the highway of eternal right shining through all the winding paths. He

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Remember that Estates in our charge receive the benefit of the broad experience of our directors and officers together with their knowledge of investments.

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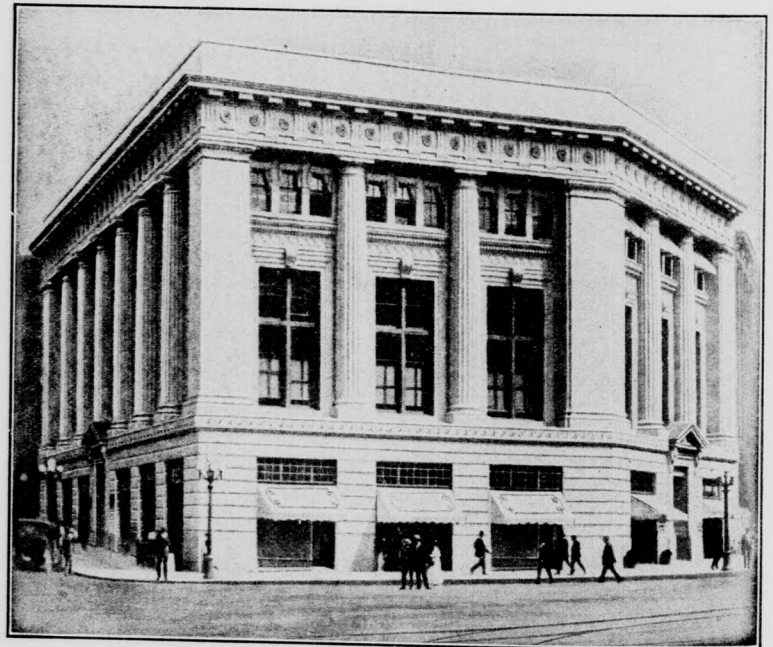
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OTTAWA AT FOUNTAIN BOTH PHONES 4391

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

rose to power and greatness, not through any favor or grace or chance—cradle or genealogy, but through the prestige of his own deed. Lincoln built the ladder up which he climbed out of rails which his own hand split. For this is the land where dreams come true; where the rainbows end in pots of gold; where castles in the air come sailing down to earth and harden into granite. Everything is possible among a people who cradle presidents in mud-chinked cabins. His name will be written, like a sunbeam, high above many an honored name of earth's immortals. And his memory shall shed a glory upon this age that shall fill the eyes of men as they look into history.

Lincoln's dead dust sleeps at Springfield, but over that dead dust freedom rears an eternal monument, while his spirit roves among the stars, immortal. And beside his tomb, keeping eternal vigilance, clad in shining garments of glory stand ever the two angels of Nationality and Liberty, saying to us, as those other two said to the weeping Magdalene on the Resurrection morn: "Lo, He is not here. He is risen." For from the ashes of the great of all ages, their spirit sweeps like a liberated eagle through the skies.

With the demoniac hiss of the assassin's bullet, Abraham Lincoln entered into a greater national life, to become, in the fullness of time, a figure dominating and sublime, the shades of death melting into a golden dawn that will shine upon him through all the coming centuries; his spirit hand upon our shoulders; the perfume of his breath upon our cheeks. Hark! From up the Great High Road, where he has gone ahead, his voice is calling down the crying wind—calling us to-day—in these perilous times—calling us to a higher heroism, a deeper patriotism, a firmer faith in the royalty of man, the sovereignty of the citizen and the matchless splendor of this great Republic, for which he gave the last full measure of his devotion; this old Republic bounded by the great seas, walled by the wild winds, domed by the blue of heaven and lighted with the eternal stars.

I do not know what the womb of the great future may yet hold for us. I do not know what garments of glory may be woven for the world in the loom of the years yet to be. I do not know what vials of wrath the Seven Angels may pour out upon us before we face the dawning of that grander day. But I do know that among all the mighty constellations of God's infinitude of worlds, never a grander, more brilliant galaxy of and stars will swing into the ken of mortal vision than this glorious array of free commonwealths, carved out of the heart of a vast wilderness and scattered like siderial dust from sunrise to sunset across a mighty continent. He whose glorious memory we celebrate this night once said that this Nation could not live "half slave and half foreign. You can not nourish and half free. Neither can it live half American and half foreign. You can not nourish a true American spirit in the heart of the Cosmopolite

who owns the world his country and all flags his flag. We need hands and hearts, but most of all we need heads and hearts educated to the best ideals of American nationality and citizenship. Let us not read our duty from the stock ticker or the lying lips of infamous labor union wolves who seek to subvert the Nation from a republic to an autocracy. Let us not defy the patriotism of the Almighty Dollar. Let the man whose loyalty is to the dollar step aside and let the man whose loyalty is to the flag come to the front. This is the pregnant lesson of the day and of the hour. A nationality with all its units and elements fused and amalgamated, free from the trammels of commercialism and the shackles of foreign alignments.

On this we pin our faith. On this we ground our hope. May the stars above look down forever upon those stars below, prosperous and great; may their pathway be along the heights. Amidst the shock of crumbling dynasties and falling monarchs over beyond, surrounded by the unstable and ever-varying fortunes of this world, may they shed their golden glory and exalted influence, while the years pass on and are counted into the eternity that lies beyond even though it be until the sun, tired with his gigantic labors, shall have set forever amidst the ruins of that last grand act and the great round firmament shall have been rolled up like a scroll forever. Frank Stowell.




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Capital - - - - \$500,000
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WHOLESALE ONLY

CLING TO OLD TIME METHODS

Do Not Adopt the Vicious German System.

Grandville, Feb. 17.—One of the most important questions to come up in the near future—in fact, which may be said to be right at the front even now—is the one of military training for the youth of the United States.

It was thought at one time that there would develop but little opposition to a bill which should take into account the military preparedness of this country for war. It has been intimated that our experience during the two years we were at war with Germany had silenced all opposition to acceptance of any reasonable bill that would give to the country compulsory military training to our young men so that in all future crises the United States would be prepared to meet the emergency at comparatively short notice.

Now this position may be in a measure true. It is possible that we Americans are ready to take up the military questions confronting us as a Nation and are ready to spend a billion or more of good hard dollars to be used in the upkeep of a big standing army and the proper education of our young men as soldiers of the new regime.

At one time it seemed almost like knocking the Government to hint that no big army is needed, and that as to making of our schools and colleges camping and parade grounds for military cadets, it were better to give the boys a good practical business education and let the military part remain as it has been in the past, with West Point as a nucleus around which the Nation could rally in case of war.

We as a people are jealous of our rights as bequeathed to us by our gallant forefathers of the Revolution and we are beginning to see that the military portion of the Republic may have gone a little too far in this universal military service idea.

When the writer was a boy he saw numerous old country people who had found shelter in the United States from the tyrannical hand of a despotic government on the other side of the ocean. A likely young Prussian came to the mill seeking work which was given him. He was a bright, stalwart, well educated young man. When asked the cause of his departure from the old country for America, he said:

"I came to find freedom from military service. I had read that here in America the individual had rights which the Government never interfered with, one of them being freedom from serving in the army except on occasions of war, when, of course, no decent man would hesitate to don a uniform and fight for his country."

He explained that in Prussia every man, after attaining a certain age, must serve in the army a certain number of years. These were the best years of a man's life, to escape which and to get to a land where liberty of action was guaranteed every citizen, this young Prussian fled from his home land and came to the great Republic which was extending the glad hand to whomsoever might choose to come. Here, under the Stars and Stripes, was a land which opened its arms to receive immigrants without let or hindrance. America was surely the land where individual freedom was at its best.

That Prussian lived and died a true American, grateful for the opportunities granted by this land of the free. Thousands of others from over there came to America to escape the odious and unjust militarism that curtailed individual liberty and made of man the mere automation of a vast military organization.

It is not supposed that the United States will do as the Germans have done in this line, yet there are indications that if the extreme militaristic party wins its way to its goal there'll be millions of dollars spent unnecessarily in the upbuilding of a vast

military machine which will require an expense every year exceeding that of the whole United States in time of peace preceding the kaiser's war.

If there can be produced evidence that all this is necessary to secure the safety of our Nation, well and good. Until that proof is forthcoming, however, we trust it will not be deemed treason to suggest a slowing up of military enthusiasm for a time until we can get our bearings once more and find out where we stand.

The expenditure of more than a billion of the tax-payers' money annually for the purpose of giving our youth a military education seems paying pretty dear for the whistle when we know that, in the natural order of things, there is no likelihood that another war of like proportions as the last will be forced upon the country within another generation.

Germany has certainly been sufficiently punished to know that it cannot attack America with impunity and there are no other nations with whom this country is likely to clash, with perhaps the single exception of Japan. Will it really pay, then, to expend a billion and more yearly for the next thirty years because of a fear hardly justified that sometime far in the future Japan may take a hack at Uncle Sam?

Will it be welcomed by young America, this compulsory training each year in the service of the Nation when he feels that he ought to be at work at the business of providing for a home and future and not giving even a small portion of his time to the art of learning how to the most artistically carve up his fellow men in the far distant future?

The question of a military training for all our young men is one that may well attract the attention of our best citizens. It is a question wholly without the bounds of partisan bias—an American question entirely.

There is no call for becoming unduly heated over the discussion of the advisability of military training for our boys. Some there are who contend that in a Republic like ours the forcible drafting of boys into military service in time of peace is not in keeping with our professions of liberty and equality under the Stripes and Stars.

If we finally decide upon compulsory military education of our boys, what is to become of our boasted freedom of choice? The United States will stand on a par, or nearly so, with the German government which made soldiers of all her citizens, builded her military bestiality at the expense of moral principles and haughtily inaugurated a villainous war of conquest which finally resulted in her own downfall.

Is it best to adopt the vicious German system in this country, or to cling to the old time methods, and leave the men and boys of America to pursue their own inclinations with freedom to make their own way in the world, unhindered by the claw of a military despotism? Old Timer.

Crisis at Hand.

The fat plumber seemed to be in a nervous mood. "Whatsa matter?" sympathetically inquired his friend, the thin carpenter.

"My wife is a movie fan"—

"That's not so bad."

"But she has formed the habit of dressing like any particular star that strikes her fancy. The other day she came home with her hair fixed like Mary Pickford's. And the next afternoon she had it dressed like Norma Talmadge's."

"Some class!"


"And this morning I saw her trying to fix up like Theda Bara."

"But why should you worry about a little thing like that?"

"I have just heard that Annette Kellermann is coming to town."

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

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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

No Preferred Stock

Fully Paid and Non-Assessable

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.

REMARKABLE RECORD

Made By Michigan Retail Hardware Association.

Secretary Scott's annual report to the convention this week was as follows:

This year has been a year of activity for our Association, the results of which I believe will be reflected throughout the proceedings of this convention.

The changed conditions in merchandising, which call for the most intensive study on the part of the retailer, in order that he may intelligently meet each new situation as it arrives, has placed additional responsibility upon the State and National Associations, to bring out the broadest possible expression from the individual dealers, so as to formulate policies in meeting these new conditions, that will prove for the best interests of the hardware men as a whole.

The high cost of living, with the attention that has been given to it by public officials and the press, has accentuated a feeling of unrest and discontent which has found expression in many different ways.

Chain stores and farmer federations to eliminate the middlemen have gathered impetus as a result of the popular effort to get the producer and the consumer closer together, and the retailer must be on the alert to maintain his place as the logical and most economical channel of distribution. There is very little sentiment connected with the plans to disturb the economic situation. It has reached a place where we as retailers must place ourselves in a position to serve our communities more efficiently, if possible, than we ever have done, and to eliminate every factor that unnecessarily increases the cost of merchandise to the consumer.

Incidentally, we are warranted in demanding a greater degree of co-operation from the manufacturer and jobber than we have been receiving in the past. We must own our goods at the right price or we must expect to be handicapped in meeting certain well known forms of competition. This applies to all merchandise but particularly to standard or trademarked lines.

The retailers expense of doing business has increased remarkably during recent years and it seems safe to say that the percentage of increase runs close to 100 per cent. High rents, taxes, clerk hire, heat and other essential items have all contributed their share to the advancing costs and the outlook is not conducive to any feeling that reductions may be expected in this direction. Of special interest, therefore, is the cost price legislation, advocated by Attorney General Palmer and other State and federal officers. In a commendable desire to reduce the cost of merchandise, there is a possibility that legislation will be enacted that will cause hardship to the trade without accomplishing the result aimed at. Our Associations have got to cooperate with those who are seeking to help the situation, so that no injustice will occur.

The shortage in so many lines of merchandise and the slow deliveries has caused considerable annoyance and inconvenience during the recent month. This condition is liable to continue for some little time to come and in this connection, it is pertinent to call members attention to the Bargain and Information Bulletins issued at regular intervals by the Association. Many members have been availing themselves to good advantage of the service that is available from this source, and it is to be hoped that more will do so. It offers the most direct method of bringing merchandise for sale, or making known one's wants, to the attention of other hardware dealers throughout the State.

In a broader field, the Special Service Bureau of the National Association places at the disposal of every member, the services of a staff of experienced men and the records of the organization which are kept right up to the minute and are in a position to furnish promptly, full information on the source of supply of unfamiliar brands of merchandise or repairs for same. Those who have taken advantage of this department, have found this service of incalculable value and advise that it fills a long felt want. Would suggest that you try it, if you have not already done so. Along this same line is the opportunity furnished by the National Association, to supply members with improved and simplified Business Records, especially adapted to the hardware business.

The National Hardware Bulletin has added to its strength and prestige in the hardware world by its fearless presentation of all facts that have a bearing upon the welfare of the hardware dealer. It is sometimes necessary to be very direct in setting forth the evils that have crept into the distribution of merchandise and where the following of that policy calls for direct co-operation upon the part of members, either through personal response from the individual dealer, or the carrying out of a suggested plan of action, we should feel that a certain obligation to comply falls upon each one of us and we should respond promptly. The Bulletin is inspired solely by a desire to be of service to us. Let us assist rather than retard its efforts by reading each issue carefully and co-operating with the editor whenever the opportunity is presented to do so.

The Board of Governors of the National Association has decided to move the head office of the organization to Chicago. This action will I am sure meet with the approval of those who have given the matter any thought and should greatly increase the efficiency of the organization. By being in close proximity to a large manufacturing and jobbing center and in direct touch with the market, the various departments of the Association will be in a better position than ever to promptly furnish accurate information on any subject affecting the trade, and it will be much easier than formerly, for Association members, jobbers and manufacturers, when necessary, to get in personal touch with the officers of the National body.

The National Association of Hardware Secretaries, which has in the past been of distinct service in helping to standardize the work of the different State Associations was disbanded at its last meeting, not because the organization had failed in its purpose, but because it was felt that by placing the National Secretary in the relative position of the sales-manager of a mercantile house, with power to call his salesmen together for conference, whenever the occasion warranted him in doing so, the work of the Secretaries could be intensified. In the future the Secretaries will meet from time to time and come prepared to discuss any matters which the National Secretary feels can be discussed to the advantage of the entire retail hardware trade of the country.

The hardware mutuals have continued to grow and there are five companies returning 50 per cent. The ratio of loss as to premiums has been very gratifying and conditions have come to a point where a hardware man just cannot afford to hold aloof from the Association and thereby deprive himself of the opportunity to make such a material saving in this important item of overhead expense.

Michigan is a good State for the mutual companies. The report of the Minnesota company shows a loss ratio to premiums of but 14 per cent.—the average of this Company for



Have You Been Too Busy to Notice?

When the United States Wheat Director, Julius H. Barnee, decided that the public ought to be given a chance to practice sensible economy in its flour purchases, he wanted you and other dealers to get the benefit of it. He felt that grocers would be alert to their opportunity and get their profit on delivering the United States Grain Corporation's flour purchases to the consumer. He was right. Hundreds and thousands of grocers everywhere are handling this flour to their satisfaction and profit.

United States Grain Corporation Standard Wheat Flour should be in every live grocer's stock. It is white flour of straight grade. It makes good bread and actually superior pastry, biscuits, cake and doughnuts. Its retail price insures a rapid turnover. (The only difficulty reported by retailers is inability to keep adequate stocks). It sells readily everywhere on merit and price. It is extensively advertised. (See current weeklies for double page advertisements). Order from your jobber today. Let the public see how you are helping them fight the high cost of living.

To Consumers: Retail prices will be about \$1.80 for 24½ lb. sack.

To Flour Trade:

IN CARLOTS:

140 lb. jutes	-----	\$10.65 per bbl.
24½ lb. paper	-----	\$10.80 per bbl.
24½ lb. cotton	-----	\$11.20 per bbl.

IN LESS THAN CARLOTS:

24½ lb. paper	-----	\$11.55 per bbl.
24½ lb. cotton	-----	\$11.95 per bbl.

For Further Information Write

U. S. GRAIN CORPORATION

FLOUR DIVISION

42 Broadway

New York

the past year being 17 per cent. The Wisconsin company statement shows Michigan's loss ratio of 12.67 per cent.—their average being 22.64 per cent. This is certainly a commendable showing, which can hardly be comprehended.

Our membership report shows that the Association has since the last Convention, sustained the largest growth of any year since 1905. On January 1, according to the records of the National Association, if we had just five more members, we would have the largest paid up membership of any association of retail hardware dealers in the United States. I believe that we all have reasons to feel proud of this creditable showing for it constitutes the strongest evidence that the dealers in Michigan are among the most progressive in the country and are doing their full share to assist in placing the business in which they are engaged upon the very highest plane.

Our membership at the time of our last convention	1,245
Resigned, gone out of business, or dropped for non-payment of dues	80
Old members still on our membership list	1,165
New members taken in since last convention	192
Present membership	1,357
Net gain for the year	112

We have had the loyal services this year of C. A. Stockmeyer in carrying out the field work of the organization and the value of his work will become more apparent, the longer it is continued. Members will have innumerable opportunities to be of service to the Association, by co-operating with Mr. Stockmeyer and I know that we are all glad to extend him every assistance when he calls upon us at our stores.

Among the losses which we have suffered through the deaths of members, there is none which strikes us more forcibly than the untimely passing away on November 17 of Mr. Frank Brockett, of Battle Creek. Mr. Brockett has always been one of the most active members since the day when he, as a charter member, helped lay the groundwork for this magnificent organization. While never seeking to attract attention to himself, Mr. Brockett was always working for the good of the Association, and his service and co-operation were always sought and appreciated by the other officers. His passing will be mourned by all who knew him and his absence will be keenly felt at each of these annual gatherings.

Without singling out your several officers of the past year, I can say to you frankly that there has never been, at the head of your affairs, men who were more conscientious in their efforts in your behalf than those who have extended their co-operation to the Secretary during the past year. These men have placed paramount importance upon your interests at all time and I appreciate this opportunity to tell you what it has meant to the Secretary's office to have their advice and co-operation, so congenially tendered upon every available occasion.

Let me once more thank you one and all for your response whenever called upon. With a continuation of this interest upon your part, I am in hopes that at the time of the convention next year the Michigan Association will have become the largest, as well as the most efficient, retail hardware association in the country.

The best way for a dealer to reach the most customers for the least money is through the advertising columns of the local newspaper, unless he does not expect to draw trade from the whole town or city.

A Formula for 1920.

The experience of 1919 certainly has been beneficial and educational, and yet of so broad a character that what the New Year will bring forth is problematical. We should as citizens and bankers address ourselves vigorously to the following subjects:

First—To see that justice and equity prevail in the industrial world; that the radicals are stamped out, and that no class of men shall dominate to the detriment of the whole people.

Second—The adjustment of the railroad situation so that the interests of the investing public shall be protected, and yet proper service maintained at all times. Congress should address itself to this situation in a broad-minded, conservative way, and we, as citizens, should advise and counsel.

Third—The question of our foreign trade is of utmost importance, not only to the active participants, but to the whole economic condition of this country. The financiers must

co-operate with the industrial world and evolve plans which will bring about a re-establishment on a firm basis of our export trade.

Fourth—Tax conditions should be adjusted in a fair and equitable manner, otherwise the natural trend of affairs will be to decrease production and increase prices.

Unless the American people realize that their extravagances which now prevail must cease, and return to a fair-minded consideration of expenditures, no material reduction in the present high cost of living will be apparent. Thrift and saving should be encouraged.

All of these matters go to make the year 1920 a successful and happy one for the American people, and the citizens of our country should lend themselves to the solution of the problems. Richard S. Hawes, President, American Bankers' Association.

The Real Salesman.

One who has a steady eye, a steady

nerve, a steady tongue and steady habits.

One who understands men, and who can make himself understood by men.

One who turns up with a smile and still smiles if he is turned down.

One who tries to out-think the buyer rather than to out-talk him.

One who is silent when he has nothing to say and also when the buyer has something to say.

One who takes a firm interest in his firm's interests.

One who knows that he is looking out for his own interests by looking out for his customer's interests.

One who keeps his word, his temper and his friends.

