

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 25, 1920

Number 1901

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## New Every Morning

Every day is a fresh beginning,  
Every morn is the world made new!  
You who are weary of sorrow and sinning,  
Here is a beautiful hope for you—  
A hope for me and a hope for you.

All the past things are past and over,  
The tasks are done and the tears are shed;  
Yesterday's errors let yesterday cover;  
Yesterday's wounds which smarted and bled,  
Are healed with the healing which night has shed.

Yesterday now is a part of forever,  
Bound up in a sheaf which God holds tight,  
With glad days and sad days and bad days which never  
Shall visit us more with their bloom or their blight,  
Their fullness of sunshine or sorrowful night.

Let them go since we cannot relieve them,  
Cannot undo and cannot atone.  
God in His mercy receive, forgive them!  
Just the new days are our own;  
To-day is ours, and to-day alone.

Every day is a fresh beginning!  
Listen, my soul, to the glad refrain,  
And spite of old sorrows and older sinning,  
And puzzles forecasted and possible pain,  
Take heart with the day and begin again.

*Susan Coolidge.*

**Watson-Higgins Mlg. Co.**  
GRAND RAPIDS, MICH.

**Merchant  
Millers**

Owned by Merchants

Products sold by  
Merchants

Brand Recommended  
by Merchants



**New Perfection Flour**

Packed in SAXOLIN Paper-lined  
Cotton, Sanitary Sacks

**MCCRAY**

SANITARY  
REFRIGERATORS

For All Purposes  
Send for Catalog

MCCRAY REFRIGERATOR  
CO.

944 Lake St. Kendallville, Ind.

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

## Lily White

"The Flour the Best Cooks Use"

is probably the best family flour.

Bread, biscuits, dumplings, rolls, cakes, cookies, pies—in fact everything baked in the home from LILY WHITE FLOUR will taste so good, look so good and actually be so good that they will be a delight to every member of the family, and a real treat to visitors.

It is almost a universal expression among women who use LILY WHITE FLOUR that "everything tastes so good and looks so good."

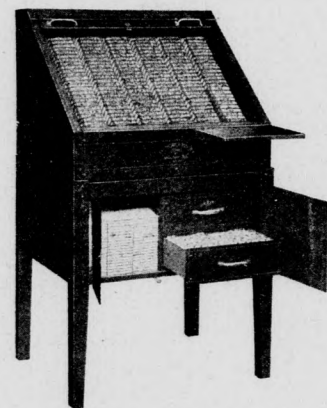
The reason is LILY WHITE FLOUR is so good.

Your money will be returned if you do not like it better than any flour you ever used for every requirement of home baking.

**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.

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.**

# 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.**

# MICHIGAN TRADESMAN

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 25, 1920

Number 1901

## 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.

## AMERICANS DO NOT FORGET.

The Turk in Constantinople is only a symbol, although a striking symbol. If any one specific result of the war seemed certain in November, 1918, it was that the sanguinary rule of the Ottoman would be cast out of Europe. Out of Turkish rule as the original source of Balkan chaos and Central European rivalries had come the Great War. By Turkey's intervention on the side of Germany the task of the Allies had been made infinitely more difficult through the severance of Russia from the western Allies. And while the war was under way, the already unapproachable Ottoman record for massacre and pillage registered appalling new scores in hapless Armenia. Not merely bag and baggage out of Europe, but tamed and bound securely in Asia against further mischief—that seemed to be the just fate, if the fate delayed for centuries, that awaited the Turk.

Then came peace and a tremendous moral let-down. "Practical" considerations asserted themselves—old difficulties, old fears, old jealousies reinforced by new difficulties, new fears, new jealousies. Because some Englishmen were afraid of irritating their Moslem subjects in India, because some Frenchmen feared British ascendancy in Constantinople, because Greece, eager for Constantinople, would rather keep the Turk as a placewarmer in the city than anybody else as a ruler, because of all these tragically familiar motives the Sick Man has been granted another extension; he is to go on living and poisoning the atmosphere of international life. No wonder that a sense of shame, a reawakening of the moral indignation of two years ago, has swept England with sufficient violence to make Lloyd George hesitate.

Constantinople is only a symbol of the dulled imagination and the enfeebled moral will that peace has brought. We have our own Constantinople in the League of Na-

tions. That was to be the one great compensation America desired for her sacrifices, and it has been made the football of party and personal jealousies, of antiquated fears, of cowardly hesitations, of a lazy weariness. Where are the "never agains" of yesterday? A great Power must never again be allowed to plunge the world into agony. Little nations must never again be left to the mercy of their big neighbors. America must never again stand by and permit the outbreak of a conflagration that shall inevitably embrace her. But to-day at Washington that ultimate Never Again has been forgotten. If I can not have my own way, then let the old evils happen again and again!

But it is not the same with the politicians and with the masses. These latter, slow to move and to inflame, are slow to forget. Lloyd George may speedily forget his hatred for the Turk, whom he called only a little while ago "a human cancer;" but the people of England can not forget so easily. And our leaders at Washington may forget the high ideals with which America went into the war, but the American people has not forgotten. Whenever the people has spoken, through the churches, the business organizations, the women's organizations, the colleges, it has shown that the vow taken in a moment of bitter trial has not been lightly cast aside. And this continual reminder of a persistent mass memory, a mass conscience, and a mass faith must yet have its effect on the Easy Forgetters at Washington.

### Sparks From the Electric City.

Muskegon, Feb. 24—Muskegon Council held a very well attended and profitable meeting Feb. 21. The following were admitted to the order: H. Rolland Lang, of Grand Haven, and Henry Albers, of Muskegon, both with Swift & Co., and Wilbur H. Parks, with Brundage Drug Co. Milton Steindler was re-instated into the Council.

The next meeting, which is the annual election of officers, will be held at 2:30 p. m. Saturday, March 24. Light refreshments will be served under the direction of Jay Lyon.

Erne Shroeder (Steindler Paper Co.) has secured a position with the National Grocer Co. in territory adjacent to Grand Rapids.

Muskegon has secured a number of high class ball players for the Central league games and is going out after the pennant.

If the census enumerator counts the canine as well as the masculine and feminine in his totals, some country towns will have quite a population.

Post Tavern garage of Battle Creek, when the addition is complete, will have 58,000 feet of floor space. The Soo Machine and Auto Co., at Sault Ste. Marie, has one of 40,000 feet floor space.

Hope the weather will soon warm up enough to thaw out some bears.

E. P. Monroe.

## General Conditions in Wheat and Flour.

Written for the Tradesman.

Enquiries have been sent out to various farmers, grain dealers and those in a position to have some knowledge covering the subject, as to the condition of the growing winter wheat crop in the principal soft winter wheat states in the country. Replies indicate conditions as given below:

Illinois, 79 per cent. of normal.

Indiana, 70 per cent. of normal.

Missouri, 81 per cent. of normal.

Ohio, 86 per cent. of normal.

Kentucky, 50 per cent. of normal.

Tennessee, 57 per cent. of normal.

Michigan, 93 per cent. of normal.

It must be borne in mind the above refers to condition of the growing crop compared to normal, not the acreage sown.

In Michigan the acreage sown this year is approximately 105 per cent. of normal—although considerably under last year's seeding.

It is, of course, altogether too early to determine in just what condition winter wheat is coming out in the spring. There are some conditions, however, that indicate it is bound to be low, particularly in Ohio, Indiana and Illinois, as there was no snow to protect the plant during the early part of the winter and most of the fields were covered with more or less ice.

About two weeks ago considerable snow fell through Ohio, Indiana and Illinois, which under the circumstances affords no protection, however, as this extra covering only further jeopardizes the growing plant, because of the ice coating.

The Southwest, Oklahoma, Texas and Kansas, reports considerable fly, which, of course, may or may not develop seriously, everything depending as to whether conditions are favorable for the development of the fly or not.

The Grain Corporation plans the resumption of flour buying the 2nd of March, which will provide an outlet for what little wheat is moving at the present time.

During the past two or three weeks the demand for flour has been exceptionally dull, due in a large measure to the heavy buying during the previous seven months.

Light demand for flour, coupled with unsatisfactory foreign exchange conditions, embargoes placed on a great many railroads, due to congested traffic conditions, and the calling of loans by some of the Western Banks have resulted in material softening of prices of hard winter and hard spring wheat.

It appears Kansas mills and elevators stocked heavily on grain at the beginning of the marketing of

last year's crop of wheat, thinking the spring wheat mills of the Northwest would draw heavily from their stocks, materially increasing prices.

They apparently have kept their elevators full, drawing from first hands as much as possible for their immediate requirements, then when the loans were called by banks, some were forced to sell quite a large portion of their holdings in order to take up the paper, and this wheat being thrown on the market at a time when there was a very light flour demand, and consequently a light demand from mills for wheat, has resulted in the reduced prices.

Some of our best posted grain men and financiers, however, seem to think that wheat is an exceptionally good purchase at present values, believing it will sell for considerably higher prices than at present during April and May.

Of course, with the unsettled conditions, it is rather presumptuous to make any prediction, yet there is no gain-saying the fact prices may advance to a higher point than they have yet reached on this crop between now and the first of May, and while in the face of reductions in both flour and wheat prices during the past week, it is unwise to recommend purchasing for future delivery, at the same time we do recommend that all those interested in wheat and flour keep an eye on the situation and be prepared to cover normal requirements at the first sign of an advance, which is liable to develop, yes even probable, within the next two or three weeks.

Lloyd E. Smith.

## Bottom Facts From Booming Boyne City.

Boyne City, Feb. 24—Joseph Anstett, News and Telegraph, has chased the Hankow Tea Company into the Zimmerman building, formerly occupied by F. D. Thompson, men's clothing and furnishings. Mrs. Perkins says that she has the best store in town and Anstett thinks he has the best windows, so they are both satisfied. Barden, Chamber of Commerce Secretary, is casting envious eyes on the room vacated by the Anstett News Agency for an office and community rest room. Something doing in Boyne City all the time.

If all the industrial prospects that are on the carpet materialize, Boyne City will soon rival some of our boom towns in growth. We haven't been saying much of late, but there is something simmering all the time and it looks as if something was going to boil over soon. When the very desirable advantages of this town become generally known, we will have to put up a fence to keep 'em out.

Some little breeze we had last week. For three days we had things all to ourselves. No strangers to bother us and those who were here had to stay. As usual, it was the worst in forty years—excepting last winter and the winters before that—and, as usual, our personal private railroad was open to Alpena most of the time.

Maxy.