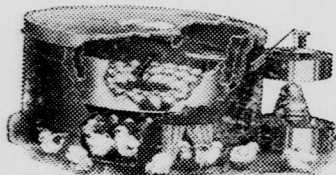
One who wins respect by being respectable and respectful.

One who has self-confidence, but does not show it.

One who is loved by his fellow-men.

The average man feels reasonably sure that his wife will be ashamed to advertise his shortcomings.

Simplicity Incubators
"HAVE NO DEAD CORNERS"



The SIMPLICITY is the CHEAPEST and BEST INCUBATOR you can buy! for here—at last—is the perfect incubator. To-day an army of successful, happy poultry raisers, besides thousands of bright earnest dealers everywhere, offer enthusiastic proof that the SIMPLICITY is the perfect incubator.

EXCLUSIVE DEALERS APPOINTED.

- 50-Egg Simplicity Incubator.....\$20.00
 - 100-Egg Simplicity Incubator..... 26.00
 - 150-Egg Simplicity Incubator..... 30.00
 - 50-75 Chick Cozy Hover 10.00
 - 150-Chick None-Such Brooder... 24.00
 - 700-Chick (Simplicity Steel and Iron) Brooder Stove 20.00
- Liberal Discount to Dealers.

THE MOTHER HEN PRINCIPLE

used in the SIMPLICITY INCUBATOR is a crowning achievement. It brought success and greater profits to poultry raisers and dealers everywhere. Why not be one of these successful dealers?

SIMPLICITY BROODER STOVE

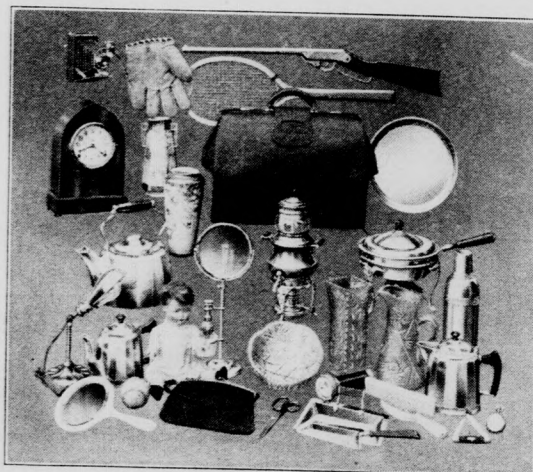
is easier to handle and more positive in action. The regulator maintains the temperature as accurately as an incubator regulator.

OUR REPRESENTATIVES WILL BE GLAD TO MEET YOU AT OUR BOOTH NO. EXHIBITION HALL.

THE EDWARDS & CHAMBERLIN
HARDWARE COMPANY
KALAMAZOO, MICHIGAN

YOU ARE INVITED TO MAKE OUR BOOTH YOUR HEADQUARTERS. YOU WILL BE WELCOME.

The Retail Power of Premiums



is testified to by such mighty successes as Wm. Wrigley, United Cigar Stores, Larkin Co., and many others.

The "Hilco" Profit Sharing System is a co-operative Premium Plan accomplishing *great things* for small retailers throughout the United States—gets the cash, keeps the trade at home and kills the mail order house menace.

Information upon request. No obligation incurred.

HINKLE-LEADSTONE CO.

180 N. Wabash Ave.

Chicago, Ill.

Bradley

KNIT WEAR



BRADLEY Styles
run from the good
that everybody
buys to the ultra
that makes talk.

None are common-
place.

The *Quality* is
BRADLEY quality.

Bradley Knitting Co.

Delavan, Wisconsin



BRADLEY, the originator, creates sweaters, caps, scarfs and knitwear for all sports wear, for men, women and children.

In the BRADLEY lines you find a sparkling array of new things. They recommend themselves by the perfection of line, harmony of color, and distinctiveness of trim.

To miss seeing the BRADLEY lines is to miss the knitwear style treat of the season.

Our salesman can arrange to show you—Shall we direct him to call?

Bradley Knitting Co.

Delavan, Wisconsin

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What a Gentleman May and May Not Do.

A real gentleman is one of God's noblemen. But he wears no livery or insignia. Sometimes you find him in mud-caked overalls—and sometimes in frock coat and elegantly creased trousers.

By these signs shall you know him: an instinctive respect for the aged, a love for children, and a chivalrous tenderness toward all women. Reverence for his Maker and love of his country are instinctive with a real gentleman; and he knows "that his body as well as his soul is his charge, which must be returned to his Maker undefiled."

A real gentleman is a good man, whose instincts are fine and clean and tender. He respects weakness and meets strength face to face and unafraid. He approaches his superior with dignity and faith in himself, and he has exquisite reverence for all the helpless things which need his strength.

Because a man gets to his feet when a woman comes into a room and stands with his head uncovered in an elevator does not mean that he is a gentleman. It only indicates that he has the manners of one.

And a man may eat with his knife and yet have the heart of a real gentleman.

Of course, good manners are the outer signs of courtesy and chivalry. One wants to see them in a fine man and their lack is a woeful handicap. But after all, manners are a thing that can be learned, and real chivalry is innate.

Your real gentleman doesn't laugh when an old man slips on the icy pavement and falls into a ludicrous position. He goes to offer his help. A true gentleman may not jump to his feet in a street car when a pretty young girl comes in—but when an old woman, toil-worn and weary, crosses his path he goes to her assistance at once.

No man is a gentleman unless he is instinctively chivalrous. No man is a gentleman unless he measures himself coldly and critically and the rest of the world warmly and generously.

A gentleman plays fair. He gives odds to weakness. He can not lie. He would scorn to deceive ever so lightly the woman who loves him, the little child who puts its hand in his, or yet his own clean soul.

Reverence for himself, the aged, the weak, the mothers of the race, and his Maker—these things are part of the very nature of a gentleman. Nothing cheap, nothing tawdry, nothing vulgar, nothing sordid and furtive can be admitted to his mind. A gentleman would always dare speak his thoughts aloud and tell his dreams and secret desires—for they are decent and fine.

No man is a gentleman who ever crosses the threshold of a home where he knows he is not welcomed by the head of the house, nor can any man lay any claim to being a gentleman who ever invades a home where he is not welcome during the absence of the son. Such an act is never committed except by a sneak.

The instincts of a gentleman make him keep his body clean as well as his coat; but they urge him as strongly to keep his mind clean.

The ten commandments are not objects of scorn to a gentleman. He respects and reverences them as part of the Law and Order in a universe he respects.

Religion is sacred to a gentleman, even if he knows no creed or dogma. No woman is ever the worse for having known him, and perhaps some are better. Death is not a thing to dread, because life has been a worthy preparation for whatever may come.

Temperate in all things, reliable in all things, honorable, unselfish, faithful in the tiniest matter, master of himself and so worthy to master others, a gentleman never boasts of his own gentility, or scorns those of lesser standards. He never compromises with evil, denies good, or judges those who fail to live life as he thinks it should be lived.

That is a gentleman—a man who is tender, yet strong; true, yet uncritical; reverent, yet never boastful. A gentleman is "God's own man."

Are you a gentleman?

Dragon's Eye Shook Earth.

The imperial dragon has vanished from the Chinese flag, but China's favorite monster continues to adorn her temples, homes and fabrics. The dragon is essentially a Chinese creation—a fascinating, mythological being, without which no Chinese fairy tale or legend is complete.

One of the mightiest of the Chinese dragons lives, according to tradition, in a gorgeous palace within the sea. From this stronghold he rules the water and favors the earth with rain or decrees a drought, according to his whim. Another dragon, apparently less powerful, lives in the ground beneath Tungchow. This dragon at one time troubled the people greatly by winking his eye and thus causing earthquakes. But the dragon experts of Tungchow located the dragon's eye, and ordered a pagoda built directly over it. That put a stop at once to the winking. He is less easily tamed, and must often be petitioned to keep him from losing his temper and tearing up a few cities.

In the days of the empire the dragon was a symbol to be handled and spoken of with care. The emperor's private dragon, for instance, boasted five claws, whereas the less distinguished members of the dragon family could show but four. For an ordinary citizen to wear a robe embroidered with a five-clawed dragon, or to possess a vase or other piece of property bearing the royal insignia, was lese majesty, and the offender would pay a heavy penalty. The emperor regarded himself as a dragon, and spoke of himself accordingly in proclamations and speeches.

China still displays her favorite design, but the dragon itself is almost as much out of power as the emperor. Dragons do not seem to fit into the scheme of a republic—even a high strung Oriental republic with its faith in spirits, good and evil, unabated.

"Apex"

"Apex"



**Snug Fitting and Durable Underwear
The Kind Your Customers Like**

"APEX" UNDERWEAR

for

Men, Women and Children

meets with the immediate approval of customers the moment they see it. The texture is soft and elastic insuring perfect fit. The trimmings are dainty, yet carefully and skillfully applied. No bulging and unsightly seams. "APEX" SATISFIES.



"APEX" Samples Sent Upon Request

"APEX" Is a Business Builder

**The Adrian Knitting Company
ADRIAN MICHIGAN**

I'll do it as a mes ary, little ces- he- s it who ork his who and uc- ear lies em en- its by ng in re- h- ut as to if e-

What the Home Town Means to You.

The closer your land is to a good town, the more money it takes to buy it. We all know that. About the first thing the owner tries to do when you dicker for a piece of land is to justify the high price he is asking by pointing out how close the land is to town and the good roads leading to it. He knows this is the most appealing argument he can put up.

Land close to towns and adjoining good roads are not only desirable because crops can be marketed with the least trouble and expense, but there are other social and economical advantages as well.

Consider the cold matter of what a town is worth to the people owning land in the vicinity, measured from a dollar and cents standpoint. Mr. O. R. Johnson, of the Missouri Agricultural Station made a careful investigation of 650 farms and he proved by actual figures what a lot of us have known in a general way for a long time.

For instance, in the locality investigated, the seventy-nine farms within two miles of town had an average value of \$78.70 per acre as compared with \$70.20 per acre for the 183 farms from two to four miles from town; \$60.90 per acre for the 126 farms four to six miles from town; \$58.20 for the 113 farms six to eight miles from town, and \$55.90 for the 149 farms over eight miles from town.

Mr. Johnson says that the most rapid decrease in value occurred in the first six miles, after which the difference of a mile or two from town made less relative difference.

In another instance he points out that 42 farms valued at \$100 or more per acre had an average haul of about two and one-half miles to market; 62 in the \$80 group had nearly three miles, and the 275 in the \$60 group five miles to haul, while 246 in the \$40 group averaged six and one-fourth miles from town.

The figures are startling. Listen to this:

In one locality investigated, a farm of 160 acres two and one-half miles from town had a market value of \$16,000, while the same kind of a farm located six and one-fourth miles from town was only worth \$6,400. And still, if you told the man who owned the first farm that his home town was actually worth in dollars and cents to him, personally, \$10,000, he would probably spend a good deal of time trying to show you that he would be better off without the town at all. We have gotten so in the habit of lambasting our home town, most of the time for some petty political reason, that we frequently refuse to see the truth when it is placed before us in actual figures.

Just the same when we get off by ourselves, overcome our jealousies and temporarily forget about the townsman that we have it in for, then we really have to admit that the home town is far and away the most valuable asset to every man, woman and child in the community.

This leads us a step further. Once we commence asking questions, we

no sooner have one of them answered than we ask another. Our first question was, "What's the good of the home town?" and we answered it by saying that, among other things, it really donated \$10,000 to one man and like amounts, proportionately, to every other man owning land in the community.

And now we ask the second question, "What makes a real, live, valuable home town?" We might dodge the question by answering, "Lots of things," but really if we are honest we will get close to the truth by saying, "The merchants," because without the merchants there would be no town. It is just as impossible to have a town without merchants as it is to have a lake without water. The merchants make the town just as the water makes the lake. Of course, other things have to be favorable, but the fact remains that without merchants you would have no town, and the better the mercantile establishments, the better the town—always.

Now we move along to the third question, "How is the home town to have good merchants?" Dear friends, there is no secret about it at all. Good stores in your home town are the result of growth. They have to be invited, encouraged and maintained. You have to get them just like you mature superior cattle, horses and hogs, by treating them fairly and giving them a chance to grow. In the language of the street, "You can't play a lone hand in your community and get away with it very the same. If the town is to help you, you must help the town, and the beauty of it is, by benefiting the town you always and invariably benefit yourself most.

These benefits are direct and indirect. Building up the town adds dollars to the value of your land and other fixed investments. That point is settled. Nobody seriously disputes it. It means greater social and educational advantages, benefits that cannot be measured by dollars and cents, but while apparently indirect, they are direct again in the sense that they add to the value of your fixed investments, because they are among the desirable things for which people generally are willing to pay.

In summing up, as the lawyers say, sifting out all the evidence and considering a few pertinent facts, you first want a good home town, and you want it as near to you as possible—and, further, you want good roads leading to it.

Now, to have a good town, you must have good stores—there is no other way to make it—and to have good stores and good merchants, you must give them a chance to live, thrive and grow. You must treat them fairly. You do not abuse your stock, because such treatment does not pay, and the same personal interest is at stake in community building. You must consider the merchants of your town as a community investment in which you are both indirectly and directly interested. **You are a stockholder, as it were, in your home town, and the**



Chipman Knit Silk Hosiery

represents nearly a half century of hosiery making in one of America's largest knitting mills, where all processes--- yarn spinning, knitting, dyeing and finishing---are under single direct control and supervision.

"Betsy Ross"---made of Pure Thread Japan Silk. "Joan of Arc"---made of Pure Thread Japan Silk, but not quite as heavy as "Betsy Ross." Style 951---a Pure Silk Drop Stitch number, and "Colonial Girl"---made of Pure Thread Japan Silk, and Fibre Silk.

**Sold through
Wholesalers Only
Never Direct**

Write us for names of wholesalers who can supply you with any of the Chipman Knit Silk Hosiery numbers.

Chipman Knitting Mills
EASTON, PA.

Grand Rapids Dry Goods Company, Wholesale Distributors

better you make your home town, the better your investment will be.

You can't make your home town better unless you are on the square with it and give the business interests there the proper chance for a normal and legitimate growth. Remember the story of the farmer who was so selfish and short-sighted that he tried to make money by stunting his hogs. When he sold the runts he found out that he had paid a mighty big price for the feed he had saved.

Just how many of us have driven into town with any thought of what our loss would be if that town were wiped out entirely and never replaced? How many of us have considered that the town really meant anything to us except affording a subject for a little wild talk on our part at times? How many of us have considered that the merchants of the town were conferring upon us, and upon all members of the community, advantages worth in dollars and cents immeasurably more than any profits they got out of us?

If you woke up some morning and found that five thousand dollars' worth of insured buildings had gone up in smoke during the night, we wouldn't need any body to explain how the loss was going to make us poorer; still your home town may seem even more than that to you—but nobody has been thinking much along that line until lately. A good home town, and good roads leading to it, are going to be two live issues from now on.

And don't forget that distance

nowadays is quite often measured by time. "How long does it take to go to town?" is a more common question than, "How far is it?"

A farm on a good road, one that can be used with speed and comfort every day in the year, is nearer to town, from a practical standpoint, at six miles than another is at three, if on a "rotten" road.

The Spirit of the Second Mile.

About two thousand years ago, during the time when Palestine was under the Roman yoke, there was a law that compelled the Jew to carry the baggage of the Roman soldier for one mile—no matter where or when the Jew met this soldier along the roadside he had to relieve him of his baggage and carry it for one mile.

The Jew did not like this law and hated the Roman soldier for it; and as the Jew and the soldier went along the road, I imagine I can hear the Jew say some very unpleasant things to the Roman—probably curse him for putting him into subjection. And I imagine I can see the Roman soldier looking down upon the Jew and cursing him in turn for being a slave. And at the end of the mile I further imagine I can see the Jew drop the baggage at the feet of the soldier and with an imprecation leave him—perhaps only to meet another soldier whose baggage had to be carried.

Then, one day, appeared upon the scene the greatest Teacher and Philosopher that the world has ever seen or heard of—Jesus Christ. He noticed that the Jew did not like this law. One day

He beckoned the Jew to come to Him and said: "I notice that you do not like this law that compels you to carry the baggage of the Roman soldier for one mile. Let me give you a law that will beat that law. Here it is: 'If any man compels you to go with him one mile, go with him two miles.'"

Now what would have happened if the Jew had obeyed this great Teacher? If the Jew had gone the second mile I imagine I can hear the Roman soldier say, "Why do you go with me the second mile when the law requires that you carry my baggage only the first mile? Why, Jew, you are a dandy fellow, you are all right, all right! Put her there and shake hands!" And I imagine I can hear the Jew reply: "Yes, I go with you the second mile, and I go because a great Teacher told me the other day that he that would be great must be servant to all; and He also told me if any man compel me to go one mile I should go with him the second mile. I am glad to render you this extra service."

The Jew and the soldier now get really acquainted with each other, become friendly; and at the end of the second mile I can see them shake hands and part as friends.

The Moral: Do more than the law requires if you would be happy.

Show me the employe who works because he must work; who doesn't do any more than he has to do; who doesn't come to work any earlier than he has to; who takes just as much time as he can grab at noon for lunch, and who doesn't stay any longer in the evening

than necessary, when necessary, and I'll show you the employe who doesn't do any more than the law requires, and is as much in subjection and slavery as the Jew was two thousand years ago.

But show me the employe who comes to work a little earlier than necessary, when necessary, and remains a little while longer in the evening than necessary, when necessary; who works because he loves to work and considers it a privilege to be able to work; who throws heart and soul into his work and transfers his personality into his task, and I'll show you the employe who does more than the law requires, and one who is going up the ladder of success so rapidly that his friends can hear him say, "Please excuse my dust."

The Law: The road to Success lies in the spirit of the second miles.

Harry L. Fogleman.

No Prize Needed to Make Them Think.

A Philadelphia store attracts attention, via the curiosity route, to its window display of canned goods, by a strip pasted to the window bearing this question:

"How many of these brands are in your kitchen?"

There is no puzzle about it. There are no prizes offered. There is nothing in the nature of a contest. But before she knows it the housewife has stopped in front of the window to check up.

It is universally conceded that if a man has money to burn it is because he was too wise to burn it.

Enforced Advance in Subscription Price of the Tradesman To Take Effect April 1

The net cost of the paper alone used in a single issue of the Tradesman is now 4 1/2c per copy, based on the lowest price which can be obtained on super in carlots.

This figure does not include

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|----------------|--------------------|----------------|
| Editorial work | Wire stitching | Rent |
| Contributions | Trimming | Heat |
| Composition | Addressing | Light |
| Proof reading | Mailing | Taxes |
| Make-up | Postage | Insurance |
| Make-ready | Book-keeping | Water |
| Press work | Billing | Gas |
| Folding | Soliciting expense | Electric power |
| Gathering | Traveling expense | |

all of which make the cost of producing a single copy of the Tradesman in excess of 12 cents.

The Tradesman has always maintained that one-half the income from advertising should be applied to reduce the cost of the paper to the subscriber and the remainder should go to the publisher as compensation for his services. On this basis, Tradesman subscribers should pay 6 cents per copy or \$3 per year.

Fully realizing that the Tradesman cannot afford to continue the \$2 rate, in the face of advancing costs, it has been decided to increase the price to \$3 per year, starting with April 1 of this year. All subscriptions received between now and that date will be accepted on the \$2 basis. A one year limit will be made on advance payments on the present \$2 basis.

The Tradesman regrets the necessity of taking this step, but the advance in the price of everything entering into the make-up of a trade journal (except water) renders such a step absolutely necessary at this time.



Acquaint Children With Pictures Which Tell Stories.

Much has been written—in these articles I have spoken of it frequently—about story-telling for children; what to tell and how to tell it. Emphasis has been laid also upon the importance of surrounding the children with the best pictures. I want now to continue those ideas and speak of pictures that embody a real or imaginary story; one that the child can think up himself, or a fanciful or true one that you, mother, father, nurse or aunt, can tell to him, giving him the beginnings of interest in history or literature.

There are numberless famous and beautiful pictures that can be used for this purpose, to broaden the child's mind in this way. The love that children have for stories is a good deal more than a mere desire for entertainment. It embodies their instinctive looking out for the drama, adventure and information that surround them and that contain promise for their own lives. It is a means of education of the utmost value in many ways, as well as a source of recreation.

Pictures greatly enhance the pleasure of story-telling; the important thing is to select the right pictures, with the same care as that with which we select the stories to be told. You know your child, his age and mental capacity. Do not assume that because the story and the picture are interesting to you they necessarily will be for him. You must study not only children but this particular child and keep experimenting until you find the right combination of story and picture.

Tell a strong, wholesome story, not a silly, sentimental one; and confine yourself to a few good pictures, rather than to spread over a hit-or-miss lot inferior in subject or tone.

Some pictures contain stories not quite obvious on the surface, but a very little explanation illuminates them; such for example is Van Dyck's pictures of the young Princes and Princesses. Here is the chance to convey a lot of most interesting history.