## TOO MUCH INTOLERANCE.

## Will Tobacco Meet the Same Fate as Whisky?

We fight for one thing and get another. We tell the porter to put us off at Buffalo, but he doesn't wake us up until we reach Rochester or Syracuse. We go to war to make the world safe for democracy, and when victory comes we find the reward is not democracy, but intolerant intolerance. A spirit is sweeping over the country as bigoted and narrow as prevailed in Salem when they burned witches. The overthrow of alcohol has made this spirit more intolerant still. The particular liberty now attacked is the right to use tobacco. There isn't much good to be said for either booze or nicotine. People are better off without them, which is true also of coffee and tea. But there is much good in the liberty that permits the individual to smoke or drink up to a point where the liberty of those who oppose booze and tobacco is threatened. My own experience has been that a little hot Scotch on occasion is fine, and, after a good meal, nothing more thoroughly "goes right home than a real cigar. The intent of this is to show that nearly all things are good in moderation, while nearly all things are bad in excess. Too much liquor is no worse than too much intolerance or too much religion. In the one instance you get drunk, and in the other you go crazy. Drunkenness is controllable—idiocy isn't. I love a drunkard more than a bigot.

The tobacco people have brains and use them occasionally. The whisky people never had any brains, and so couldn't use them. They did every known thing to hasten the boot that was aimed at the anatomy under their coat tails and they were kicked over onto the scrap pile just as they deserved. They went to pieces because they associated with vampires, thieves, gunmen and murderers. They abused liberty scandalously, and so they lost it. The tobacco folks, I think, see that they are in much the same danger, for they now have all the clipping bureaus clipping the knocks that are heard everywhere against tobacco. Perhaps they will clip this from the Tradesman, and maybe it will set the convolutions of their grey matter convoluting. What I desire to point out here is the bad advertising tobacco is having done for it. The worst is in the movies, where the cigarette is inseparably connected with ladies whose backs are bare to the line of demarcation, and whose fronts are exposed to the very point of the wishbone. In the movies, also, the malodorous cigarette is hooked up with the social cooties and the lounge lizards and the lousy libertines that figure in all the degenerate plays. Every lazy lout, male and female, reaches nervously for the inevitable case, clutches a coffin nail, taps it nonchalantly upon the box and lights it.

Lazily and luxuriantly the smoke is inhaled into the lungs, and then with studied indifference it is made to exude from the noisome nostrils and the lustful lips. The cigarette is held between the fingers in such a

way as to denote long addiction to the habit, and the ashes are flicked off into space oblivious as to destination. Out in front every movement of these actors and actorines is closely noted by the audience. The influence is peculiarly vicious upon the young. In the case of young girls it all seems worse than wicked. They thus get the idea that happiness consists in going as far with nakedness as the waist line, both from above and below, and that an inseparable accompaniment is the cigarette. I am told that the cigarette habit is becoming common among girls, and that many of them sneak off to secluded spots to inhale the poisonous smoke, just as bad boys and students at college are said to do. Thus the stained finger will soon come to be as common with young girls as with street walkers, gunmen, dips and ribbon counter salesmen.

If tobacco is driven out of America, as alcohol has been, the cigarette will be the cause of its downfall. I do not believe it is the purists and fanatics alone who decry cigarette smoking among girls and women. Somehow or other, every good, decent and manly American instinct protests against the thing. Personally, I think it is much less objectionable for a girl or woman to drink a cocktail or a glass of beer than it is to smoke a foul cigarette. If you have ever gone up against a kiss tainted with the odor of scorched paper, dope and nicotine, you get an idea of what I mean, provided, of course, you know what a real kiss is when it comes from real lips. Whatever befouls a kiss is destined to die. And down in the trachea and lungs of these addicts are stained mucous membranes laden with a subtle poison that plays merry hell with the health.

You don't find so much objection to cigars and pipes, probably because women do not seem to fall to their lures. The man with a cigar or a pipe loses none of his manly attributes because of the habit. Maybe he is poisoning himself with nicotine when he smokes them, but the insidious foulness of the cigarette is not in evidence. Inhalation of the fumes is rare with the cigar and pipe smoker, and it is inhalation, I believe, that does the worst damage. Anyhow, the moderate use of smoking tobacco, outside of cigarettes, is said to be soothing to the nerves, and for that reason there is justification for the habit. I smoked like a damp backlog for twenty-five years, and when the doctors told me a few years ago that I either had to quit smoking or quit living, I said good-bye to nicotine. I went the whole distance, instead of lolling along the way. The odor of an Havana cigar is yet highly grateful to my nostrils, and the man with pipe in mouth recalls only pleasant memories, but the cigarette to me is a thing of detestation in men and abhorrence in women.

As I said before, if tobacco goes into the discard, cigarettes will put it there. So it is difficult to understand why the tobacco folks spend millions in the public prints to advertise the cigarette and spread the habit among the people. Bad things,

you know, are more catching than good. And so, through this advertising and through the vicious plays in the movies, our girls are coming more and more to be cigarette addicts. Now, I am sure the fathers, mothers, brothers and lovers of the girls of this country will rise up and cast the cigarette into outer darkness when things have proceeded to a point of decent endurance. Thousands of young boys are also painting their lungs with nicotine, and thus stunting growth and intellect. Is it good for us as a people to tolerate a thing that is more insidious than alcohol? Boys and girls did not have so many bad examples set them on the stage insofar as booze was concerned, but they are now regularly and systematically taught the lure of the abominable cigarette.

If the tobacco folks want to save their hides, also their business, they will cut out about 100 per cent. of this extravagant cigarette advertising which contains a larger amount of oxaline than the old-time lost-manhoo advertisers used to fling on a weary world. To read the modern cigarette announcements, a stranger would imagine these things were as necessary to civilized existence as traffic cops and divorce courts. And yet all this woof and warp of wild words, all these impossible pictures, all this useless waste of precious newsprint, is devoted to the promotion of small bits of paper wrapped around more or less tobacco, mixed with God knows what. The difference between one brand and another is the same as the difference between 5 cents and a nickel. You get as much poison on your mucous membranes from one kind as from another. The difference in labels is the only way to distinguish them.

And then, with a regularity that suggests the Howard watch, a cigarette with a new name appears. Half-million dollar appropriations are set aside for advertising, and flaunted in the face of an over-tobaccoized world are pages and half-pages, sixteen and twenty-four sheet posters, painted walls, and electric signs that are possible only through a conspicuous waste of fuel. All this extravagance is wickedly disgraceful, for there is no more human need for a new brand of cigarettes than there is for a new species of cockroaches. You buy the new cigarette with the new name, and you find you have only that which you could get under another label. And yet you stand for it all. We hear much about ethics in advertising—much about its great uplifting influence—much against dentists and doctors and promoters who advertise, but I guess I'm the only man in the business who has raised a finger against a form of advertising that is bad all the way through. Perhaps this is because I am distinctly unethical.

Instead of pushing cigarettes, why not push cigars and pipe-smoking? To bring your most vulnerable parts to the forefront is a bad thing in a fight. Stick out your jaw or your solar plexus, and some one will soak you on the spot sure. This cigarette advertising encourages the fanatics and

bigots in organizing all over America to put nicotine in the graveyard. It supplies all the arguments needed to help the crusade along. And, after all, leaving morality out of the question, why all this tobacco advertising anyhow? The newspapers are yelling for advertisers to cut down their space because of the white paper shortage. Isn't this a fine chance to go back and sit down a little while? At least until this wave of fanaticism has beaten itself to death on a barren shore. If tobacco is killed, warm neckties and hot socks will be the next to go for men, while for women my guess is that paint, powder and rouge will be outlawed, with talcum and witch hazel in the balance.

I suppose the tobacco people will not look kindly upon this criticism, but I want to assure them that it is well meant. It is a good thing for some one to come along and tell us when we are making fools of ourselves. I want to help save what little liberty we have left, and this means, among other things, the right to use tobacco. I want to help keep nicotine out of the lungs of young women and men, thus assisting in the worthy work of making doctors less needed. I want to disarm bigotry and Scotch fanaticism, this is too fine a world to hand over to half-baked people whose mouth corners droop and whose interstitial glands are on the blink. We must not go back to the religious intolerance that darkened the pages of Spanish and Scotch history.

## The Weak Spot.

"It is surprising," the famous lawyer observed with a sign, "how one will sometimes lose a case despite everything one can do. Now, take that client of mine who was just sentenced to ten years in the penitentiary."

"You thought he should have been acquitted?"

"Well, I defended him," was the modest reply.

"What was he accused of?"

"It was charged that he had stolen a watch."

"And you couldn't save him?"

"No. I riddled the testimony of the prosecution's witnesses; I showed that my client was a man of unblemished character; I proved an alibi by five unimpeachable witnesses, and I made the speech of my career to the jury, but they returned a verdict of guilty."

"You astonish me! What was the reason?"

"Well, I'm bound to admit that there was one weak spot in our defense, and the prosecuting attorney made the most of it. You see, they found the watch in my client's pocket."

The "drifter" always goes down, never up. And he finally either goes over the falls of failure or lands in some still pool of mediocrity, where he remains all the rest of his life. Unless you can be sure of where you are going, unless you are willing to accept responsibility and really work, you are drifting.

Wishing for it never yet brought a store any increase in business. Put a good push behind the wish.

### Retail Grocers Are Now Sailing on Troubled Waters.

Never in the history of the world has it been so necessary for men to hang together; never so imperative for intelligent co-operation, not only among ourselves as wholesale and retail merchants, but with our customers, our brother in other lines of trade, our city, our State and our Government. Arjay Davies, our worthy president, lays great stress on the work cut out for the educational and publicity committee, and especially emphasizes the publicity end of the work.

The average grocer, wholesale or retail, reminds us of a story of a city chap who went to the country to visit an old schoolmate. The farmer was showing his city friend, with much pride, his herd of fine milk cows. The city chap took a particular fancy to a certain beautiful little Jersey among the flock, and remarked, "Does this cow give milk?" to which the farmer friend nonchalantly replied: "No, we have to take it from her."

It is the same with our grocery friends; if you get anything out of them, you've got to take it from them. And it is hard to get it then. A great many jobbers, and retailers as well, stand in their own light; they are their own worst enemies; they are blocking the ways of progress, they refuse to go ahead, and in so doing hold back the man who is striving to improve his position and acquire something worth while.

Gentlemen, our ship is adrift upon the "troubled waters" with neither rig nor rudder. Our business existence

is in jeopardy. The time has arrived when we must fight and fight together. Make up your minds to take "pot luck" with the jobber. Help your jobber to combat the "octopus" who is sucking the life blood of independent food industry; by help we mean your moral support, your distributing power and the influence that you wield in your community.

The legitimate food distributor, which is the jobber and retailer, was recognized by the United States Food Administration as the most economical channel. Our position stands pre-eminent and takes its place alongside of the most essential and time-honored of our industries. No longer does the sting of "the middleman" and "profiteer" adorn our careworn brow. Now that our existence has been justified, what are you going to do toward keeping public sentiment trained in our direction?

Every individual retail grocer, no matter how small, can help, by making a better merchant of himself and by lending a helping hand to others.