In the case of Landseer's animal pictures one has to draw a bit on the imagination; but one can say "Perhaps this is what happened," or draw about the figures of horses, dogs, stags, etc., a story of highland life that will forever after retain place in the hearer's memory and begin an intense interest in that whole sphere of existence.

Other pictures fairly tell their own story. You all know Boughton's pictures of the Pilgrims; in that one of

the people going to church, many of them with guns on their shoulders, the artist told a story that fairly jumps out of the picture at you and gives much of the atmosphere in which the Puritan forefathers lived.

J. G. Brown's familiar pictures of newsboys and bootblacks lend themselves readily to narrative. Your children probably will recognize the types and have a ready sympathy with the tale you can tell of these boys, or make up some of their own out of experience and observation. Better still are Murillo's Spanish pictures. Brown's newsboys may perhaps be of passing types; but Murillo's beggar boys are as good now as they were a century ago and as full of interest to children. Do you remember the one of the little fellows sitting by an old wall eating grapes and melons? Or the one of the two boys and their dog, all eating together? Or the one of the little boy and girl, fruit venders, counting their earnings?

Chardin's "Grace Before Meat," which hangs in the Louvre in Paris, is a charming thing with its two little girls, bowing their heads over their simple supper.

The old Dutch masters seem to have loved child life. Jan Steen has some delightful pictures—the jolly Christmas one, the "Feast of St. Nicholas," where the children are finding gifts in their shoes; "The Cat's Dancing Lesson" and "The Christening Feast" hardly need much story to fascinate the children.

Millet and Millais both have many to offer for this use. One that we do not see much is the "Boyhood of Raleigh," by Millais, where the lad sits on the beach hearing the yarns of a tramp sailor and getting the inspiration for his later life as a great sailor.

Meyer von Bremen has given us interesting pictures of Swiss cottage life, and of never-ending interest are such famous paintings as Leighton's "Music Lesson," and Gotch's "Pageant of Childhood."

One of the earliest recollections of my own life is the picture called "The Helping Hand," by Renouf; you all know it—the little girl in the boat, lending her strength at the oar. I did not know till many years afterward that it was a very famous picture; I only knew that I liked it. I made up many a tale to go with it, of the daughter of lighthouse keeper or fisherman.

"Paul and Virginia," sometimes called "The Storm," by P. A. Cot, and Kaulbach's "Pied Piper of Hamelin" are familiar and each is material for a story that the children love. Horatio Walker's "Spring Plowing" and

"The Wood-Cutters" and the well-known "Calling the Ferry," by Ridgway Knight, you can readily get for your own use.

The list is endless. At any good art store you can get copies of the very best of the world's art and so begin to acquaint your children with a world of which they never will tire. You will have to make careful and intelligent preparation; you cannot do it off the top of your mind.

Prudence Bradish.

(Copyrighted 1919.)

How Salespeople Can Manifest Courtesy of Interest.

1. Be fully informed as to what and where your merchandise is. Know quality and styles as well as price.

2. Have the manner of interest, no matter who the customer is. Raise your eyes as the customer approaches you, even though engaged. Walk toward her, if you are not busy, and expect to wait upon her. You will receive the attention you give.

3. Welcome questions—what you may consider a matter of course, your customer may not be familiar with at all—encourage and invite her confidence.

4. Put yourself in her place. Use your imagination as to what she wants and needs, and help her to select what is most suitable.

5. Do not humiliate her by critical, absurd or personal questions, but offer helpful suggestions.

6. Stay with her while she is in your department and direct her intelligently to other departments of the store.

7. Give credits cheerfully. If your store promises them, it is not your affair if merchandise is returned for credit. Try to replace the returned goods with others which will not be returned.

8. Have a courteous manner of address when referring to your customer to others in the department or store.

9. Be courteous to customers as you go through the store. Give them preference in elevators and aisles. Make your own interests secondary.

10. Make only such promises as you can keep. A promise which you fail to make good or to explain satisfactorily were better not made.

11. Complete the courtesy already

extended by another salesperson. Courtesy extended by one is often lost by neglect or lack of courtesy on the part of later service.

12. Do not neglect early or late customers. When once they are in the store they are your guests and should be treated as such.

13. Answer the telephone courteously. Don't let it ring even if you are busy. Give the telephone customer the courtesy of interest, too.

Don'ts for Clerks.

Don't make a practice of coming late to business. It's more to your interest to be a few minutes early.

Don't dress dowdily, gaudily or dudishly, but cleanly, neatly and nicely.

Don't wait upon customers with your hands dirty or your finger-nails in mourning.

Don't forget that it does not cost a cent to be a mannerly man or a womanly woman.

Don't address a customer as "Lady." Madam is the proper term; or say "Gents' goods." "Men's goods" is better.

Don't leave your department except in the interest of the business, unless necessary.

Don't allow dirt or disorder in your stock. Keep store as a good house-keeper would keep house.

Don't allow a customer to look in vain for somebody to wait upon her while you are engaged in talking to your fellow clerk about last evening's experiences.

Don't get excited in times of a rush or any other time; it shows the customers that you are inexperienced and unaccustomed to an active business.

Don't chase customers! Wait until they stop and show that they are interested in goods or some department, then approach them in a business-like manner.

Don't greet your customer with a beer, tobacco or onion breath. It hastens them to move on to more fragrant surroundings. No danger if you don't indulge during business hours.

Rupert Pfeffer has been added to the city sales force of the Grand Rapids Dry Goods Co. This gives that house five city men.

J. H. Wood succeeds C. L. Short in the grocery business at St. Louis.

Blue Buckle Overalls ^{Union Made}



"Strong-for-Work"

Dealers are urged in a good-business way to investigate the BLUE BUCKLE work-garments; to examine them with the utmost care and to compare them with any overalls they ever sold, or wore themselves.

We carry them in stock for immediate shipment.

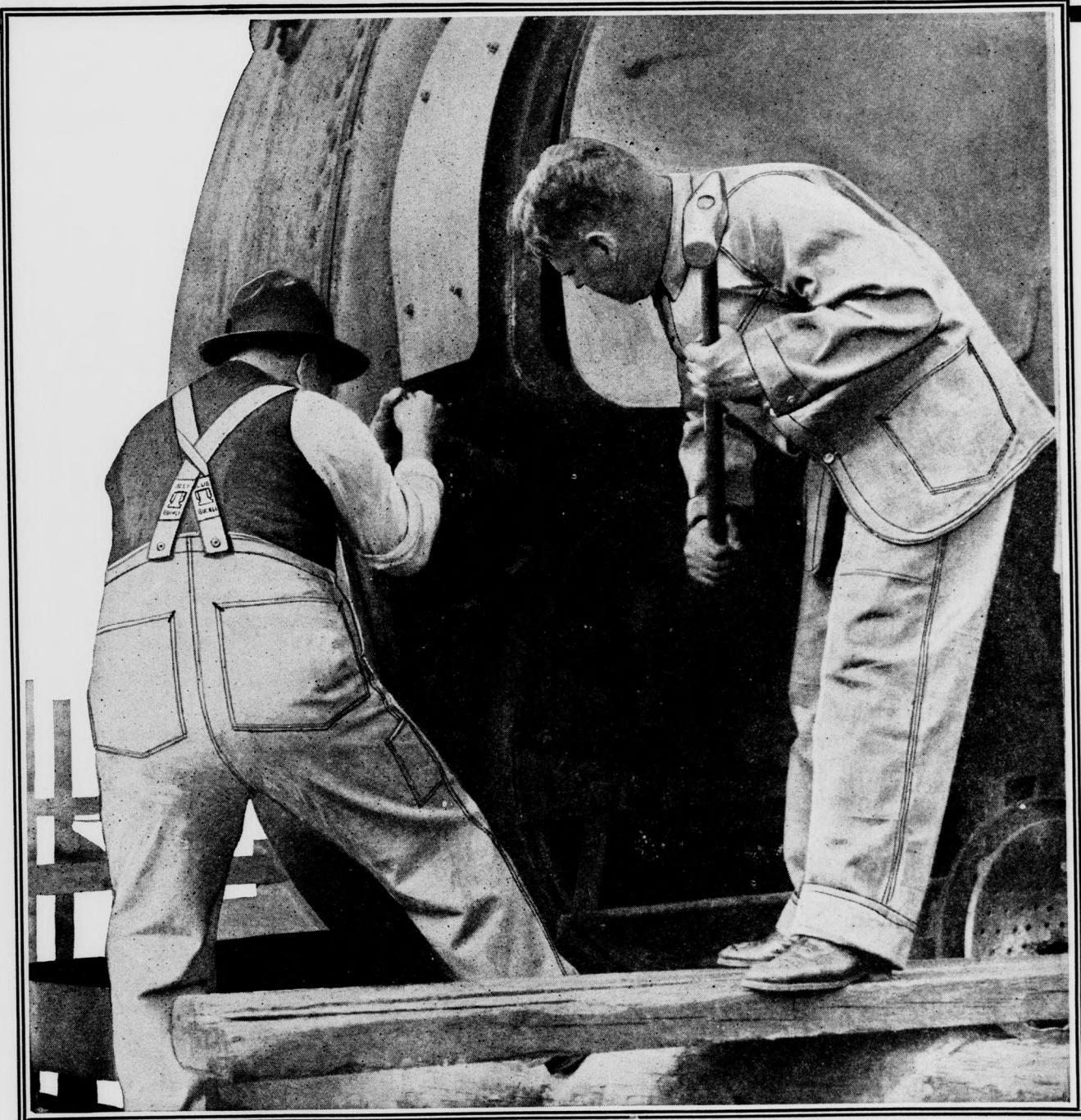
BROWN & SEHLER CO.

Wholesale Distributors

GRAND RAPIDS

MICHIGAN

Blue Buckle ^{Union Made} Overalls



Strong-for-Work



Blue Buckle Overalls and Coats are sold only through the jobbing trade—the most economical, practical and satisfactory method of distribution for both retailer and manufacturer. Samples, prices and other information are now available in practically every jobbing house in America. We request that you write your jobber. Should he not carry Blue Buckles he can order them for you.

WHEN you stock Blue Buckle Overalls and Coats you put in a line that has emphatically made good—for quality-wear-service, for work-comfort, for dependability in workmanship and materials. Blue Buckles have made such a dent on the overall market that they sell easier, move faster, and bring more repeat orders.

Powerful advertising will help roll up Blue Buckle sales bigger and bigger right through

1920. Month after month men who wear overalls will get Blue Buckle sales-facts in a long list of farm papers, brotherhood magazines, trade papers, newspapers—and—in over 1500 live towns and cities, Blue Buckle bill board smashes.

Get in right on this greatest overall campaign ever put into print. Blue Buckles are a sales and wear-service revelation! You should not pass up the opportunity to make Blue Buckles your overall leader this year!

Jobbers OverAll Company, Inc., Lynchburg, Va.
 New York Office, 63 Leonard Street Wm. T. Stewart, Representative

Largest manufacturers of overalls in the world

Now is the Time to Plan for Spring Business.

Written for the Tradesman.

Planning the campaign is an important part in the task of generalship. The hardware dealer will shortly launch upon his important spring campaign. Now, while business is comparatively quiet, is an excellent opportunity to plan ahead for the spring months.

Not merely can the work be planned now, but considerable preliminary work can be actually done.

To begin with, take the store itself. Go thoroughly right now into the matter of any necessary renovations of the building or readjustments of the interior arrangements. Recalling your experience last year, are there any changes which can be made to reduce steps, to reduce labor, to play up the important departments to better advantage, to improve the lighting, or otherwise to make the store better from a business point of view? Go into these matters now, study them out, talk them over with the staff, and have the changes made before spring business starts.

Then there is the staff. You have probably a good average staff; but are there any methods whereby the efficiency or interest of your salespeople can be increased.

Get them together some time and talk things over with them. You may have noticed defects and deficiencies in last year's work and may see places for improvement. Talk these matters over. Don't find fault. Take it for granted that the boys are as keen as you are for successful business. But invite suggestions for improvement. Talk over the selling plans also for the spring months, so that the salespeople will know, and feel a personal interest in, what you hope to accomplish. Get into their heads the basic fact, that your interests and theirs are the same; and that their future and yours depend alike on the success of the business; and that you want all to work together for the common end.

Then, talk over the actual selling plans. Discuss the selling points of the lines you intend to push. Go over the prospect list and discuss the best methods of clinching individual sales. Encourage the boys to canvass individual prospects for paint, builders hardware, etc. Where large items of this sort are concerned it might be a good thing to offer a small bonus for every sale of this kind made outside the store in the earlier part of the season. This, of course, is a matter of your individual preference; the idea simply being to encourage outside effort.

Discuss the advertising, present and projected, with the staff. Invite suggestions for advertising slogans and window displays. In short, hold a general council of war; hold two or three of them if you can find the time; talk over business topics with the salespeople individually; and try to get them into the habit of regarding themselves not as individuals working for you, but as members of an organization working for the business. Inculcate esprit de corps by every means in your power.

The prospect lists should be gone

over with the salespeople. Revise these, eliminating the names of people who have been sold—as for paint—or moved away; and make any necessary additions. Your salespeople can often bring you the names of good prospects. Every member of the staff has his friends, whom he can interest in the business if he will put forth a little extra effort. Get your lists in shape beforehand for whatever direct-by-mail advertising you may intend to do.

Advertising of this sort can practically all be prepared beforehand. The greater part of the paint campaign literature is, of course, arranged with the manufacturers; and manufacturers of other lines supply booklets which can be used. Here is a point where quite a few dealers miss their opportunities. They receive advertising literature which cost a great deal to prepare and they lose perhaps 90 per cent. of its value by failing to distribute it intelligently.

It is good policy in mailing list campaigns to supplement the material furnished by the manufacturers with something of your own—a letter or a circular or a card stamped with the clear-cut individuality of your own store. Material of this sort can be written and printed now, for distribution later.

In last year's business you quite often found yourself handicapped by the fact that you had to get up a window display or write the copy for a newspaper advertisement at the very last minute, and just when you had a rush of other things to attend to. Yet it is not so difficult to prepare a lot of emergency advertisements in advance, for use later in the season. You know pretty well what general lines you intend to push in March, April and May. You can write the advertising much more easily now, when your time is not so crowded, than later, when you may find yourself exceptionally busy.

In the same way, ideas for window displays can be jotted down; and even the entire displays outlined on paper.

In this connection it is a helpful practice to keep a sharp-lookout for practical ideas. Quite a few of these will occur to you from time to time. Get the habit of jotting down and preserving them in a special file, or a special pigeon-hole in your desk. I use vertical files for that purpose; but elaborate equipment isn't necessary—the great thing is to save ideas for future reference, and to store them where you can find them just when you want them. Many such ideas can be clipped from trade papers. Advertisements of other merchants in other towns will give suggestions.

These ideas need not be copied in their entirety; but they can be readily adapted to the circumstances of your own business.

Suggestions can also be invited from your own salespeople. They often get closer to the public pulse than you do; and occasionally know better what will appeal to the average customer.

There is a great deal of preliminary work of this sort that can be done now. The more work you do now, the less risk there is of having your

Jiffy-Jell

Has Trebled the Demand For Gelatine Desserts

The demand for quick gelatine desserts has trebled since Jiffy-Jell entered the field.

Grocers are selling not less than \$15,000,000 yearly.

This is due to two things.

The enormous and effective Jiffy-Jell advertising has aroused a new interest in these fruity desserts.

Jiffy-Jell has given them a new delight. It has made them real-fruit desserts.

Jiffy-Jell alone supplies fruit-juice flavors in liquid form in glass.

A bottle comes in each package.

We crush the fruit, condense the juice and seal it. Each dessert has a wealth of fruit, and its fragrant freshness keeps.

Millions of housewives have adopted this new-type fruit dessert.

All the time, in tens of millions of ads, we offer dessert molds to women.

Multitudes of women accept the offers, buy from the grocer from 5 to 50 packages, and send us the trade-marks for molds.

This is starting, all the time, legions of new users. Note how your sales are growing.

We ask your help. It means a bigger demand for these desserts by making them more enticing. And Jiffy-Jell costs no extra price.

10 Flavors in Glass Vials

Bottle in Each Package

Mint Lime
Raspberry
Cherry
Loganberry
Strawberry
Pineapple
Orange
Lemon
Coffee



Fruit-Juice Flavors in Vials A Bottle in Each Package

Jiffy Dessert Co.,

Waukesha, Wis.

attention distracted from the important work of selling when, later in the season, the rush of spring business actually sets in.

It is important, also, to look far ahead in your buying nowadays. Careful buying is required. The main problem in many lines is to get the goods, or to get some assurance of delivery of the goods when you need them. Never has there been a time when good buying was so vital a factor in the hardware business as it is now; or when it was so necessary to keep in close touch with your stock, to know just what you have and to work for the quick turnover that alone spells certain profit.

Of course there is stock-taking to finish—if it is not finished already—there is your inventory sale to put on, if you decide to hold one; there is regular mid-winter business to take care of. But all these will probably leave you ample time to plan for the spring work. Whatever you do now will save you trouble later, and make your spring work a great deal easier.

Having planned your work, when the time comes work your plan. Failures are made up largely of good plans badly executed or not executed at all. There are three stages in the effort for improved business. One is the stage of thinking how nice it would be to use more efficient methods. The second is the definite planning for better business. The third is the final and important stage of going after that better business just the way you planned to go after it, and landing it.

Make up your mind now that you are going to do a big spring business and that you are going to handle it most smoothly and more efficiently than you ever did before. Get your plans all lined up. And then fix your mind on the great idea of doing things just as you have planned to do them, or doing them even better.

That is a good way to turn some of these dull midwinter hours into money.
Victor Lauriston.

Insurance Does More Than Pay Fire Losses.

If fire insurance did nothing more than reimburse men whose property is visited by fire for the losses incurred thereby, there would be little ground for hope and belief that insurance premium rates will eventually be lower than are those of to-day.

However, fire insurance companies do not stop at the mere payment of losses entailed under their policy contracts but are continually carrying on a campaign of education having as its object the elimination of the fire hazard.

That there is still room for much improvement along this line of fire hazard reduction is proven by the statistics showing the startlingly large amount of annual loss due to the fire which originates through carelessness.

Still, admitting that there remains a long road yet to travel, the fact remains that progress is being made and each year finds a greater degree of enlightenment and a deepening of the public consciousness to the fact that in fire protection as in other

things each individual is assuredly his brother's keeper, being responsible not only for the loss which may visit his own property but that of his brother as well.

In reciting what has been done in the oil fields in recent years to reduce fire hazards through careful study by the insurance companies of the possibilities of hazard elimination, Live Coals, the monthly publication of the Minnesota Hardware Mutual, comments as follows on the theme "What Insurance Does:"

"Rates of insurance are no higher now than they were fifty years ago. They were lower in 1917 than they were fifty years ago. But the policyholders and the public get far more benefits out of the insurance of 1919 than was remotely dreamed of in 1869. The value of the mere indemnity itself of course remains static and the cost of it varies only with the claims for indemnity. No legislation, no underwriting skill, no financial miracle can affect that. But this aside insurance is rendering an individual and a public service in the stabilization of rates and commercial credit for which no additional charge has been made since the calculation for the conflagration charge was made some thirty years ago.

Equal to the credit service is the enormous economic service rendered in the safeguarding of risks by the scientific study of hazards and the application of inventions springing from that study to prevent fires and so preserve property from loss. Insurance itself as mere indemnity does not prevent loss, it only distributes

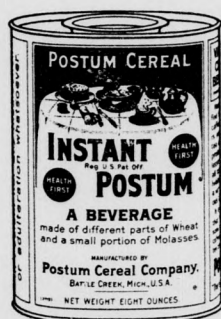
the loss over many and prevents it from falling upon one. Property burned is wealth lost to the community irretrievably. If fully insured the owner is paid for it but the property has to be created again at the same cost. The owner must pay out all the money he receives in order to get the property back again. The work that insurance has done to save that loss to public wealth has been invaluable and not charged for. Curiously enough the more it has safeguarded property the less it receives for the service. The public accepts it as a due."

He'll Feel Better Bye and Bye.

Mears, Feb. 10—Arrived safe at home from the Rapids. Remember Thursday noon I dropped in to bum a Tradesman. Told you we were going soon. Before we left—in an elevator—in Herpolshimer's store, we were shooting skyward with about a dozen more. I was crowded in a corner trying to save space, when a lady started coughing and coughed right in my face. I just had to take the shower. There was nothing else to do and now I'm penned up here at home with a beautiful case of flu. Once I could get to the Rapids, for a little rest, make the rounds of all the churches, pick out the preacher I liked best, or take in the Salvation army and Mel Trotter's place and enjoy seeing them save human wrecks from the human race; but things have changed in your city, maybe I'm getting old; but I can't locate a single thing to prevent my taking cold. No more will I go to the city for rest or on pleasure bent, for I find that on returning I feel worse than when I went. So fare ye well, my old time friend, you'll see my face no more until we grasp each others hands upon the Golden Shore.

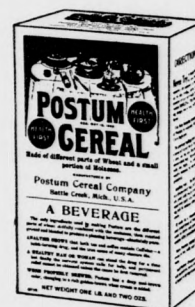
Chronic Kicker.