The jobber has many shortcomings. More, perhaps, than they are apt to admit. They were taught a valuable lesson by Mr. Hoover, and the jobber's faults are fewer in number now than at any previous time in his history. A good jobber:

- (a) Will be neighborly with his competitors and fair in his dealings with them.
- (b) Will sell his merchandise on a fair margin of profit.
- (c) Will not extend preferential treatment.
- (d) Will not extend credit indis-

criminate.

(e) Will extend fair and reasonable delivery service.

(f) Will extend to his customers his facilities for gathering market and merchandise information.

(g) Will promptly and courteously correct errors.

(h) Will not speculate.

(i) Will not urge his customers to make purchases above their normal requirements.

A good jobber will not exact his "pound of flesh," either from the man he sells to or buys from. For instance, a certain jobber during the past fall, arbitrarily allowed an additional amount to the firm manufacturing his preserve and jam tins, in order that the transaction would not show the manufacturer a loss. They also cancelled contract for 3,500 cases cane and maple syrup, which purchase was made on basis of 9c sugar.

Had manufacturer been compelled to buy sugar at 12 cents sale would have shown him a loss of from \$2.50 to \$3 per case. Rather than see these people take a loss the jobber cancelled the order. They also had 2,000 cases of pure sorghum bought. A straight contract with no strings of any kind. With the very short crop of sorghum, it would have cost this manufacturer over \$90,000 to have filled their orders.

The retailer knows of the jobber's shortcomings, so we will omit them. The jobber knows too well of the vices of his retail customers as well as of his virtues. The close contact between the two makes concealment impossible.

A good and efficient retailer:

(a) Will pay his bills promptly, and if discount for cash is taken it will be taken within the discount period.

(b) Will not ask his jobber to carry him without interest past maturity.

(c) Will not cancel orders placed in good faith, or return or refuse goods unless jobber is wrong or is given the opportunity to dispose of them.

(d) Will not make incorrect deductions.

(e) Will collect his bills promptly.

(f) Will give only service within reason and for which he is remunerated.

(g) Will work for the "turn-over" and keep and care for his stock to prevent wastage.

(h) Will educate and make salesmen of his clerks.

(i) Will keep his store painted and clean.

And further, a good retailer is always prosperous, and buys his merchandise whenever possible and practicable from his nearest local jobber, who is paying taxes, helping to maintain schools, churches, and who is assisting in building up the community in which the two are located. Again, Arthur Jerome Eddy says: "A man certainly prospers in business as his competitors prosper. The man who builds on the losses of others is a greater menace to the community than the poor devil who steals a pocketbook." Thus, friends, the trend of business is toward a higher plane, where honor is paramount and efficiency is the keynote.

John O. Spicer.

# Count Your Coffee Customers

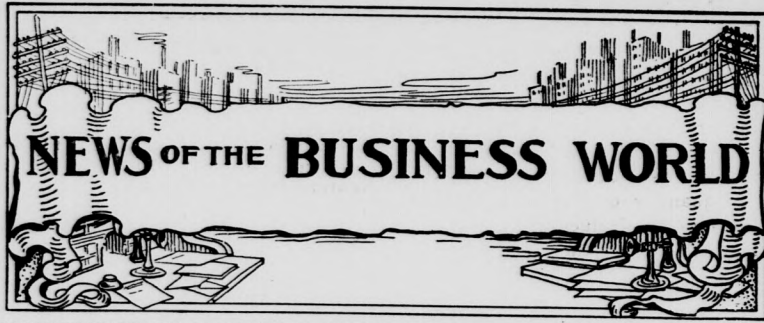
Do all your customers buy coffee from you? Do you know why? Would you like to know? If you will write us we will not only tell you why, but we will show you how to make coffee customers of them.

Don't be content to let someone else get the coffee business which rightfully belongs to you. Getting coffee drinkers to buy Quaker coffee from our retail merchants is our business. We are expert at it. It will put you to no expense to get our advice.

## WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS



### Movement of Merchants.

Howard City—C. Crook succeeds D. L. Kelly in the grocery business.

Hastings—Wallace & Brumford succeed J. J. Mead in the grocery business.

Ludington—Mrs. Charles M. Haner succeeds Mrs. Edith Hansen Stitt in the millinery business.

Freeland—The Freeland State Bank has been organized with an authorized capital stock of \$25,000.

Jackson—The Jackson State Savings Bank will increase its capital stock from \$100,000 to \$300,000.

Mason—Densmore & Davis succeed Webb & Whitman in the clothing and men's furnishing goods business.

Quincy—R. C. Speer has sold his grocery stock and store fixtures to Charles Berger, recently of Adrian, who has taken possession.

Quincy—R. C. Spears has sold his grocery stock and store fixtures to Adrian parties, who will remove it to that city as soon as inventory has been taken.

Utica—The Utica State Savings Bank has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Petoskey—John M. Amstutz has sold an interest in his grocery stock to his son. The business will be continued under the style of J. M. Amstutz & Son.

Willwalk—The Sugar Island Co-Operative Association has been organized to conduct a general mercantile business, with an authorized capital stock of \$10,000.

Jackson—Richard S. Howland is closing out his grocery stock at the corner of Main and Jackson streets and will devote his entire attention to other business interests.

Carson City—J. A. Breder has removed his bakery to the McKenna building, which has been thoroughly remodeled and equipped with the most modern baking machinery and ovens.

Detroit—The Miller Co., hatters, has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in, \$5,100 in cash and \$4,900 in property.

Elberta—The Benzie Fruit Exchange has purchased the Glarum warehouse and an adjoining vacant lot and will double the capacity of its plant by remodeling and enlarging the building.