The Growing Demand for
Postum Cereal
and
Instant Postum



is due to the increasing favor these beverages enjoy under the practical test of use.

Sale is guaranteed—and the steady, generous profit from growing volume commends this staple table drink to progressive grocers. Keep well stocked and supply the demand.



Made by POSTUM CEREAL COMPANY, Battle Creek, Michigan

Poor Chimneys Frequent Cause of Fires.

A summary of the various causes of fire, as given by State fire marshals of different states, shows that fire attributable to chimneys annually amount to from 10 to 26 per cent. of the total number, while in winter the percentage has reached as high as 50. This is significant when it is realized that most of these fires result from carelessness and could be avoided by proper attention.

In cities and towns with proper fire protection many fires are arrested without serious loss. It is evident, say specialists of the United States Department of Agriculture, that in rural districts, where there are no organized fire-fighting agencies, and where a fire usually results in a total loss, builders should give more attention to making the construction of all new chimneys as nearly fire-proof as possible.

It is well-known that the ordinary brick-and-mortar chimney as usually constructed is a source of danger. The constant heat from the fire in time causes mortar to become dry, so that it falls out of place, leaving holes in the chimney. Such a condition usually goes unnoticed and is a constant source of danger from fire.

In constructing chimneys in buildings made of combustible material, the chimney should be built straight up from the ground and not placed on a bracket, as is often the case, and should extend 2 feet or more above the peak of the roof and 3 feet or more above the surface when on a flat or slanting roof. For proper draft, the minimum-sized opening for the flue should not be less than 64 square inches, while the walls should be at least 8 inches thick. At the base of each flue a clean-out door should be provided, if possible. Whatever the material used in construction, it should be of good quality and laid in cement. Flue holes should never be filled with any inflammable material, but should be covered over in a secure manner with a metal flue stop.

The joists used to support the floors through which the chimney passes should not have their ends supported in the brick, as the chimney may settle, leaving at these points cracks through which fire may creep to the joists; furthermore, no other woodwork should come in contact with the chimney.

To obviate the fire hazard in brick chimneys it is suggested that a fire clay or terra cotta flue lining be used in their construction. The lining serves as a fire preventive, and gives a flue of uniform dimensions. The ordinary brick chimney will not do this. With lining the flue presents a smooth surface which leaves no place for soot to gather, thus eliminating to a great extent the possibility of chimney fires.

It is possible to use fire brick in place of the fire clay or terra-cotta tile, with the same result, but at greater cost. Fire brick are almost universally used in the construction of fireplaces for lining the fireback, sides, throat, and wall of the ash pit.

It would also be well occasionally to clean the chimney, thus removing

soot. This may be done with a wire or rope to which is fastened any object suitable for the purpose. A one-quarter-inch rope and a pair of old automobile tire chains used for this purpose did the work satisfactorily.

The Cost of Discourtesy.

Courtesy is the springs of business.

The roads are rocky, and filled with ruts, but any business house that is swung on the springs of courtesy will ride smoothly.

Courtesy is a time saver, a money saver, yes, a life saver, for no business can live long if it permits discourtesy.

A business is like an automobile.

The fastest going cars and the cars that last longest have the best springs.

The trucks, without springs, and without pneumatic tires, wear out first and travel the slowest.

I have in mind a business where courtesy is so deeply ingrained in the organization that it is positively a pleasure to call—even though one self's nothing.

I never entered the office of this company without feeling the better for it. A smile and pleasant word are accorded every visitor by every employe with whom he comes in contact.

Does it pay? I never asked, but the business is so obviously successful that the question is not necessary.

Courtesy is always a paying proposition.

Discourtesy is always a losing proposition.

I do not mean that success cannot be achieved without courtesy; but I do claim that success so achieved requires double strength, double effort, and that its foundation is so insecure that it will crumble at the approach of a courteous competitor.

Why He Wasn't Promoted.

He grumbled.

He watched the clock.

He was stung by a bad look.

He was always behindhand.

He had no iron in his blood.

He was willing, but unfitted.

He didn't believe in himself.

He asked too many questions.

His stock was "I forgot."

He wasn't ready for the next step.

He did not put his heart in his work.

He learned nothing from his mistakes.

He felt that he was above his position.

He was content to be a second-rate man.

He ruined his ability by half doing things.

He chose his friends from among his inferiors.

He never dared to act on his own judgment.

He did not think it worth while to learn how.

Familiarity with slipshod methods paralyzed his ideals.

If your business is prosperous now you owe something to the advertising of the past. Are you doing advertising now that will make your business prosper months ahead of the present?

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

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



No. 800—Chocolate Elk Seamless Bal
Stitched-Down, Imitation Tip, Comfort
Last, Neolin Sole, Rubber Heel, D-E,
5-11, \$4.25.

No. 802—Leather Sole and Heel, same
as No. 800, \$4.75.

WHEN you buy *Honorbilt Shoes* you get your money's worth—a big value that you can pass on to your trade and know it will *cement your trade more closely to your store.*

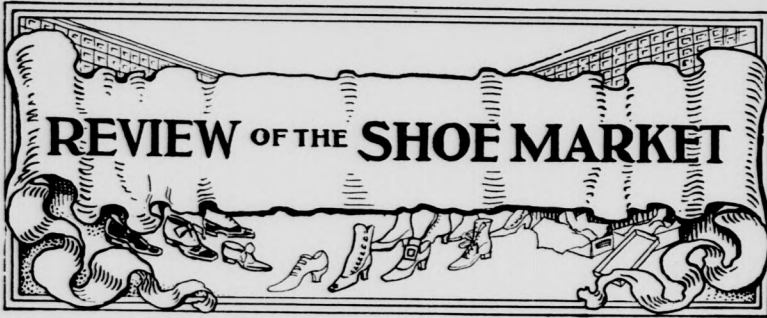
That is the kind of shoe value that creates lasting good will and builds patronage that will stick to you.

Honorbilt Shoes not only *possess* quality, but are also backed by extensive advertising and sales helps.

We can demonstrate this if you will permit us. Send in a sample order. Send for our catalog showing the Honorbilt quality line for men, women and children.

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





The Outlook for Spring Business in Shoes.

Written for the Tradesman.

Insofar as the writer has been able to formulate an opinion based on reports and news letters from various sections, appearing in the periodicals devoted to the boot and shoe industry, the present season's selling has been quite up to expectations. Some dealers have done better than others, but most all of them appear to have fared well. I have read surprisingly few complaints about poor selling, although weather conditions have been by no means ideal from a shoe dealer's standpoint.

It is evident that the great American public is still buying shoes. They are also getting accustomed to the prices that dealers must ask. People as a rule are, perhaps, more careful now than formerly in their footwear investments—which is all right; and they are taking better care of their shoes than they used to—which also is all right; and many of them are practicing economy by getting shoes re-bottomed or half-soled; and that, too, is all right. But they are still buying new pairs.

In many places findings have sold well. And this suggests the idea that findings is one of the most unequal sort of merchandise imaginable; it all depends on how you push the lines. If you make the right kind of a fuss about findings you can sell them, and thereby realize a good profit; but the demand will be light and the net showings small if you get into a rut and depend on the goods selling itself. And that's the way it is in a great many shoe stores.

If you haven't but two clerks, appoint one of them Findings Manager. Put the whole department in his care. Encourage him to devise ways and means to promote the sale of findings. There are plenty of good plans available. And he may be able to think up some entirely new and profitable schemes of his own. At any rate it will get the old findings case cleaned and freshly trimmed. It may result in a card or two about the store calling attention to findings. At any rate it won't do any harm.

But this is something of an aside. I started out to say something concerning the outlook for business in the spring, 1920.

I personally believe it is going to be a fat season for the shoe dealer—provided, of course, he has the merchandise. If he has good, snappy lines of up-to-date shoes, he'll sell them. There may be a slump later on, but it isn't due yet. It will probably set in so gradually we'll hardly realize it at the time. Now there is

plenty of money. Working people are getting better wages than they ever did. Shoppers have become so accustomed to prevailing prices that one hears less and less grumbling about them. We are beginning to see that nobody's to blame more than another; that it's an inevitable result of conditions over which we have no control; that it is all due to the inevitable outworking of economic laws.

There will be a strong demand for substantially all accredited types of shoes suitable for spring and summer wear; i. e. for the lighter weight boots, both for men and women, and especially for low-cuts for all. I have talked with dealers who anticipate the biggest low-cut season we have ever had. They point to the fact that many high school girls and even women are wearing low-cuts and wool stockings even now. One sees hundreds of spats on the street, and it is about a 50-50 guess that she has low-cuts under the spats.

Blacks and browns, it is thought, will be the biggest sellers in the earlier part of the season. These colors are extremely popular. The delightful shades of brown—those darkish, lustrous tones—are satisfactory from every standpoint; they are practical as well as pretty. And, of course, black is always good.

Some dealers are anticipating a strong demand for sport shoes, and are ready to meet the demand. The sport shoe is growing in popularity—especially in the bigger places. The call for white footwear is a bit more problematic. Some dealers are doubtful, others point to the fact that we have had three or four consecutive seasons wherein white footwear has become stplized, as it were, and now they are looking forward to an equally strong demand for the summer of 1920. But that is too far ahead. One's prognostications would be pure guesswork.

The specialty shops of the big cities devoted to women's footwear lines, have already begun pushing same. Their windows are trimmed with spring footwear models, announcements of spring goods are appearing in the papers, and the whole machinery of spring merchandising is either now in motion or is being oiled up and gotten in shape to start in the very near future.

The shoe dealer should plan his campaign carefully and start it as soon as he can—the earlier the better. And, other things being equal, his rewards in the way of sales will be with him largely according to the intrinsic merit of his lines and the quality of his advertising. Cid McKay.




SERVICE

of the kind we are prepared to render our customers is of inestimable value to them. The high standard which we seek to maintain is the result of long and painstaking effort on our part to build up an organization which will expedite delivery of goods at a minimum cost.

Our immense facilities are at your disposal. A trial order will convince.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.
GRAND RAPIDS, MICHIGAN




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.

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.



- 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 11-2 ----- .98
- Children's—Size 6-10½ ----- .88

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 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 11-2 ----- .98
- Children's—Size 6-10½ ----- .88

Hood Rubber Products Co., Inc.
GRAND RAPIDS, MICHIGAN

Gabby Gleanings From Grand Rapids

Grand Rapids, Feb. 10—The regular meeting of Grand Rapids Council held Saturday evening started out to be rather quiet and draggy, but before the night was over it turned out to have plenty of excitement and very interesting. Eight good looking and stalwart traveling men came to the conclusion that they wanted to join the rank and file of our grand order, and were properly introduced to the goat. Following are the new United Commercial Travelers: C. E. Sherman, R. W. Bentley, J. L. Shireling, F. H. Forrest, E. J. Ansted, Earl Somerville, G. D. Lathrop, E. McIntyre. The above named gentlemen came through none the worse looking and wearing a very happy and satisfied smile.

Sam Simmons, our old friend, is a little like our Michigan ground hog. He has crawled out of his old haunts around Seattle, Washington, and was seen in this part of the woods last week.

Mrs. C. H. Hoffman gave the United Travelers a very interesting ten-minute talk on Y. W. C. A. work Saturday night at the Council Chambers, which was appreciated by all the members.

J. B. McInnes was reported on the sick list and would like to have some of the boys call for a little chat.

Frank J. Neuman, credit man for the Grand Rapids Dry Goods Co., is back at his desk after an illness of a week with the flu.

On account of the success of the former dancing parties and the open date of Feb. 28, the United Commercial Travelers wish to announce they will hold an extra party on this date and it has been sponsored by our worthy Senior Councilor L. V. Pilkington as a boosters' party. Now, boys, you know what it means to 131 that every one should give this party plenty of advertising and if you can not come yourself, be sure to send your friends. From what we have gathered so far from the committee they are going to give you the time of your life. Please do not forget the date. Tickets, \$1 per couple, war tax paid.

The average working man with his decreased hours and increased pay is breaking all records for individual extravagance and, worse than all, for waste, both of his own means and of his employer's time. This is why we are having hard times to get our orders filled.

Pleasure and business were happily combined Sunday, Feb. 1, at the home of Mr. and Mrs. Snow, which was the second meeting of the banquet committee. After a very enjoyable and palatable meal, business was taken up, and from the happy look on every one's face you can rest assured there is going to be plenty of pep at this year's banquet.

Mr. and Mrs. Frank Pierce have left for a visit to sunny California. If Frank does not get to monkeying around the beach, we can expect to see them by spring.

Pete Miller has just purchased the grocery and meat market at Muskegon Heights, known as the Chicago Cash Market. Mr. Miller will make this store his headquarters.

Ira Gorden has been reported as on the sick list and I am sure would like to see some of the boys.

McIlwain & Bramon, at Litchfield, have purchased a new store and will carry a full line of hardware.

Mr. and Mrs. J. A. Ziesse are spending the winter in California.

C. G. Powers & Son, at Bronson, sold their stock to Lawrence Werner who will carry an up-to-date and snappy line of clothing.

Mr. and Mrs. William Clyde, of Mendon, have left for a visit in the West and will spend some time in sunny California. Mr. Clyde is one of Mendon's up-to-the-minute implement dealers.

O. L. Potter, of Detroit, one of the live ones of 143, paid Grand Rapids Council a friendly call Saturday night.

Mr. and Mrs. Eggleston are one of the lucky ones who can get away from the cold and snow and go to California for the winter.

Without doubt the largest and most elaborately planned banquet of the United Commercial Travelers will be held this year at the Pantlind Hotel, March 6, 7 p. m. sharp. This always has been the big social event among the traveling men each year, so let us all get together, boys, and give the banquet committee all the assistance we can, so when that night is over we can say to ourself, I helped this to be a big success, and you will be glad when wifey looks up at you and says Daddy we have had the times of our lives tonight. Gee, but that is a grand and glorious feeling. Speakers, entertainers, music and the menu have already been arranged for and if things do not go amiss this will be a long talked of event. This year the banquet will be for United Commercial Travelers and their families only, so you must get together on this and not be slackers. And you rum hounds who can get up from a card game and smile after loosing five or ten dollars, surely can take your wife out and spend \$2.50 on her once a year. Tickets have been well distributed among the members, and if you are planning on going, and have not been approached to buy please get in touch with Will Cain.

We have not been officially informed, but we are reasonably sure E. A. Crandell, the popular young salesman for the Worden Grocer Company has received an immense bonus or a handsome increase in salary for 1920, as he was caught red handed purchasing two corn fed chickens for Sunday dinner. When a man is caught dabbling with the feathered tribe, he must have an inexhaustible supply of the coin of the realm.

Frank M. Pierson (Carson, Pirie, Scott & Co.) who has gotten out a personal calendar every year for about twenty years, exceeded himself this year. He looks from one year's end to another for a suitable caption and always manages to secure something good. This year it is Gumption's the stuff
No bluffer can bluff.

One reason there are so many more golden wedding celebrations than tin wedding celebrations may be that the necessary celebration spirit is so much more likely to be present on the golden anniversary.

Quite a few of the boys will stay in this week to entertain their customers who will be here to attend the Michigan Retail Hardware Association convention.

L. V. Pilkington, the boy who hands you that great line of talk about the Royal Easy chair, will start soon on a four week trip to Indiana and Kentucky. Here's hoping you set them up in both alleys.

Hear ye, hear ye, do not forget the big valentine party to be given by the United Travelers at their hall, Ionia and Island, February 14, at 8:30 p. m. The dance committee wish to announce they have engaged new music and they will give you so much pep you will go home talking to yourself. L. E. Stranahan.

A Mother Mislaid.

Into the county clerk's office in an Ohio town came a lad with a most woebegone expression. He finally approached an officer and said: "Have you seen anything of a lady round here?"

"Why, yes," said the officer with a smile. "In fact, I have seen several."

"Have you seen any without a little boy?" continued the lad.

"Yes," said the officer.

"Well," continued the youngster, evidently relieved, "I am the little boy. Where's the lady?"

Three Generations of Shoe Builders Made Possible To day's Great Value in Hirth-Krause Shoes

A very definite policy has always guided the manufacturing of HIRTH-KRAUSE shoes. The aim of this institution has always been to make, not the most, but the best, and at a low cost.

To do this the resources of nature have been extensively drawn upon. Water has been harnessed to develop the power and the light and sunshine and cheer is let in to help make better the product in HIRTH-KRAUSE Tannery and Shoe Factory.

The leather that goes into these shoes is purchased from Michigan farmers under a most rigid inspection system.

Justly, therefore we claim that few manufacturers know as we do, what to expect from our product in service and wear.

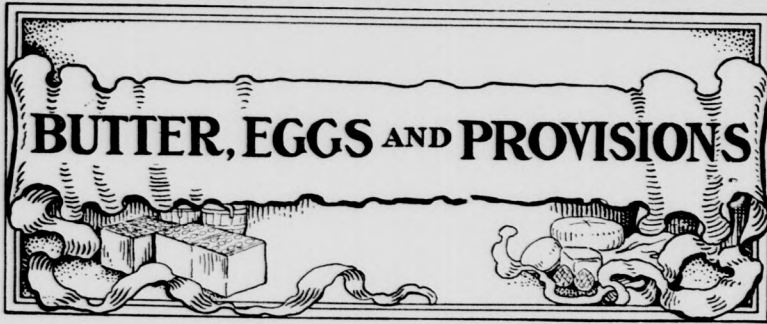
HIRTH-KRAUSE SHOES

Tanners and Shoe Manufacturers

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.



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.

Michigan Bean Jobbers Aim to Supply Europe.

Lansing, Feb. 2.—The food drafts referred to in our Bulletin No. 72 are being distributed to members of the American Bankers' Association. One of our local banks has already received theirs and others have ordered them.

The next step in bringing about a sale of these drafts will be to give the matter wide publicity. We have accordingly prepared and are enclosing with this bulletin, an article which every member of the Association should endeavor to have published in their local papers, and also bring to the attention of their banks so that the banks, whether members of the American Bankers' Association or not, may write direct to the American Relief Administration for a supply of these drafts. This is particularly important in the cities having a large foreign population.

We have taken steps to have this article published by the papers printed in foreign languages in Detroit. Remember that every dollar paid for a food draft means the sale of one pound of beans. Therefore, do not throw this bulletin in the waste basket but take it first to your local bank and then to your local paper for publication.

The banks in the larger cities will undoubtedly soon have supplies of these drafts so that if your local banker does not feel inclined to order them direct from New York, they can undoubtedly secure them through their correspondents in Detroit or Grand Rapids. It is up to the Michigan Bean Jobbers' Association to make the sale of these drafts a success in Michigan and thus hasten the day when we may secure an export order.

F. C. Drees, Sec'y.

Herbert Hoover's Relief Plan.

The American Relief Administration, 115 Broadway, New York, of which Herbert Hoover is chairman, has devised and planned for the relief of the starving people of Central and Eastern Europe through the sale of food drafts.

Mr. Hoover says that the only hope of Eastern and Central Europe passing through the winter without drifting into anarchy lies in the furnishing of food supplies on some basis from the United States. Mr. Hoover says it is useless to remit money to individuals in Central and Eastern Europe in the hope of improving their food situation, as the total supply of food is insufficient to keep the population alive. Money thus becomes little better than a scrap of paper.

In order to relieve this condition, the American Relief Administration is offering for sale, through the 20,000 members of the American Bankers' Association, food drafts and has arranged for the payment of these drafts to the holders in Europe at central warehouses in Hamburg, Warsaw, Vienna, Prague and Budapest.

The drafts may be presented for payment by the holder or his authorized representative and the governments of Poland, Austria, Hungary, Czechoslovakia and Germany have approved of the measure and will co-operate in carrying out the plan.

These drafts may now be purchased in many of the banks in Michigan and any bank that has not received a supply of these drafts may secure them by applying to the American Relief Administration, 115 Broadway, New York. Drafts issued in amounts of \$10 and \$50, and options specifying the food desired are as follows:

A-\$10
 24½ lbs. flour
 10 lbs. beans
 8 lbs. bacon
 8 cans milk
 B-\$50
 140 lbs. flour
 50 lbs. beans
 16 lbs. bacon
 15 lbs. lard
 12 lbs. canned beef
 48 cans of milk
 C-\$10
 24½ lbs. flour
 10 lbs. beans
 7½ lbs. cottonseed oil
 12 cans milk
 D-\$50
 140 lbs. flour
 50 lbs. beans
 45 lbs. cottonseed oil
 48 cans milk

Mr. Hoover says there are three or four million families in the United States with family affiliations in Eastern and Central Europe. The purchase of these drafts to be sent to their relatives abroad will insure the greatest possible relief for the amount expended. Those who are charitably inclined and associations of foreigners wishing to join in this may purchase "general relief" food drafts, which may be sent to the American Relief Administration and by them will be forwarded to European agents and used to supply soup kitchens and authorized agencies.