Albion—George T. Bullen, for twenty-six years engaged in the dry goods and carpet business, has taken into partnership his son, Donald Bul-

len, and Fred Richey, for a number of years connected with the store.

Detroit—The Sterling Equipment & Supply Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in, \$3,500 in cash and \$1,500 in property.

Marquette—Burke & Levine, plumbers and dealers in plumbers' supplies, have dissolved partnership and the business will be continued by Hilmer J. Levine, who has taken over the interest of his partner.

Muskegon—The Towner Hardware Co. has merged its business into a stock company under the same style with an authorized capital stock of \$75,000, of which amount \$66,000 has been subscribed and paid in in cash.

East Lansing—W. J. Nichols and E. C. Bolt have formed a copartnership and purchased the College City Laundry. After being thoroughly remodeled it will be opened under the style of the East Lansing Laundry.

Shelby—John M. Amstutz, who has been engaged in the grocery business at Petoskey for the past six years, has turned the management of that store over to his son and engaged in the grocery business here under the style of John M. Amstutz.

Muskegon—The U-Drive-It Company has been organized to sell automobile parts and accessories and to buy, rent and sell automobiles, with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$1,500 paid in in cash.

Lansing—The Walton Milling Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$300,000 common and \$150,000 preferred, of which amount \$225,000 has been subscribed and \$95,295 paid in in property.

Elsie—Meyer B. Netzorg has merged his department store business into a stock company under the style of Netzorg & Ferguson, Inc., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in, \$1,500 in cash and \$13,500 in property.

Kalamazoo—E. Dunwell has sold his drug stock and store fixtures to D. O. Brown, who has been in charge of the prescription rooms in the Base hospital at Camp Custer. Mr. Brown will install a new soda fountain, modern store fixtures and show cases and greatly increase the stock.

Detroit—Herman Brodsky has merged his men's furnishing goods and clothing business into a stock company under the style of Brodsky Bros., with an authorized capital

stock of \$15,000, all of which has been subscribed and paid in, \$7,500 in cash and \$7,500 in property.

Kalamazoo—Arthur M. Morrow, druggist at 151 South Burdick street, has sold his stock to Donald K. Strickland, who served in the navy from the time war was declared upon Germany until the signing of the armistice. Mr. Strickland will continue the business at the same location.

Lansing—Maynard Merrill and Logan C. Urquhart have formed a copartnership and purchased the merchant tailoring business of Fred Hopkins, at 112 North Grand avenue. New fixtures will be installed in the store, including show cases for the stock. The firm will be known as Merrill & Urquhart.

Carson City—Maurice Yodido has combined his stock of clothing and men's furnishing goods with the general stock of I. Krohn & Son and purchased the interest of Isaac Krohn in the stock. The business will be continued under the style of Krohn & Yodido, Raymond Krohn retaining his interest in the company.

Ypsilanti—Clarence Corbett and Harry Van Camp have purchased the interest of Mark Rust in the grocery, drug and stationery stock of the Rowina Co. and the business will be continued under the same style. R. Bruce Haig, druggist, will take charge of the drug department in connection with his other drug business.

### Manufacturing Matters.

Otsego—The MacSimBar Paper Co. has increased its capital stock from \$800,000 to \$1,200,000.

Lansing—The Lansing Stamping & Tool Co. has increased its capital stock from \$100,000 to \$300,000.

Alma—Verne Aldrich, manager and part owner of the Superior Baking Co., died at his home, Feb. 20, of pneumonia.

Corunna—The Detroit Weatherproof Body Co. is building an addition, 60 feet square and three stories high, to its plant.

Lawton—The Welch Grape Juice Co. will double its capacity by building an addition to its plant at an estimated cost of \$100,000.

Lansing—The Michigan Ice Cream Co. will remodel its plant, build a new power house and lay concrete floors throughout the old plant.

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

Mt. Pleasant—The Transport Truck Co. has increased its capitalization from \$1,000,000 to \$5,000,000, of which amount \$3,000,000 is common and \$2,000,000 is preferred.

Muskegon—The Novel Toy Co. has been incorporated with an authorized capital stock of \$24,000, all of which has been subscribed and \$4,000 paid in in property.

Detroit—The Standard Gear Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$64,000 has been subscribed and paid in in property.

Kalamazoo—The Kalamazoo Sedan

Co. has been incorporated with an authorized capital stock of \$150,000, of which amount \$76,000 has been subscribed and \$15,000 paid in in cash.

Detroit—The Disteel Wheel Corporation has been organized with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The United Automatic Screw Works has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$2,500 paid in in cash.

Ludington—The Handy Things Manufacturing Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Chapman-Speier Building Supply Co. has been incorporated with an authorized capital stock of \$32,000, of which amount \$16,000 has been subscribed and paid in in cash.

Detroit—The Simplex Tool & Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$3,000 paid in in cash.

South Haven—The Brayer Lundblad Foundry Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,600 has been subscribed and \$3,150 paid in in cash.

Manistee—The Manistee Steel Products Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$51,800 has been subscribed, \$5,000 paid in in cash and \$32,729 in property.

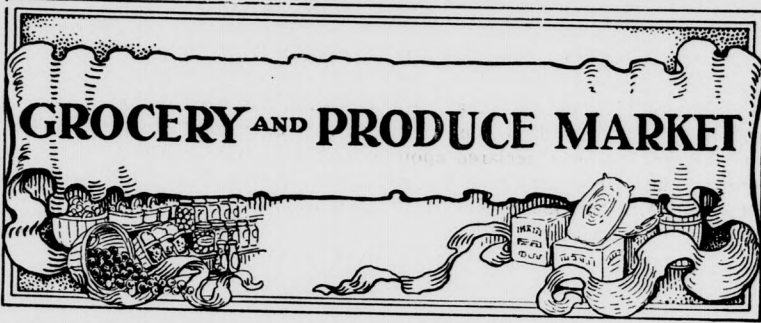
Houghton—The Econs Shoe Manufacturing Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$1,100 paid in in cash and \$8,629.25 in property.