Michigan is especially interested in the sale of these drafts, flour and beans occupying the leading position in all options. A large percentage of flour which will be applied in the payment of these drafts is soft winter wheat straight flour purchased by the Grain Corporation and hundreds of

You Make
 Satisfied Customers
 when you sell

"SUNSHINE"
 FLOUR

BLENDED FOR FAMILY USE
 THE QUALITY IS STANDARD AND THE
 PRICE REASONABLE

Genuine Buckwheat Flour
 Graham and Corn Meal

J. F. Eesley Milling Co.
 The Sunshine Mills
 PLAINWELL, MICHIGAN

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

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

carloads of this flour have gone from Michigan.

The beans to be used in payment of these drafts are to be supplied from United States sources only and Michigan as the second largest producer of beans will benefit directly in the relief work as outlined.

Lansing, Feb. 5—On Jan. 30 we addressed a letter to Edw. M. Flesh, Treasurer U. S. Grain Corporation, from which we quote the following:

"It is the desire of our Association to keep in close touch with developments and be in a position to assist the Grain Corporation or American Relief Administration in supplying the requirements for Michigan beans for export."

We are just in receipt of letter from Mr. Flesh, dated Feb. 2, from which we quote the following:

"Agreeable to the request of your committee when you visited my office some weeks ago, we have had in mind issuing American Relief Administration receipts to the sellers of commodities after they have been fobbed vessel either Atlantic or Pacific port. We have a feeling that with a receipt of this kind, it would be helpful to the seller in financing his operations through the banks of this country.

"We probably will order within the week an additional quantity of beans for shipment overseas to apply against sales of food drafts and we regret exceedingly that we are without offers on these beans from your Association at this time in order to enable you to share in these shipments."

We immediately wired Mr. Flesh as follows:

"Letter received. We are anxious to furnish Michigan beans to supply your requirements. Kindly wire whether proposed receipts will be payable at some fixed date and if they will bear interest from date beans are fobbed on vessel. Will payment be guaranteed by Grain Corporation? Will sellers' responsibility cease when beans are fobbed vessel? Will Michigan certificate be accepted? On receipt above information also number cars wanted believe can submit attractive offer."

And we have the following telegram from Mr. Flesh to-day:

"Proposed receipts of American Relief Administration when beans fobbed only contemplate showing American Relief Administration obligation. No fixed date set for payment and will not bear interest. Purchases will be made by American Relief Administration and not by the Grain Corporation. Sellers' responsibility ceases when beans are fobbed and acceptance of proper certificate of grade. Have explained to your committee impossible to fix date for payment, but can conceive that recipients of food drafts will cash them in food immediately because of hunger conditions in countries to which these drafts are being sent. Would like to assist your Association in having them share in shipments but are unable to do this without offer stating quantity and price."

The above indicates all action taken by the Association since options were released. If there are new developments in connection with the matter, full information will be given to all members in bulletin.

F. B. Drees, Sec'y.

Same Old Thing.

- Same old musty, dusty store
- Same old dealer, time galore,
- Same old fixtures, same old stock,
- Same old hammer, same old knock,
- Same old books, an awful bore!
- Same old ignorance of store.
- Same old cobwebs, same old flies,
- Same old "I won't advertise."
- Same old failure, same old wail,
- Same old common sheriff's sale!

Tiffin Co-Operative Deliveries Successful.

Tiffin, Ohio, Feb. 10—Co-operative deliveries by merchants here have resulted in putting this expensive feature of retail business on a basis of efficiency coupled with economy.

Six teams do the work that thirty-four did a few months ago and the complaints about missed and tardy deliveries are few and far between. The cost of deliveries per week per merchant is \$11 minimum and \$28 maximum.

The system operates through a local firm handling the deliveries on a contract price with allowance for extra time and labor if the business demands increase and the loads grow greater than the original estimates called for. The merchants have certain hours at which goods for specified sections of Tiffin are ready for collection by the teams and there is a grand round-up of last moment orders just before noon and before closing time in the evening.

Some dealers state that their deliveries used to cost them \$50 a week, not counting the investment in trucks or horses and the cost of their eventual replacement.

**Merchants in All Lines
ATTENTION**

Add five hundred to a thousand dollars profit to your business next year handling White Sewing Machines as a side line in towns where we have no dealer.

Do it now. Today.
Write L. B. Whitnall, 294 Cherry St., Battle Creek, Mich., for further information.

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

**COLEMAN (Brand)
Terpeneless
LEMON
and Pure High Grade
VANILLA EXTRACTS**
Made only by
FOOTE & JENKS
Jackson, Mich.

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 :: MICHIGAN

Let it be
known among
the "kiddies" that
your store carries



"Bel-Car-Mo"

Order from
Your
Jobber

—and through the
child you win the
Family

CUMMER'S
"Humpty Dumpty"
REGISTERED U. S. PATENT OFFICE

The Best, Cheapest
and Most
Convenient **Egg Carrier** In Existence



Made in
3, 6, 9, 12, 15 and 30
Dozen Sizes

Sold by

All Wholesale Grocers. If your dealers do not have them, enquire of the CUMMER MFG. CO., Cadillac, Mich., manufacturers.

1, folded flat; 2, set up closed; 3, set up open; 4, half dozen complete, ready for shipment.

Side Lines for a Country Hardware Store.*

When Secretary Scott wrote, asking me to say a few words to this convention on some subject of my own choosing, my first thought was that I could not do it. It seemed to me to be something that I did not dare undertake.

But a bit of reflection made the matter look quite different. I remembered that a very large majority of the members of this Association, myself, included, had expressed a desire that a part of the program should be furnished by Michigan hardware men; men actually tussling with the problems of retailing hardware in Michigan. It also occurred to me that I owed this Association a very considerable obligation for the services it had rendered me.

These services are too numerous and too well-known to all of us to be mentioned here. However, with your indulgence, I wish to speak of and to emphasize just one of them. I refer to our mutual insurance service. This service saves me more than \$100 per year. Quite a saving for a country hardware merchant and not to be despised when we learn that this sum put at interest and compounded for twenty-five years amounts to \$6,000. Continued for fifteen years longer it reaches \$15,000. I carry every dollar of my fire risk with the mutuals and if I should ever be so unfortunate as to have a fire, I should feel more at ease to know that my losses were to be adjusted by my friends. In our village practically all of the insurance is written by our banker and it seemed a bit difficult to make the shift, but I laid the matter before him; showed him what my saving would be and gave him the financial statements of the mutuals and the change was made without friction.

When I remembered these many services I concluded that I could not refuse to do my small part and save my face at the same time. Consequently, I submitted three or four subjects to our Secretary, saying that if he was not overrun with requests to get onto the programme I would take one of them and do the best I could. Evidently the boys were not crowding him very hard, for he wrote right back that he thought "Side Lines for a Country Hardware Store" was a very opportune subject. At least it is a very much discussed theme at the present time and I have concluded to leave the theory of the subject to more experienced speakers and to confine myself to a simple story of what I actually have in the way of sidelines in connection with my country hardware.

Not many years ago Bellaire was a prosperous woodenware and mill town, but a few disastrous fires quickly changed it to a town depending on a partially developed farming community and I immediately began to add more lines to my business.

I am assuming that any country hardware will have such lines as separators, fishing tackle, gas engines, silverware, paints and similar articles closely associated with the hardware business and I have not classed such

*Paper read at annual convention Michigan Retail Hardware Association by H. H. Coldren, of Bellaire.

as side lines, but consider them as regular hardware stock.

As side lines I carry trunks, suitcases and traveling bags; carpets by sample, rugs, rug border and linoleum; children's sleds and wagons and baby cabs; wall paper, window shades, sewing machines and a small line of furniture with picture framing. That may seem like too many, but they are all good ones and can be made to show good profits. Neither is it all I have, as you will see before I have finished. Of course, in many places conditions may not be such that the hardware dealer can take on all of them, but I am of the opinion that many country dealers could take on some of them to great advantage. I have been in places where practically none of these lines were handled by other merchants and it seemed to me that the hardware man was a bit sleepy on the job.

In one place the hardware dealer had a bit of furniture and he complained that it would not sell, but it was in a back room and the door was closed. In another place the dealer had some furniture upstairs. In a third place he had had some chairs shipped in the knock down and had set them up without glue or polish.

In introducing a side line it must be properly handled and prominently featured. It takes a lot of publicity to get the attention of all the people, even in a small community.

A few years ago three prominent men were making a whirlwind campaign for probate judge. Their pictures were in every paper in the county. Their cards were on every show case and telephone pole and in every window. They attended every picnic, show, horse race, church service, grange, lodge and ladies' aid. Well, one day a prominent citizen came into my place and I remarked about the hot fight for probate judge and asked him which one he thought would win. A queer look came into his face and he said he did not know that a judge was to be elected. Advertise your side lines.

I have found it a good plan to work into side lines with a bit of caution. Avoid offending other merchants if possible and feel your way by stocking light. In fact, it is necessary to stock light in order to get a proper turnover in a small community.

All of these lines have been carried by other merchants of our village at different times, but at present only suit cases and bags are carried by another. When I first stocked rugs and linoleums one or two merchants objected a bit, but it amounted to very little. I carried the above lines for a number of years, but two years ago I put in a small line of auto accessories. Auto accessories in a community like ours consists largely of casings and tubes for our people do not go strong on luxuries.

I got in pretty bad the first season because I bought a line that proved to be a lot of junk and I had all kinds of trouble. However, I got a lot of valuable experience out of those poor casings and when a customer talks price to me I can tell him a good many things about cheap tires. Last year I got the agency for the tire I wanted. It is one of the best made

and was well advertised in our section.

I made a list of auto owners and sent them circulars and personal letters from time to time and had the company do the same. I fixed up a tire in fancy shape and hung it in one of my show windows. I put one of the company's signs in front of my store. I put up road signs in all directions. I had a sign 20 feet wide and 30 feet high painted on the side of my building. I ran movie slides and talked my line of tires whenever I got a chance. I believe I have the very best tire on the market for the locality in which I live. It would never do to believe anything else.

I did pretty well last season for a country store and when my spring order gets in I'll have upwards of \$1,000 worth of casings and accessories with which to begin the season. I am very sanguine that this year will show a good increase over last.

For the purpose of aiding my accessory sales and drawing trade to my store I put in a Bowser gas tank last summer. There were already three such tanks in the place, but I was more than satisfied with the results, although I did not get it until the season was well advanced.

Permit me to say at this point that Secretary Scott located a 200 gallon tank in perfect condition and less than 100 miles from my town, which I bought for \$100. After such service, how could I refuse to do my bit? Next season I hope to improve my accessory line by adding another Bowser oil tank and by placing a free

air and water service in front of my store.

My next side line will be toys. I have never taken a fancy to toys, but because of the recommendation of an Association speaker last year and of articles I have read I tried a few last season and sold all of them.

In conclusion I will try to answer the one all-important question, namely, how well do these sidelines pay? For me they pay the following expense items: Taxes, insurance, fuel, light, telephone, advertising, postage and office supplies, delivering and clerk hire. I am looking for more side lines.

If a man can not blame his family for his failure he usually goes away from home to locate it.

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.

W. J. KLING,
843 Sigsbee St. Grand Rapids, Mich.

TAKING INVENTORY

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

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

Foster, Stevens & Co. Wholesale Hardware

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

McCRAY FOR ALL REFRIGERATORS PURPOSES

THE McCray Refrigerator is the favorite with the grocery and market trade. Many successful Grocers and Butchers have used McCRAY Refrigerators for more than Thirty Years with perfect satisfaction. They have unbounded confidence in the refrigerator which bears the name "McCRAY", for it stands for QUALITY and LIFETIME SERVICE.

McCray Refrigerators are different in construction than other refrigerators. They are the result of years of careful study by refrigeration engineers. Thousands of stores from Maine to California have found by experience that the McCray is essential in every store, where perishables are sold.

There is a McCray built to suit your requirements. The styles illustrated herewith are designed for Grocers and Butchers, but this is not our complete line. Our Catalogs Nos. 71 and 63 show many more refrigerators and coolers. Get a copy of these Catalogs—they will tell you more about the McCRAY and what it will mean to your business.

Our Easy Payment Plan—McCRAY Refrigerators and Coolers are sold on easy payments. If not convenient for you to pay cash, we will gladly arrange time payments on any McCRAY. The refrigerator can be secured and paid for while in use. McCRAY Refrigerators prevent waste—save food and increase your profits.

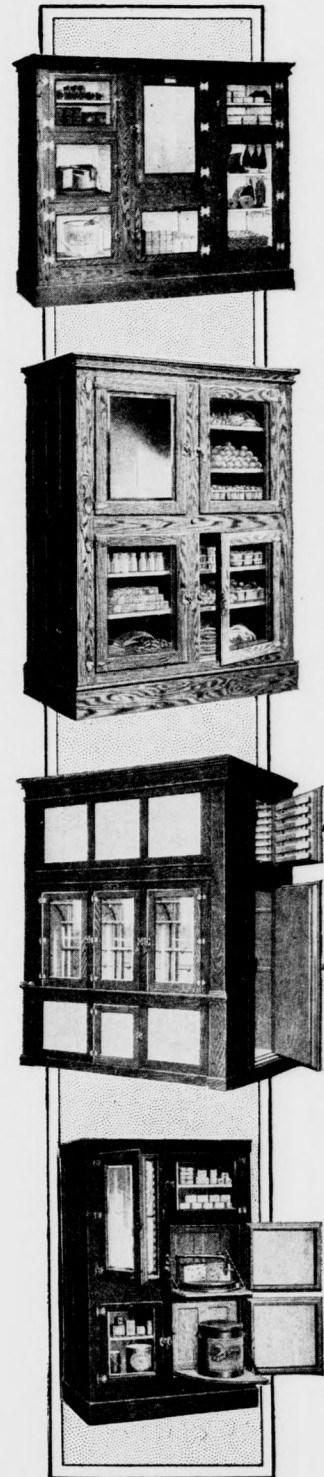
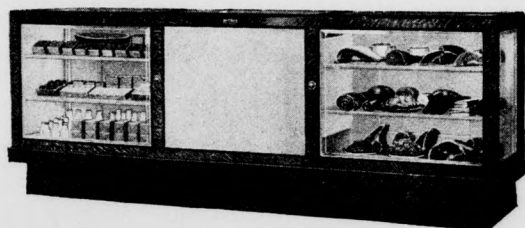
Send for Catalog—Let us send you our Catalog that describes a great variety of designs—one to suit every requirement. No. 71 for Grocery Stores and Delicatessen Stores. No. 63 for Meat Markets. No. 52 for Hotels and Restaurants. No. 95 for Residences.

McCRAY REFRIGERATOR CO.

4044 Lake Street

Kendallville, Indiana

Salesrooms in Principal Cities





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

Closed vs. Open Shop in the Hardware Trade.*

I am reminded at this time of a saying of my good old grandfather—who, by the way, was one of the pioneer settlers of the Grand River valley—that while there was not a lazy hair in his head there were two things he did not like to do—work and churn. As for myself I have no objection to working or even churning, but when it comes to speech-making, I had much rather hear the other fellow.

However, as our program committee have seen fit to ask me to start the ball rolling on the subject now up for discussion, I am here to do my bit and trust my efforts may have the desired effect of getting every one interested in the game. For business is as much a game as golf, baseball or football. Life itself is aptly likened to a game, but to win, to earn and enjoy the fruits of victory, we must play fair.

Now as to the question, the closed shop vs. the open shop for the retail hardware merchant. In other words, whether it is considered the better business policy for the retailer to align his business with nationally advertised brands of goods or to buy in the open and sell goods on his own reputation.

By adopting the former plan, we are told that everything has been done but passing the goods over the counter. This is true, to a certain extent, and tends to cut the cost of selling, for the customer who knows exactly what he wants and calls for it by name is particularly welcome to the busy merchant. Still the best manufactured goods will not sell themselves.

As an illustration of the closed shop, we have the Rexall stores, as conducted under the plan of the United Drug Co. The plan seems to be a winner and certainly has advantages over the old way.

Now we have the Winchester plan for the hardware dealer. The Winchester Repeating Arms Co., as you doubtless all know, has been chartered with a capital of thirty million dollars and is to manufacture and distribute, besides its old lines, various

*Paper read at annual meeting Michigan Retail Hardware Association by Elmer S. Stebbins, of Stanton.

products, including cutlery, fishing tackle, skates and a line of tools. The main idea of these co-operative plans are maximum values at minimum cost, and with the advantage of its enormous purchasing power, the retailer should be enabled to meet all competition.

The plan has the advantage of collective buying and concentration of effort on lines of goods which are well advertised. You do not have to worry much about your regular business. That comes with very little effort, but it is the extra profits on specialties which puts you ahead at the end of the year.

This seems an age of organization, and as organization is the foundation of improvement, no class of men should be denied the privilege of maintaining an organization for the betterment of the trade or business in which that class is engaged, providing such organization does not seek to restrict the liberties upon which our country was founded.

As for myself, I have always favored the open shop, selecting goods of quality and selling them on our own reputation, no matter what the brand.

Our motto has always been, "Our goods make good or we do." The customer who boosts for you is as good as a partner. We aim to make partners of all our customers by selling them dependable goods.

The worst advertisement you can have is a dissatisfied customer. You may have but one dissatisfied customer to a hundred satisfied ones, but the customer with a kick somehow always talks more than the satisfied ones. The kicker is always ready to tell others of his grievances and is usually sure of an audience.

Quality, service and satisfaction are the three watchwords we should ever have in mind, for a satisfied customer is the best advertisement you can have.

Our problem is, how to conduct business more successfully with less labor? It is our function as retailers to supply the needs of our customers as economically as similar service can be had from other agencies. It is the jobbers and manufacturers' duty to place us in a position to sell at approximately the price quoted the consumer through other channels.

Never was it more necessary to keep alert to the ever-changing business conditions. Business history is being made every day; what were good methods a year ago may not be to-day. New ideas are being born every day and it is up to us as retailers, jobbers and manufacturers to keep abreast of the times.

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.

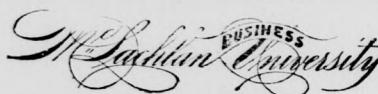
Sidney Elevator Mfg. Co., Sidney, Ohio



Rebuilt Cash Register Co.

(Incorporated)
 122 North Washington Ave.
 Saginaw, Mich.

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



"The Quality School"
 A. E. HOWELL, Manager

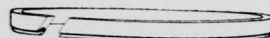
110-118 Pearl St. Grand Rapids, Mich.
 School the year round. Catalog free

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

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

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



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

Beach's Restaurant

Four doors from Tradesman office
QUALITY THE BEST

GRAND RAPIDS
MERTENS
 Rates \$ 1.00
 With Shower \$1.50
 FIRE PROOF MEALS SET
 THE NEW WIRE for RESERVATION
 A Hotel to which a man may send his family

Boston Straight and Trans Michigan Cigars

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

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Special Sale Experts
 Expert Advertising
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GRAND RAPIDS
 RATES: \$1 without bath
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FLORIST
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 GRAND RAPIDS, MICH.

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LOOSE LEAF SPECIALISTS
The Tisch-Hine Co.
 237-239 Pearl St. (near the bridge) Grand Rapids



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures Wilmarth is the best buy—bar none.

Catalog—to merchants

Wilmarth Show Case Company
 1542 Jefferson Avenue Grand Rapids, Michigan

Made In Grand Rapids

Late News From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 10—Phil Gillotte has sold his interest in his wood business to his brother, Frank Gillotte, who will continue the business as heretofore on South Ashmun street. No mention has been made as to Phil's future intentions.

The Government has shown the one and only way to get liquor in this country and with the instructions there was at once heard throughout the country: "You know me, Doc."

J. H. Roe, the well-known grocer at Pickford, was all smiles last week, announcing the arrival of a new clerk which the stork left at his door.

Capt. Kyle, Vice-President of the Algome Steel Corporation and a veteran of the great war, died of pneumonia at his home in the Canadian Soo last week.

Clyde Hewett, of Escanaba, of the Hewett Grain and Provision Co., was a business visitor here last week, looking over the branch house here.

Sam Kirvin, proprietor of the hotel at Eckerman, paid the Soo a visit last week purchasing supplies.

The Sooites feel good over the announcement made by the Great Lakes Transit Corporation that the package freight service is to be resumed again this year and that the passenger boats will stop here in the day time, instead of in the middle of the night, as they did last year.

Al Sparling, the well-known salesman for the Cornwell Company, took a few days off last week in Lower Michigan. He returned Sunday, surprising his many friends by bringing back a bride with him, a former Soo girl, Miss Estella McEvoy, daughter of the late P. McEvoy. The bride is a graduate of the Blodgett Memorial Hospital of Grand Rapids, where she was employed six months prior to her wedding. The newlyweds have the congratulations of their many friends here and the employees of the Cornwell Company presented them with a handsome wedding present, showing the esteem in which the groom was held by his fellow employees.

The hockey fans are more than pleased with the success of last week, beating St. Paul in two straight games, which will spur them on to further victory.