Saginaw—The Saginaw Hardware Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000 common and \$50,000 preferred, all of which has been subscribed and \$175,000 paid in in cash.

Benton Harbor—William Moulds has merged his brass works into a stock company under the style of Moulds Brass Foundry Co., with an authorized capital stock of \$10,000, all of which has been subscribed, \$600 paid in in cash and \$5,400 in property.

Muskegon—Rose Bros. have merged their confectionery manufacturing business into a stock company under the style of the Muskegon Candy & Supply Co. with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed, \$10,800 paid in in cash and \$19,200 in property.

Detroit—Frank H. Holmes has merged his electrical business into a stock company under the style of the Holmes-Michael Electric Co. to do a general electrical manufacturing business and conduct a retail store, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in, \$1,353 in cash and \$3,647 in property.



### The Grocery Market.

**Sugar**—No change in price. Jobbers have little sugar on hand, but many cars are en route from both Michigan and New York refineries. Transportation conditions are the worst they have been for years.

**Canned Fruits**—Like other canned foods, fruits are quiet. Buyers want to buy below opening prices rather than pay a premium over. Some lots of cling peaches are selling at opening prices, the seller absorbing the freight. Pears are nominal at 8@10 per cent. over. Apricots are at a standstill as the demand from all classes of buyers is light. Apples show no change. They are dull and in limited demand. Pineapples sell in a normal way for this season.

**Canned Vegetables**—The general slowing down in buying, noticeable in all lines of foods, is apparent in the canned food market, and it remains to be seen when the business will develop. Future corn and peas continue active sellers, but fruits are not being taken. No other future trading of consequence is to be noted. Tomato futures are not being considered at any specific price levels, as the situation in the South is too uncertain as yet to allow any definite line on values. The question of raw stock is still open, and until that has been settled canners say that they will not quote on their 1920 pack. California tomatoes are nominal. Buying future peas continues active. Wisconsin assortments have been selling freely for some time and Southern have created more interest on the part of the buyer. Spot standards are dull. Extra standards are in better enquiry, but are below the normal call. Corn holds steady at \$1.10@1.17 for Southern Maine style standards, and anything below these figures is apt to fail to grade. The day's turnover of stocks is moderate. Maine fancy is held around \$1.50@1.60, factory. Sauerkraut is holding its own at \$1.30 for State No. 3. Asparagus tops are wanted but sparingly offered. Other vegetables are in routine demand.

**Canned Milk**—Evaporated milk is weak and also a slow seller. There is more of it on the market than of condensed and it is offered at greater discounts, even though, as in the case of condensed, asking prices are below the cost of production. Sales of big blocks are at \$5.25 a case, but \$5.50 is considered a fair price by brokers.

**Canned Fish**—The weakest offering in the salmon line is pinks, which can be bought for \$1.65 on the spot. Some lower offerings are quoted but in most cases the stock is not delivered

on a bona fide order. Underquoting is also being done on other grades as well. It has been rumored that red Alaska could be bought for \$3.30, but a large buyer, who actually wanted goods and who shopped around the market closely, was not able to buy below \$3.50, and then he had to pick up odd small lots to fill his requirements. Main sardines are held at full prices by canners, but there is very little movement in any grade. The domestic trade is quiet and the export outlet is curtailed at the moment. Stocks at packing points are light. Some of the large distributors are entirely out of some lines. California sardines are also quiet but steady. Foreign fish are not wanted except in a small way by the out-of-town trade. Importers are holding for the spring market. Tuna fish is steady. Striped is the main offering and brings \$6.50@7.50 for halves. Blue fin sells \$8@8.50.

**Molasses**—There is a steady demand from the grocery trade, and with stocks of limited extent the market is **very firm**.

**Corn Syrup**—Home consumption is on a fairly large scale, but the export outlet has been contracted as a result of the prevailing low rates of foreign exchange.

**Sugar Syrups**—No business of consequence is being done, and prices are in buyers' favor.

**Olives**—Queen olives of all sizes are somewhat higher, but other grades are unchanged. There is a reaction in buying following the rush during January, but this is normal. Seville advices show a strong and advancing market. The call for glass goods is fair but less active than a short time ago. Bulk stock is also quiet.

**Pickles**—The market in the West is stronger than in the East, but the local situation is by no means inactive. Stocks of all kinds are short, especially gherkins. Sweet pickles are short of orders in hand and are held at full quotations.

**Salt**—Outside of a horizontal advance all along the line, there is no change to report. Buyers are taking stocks steadily at the new quotations. Moderate stocks are held for local distribution.

**Starch**—The demand for corn starch is not heavy, but it is sufficient to maintain quotations. Supplies are ample. The dullness in Japanese potato starch has resulted in a weaker and lower market. Domestic and foreign markets are inactive.

**Sauerkraut**—Although some of the foreign cabbage received here recently has been cut up into kraut, there is not enough of it in sight to weaken the markets in any of the producing

sections. Western points are even asking more money than stocks can be bought for in the East. Both bulk and canned kraut are firm.