The Hotel Le Clerc, one of the old landmarks of St. Ignace, was sold last week by Withwell Brothers to the owners of the Dunham House, of that place, Mr. Welsh and Mr. Hemm, who now control the hotel accommodations at St. Ignace. It is understood that the new management will not go ahead with any improvements to the Dunham House until they ascertain just what the business and the city demands. The dining rooms of the two places will be combined into one service. They will connect the two hotels by a promenade walk and make such improvements as will be attractive to their guests at St. Ignace.

John Maki, Manager of the Erickson grocery at Dafer, paid the Soo a visit last week and was anxious to get back, telling his friends here that he was more than pleased with the country life.

Francis McDonald, one of our City Commission and one of the Soo's best speakers, has announced his candidacy for Mayor and, from all accounts, he will have easy sledding, as no better selection could have been made to represent our city.

The rate of exchange on Canadian money is now twenty cents on the dollar which is the highest rate ever known at this point, consequently the Canadian money is somewhat of a curiosity on the American side at present. Nobody seems to want it even at the discount fearing it may be a lemon before they are able to spend it.

Andrew Dahlgreen, lately of the Dodge Dumonois Co., of Flint, said to be the largest undertaking firm in Michigan, has now located in the Soo with the J. Vanderhook Co. and has

moved his family to this city where they expect to make their future home.

Iron River teachers are to be given a bonus of \$200 at the end of the school year, which means, we suppose, that a few of them can be induced to stick around until the end of the semester before signing as factory workers, house maids or something else with real money in it.

The Grim Reaper has again robbed the Cornwell Co. of one of its old and trusted employees in the death of Tony Zanzone, who has been traveling salesman for the company for the past twelve years, covering the territory principally in the Thumb. Tony was one of the best known traveling men in Lower Michigan and, in token of his esteemed memory, his fellow workers are raising funds for a memorial in his remembrance. His bereaved family has the sympathy of the employees and customers and he leaves a place in which he will be sincerely missed.

William G. Tapert.

General Conditions in Wheat and Flour.

Written for the Tradesman.

The past week has seen further liquidation in grains of all kinds. This has been due in quite a large measure to the condition of foreign finance.

Western flours have declined from \$1.00 to \$1.50 per barrel and Michigan flours from 50 cents to \$1.00.

The grain market reacted to-day 5 cents a bushel, which indicates there is still strength in the situation which will show itself at the first opportunity.

Another material reason for a slump in both wheat and flour is the light demand for flour at present coupled with the concentration of effort on the part of the Grain Corporation to move just as much wheat as possible within a ten day period.

On the other hand, Congress has authorized \$5,000,000 to be expended for food stuffs for shipment to Central Europe; in other words, to relieve Poland, Austria and Armenia. Food drafts are also selling at the rate of approximately \$1,000,000 worth per day.

Both these items, of course, mean that food stuffs are going to be purchased in the United States for shipment to Europe, and as soon as the buying starts, it is very probable prices will show the effect of it by strengthening up.

We doubt the advisability of buying at the present time for future delivery, yet on the other hand, the trade should see that their requirements are provided for in a normal way, for certainly there is not an over supply of wheat or flour and with the development of a fair domestic demand and the opening up of foreign trade, which will develop as soon as foreign exchange is stabilized, very likely higher prices will prevail.

Then too, the transportation problem is a serious one which must be considered, and it is just as poor policy to delay buying in sufficient quantity to supply normal requirements as it is to over buy at this time.

It seems probable wheat and flour will remain weak in price for the balance of the month. However, a stiffening up of values may be looked for, we believe, during March and April.

Lloyd E. Smith.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 10—Many of the hardware, implement, saddlery, hardware and auto supply salesmen are staying in this week to meet their customers who are in attendance on the hardware convention.

David Drummond has received an application for a charter to form a Bob Tailed Cat Club in Australia. He will probably not undertake to inaugurate the new club in person, but will send full instructions by mail.

Grand Rapids is greatly favored in point of mercantile conventions this season. The hardware men are here in full force this week, holding meetings which mark genuine progress in the trade. Week after next the Retail Grocers and General Merchants' Association will hold its annual convention here and early in March the dry goods merchants of the State will assemble here for the most important convention they have ever held. Grand Rapids greatly enjoys having these men of trade with her and trusts every one who makes an effort to attend these meetings will go home fully convinced as to the efficiency and necessity of close and compact organization.

The suggestion may not appeal to her, but the anti-tobacco lady who is going to run for President on that platform might get a lot of votes away from the two older parties by handing out some cigars with real tobacco in them.

A Chicago judge says persons over 65 years old should be ashamed to appear in court asking for divorce. Perhaps it's a manifestation of second childhood that they can't resist.

In a downtown store the other day a woman stood near the cash desk very pardonably and proudly showing off a little baby girl, of whom the exhibitor quite obviously was an aunt. The child's effectiveness consisted mainly of its head-dress and a cluster of rich golden curls. An admiring group soon gathered around, while the woman pointed out the baby's finer points of beauty, concluding with the rather far fetched statement that "Everybody says she looks just like me." The woman, busy talking, did not notice that the child had become restive and was tugging fiercely with both hands at the ribbons which fastened the dainty cap on her head, and suddenly the knot was untied, and off came the cap. And off came the curls, too, which were fastened to the cap, leaving the baby as bald as the floor-walker who stood grinning nearby. There was a moment of charitable silence, and then someone in the crowd turned away with the remark, "Well, she does look a good deal like the old lady, at that."

The programme is completed for the meeting and social session of Absal Guild, Ancient Mystic order of Bagmen of Bagdad, Saturday, Feb. 21, at 2:30 in the afternoon. A ceremonial session will be called with a good class to be shown to and within the gates of the ancient city of Bagdad. At 8 p. m. the social session will open and all Bagmen of Michigan will be welcome, including their families. There will be some feature entertainment, some dancing, some good eats, cigars to smoke and just a good time as Bagmen always put up when they entertain. More will be announced in next week's issue.

Mrs. John D. Martin is very sick at her home, 254 Henry avenue. She was taken very suddenly last week with acute pneumonia. The last report from the house was that she was showing improvement and yet a long way from being out of danger.

Hardware Dealers Here in Large Numbers.

The annual convention of the Michigan Retail Hardware Association started at the Pantlind Hotel yesterday afternoon.

Mayor Gallmeyer delivered the opening address. The invocation was rendered by Charles M. Alden. Lee H. Bierce, Secretary of the Grand Rapids Association of Commerce, spoke on "The Commercial Outlook for 1920." Thomas F. L. Henderson, of Chicago, was also on the programme.

President Leedle read his annual address and Secretary Scott presented his annual report, both of which are published verbatim elsewhere in this week's paper.

This forenoon five topics were discussed at some length, two of which are published in full in this week's edition of the Tradesman.

The exhibits are the largest in point of numbers ever represented at a Michigan convention. This has been handled with great tact and fidelity by Karl Judson, Local Secretary.

The Michigan Association now has 1367 members, being exceeded in numerical strength by only two other states, Illinois having five more members and Minnesota three more. When Secretary Scott assumed the secretaryship, eighteen years ago, the membership was only 201. Mr. Scott estimates that 85 per cent. of the members eligible to membership are now enrolled as members. The remarkable growth of the Association is due, in great part, to the energy, efficiency and faithfulness of the Secretary.

Bottom Facts From Booming Boyne.

Boyne City, Feb. 10—Leo Smith, a Boyne City boy, who has enjoyed the tutelage of the Peoples Bank for several years, has a place at the Paying Teller's window of the First National. Judging from the product, Hooper must be some tutor in the banking business.

The First National Bank has supplied the place as note teller, vacated by Joseph D'Anjou, in securing the service of Lee Hartnell, who comes from Alden.

It is rumored that Boyne City is to have a new industry that will utilize the enormous acreage of small timber along the B. C. & A. Railroad. Here is hoping that we will not lose another valuable asset such as went to Manistee parties a short time ago. Boyne City needs all it can get, especially that which naturally belongs in its territory.

We hear that a production expert is here lining up the Traction Engine Co. for quantity production of the Heinzie, motor, which has made a decided hit with tractor and truck manufacturers.

We noticed some fowls in the Sanitary market window dressed—in the latest Paris fashion. The skirts were cut just above the waist line and the bodice just below. The heads were all covered however, on account of the prevailing epidemic of colds—so Will says.

One of our merchants reports the biggest year's business of his experience—and the least profit. Wonder if that is not what is the matter with most of us? The ten-dollar-a-week man who now receives twenty-five is in the same boat and can't figure it out. The answer is—who pays the wages, the manufacturer or his customers? Maxy.

The Fairy Products Co. has been organized to deal in foods, food products and other merchandise, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,400 paid in in cash.

Cheerfulness Pays Dividends.

A drug clerk meets all sorts of people and comes into direct contact with a great many people during the course of his day's work.

A young man starting out in life will do well to cultivate cheerfulness. It can be done, and a man naturally moody can transform himself. Moodiness is not commonly an attribute of youth, for youth is naturally joyous. During the day's work we sometimes meet with arrogant or unreasonable people, but cheerfulness will disarm even these. To be irritable is to handicap one in the battle of life. More and more the irritable man loses his powers of self-control until he may get to the point where he "flies off the handle" at the slightest incident. He is apt to become engaged in many petty squabbles, and this is ruinous to the nervous system. An irritable man can tire himself out in this way until the end of the day finds him almost a physical wreck.

On the contrary, cheerfulness strengthens a man and increases his powers of self-control. The cheerful man learns to pass over petty annoyances and to meet serious ones with a smile. He can do more work without tiring, and the end of the day finds him apparently fresh. Some great philosopher says that every man owes it to his fellow men and to himself to present a cheerful aspect to the world. In promoting worldly progress, cheerfulness is a powerful asset. Most of the great writers have tried to impress this upon young men. Thackeray says, in substance, that the world is like a looking-glass. Smile at it and it will smile back at you, frown at it and you will get a frown in return. The slightest experience will confirm this. We can all see how true it is. It is a pity that young men cannot learn from the experiences of others.

Some do. And when they do, they save themselves many annoyances as they go through life.

A bright cheerful manner will advance a young man. In some respects it is better than having money to start with. It will almost take the place of brains. More than one instance can be cited of a young man being advanced in a mercantile establishment largely on this account. We have seen a young man thus advanced who had no money, little experience, little education, and no overwhelming supply of gray matter. The fact is that nearly all mankind is strongly attracted to a genial man. He seems to radiate good cheer much as a stove throws out its genial warmth. Even the chronic grouch is impressed, whether he is willing to admit the same or not.

Now a man who can thus impress others is bound to be something of a power in the business world. He may be able to capitalize this one asset heavily. Assuredly it will always pay him dividends.

We do not mean to be obsequious or to be boisterous. You figure out the philosophy of the thing for yourself. Why do we like a man? Because he is pleasant, because he appears to be glad to see us, because he seems to take an interest in our

affairs. He attracts; he does not repel. Every drug clerk will do well to cultivate cheerfulness. A bright, cheerful manner will make the day's work much easier, advancement more rapid, and it may land him a grand prize in life. Coupled with a few solid qualities, it will take a man far. Cheerfulness pays dividends.

Liquid Court Plaster.

In a paper read before the American Pharmaceutical Association, George M. Beringer, of Camden, N. J., stated that several of the so-called "liquid court plasters" now on the market contain acetone as the main ingredient. Here is one of the formulas which has yielded satisfactory results in his hands:

Pyroxylin 5 grams
Camphor 1 gram
Acetone, enough to make..100 Cc.

Dissolve the pyroxylin and camphor in a clean bottle with ninety Cc. of acetone, and, after solution has been effected, add sufficient of the acetone to make the product measure 100 c.c. If the pyroxylin is of good quality the solution will be prompt and perfect, otherwise it will be necessary to permit the liquid to stand until it has become clear and then decant.

Acetone collodion as thus made, according to Mr. Beringer, evaporates a little more slowly than the official alcohol-ether collodion, but it yields a much stronger film, which is transparent, adheres closely to the surface, and is flexible without the addition to other materials. An entirely different preparation under the name of "liquid court plaster" is in use in some of the hospitals in this city. Here is a formula:

Compound tincture of benzoin 60 Cc.
Glycerin 5 Cc.
Collodion120 Cc.

Go Ahead and Get Ahead.

Get up on your toes.
Put the best foot forward.
Stiffen your backbone.
Throw back your shoulders.
Hold up your chin.
Keep a stiff upper lip.
Keep your eyes and ears open—
And your mouth shut.
Use your head.
Go ahead.
And get ahead.

If you take it easy and count on luck finally coming your way, giving you the business you want, you will find there are two kinds of luck floating around.

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

DICKINSON'S



SEEDS

The Albert Dickinson Co.
MINNEAPOLIS CHICAGO

It's Pure, That's Sure



PIPER ICE CREAM CO.

Kalamazoo :: Michigan

GROCERY PRICE CURRENT

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

ADVANCED

AMMONIA
Arctic Brand
12 oz. 16c, 2 doz. box 2 70
16 oz. 25c, 1 doz. box 1 75
72 oz. 40c, 1 doz. box 2 85
Moore's Household Brand
12 oz., 2 doz. to case ..2 70

AXLE GREASE



25 lb. pails, per doz. 18 80

BAKED GOODS
Loose-Wiles Brands
Krispy Crackers 18
L. W. Soda Crackers .. 16
L. W. Butter Crackers 18
Graham Crackers 18
Fig Sni Bar 25
L. W. Ginger Snaps 18
Honey Girl Plain 25
Honey Girl Iced 26
Cocoanut Taffy 28
Vanilla Wafer 40
Subject to quantity discount.

BLUING

Jennings' Condensed Pearl
Small, 3 doz. box 2 55
Large, 2 doz. box 2 70

BREAKFAST FOODS

Cracked Wheat, 24-2 .. 4 60
Cream of Wheat 9 00
Grape-Nuts 3 80
Pillsbury's Best Cer'l .. 2 90
Quaker Puffed Rice .. 5 60
Quaker Puffed Wheat 4 30
Quaker Brkfst Biscuit 1 90
Quaker Corn Flakes 3 35
Ralston Purina 4 00
Ralston Branos 2 20
Ralston Food, large .. 3 60
Ralston Food, small .. 2 60
Saxon Wheat Food .. 4 80
Shred Wheat Biscuit 4 50
Friscuit, 18 2 25

Kellogg's Brands
Toasted Corn Flakes 4 20
Toasted Corn Flakes
Individual 2 00
Krumbles, Individual 2 40
Biscuit 2 00
Drinket 2 60
Peanut Butter 3 65
No. 1412, doz. 1 80
Bran 3 60

BROOMS

Standard Parlor, 23 lb. 5 50
Fancy Parlor, 23 lb. .. 8 00
Ex. Fancy Parlor 25 lb. 9 50
Ex. Fcy. Parlor 26 lb. 10 00

BRUSHES

Scrub
Solid Back, 8 in. 1 50
Solid Back, 11 in. 1 75
Pointed Ends 1 25

Stove
No. 1 1 10
No. 2 1 35

Shoe
No. 1 90
No. 2 1 25
No. 3 2 00

BUTTER COLOR

Dandelion, 25c size .. 2 00
Perfection, per doz. .. 1 30

CANDLES

Paraffine, 6s 15
Paraffine, 12s 16
Wicking 40

CANNED GOODS

Apples
3 lb. Standards@2 10
No. 10@7 25

DECLINED

Cheese Milk

Blackberries
3 lb. Standards
No. 10 @14 00

Beans—Baked
Brown Beauty, No. 2 1 35
Campbell, No. 2 1 50
Fremont, No. 2 1 35
Van Camp, 1/2 lb. 75
Van Camp, 1 lb. 1 25
Van Camp, 1 1/2 lb. 1 60
Van Camp, 2 lb. 1 80

Beans—Canned
Red Kidney 1 35@1 45
String 1 35@2 70
Wax 1 35@2 70
Lima 1 20@2 35
Red 95@1 25

Clam Bouillon
Burnham's 7 oz. 2 50

Corn
Standard 1 65
Country Gentleman .. 2 00
Maine 2 25

Hominy
Van Camp 1 35
Jackson 1 30

Lobster
1/4 lb. 2 45
1/2 lb. 4 60

Mackerel
Mustard, 1 lb. 1 80
Mustard, 2 lb. 2 80
Soused, 1 1/2 lb. 1 60
Soused, 2 lb. 2 75

Mushrooms
Buttons, 1s, per can 1 40
Hotels, 1s per can 1 15

Plums
California, No. 3 2 40

Pears in Syrup
Michigan 4 50
California 5 50

Peas
Marrowfat 1 75@1 90
Early June 1 65@1 90
Early June siftd 1 90@2 40

Peaches
California, No. 2 1/2 .. 4 75
California, No. 1 2 40
Michigan No. 2 4 25
Pie, gallons 12 00

Pineapple
Grated No. 2 4 00
Sliced No. 2 Extra .. 4 75

Pumpkin
Van Camp, No. 3 1 45
Van Camp, No. 10 4 60
Lake Shore, No. 3 ... 1 45
Vesper, No. 10 3 90

Salmon
Warren's 1 lb. Tall .. 4 10
Warren's 1/2 lb. Flat .. 2 60
Warren's 1 lb. Flat .. 4 25
Red Alaska 3 90
Med. Red Alaska 3 50
Pink Alaska 2 65

Sardines
Domestic, 1/4s .. 5 00@ 6 50
Domestic, 1/2s .. 7 00@8 00
Domestic, 3/4s .. 7 00@8 00
California Soused ... 2 25
California Mustard .. 2 25
California Tomato .. 2 25

Sauerkraut
Hackmuth, No. 3 1 45

Shrimps
Dunbar, 1s doz. 1 90
Dunbar, 1 1/2s doz. ... 3 75

Strawberries
Standard No. 2 4 50
Fancy, No. 2 5 50

Tomatoes
No. 2 1 45@1 75
No. 3 2 00@2 35
No. 10 @7 00

CATSUP
Snider's 8 oz. 1 80
Snider's 16 oz. 2 90
Royal Red, 10 oz. ... 1 35
Nedrow, 10 1/2 oz. ... 1 40
Nedrow, gal. glass jar 11 50

CHEESE
Brick 35
Wisconsin Flats 36
Longhorn 37
New York 38
Michigan Full Cream.. 36

CHEWING GUM
Adams Black Jack 70
Beeman's Pepsin 70
Bechnut 80
Doublemint 70
Flag Spruce 70
Juicy Fruit 70
Spearmint, Wrigleys .. 70
Yucatan 70
Zeno 65

CHOCOLATE
Walter Baker & Co.
Caracas 42
Premium, 1/4s or 1/2s .. 47
Walter M. Lowney Co.
Premium, 1/4s 44
Premium, 1/2s 44

CIGARS
National Grocer Co. Brands
Antonella Cigars, 50 foil 37 50
Antonella Cigars, 100 foil 37 50
Antonella Cigars, 25 tins 37 50
El Rajah, Diplomat-icas, 100s 7 00
El Rajah, corona, 50 per 100 7 75
El Rajah, Epicure, 50 per 100 74 00
El Rajah, Epicure, 25, per 100 8 30
El Rajah, Ark, 50, per 100 7 30
El Rajah, President, 50, per 100 10 00
Cdir. Monarch, 50, wood, per 100 5 60
Odin, Monarch, 25 tin 5 60
Mungo Park, 2500 lots 69 12
Mungo Park, 1000 lots 70 81
Mungo Park, 500 lots 72 52
Mungo Park, less than 500 75 00
Muzgo Park, 25 wood 75 00

Wordsen Grocer Co. Brands
Harvester (Shade Brown) Record Breaker, 50s foil 75 00
Delmonico 50s 75 00
Panatella, 50s 75 00
Epicure, 50s 95 00
Favorita Extra, 50s 95 00
Presidents, 50s 112 50
(La Azora Broadleaf Cigar) Washington, 50s 75 00
Panatella Foil, 50s .. 75 00
Perfecto Grande, 50s 95 00
Opera, 50s 57 00
Sanchez & Haya Clear Havana Cigars. Made in Tampa, Florida
Rothchilds, 50s 75 00
B. Panatella, 50s 75 00
Diplomatics, 50s 95 00
Bishops, 50s 115 00
Reina Fina, 50s Tins 115 00
Queens, 50s 135 00
Perfectionados, 25s 150 00
Ignacia Haya
Made in Tampa, Florida.
Extra Fancy Clear Havana Delicados, 50s 120 00
Primeros, 50s 140 00
Rosenthal Bros.
R. B. Cigar (wrapped in tissue) 50s 60 00
Imported Sumatra wrapper Manila Cigars
From Philippine Islands
Lioba, 100s 37 50
Other Brands
Charles the Eighth (Domestic), 50s 70 00
B. L., 50s 52 00
Hemmeter Champions, 50s 56 00
Court Royal, 50s 60 00
Court Royal, 25 tins 60 00
Qualex, 50s 50 00
Knickerbocker, 50s .. 54 00
Stogies
Tip Top, 50s tins, 2 for 5 19 50

CLOTHES LINE
Hemp, 50 ft. 2 50
Twisted Cotton, 50 ft. 3 25
Twisted Cotton, 60 ft. 3 90
Braided, 50 ft. 4 00
Braided, 80 ft. 4 25
Sash Cord 4 50

COCCA
Baker's 48
Bunte, 15c size 55
Bunte, 1/4 lb. 50
Bunte, 1 lb. 48
Cleveland 41
Colonial, 1/4s 45
Colonial, 1/2s 43
Epps 42
Hersheys, 1/4s 42
Hersheys, 1/2s 40
Huyler 36
Lowney, 1/4s 48
Lowney, 1/2s 47
Lowney, 1/4s 47
Lowney, 5 lb. cans 44
Van Houten 1/4s 12
Van Houten, 1/2s 18
Van Houten, 1s 65
Van-Eta 36
Webb 33
Wilbur, 1/2s 33
Wilbur, 1/4s 33

COCOANUT
1/8s, 5 lb. case Dunham 46
1/4s, 5 lb. case 45
1/4s & 1/2s, 15 lb. case 45
6 and 12c pkg. in pails 4 75
Bulk, pails 38
Bulk, barrels 35
48 2 oz. pkgs., per case 4 00
48 4 oz. pkgs., per case 5 50

COFFEE ROASTED
Bulk
Rio 26@28
Santos 37@40
Maracabo 43
Mexican 43
Gutamala 42
Java 50
Mocha 50
Bogota 43
Peaberry 41

Package Coffee
New York Basis
Arbuckle 38 50

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

Coffee Extracts
N. Y., per 100 9 1/4
Frank's 250 packages 14 50
Hummel's 50 1 lb. 10

CONDENSED MILK
Eagle, 4 doz. 11 00
Leader, 4 doz. 8 50

EVAPORATED MILK
Carnation, Tall, 4 doz. 6 40
Carnation, Baby, 8 doz 5 90
Pat, Tall 6 40
Pat, Baby 4 25
Van Camp, Tall 6 40
Van Camp, Baby 4 25
Dundee, Tall, 4 doz. .. 7 40
Dundee, Baby, 8 doz. 6 85
40-50 25 lb. boxes ..@25
Silver Cow, Tall 4 doz 6 40
Silver Cow Baby 6 dz 4 40

MILK COMPOUND
Hebe, Tall, 6 doz. 5 90
Hebe, Baby, 8 doz. ... 5 60
Caroline, Tall, 4 doz. 5 65

CONFECTIONERY
Stick Candy Pails
Horchound 30
Standard 30
Jumbo 29

Mixed Candy
Broken 31
Cut Loaf 31
Grocers 24
Kindergarten 33
Leader 30
Novelty 31
Premio Creams 44
Royal 30
X L O 27

Specialties
Auto Kisses (baskets) 31
Bonnie Butter Bites... 35
Butter Cream Corn .. 38
Caramel Bon Bons 35
Caramel Croquettes .. 32
Cocoanut Waffles 33
Coffy Toffy 35
Fudge, Walnut 35
Fudge, Walnut Choc. 35
Champion Gum Drops 28
Raspberry Gum Drops 28
Iced Orange Jellies .. 32
Italian Bon Bons 30
AA Licorice Drops 5 lb. box. 2 15
Lozenges, Pep. 32
Lozenges, Pink 32
Manchus 31
Nut Butter Puffs 33

Chocolates
Assorted Choc. 37
Champion 35
Choc. Chips, Eureka 44
Klondike Chocolates.. 45
Nabobs 45
Nibbie Sticks, box .. 2 60
Nut Waters 45
Oceano Choc. Caramels 43
Peanut Clusters 50
Quintette 37
Regina 34
Victoria Caramels 42

Pop Corn Goods
Cracker-Jack Prize .. 7 00
Checkers Prize 7 00

Cough Drops
Putnam Menthol 1 65
Smith Bros. 1 65

COOKING COMPOUNDS
Mazola
Pints, tin, 2 doz. 8 50
Quarts, tin, 1 doz. .. 8 00
1/2 Gal. tins, 1 doz. ... 15 25
Gal. tins, 1/2 doz. ... 14 80
5 Gal. tins, 1/2 doz. ... 22 00

COUPON BOOKS
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.
50 Economic grade .. 2 25
100 Economic grade 3 75
500 Economic grade 17 00
1,000 Economic grade 30 00

CREAM OF TARTAR
6 lb. boxes 65
3 lb. boxes 66

DRIED FRUITS
Apples
Evap'd, Choice, blk .. 22
Apricots
Evaporated, Choice ... 35
Evaporated, Fancy 44

Citron
10 lb. box 50

Currants
Packages, 16 oz. 27
Boxes, Bulk, per lb. ... 26

Peaches
Evap. Choice, Unpeeled 22
Evap. Fancy, Unpeeled 24
Evap. Choice, Peeled 24
Evap. Fancy, Peeled 26

Peel
Lemon, American ---- 38
Orange, American ---- 38

Raisins
Choice S'ded 1 lb. pkg. 23
Fancy S'ded, 1 lb. pkg. 24
Thompson seedless, 1 lb. pkg. 22
Thompson Seedless, bulk 22

California Prunes
80-90 25 lb. boxes ..@18 1/2
70-80 25 lb. boxes ..@19
60-70 25 lb. boxes ..@20
50-60 25 lb. boxes ..@21 1/2
40-50 25 lb. boxes ..@25
30-40 25 lb. boxes ..@28

FARINACEOUS GOODS
Beans
Med. Hand Picked ... 8 1/2
California Limas
Brown, Holland 6 1/2

Farina
25 1 lb. packages 2 80
Bulk, per 100 lbs.

Hominy
Pearl, 100 lb. sack 4 50

Macaroni
Domestic, 10 lb. box .. 1 10
Domestic, broken bbls. 8 1/2
Skinner's 24s, case 1 37 1/2
Golden Age, 2 doz. ... 1 90
Fould's, 2 doz. 1 90

Pearl Barley
Chester 6 25

Peas
Scotch, lb. 7
Split, lb. 9

Sago
East India 12

Tapioca
Pearl, 100 lb. sacks ... 12
Minute, Substitute, 8 oz., 3 doz. 4 05
Dromedary Instant, 3 doz., per case 2 70

FISHING TACKLE
Cotton Lines
No. 2, 15 feet 1 45
No. 3, 15 feet 1 70
No. 4, 15 feet 1 85
No. 5, 15 feet 2 15
No. 6, 15 feet 2 45

Floats
No. 1 1/2, per gross .. 1 50
No. 2, per gross 1 75
No. 2 1/2, per gross ... 2 25

Hooks—Kirby
Size 1-12, per 1,000 84
Size 1-0, per 1,000 96
Size 2-0, per 1,000 1 15
Size 3-0, per 1,000 1 35
Size 4-0, per 1,000 1 65
Size 5-0, per 1,000 .. 1 98

Sinkers
No. 1, per gross 65
No. 2, per gross 72
No. 3, per gross 85
No. 4, per gross 1 10
No. 5, per gross 1 45
No. 6, per gross 1 85
No. 7, per gross 2 30
No. 8, per gross 2 81
No. 9, per gross 4 67

FLAVORING EXTRACTS
Jennings D C Brand
Pure Vanilla
Terpeneless
Pure Lemon

FLOUR AND FEED
Valley City Milling Co.
Lily White 13 90
Granam 25 lb. per cwt. 5 80
Golden Granulated Meal, 25 lbs., per cwt. 5 90
Rowena Pancake 5 lb. Compound 5 60
Rowena Buckwheat Compound 6 00
Rowena Corn Flour,

Meal
Gr. Grain M. Co. 5 20
Boiled 5 40
Golden Granulated .. 5 40

Wheat
No. 1 Red 2 35
No. 1 White 2 33

Oats
Michigan Carlots 94
Less than Carlots 93

Corn
Carlots 1 60
Less than Carlots 1 60

Hay
Carlots 32 00
Less than Carlots .. 34 00

Feed
Street Car Feed 64 00
No. 1 Corn & Oat Fd 64 00
Cracked Corn 65 00
Coarse Corn Meal .. 65 00

Fruit Jars
Mason, 1/2 pints, gro 8 00
Mason, pts., per gross 8 40
Mason, qts., per gro. 8 75
Mason, 1/2 gal., gro. 11 00
Mason, can tops, gro. 2 85
Ideal Glass Top, pts. 9 50
Ideal Glass Top, qts. 9 90
Ideal Glass Top 1/2 gallon 12 00

GELATINE
Cox's 1 doz. large ... 1 90
Cox's 1 doz. small .. 1 25
Knox's Sparkling, doz. 2 00
Knox's Acidu'd doz. ... 2 10
Minute, 1 doz. 1 2a
Minute, 3 doz. 3 75
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 55
Plymouth Rock, Plain 1 35
Waukesha 1 60

HIDES AND PELTS
Hides
Green, No. 1 23
Green, No. 2 27
Cured, No. 1 30
Cured, No. 2 29

Calfskin, green, No. 1, 65
Calfskin, green, No. 2, 63 1/2
Calfskin, cured, No. 1, 68
Calfskin, cured, No. 2, 66 1/2
Horse, No. 1 12 00
Horse, No. 2 11 00

Linen Lines
Fudge, Choc. Peanut 28
Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00

Pelts	
Old Wool	75@2 00
Lambs	50@2 00
Shearlings	50@1 50
Tallow	
Prime	@10
No. 1	@9
No. 2	@8
Wool	
Unwashed, med.	@50
Unwashed, fine	@45

RAW FURS	
No. 1 Skunk	7 00
No. 2 Skunk	5 00
No. 3 Skunk	3 00
No. 4 Skunk	1 50
No. 4 Unprime	75
Muskkrats, Winter	4 25
Muskkrats, Fall	3 00
Muskkrats, Kitts	25
No. 1 Raccoon, Large	10 00
No. 1 Raccoon, Med.	8 00
No. 1 Raccoon, Small	6 00
No. 1 Mink, Large	17 00
No. 1 Mink, Medium	15 00
No. 1 Mink, Small	12 00
Above prices on prime goods.	

HONEY	
Airline, No. 10	4 00
Airline, No. 15	6 00
Airline, No. 25	9 00

HORSE RADISH	
Per doz.	1 00

JELLY	
Pure, per pail, 30 lb.	5 50

JELLY GLASSES	
8 oz., per doz.	40

MAPLEINE	
1 oz. bottles, per doz.	1 75
2 oz. bottles, per doz.	3 00
4 oz. bottles, per doz.	5 50
8 oz. bottles, per doz.	10 50
Pints, per doz.	18 00
Quarts, per doz.	33 00
1/2 Gallons, per doz.	5 25
Gallons, per doz.	10 00

MINCE MEAT	
None Such, 3 doz. case for	4 30
Quaker, 3 doz. case for	3 25

MOLASSES	
New Orleans	
Fancy Open Kettle	85
Choice	68
Good	56
Stock	28
Half barrels 5c extra	

NUTS—Whole	
Almonds, Terragona	35
Brazils, large washed	26
Fancy Mixed	25
Filberts, Barcelona	32
Peanuts, Virginia raw	16
Peanuts, Virginia, roasted	18
Peanuts, Spanish	25
Walnuts California	39
Walnuts, French	35

Shelled	
Almonds	65
Peanuts, Spanish, 10 lb. box	2 75
Peanuts, Spanish, 100 lb. bbl.	25
Peanuts, Spanish, 200 lb. bbl.	24 1/2
Pecans	95
Walnuts	85

OLIVES	
Bulk, 2 gal. kegs, each	3 25
Bulk, 5 gal. kegs, each	8 00
Stuffed, 4 oz.	1 80
Stuffed, 15 oz.	4 50
(not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs. per doz.	2 50

PEANUT BUTTER	
	
Bel-Car-Mo Brand	
8 oz., 2 doz. in case	24
12 1/2 lb. pails	12
12 1/2 lb. pails, 6 in crate	5
15 lb. pails	15
25 lb. pails	25
50 lb. tins	50
100 lb. drums	100

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	17.7
Red Crown Gasoline	24.7
Gas Machine Gasoline	40.3
V. M. & P Naphtha	24.7
Capitol Cylinder, Iron Bbls.	43.8
Atlantic Red Engine, Iron Bbls.	26.8
Winter Black, Iron Bbls.	15.3
Polarine, Iron Bbls.	47.8

PICKLES	
Medium	
Barrel, 1,200 count	14 50
Half bbls., 600 count	8 00
5 gallon kegs	3 00
Small	
Barrels	18 00
Half barrels	10 00
5 gallon kegs	3 50
Gherkins	
Barrels	25 00
Half barrels	13 00
5 gallon kegs	4 50

Sweet Small	
Barrels	23 00
5 gallon kegs	5 75
Half barrels	15 00

PIPES	
Cob, 3 doz. in box	1 25

PLAYING CARDS	
No. 90 Steamboat	2 25
No. 308, Bicycle	3 75
Pickett	3 00

POTASH	
Babbitt's, 2 doz.	2 75

PROVISIONS	
Barreled Pork	
Clear Back	48 00@49 00
Short Cut Clear	40 00@41 00
Pig	48 00
Clear Family	48 00
Dry Salt Meats	
S P Bellies	32 00@34 00
Lard	
Pure in tierces	26 1/2@27
Compound Lard	25 1/2@26
50 lb. tubs	advance 1/2
60 lb. tubs	advance 1/2
50 lb. tubs	advance 3/4
20 lb. pails	advance 3/4
10 lb. pails	advance 7/8
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	27 @28
Hams, 16-18 lb.	28 @29
Hams, 18-20 lb.	27 @28
Ham, dried beef sets	41 @42
California Hams	22 1/2@23
Picnic Balled	
Hams	35 @40
Boiled Hams	42 @44
Minc'd Hams	18 @20
Bacon	32 @48

Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	14@15
Veal	11
Tongue	11
Headcheese	14
Beef	
Boneless	30 00@35 00
Rump, new	40 00@42 00

Pig's Feet	
1/4 bbls.	1 75
1/2 bbls., 35 lbs.	3 40
1/2 bbls.	11 50
1 bbl.	19 00
Canned Meats	
Red Crown Brand	
Corned Beef, 24 1s	3 90
Roast Beef, 24 1s	3 90
Veal Loaf, 48 1/2s, 5 1/2 oz.	1 65
Veal Loaf, 24 1/2s, 7 oz.	2 60
Vienna Style Sausage, 48 1/2s	1 40
Sausage Meat, Vis	3 35
Potted Meat, 48 1/2s	52 1/2
Potted Meat, 48 1/2s	90
Hamburger Steak and Onions, 48 1/2s	1 75
Corned Beef Hash, 48 1/2s	1 75
Cooked Lunch Tongue, 48 1/2s	4 00
Cooked Cx Tongues, 12 2s	22 50
Chili Con Carne, 48 1s	1 80
Pork and Beans, 48 1s	1 80
Sliced Bacon, medium	4 00
Sliced Bacon, large	6 25
Sliced Beef, 2 1/2 oz.	2 20
Sliced Beef, 5 oz.	4 00
Sliced Beef, 3 1/2 oz.	2 70
Sliced Beef, 7 oz.	4 55

Beef	
Boneless	30 00@35 00
Rump, new	40 00@42 00

Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 25
Scaled, per box	21
Boned, 10 lb. boxes	24
Trout	
No. 1, 100 lbs.	12
No. 1, 40 lbs.	10
No. 1, 10 lbs.	10
No. 1, 8 lbs.	10

Mackerel	
Mess, 100 lbs.	25 00
Mess, 50 lbs.	13 25
Mess, 10 lbs.	2 95
Mess, 8 lbs.	2 30
No. 1, 100 lbs.	24 00
No. 1, 50 lbs.	12 75
No. 1, 10 lbs.	2 80
Lake Herring	
1/2 bbl., 100 lbs.	7 50
SEEDS	
Anise	45
Canary, Smyrna	20
Canary, Smyrna	16
Cardomon, Malabar	1 20
Celery	65
Hemp, Russian	12 1/2
Mixed Bird	13 1/2
Mustard, white	40
Poppy	65
Rape	16

SHOE BLACKING	
Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	1 25
Miller's Crown Polish	90

Tripe	
kits, 15 lbs.	90
3/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	@65
Beef, round set	19@20
Beef, middles, set	50@60
Sheep, a skein	1 75@2 00

Uncolored Oleomargarine	
Solid Dairy	28@29
Country Rolls	30@31

RICE	
Fancy Head	16
Blue Rose	14

ROLLED OATS	
Monarch, bbls.	9 75
Rolled Avena, bbls.	10 00
Steel Cut, 100 lb. sks.	5 00
Monarch, 90 lb. sacks	5 00
Quaker, 18 Regular	2 10
Quaker, 20 Family	5 50

SALAD DRESSING	
Columbia, 1/2 pints	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	5 80
Durkee's med., 2 doz.	6 30
Durkee's Picnic, 2 doz.	2 40
Snider's large, 1 doz.	2 40
Snider's small, 2 doz.	1 45

SALERATUS		
Packed 60 lbs in box	Arm and Hammer	3 25
Wyandotte, 100 3/4s	3 00	

SAL SODA	
Granulated, bbl.	1 95
Granulated 100 lbs. cs.	2 10
Granulated, 35 2 1/2 lb. packages	2 25

SALT	
Solar Rock	
56 lb. sacks	55
Common	
Granulated, Fine	2 35
Medium, Fine	2 40



Per case, 24 2 lbs.	2 00
Five case lots	1 90

SALT FISH	
Cod	
Middles	23
Tablets, 1 lb.	25
Tablets, 1/2 lb.	1 75
Wood boxes	19

Holland Herring	
Standards, bbls.	19 50
Y. M., bbls.	22 50
Standards, kegs	1 20
Y. M., kegs	1 50

Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 25
Scaled, per box	21
Boned, 10 lb. boxes	24

Trout	
No. 1, 100 lbs.	12
No. 1, 40 lbs.	10
No. 1, 10 lbs.	10
No. 1, 8 lbs.	10

Mackerel	
Mess, 100 lbs.	25 00
Mess, 50 lbs.	13 25
Mess, 10 lbs.	2 95
Mess, 8 lbs.	2 30
No. 1, 100 lbs.	24 00
No. 1, 50 lbs.	12 75
No. 1, 10 lbs.	2 80

Lake Herring	
1/2 bbl., 100 lbs.	7 50

SEEDS	
Anise	45
Canary, Smyrna	20
Canary, Smyrna	16
Cardomon, Malabar	1 20
Celery	65
Hemp, Russian	12 1/2
Mixed Bird	13 1/2
Mustard, white	40
Poppy	65
Rape	16

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

SOAP	
James S. Kirk & Company	
American Family, 100 7 85	
Jap Rose, 50 cakes	4 85
Kirk's White Flake	7 00
Lautz Bros. & Co.	
Acme, 100 cakes	6 75
Big Master, 100 blocks	8 00
Climax, 100s	6 00
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00

Proctor & Gamble Co.	
Lenox	6 00
Ivory, 6 doz.	8 15
Ivory, 10 oz.	13 50
Star	7 85

Swift & Company	
Classic, 100 bars, 8 oz.	7 50
Swift's Pride, 100 8 oz.	6 00
Quick Naphtha	7 85
White Laundry, 100 8 oz.	
Wool, 24 bars, 6 oz.	1 85
Wool, 100 bars, 6 oz.	7 65
Wool, 100 bars, 10 oz.	12 75

Tradesman Company	
Black Hawk, one box	4 50
Black Hawk, five bxs	4 25
Black Hawk, ten bxs	4 00
Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	

Scouring Powders	
Sapallo, gross lots	11 00
Sapallo, half gro. lots	5 50
Sapallo, single boxes	2 75
Sapallo, hand	3 00
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

Washing Powders	
Snow Boy, 100 5c	4 10
Snow Boy, 60 14 oz.	4 20
Snow Boy, 24 pkgs.	6 00
Snow Boy, 20 pkgs.	7 00

Soap Powders	
Johnson's Fine, 48 3	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 25
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 00
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50
Sunbrite, 50-5c cans	2 05
Sunbrite, 100-5c cans	4 00

TEA	
Japan	
Medium	40@42
Choice	49@52
Fancy	60@61

TABLE SAUCES	
Lea & Perrin, large	5 75
Lea & Perrin, small	3 25
Pepper, Fried Med'n	1 25
Royal Mint	1 50
Tobasco	3 00
England's Pride	1 25
A-1, large	5 00
A-1, small	2 90
Capers	1 80

Gunpowder	
Moyune, Medium	35@40
Moyune, Choice	40@45
Young Hyson	
Choice	35@40
Fancy	50@60

Oolong	
Formosa, Medium	40@45
Formosa, Choice	45@50
Formosa, Fancy	55@75

English Breakfast	
Congou, Medium	40@45
Congou, Choice	45@50
Congou, Fancy	50@60
Congou, Ex. Fancy	60@80

Ceylon	
Pekoe, Medium	40@45
Dr. Pekoe, Choice	45@48

Early Privations of Millionaire Merchant.

Written for the Tradesman.

During the day he spent in Grand Rapids last week at the reunion of old-time newspaper men, Col. D. N. Foster, of Ft. Wayne, related some of the experiences of his youth in the city of New York. He was employed as a "bundle boy" by a prominent merchant of that city. Delivery wagons were not used and the "bundle boy" was employed to deliver such bundles of merchandise as he could carry on his back. Col. Foster said his employer loaded him down so heavily at times that he was often obliged to stop for rest. Picking out a convenient horseblock or post he would unload the bundles and, after resting a few moments, proceed on his trip. Merchants would not accept railroad station deliveries of goods. Only such as were deposited upon their sidewalks would they sign receipts for.

Col. Foster slept in the store to protect its contents from thieves. The windows were barred with heavy solid shutters and the doors double locked. A revolver furnished by his employer was to be used in punishing marauders. His bed was a thin mattress spread upon a sales counter. During the first night of his service as a night watchman he was suddenly awakened by a loud clatter. He then realized that he had fallen from his couch and upset a stool near at hand. Many years later Col. Foster entered the old store and found the counter upon which he slept. He surveyed its top and learned that it measured forty inches.

Col. Foster is now the owner of stores located in Fort Wayne, Indianapolis and Logansport, Ind. He deals in furniture, carpets, baby carriages, stoves, lamp and toilet sets. His investment in his mercantile business amounts to \$200,000 and he has other interests of much importance in Fort Wayne and other places in Indiana, including banks and trust companies. Arthur S. White.

Keep the "Home" Fires From Burning.

The cost of fires each year is equal to one-half the cost of the new buildings erected in a year. Two-thirds of these fires are preventable.

Have you taken every precaution to safeguard your home against fire?

Don't permit rubbish to accumulate in basements, workshops or anywhere about the premises. Clean property seldom burns.

Don't burn trash, brush or rubbish near buildings, fences or other property, nor permit children to do so.

Don't keep ashes in wooden boxes or deposit them against wooden buildings or partitions. Keep in non-combustible receptacles.

Don't change your electric wiring without consulting a competent electrician.

Don't hang electric light cords on nails.

Don't fail to take precautions with electric irons and always use with signal light.

Don't fail to place metal protection under all stoves and protect wood-

work where stoves or furnaces are close to walls.

Don't pass stove pipes through ceilings, roofs or wooden partitions.

Don't neglect to have all flues cleaned, examined and repaired at least once each year.

Don't fail to provide screen for open fireplaces.

Don't connect gas stoves, heaters or hot plates with rubber hose.

Don't use gasoline or benzine to cleanse clothing near an open flame, light or fire. Use non-inflammable cleaner.

Don't use kerosene, benzine or naphtha in lighting fires or to quicken a slow fire.

Don't use liquid polishes near open lights. Many such compounds contain volatile inflammable oils.

Don't thaw frozen water pipes by applying a torch or open flame of any kind. Wrap pipes loosely with cloths and pour on hot water, or send for a plumber.

Don't allow children to play with matches. Keep matches in closed metal boxes.

Don't go into closets with lighted matches or candles.

Don't fail to remember that there is always danger in the discarded cigarette and cigar stub.

L. C. Friedley.

Necessity of Merchants Meeting on Common Plane.

Cadillac, Feb. 10—On another page will be found the programme for the coming convention of the Retail Grocers and General Merchants Association. The speakers whose names appear are each and every one expert and bring messages which will create a desire in their hearers to be better merchants. Better merchants means greater profits.

Many of the problems which will be discussed are those that you meet with in everyday dealings and the way such problems have been handled by others successfully will be presented by those who know.

Business is in a very unsettled condition and it is important that the retailer do his part to re-establish merchandising methods on a safe and sane basis. If new laws are necessary for controlling the distributors of food stuffs we should have a hand in making such.

Certain legislation has been suggested by men who are not very familiar with the science of merchandising and in order that these men may not make any serious mistakes in framing such bills there should be no lagging in our efforts to help in order that we may have no occasion for regrets in case unfavorable legislation is enacted.

Questions which present themselves to your mind will be answered and if you send them to the Secretary they will be placed in the hands of the proper committee in time for the convention.

There was a time when individual effort was able to accomplish many wonderful things, but times have changed and all lines of endeavor seem to deem necessary the coming together of the same lines for united effort, so that their purposes may be attained and the coming meeting bespeaks a long stride forward in the attainment of a greater spirit of co-operation in improving business conditions. J. M. Bothwell, Sec'y.

Make a specialty of some kind of store work and study all the literature you can find about it. Know some one thing better than any of the rest know it. It will pay you some day.



Toilet
and
Bath

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

REMEMBER

It is our intention that every business transaction shall be so satisfactory that it will be a real pleasure to do business with us.

We are Human; we employ a good many people. Any one may make a mistake, but if there is anything unpleasant or unsatisfactory, please advise us so we may make it right at once.

JUDSON GROCER CO.
THE PURE FOODS HOUSE
GRAND RAPIDS MICHIGAN

Sure Death to Rats

You are paying twice as much for your merchandise as you did a few years ago. Are you giving twice as much attention to leaks.

The largest Mills, Factories, Warehouses, etc., in the Country treat the Rat Menace as a matter of great importance—**Retail Grocers lose a great deal more, in proportion, through the depredations of the pernicious pests.**

Every Rat infesting your store is costing you from five dollars to fifty dollars each year.

Genuine Felix-Gerard Rat and Mouse Embalmer

is used by the largest users of Rodent Exterminator in America.

Clears out the pests in one night without danger, inconvenience or after-odor.

Packed in one pound cans at \$3. Each pound guaranteed to clear 1500 to 2500 sq. ft. of infested floor space.

Put this in your Want Book Now—If your Jobber cannot supply you, write to us direct.

Must be shipped by express or freight.

TRADESMAN COMPANY
GRAND RAPIDS, MICH.

YEAR OF PROGRESS.

Concluded from page three.)

open for discussion that no one would ask questions, and that it was necessary for the presiding officer to ask different ones for their opinion, finally when the time was up, then the ones in the audience had just commenced to wake up and get busy, then the matter would have to be dropped in order to let the next speaker have the time allotted to him. On leaving the convention hall, I have heard many say I would like to have such a question discussed more as that was getting interesting when it closed. If you improve your opportunity it will not be necessary for any one to say that as each one will have time to talk on each subject if he is prompt.

Have your questions ready for the question box, as this will be all that is taken up on Wednesday evening. It is your questions and your discussion of them that will make this meeting profitable. I will look for each member to be there ready to do business.

At this time I want to thank each and every officer and member of committees for the very loyal support they have given me during the past year. Not once have I asked any one to do any thing and they have made excuses and asked me to get someone else to do the work. The exhibit and entertainment committees deserve special mention, as they have had a tremendous amount of work to perform, but never have I heard a complaint or murmur, but they have done their work well and cheerfully. These things have made my work very enjoyable, and I shall always look back upon this as one of the pleasantest years of my life.

If They Forget the Cash.

Sometimes orders that come into an Eastern house are not accompanied by the necessary remittances. A rule of the house requires cash with each order. How to get the remittance without losing the order, or without offending the customer, puzzled the manager until he drafted this letter:

I note that the envelop which contained your recent order contained no form of remittance. The envelop bore no evidence of having been tampered with in the mails, and it occurred to us that perhaps you inadvertently sealed it without enclosing your remittance.

If this is so, will you be good enough to send it by return mail, sending us back the enclosed order? Or, if you did enclose your remittance, send us particulars regarding it.

We hope to have your reply on the back of this letter by return mail.

Experiments proved that the letter pulled. Now it is written to every customer who fails to send cash with his order. E. R. Marshall.

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.

HERSHIP PROPERTY. By order of the administrator we are authorized to sell the 8 acres in section 17 Berlin township, Ionia County, known as the William Young farm, to include all crops now on the place. A 60% bank loan can be secured. It's all high class clay loam and a good set of buildings. Price \$5,500. Fred A. Godfrey, Lowell, Mich. 708

FOR RENT—Double Store and basement, all modern shelving, full set of counters and floor cases, best location in town. Address P. J. Saxer, Mt. Clare, Nebraska. 709

Now is the time to close out your merchandise stocks. We are the oldest and most reliable in the business; let us sell it. Write for terms and dates. Empire Sales Co., 715 36th St., Des Moines, Iowa. 710

For Sale—General Stock, in town of 500, in center of strong farming country. Stock inventories about \$9,000. Sales last year, \$33,000. Rent reasonable. Terms cash. Address No. 711, care Michigan Tradesman. 711

For Sale—Thriving General Stock, invoicing \$5,000. Last year's sales \$30,000 with store expenses of \$1,400. Address Frank Gamby, Coldwater, Mich. 712

Wanted—Shoe salesman, one who can work into head of department. State salary and experience. Address Chas. P. Lillie & Sons, Coopersville, Mich. 713

For Sale—Small grocery and meat market in one of the best towns in the Thumb of Mich. Stock will inventory close to \$3,000. Owner did \$14,000 last six months of 1919. Must go at once. Reason for selling, leaving city. Terms to suit buyer. Write E. Campbell, Pigeon, Mich. 714

For Sale—The best-paying little variety store in Michigan. Situated in a hustling town. Address No. 715 care of Michigan Tradesman. 715

For Sale—General store doing \$37,000 business last year. Stock and fixtures invoice about \$7,000. Building can be bought or rented. Located in rich farming section of Gratiot County. Gravel roads to three railroad points. Excellent opportunity to make money. Good reasons for selling. Address No. 716 care of Michigan Tradesman. 716

FOR IMMEDIATE SALE—Lumber yard and modern house in good farming community. Also well improved 160-acre farm. Inquire of **BASSETT LUMBER CO.,** Bassett, Iowa. 717

For Sale—Grocery business doing annual business of \$75,000-\$100,000. This is an A-1 proposition and will be sold for cash only. For full particulars address No. 718 care Michigan Tradesman. 718

PECANS—Choice new native pecans. \$16 per hundred pounds; 10 pounds or more prepaid by parcel post at 20c per pound. Address Sam Cartener, Jr., Oswego, Kansas. 719

For Sale—Up to date electric Flour and Feed Mill for sale. Best location in Mich. All in good repair. W. C. Dann, Otsego, Allegan Co., Mich. 720

Wanted—Two first-class sheet metal workers for inside and outside work. Regular job shop, including roofing and repair work. Good wages and steady work. Give full details in first letter. We will answer. Griffith and Griffith, box 24, Charleston, West Virginia. 721

WANTED—We have an opening in yards goods for an EXPERIENCED salesman. Applicant must be neat in appearance. Permanent position for one who can qualify. Address Employment Department, giving references and previous experience. Paul Steketee & Sons, RETAIL Department. 722

For Sale—New Store Building 60 x 24 ft. fixtures, on 1/2 acre fine garden land, 18 fruit trees, garage, ice house. Fine view Pine Lake. On paved street. Now leased \$25 month. Best business place in city for general store. Price \$2,500. Big bargain. Address owner, B. F. McCumber, Boyne City, Mich. 723

For Sale—Hotel Bracelin, Allegan, Mich. This property has always been a good paying business. Mrs. Bracelin is now all alone. Her son and other relatives are located in Detroit and Mrs. Bracelin wants to join them. The patronage of the hotel has been and now is very liberal. A fine chance for the right party. For terms and price write Hicks & Weber, Allegan, Mich. 724

FOR SALE—RETAIL LUMBER YARD in Eastern Ohio, good Country Town, 1 1/2 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

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

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 Greenville 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 F. W. Roberts Co., Prospect and E. 4th St., Cleveland O. 684

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 Michigan. 685

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—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

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. 672

\$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. 693

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

Wanted, a first-class all around meat man. A steady job. None but first class need apply. Thomasma 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

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—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

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 Angledile 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

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, Clarkesville, Mich. 704

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; rents 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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 566

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

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

For Sale—Hotel. Well established business in a good town. At a bargain. Address No. 685 care Michigan Tradesman. 685

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The "DOUBLE A" Kind

Made by People Who Know How

Our record of over fifty years of continuous growing business, not only in Michigan but all over the United States, speaks for itself.

You take no chances when you buy "Double A" Brand.

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Owned by Merchants
Products sold by Merchants
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New Perfection Flour

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NO MIDDLE GROUND.

There can be no middle ground taken by fearless Americans on this question of radicalism. Give the radical free play and what rot will he not preach? Where has any brand of radicalism helped to bridge the chasms which yawn between capital and labor? Where they have had free play, as in Russia, in what manner of fashion have they proved constructive, strengthened credit, afforded labor its right and capital its confidence?

America was not built upon a fear to use power to establish what we consider to be Americanism. It has permitted the preaching of every known type of religious, political and social creed and theory; but in so far as any of these have proved themselves capable of threatening to undermine our institutions, they have been struck down.

America ought not to be for adulated Russians, and infallibly will not be. Hopeful faddists will chip in their money, parlor-Bolsheviks will accord their applause; trades union sneaks will continue their nefarious work and sundry imported delegates will strive to further in the United States the cause of the blessed soviet, but America will be found for Americans just the same.

Position of Wool and Woolens.

Dealers in wool are marking time just now. On Tuesday will begin the sale of about 24,500,000 pounds of Government-owned wool, and thereafter will come further auction sales of colonial wools owned by the British Government. These two sets of sales are apt to conflict somewhat with one another, especially because of the quantities of crossbreds which are to be offered. These varieties have not been in much demand here, and it remains to be seen whether the prices on them can be upheld. The goods market was an especial subject of interest during the last week because of the opening of all departments of the American Woolen Company for the next fall season. This event had been looked forward to as affording a guide to the new prices, because the other producers, as a rule, are governed in great measure by the course of the main factor in the business. There was some relief expressed when the figures were announced because they were not as high as some had predicted. As compared with those last spring, the prices of fabrics showed increases of from about 50 to 100 per cent. But it should be remembered that last year's prices were made at the time of the slump following the armistice, when everybody was at sea and no one was able to predict the trend of business or values. Still, the prices offer no reasonable hope of lowering the cost of goods in the immediate future. For some reason not altogether apparent the plan of allotting goods to buyers will be continued.

Effect of British Action on Cotton.

All of the minor factors which served to help the seesaw in cotton quotations for some time past faded out of sight the other day when word came of a probable stoppage of im-

ports to Great Britain. November and December exports of cotton to the United Kingdom had been so large that great optimism prevailed as to the future requirements of that country. It was seemingly forgotten that one reason for the expansion in this direction was the paucity of shipments in the preceding month or two because of the dock workers strike. As it is, the British spinners have enough cotton on hand to last them for a few months, and there is no good reason for their loading up further. There is also a very forcible economic reason just now for restricting imports to the United Kingdom to the utmost and for pushing exports as much as possible, so as to stop the adverse balance of trade against the country from mounting up. A similar consideration is apt to govern as to some of the other European countries unless some measures for financing the shipments are put in operation. The unsettlement caused by the British action affected to some extent the trade in cotton goods, although the effects were not very marked. They are likely to be more noticeable should the price of cotton be forced down or outlets be closed to shipments of cotton goods abroad. For the time being dealings in gray goods merely slowed down, and there was shown a disposition on the part of second hands to let go of their holdings. The trade generally is in a watching mood, awaiting developments.

Late Financial Reports.

An extra dividend of 3 per cent. has been declared payable on the common stock of the National Grocer Co. Feb. 20 to stock of record Feb. 9. Total sales for 1919 were \$20,700,493, an increase over the previous year of \$2,696,614. Undivided profits after the federal tax reserve of \$133,000 were \$1,828,955.

Lee & Cady, Detroit wholesale grocers, have filed with the Detroit Stock Exchange a statement showing assets aggregating \$3,878,396.41 at the close of their fiscal year. After allowance for federal taxes and other deductions, the net worth of the concern is \$2,559,684.45.

The annual report of Montgomery Ward & Co. for the year ended December 31, 1919, shows net profits after Federal taxes of \$4,194,170, as compared with \$4,390,181 in the preceding year. Sales for the year amounted to \$99,336,053, against \$76,166,848 in 1918. Net profits for 1919 after expenses and depreciation were \$5,094,170, as compared with \$6,390,181 in the preceding year, and Federal taxes totaled \$900,000 in 1919, against \$2,000,000 in 1918.

The Lacey Co. has been incorporated to deal in automobiles, with an authorized capital stock of \$25,000 common and \$25,000 preferred, of which amount \$40,000 has been subscribed and paid in, \$30,961.33 in cash and \$9,038.67 in property.

Alexander S. Yared has sold his grocery stock at the corner of Fountain street and Division avenue to Frank Burns, of Muskegon, who will take possession of the business about Feb. 20.

Report of Last Meeting of Board of Pharmacy.

At the meeting of the Michigan Board of Pharmacy, held at Grand Rapids, thirty-eight applicants received Registered Pharmacist papers and thirteen Druggists papers. Following is a list of those receiving certificates:

Registered Pharmacists.

L. M. Brown, Benton Harbor; H. J. De Vries, St. Johns; V. G. Eaele, St. Johns; G. E. Eno, Pontiac; R. W. Frieberg, Cedar; P. C. Frear, Grand Rapids; L. E. Ganzel, Grand Rapids; W. Green, Detroit; G. F. Heim, Berrien Springs; Juanita Jeffery Kingston; H. L. Knudson, Sarnia, Ont.; L. M. Ledwick, Port Huron; R. L. Lacey, Kalamazoo; E. C. Means, Detroit; L. C. Murdock, Otsego; M. McGillvray, Cass City; W. J. Ryan, Owosso; G. Robinson, South Haven; J. Schultz, Detroit; I. N. Neuman, Detroit; J. W. Phelan, Grand Rapids; C. H. Snyder, Detroit; W. E. Smith, Detroit; Gladys B. Stanard, Flint; O. J. Toner, St. Joseph; G. B. Tuxbury, Muskegon; J. S. Van Antwerp, Benton Harbor; R. J. Williams, Muskegon; P. D. Walch, Remus; George David, Sandusky; J. B. Ferguson, Kalamazoo; J. J. Haan, Grand Rapids; B. G. Hartle, Grand Rapids; W. J. Knoob, Detroit; Lula Milliken, Lum; G. J. White, Jackson; J. E. Williams, Detroit; L. G. Weinberg, Saginaw.

Registered Druggists.

V. Alonqui, Detroit; G. A. Buckman, Marinette, Wis.; E. T. Benson, Cadillac; W. H. Dodenhoff, Detroit; C. L. Figley, Detroit; L. F. Johnston, Owosso; R. A. Kumbula, Calumet; G. W. Sell, Warsaw, Wis.; L. R. Sherman, Newberry; R. D. Schad, Moline; E. A. Zimmerman, Detroit; G. M. Kipp, Carson City; S. J. Katsler, Detroit.

Five members of the Board were present at the meeting.

The next meeting of the Board will be held at Grand Rapids, March 16, 17 and 18. E. T. Boden, Sec'y.

Manufacturing Matters.

Holt—A. J. Hager and M. J. Long have sold their interests in the Holt Lumber & Construction Co. to R. N. Gibson.

Kalamazoo—The Richardson Garment Co. is located in this city, instead of Vicksburg, as reported by the Secretary of State.

Detroit—The Reliable Wood-Working Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,400 paid in in cash.

Detroit—The Detroit Bevel Gear Co. has been incorporated with an authorized capital stock of \$400,000, of which amount \$225,000 has been subscribed and \$40,000 paid in in cash.

Jackson—The National Machine & Tool Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,850 paid in in cash.

Detroit—The Caloric Pipeless-Furnace Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,000 in cash and \$4,000 in property.

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

Detroit—The Michigan Motor Parts Corporation has been organized with an authorized capital stock of \$100,000, of which amount \$52,470 has been subscribed and \$10,000 paid in in cash.

Mt. Clemens—The Mt. Clemens Storage Battery Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,100 has been subscribed and paid in in cash.

Saginaw—The Saginaw Upholstering Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed, \$1,200 paid in in cash and \$1,400 in property.

Detroit—The Body Decorating Co., Ltd., has been incorporated with an authorized capital stock of \$40,000, of which amount \$21,200 has been subscribed, \$3,000 paid in in cash and \$1,250 in property.

St. Joseph—Watts Laundry Machine Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Detroit—The Neuman Decorating Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,800 has been subscribed and paid in, \$1,127.70 in cash and \$672.30 in property.

Kalamazoo—Keyser Bros. have sold their laundry to J. C. Wiley, proprietor of the American Laundry at Mt. Clemens. Mr. Wiley will change the name of the laundry here to the American Laundry.

Detroit—The Traub Manufacturing Co. has merged its jewelry manufacturing business into a stock company under the same style, with an authorized capital stock of \$250,000, all of which has been subscribed and paid in, \$8,134.67 in cash and \$191,865.33 in property.

Detroit—Selik Bros. have merged their machine, tool and automobile parts manufacturing business into a stock company under the style of Selik Bros., Inc., with an authorized capital stock of \$400,000, of which amount \$250,000 has been subscribed and paid in in property.

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