**Rice**—The home trade continues to buy in lots as needed, and in that way a fair quantity of rice is going into consumption. Influenced by conditions in the South the market here is very firm. Imported rice is exceedingly scarce and in constant demand, despite extreme high prices. New Orleans advices by mail report that some of the millers have been making large sales at top prices, but that the labor troubles, now understood to be ended, have had a decidedly unsettling influence on trade, without, however, in any way disturbing the strong undertone of the market. Better industrial conditions in Cuba were reported to have resulted in a renewal of demand from that quarter.

### Review of the Produce Market.

**Apples**—Northern Spy, \$3.50@4; Greenings, \$3; Baldwins, \$3; Russets, \$3; Starks, \$2.75. Western box fruit commands \$4@4.25.

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

**Cauliflower**—\$2.75 per doz. for California.

**Celery**—California, \$1.25 per doz.; Florida, \$6.50 per crate of 4 to 6 doz.

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

**Cucumbers**—Hot house, \$3.50 per doz.

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

**Grape Fruit**—Fancy Florida commands \$4.50@5 per case; Choice, \$4.25@4.50.

**Green Onions**—Shallots, \$1.20 per doz.

**Green Peppers**—75c per basket.

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

**Lettuce**—Iceberg \$3 per crate of 3 to 4 doz. heads; hot house leaf, 17c per lb.

**Onions**—California Australian Brown, \$6.50 per 100 lb. sack; Spanish, \$5 per crate for either 50s or 72s; home grown, \$6.25 per 100 lb. sack.

**Oranges**—Navals, \$6.25@7 for fancy and \$5.25@6 for choice.

**Potatoes**—Home grown, \$2.85 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.

Midland — Vasold Bros. have merged their creamery business into a stock company under the same style, to manufacture and sell cereal products, meats, fish, vegetables, farm and dairy products, with an authorized capital stock of \$20,000 common and \$10,000 preferred, of which amount \$20,000 has been subscribed and paid in in property.

A. B. McFadden succeeds S. M. Frost in the grocery business at 742 Scribner avenue.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 24—E. P. Monroe, John Horndorp, Jacob Waalkes and Clyde E. Brown, of the sales force of the Sherwood Hall Co., leave Sunday for Toledo to attend the annual convention of the sales representatives of the Champion Spark Plug Co.

William S. Canfield (Judson Grocer Company), who was laid up at home with the grippe for a couple of weeks, is back to his desk again.

William A. Rindge (Rindge, Kalmbach, Logie Co.) has the sympathy of a large circle of friends, both in and outside the trade, in the serious illness of his wife, who is now undergoing treatment at Butterworth hospital.

To-day it is the man with the best-informed, best regulated mind who wins. The man who is applying constant stimulus to his mind, through acquiring new information, is the man who is going ahead. The power that made all the great captains of industry, all the great scientists, was mind. And that power was built by constant, never-ending reaching out for more information, better information, and the gathering together of standard rules and principles, which, once known, abolish the necessity for grinding out details over and over again. The amount of information that a man can get by personal contact with other men is limited, and great captains of industry and men who have come from the ranks to the top will tell you that they were always reading other men's experiences, reaching out beyond their particular work, to learn of other men's ways and methods.

Did you ever realize that the man who gets out of your bed in the morning is not the same man who went to bed the night before? When you retired, perhaps, you were disgusted with yourself and the world. Everything went wrong with you during the day; you were brain-weary, discouraged; your initiative was demoralized, your self-confidence had petered out, and you decided that you couldn't undertake what in the morning you were confident you could do. Your standards were down, your mental faculties were dull, your brain was stale, your creative power was gone, and you felt generally down and out. But the next morning you were a different man. All you did was to get into bed. Nature did the rest. She put you under her marvelous anesthetic, sleep, and overhauled every part of your body. She freshened every brain-cell, renewed your blood, eliminated the poisons accumulated during the day in your different organs—and you awoke in the morning to a new world, refreshed, encouraged, with a new spirit and strength and confidence, a new outlook upon life, a new determination to do what you wanted to do, ready to begin the things which seemed so impossible to you the night before. Sleep is a miracle-worker. It makes heroes out of cowards, successes out of failures, strong, vigorous characters out of weaklings. And how little we appreciate this marvelous blessing, this panacea for so many human ills!

Why should you despise small sales and refuse to take pains with the customers who spend nickels and dimes? Are you so much wiser than Woolworth?

Make your store look bright from the outside, but not so bright that it will be the lights that will attract attention rather than the store or the goods.

J. A. Howden has purchased the grocery stock of John W. Brandow, 1530 Grandville avenue and will continue the business at the same location.

## 1919 ACTIVITIES

## Of Retail Grocers and General Merchants' Association.\*

\*Annual report of J. M. Bothwell, Secretary, at annual convention at Grand Rapids this week.

February 15, 1920, brought to a close a year of much guesswork, insufficient profits, and untold anxiety for the men who have spent their time in a labor of service supplying foods to the great American people in a retail way.

Guesswork, from the fact that almost hourly most alarming changes in prices were taking place, so that it was next to impossible to be properly posted on the goods that were in most common use.

Insufficient profits, because of a desire to please customers even if no profits were obtained, with further wishes to comply with every request made by officials of the Government and its various departments from the United States Attorney General down through the long list of equalization boards, fair price committees, district attorneys, prosecuting attorneys and various other more or less officious officials who presumed to think that they had the real meaning of the word profiteer and who started out to find the culprit who was the cause of the H. C. or L. but, when they came in contact with him, found the trouble was an eruption in their own mind, much more than any fault of the supposed profiteer. If I may be excused for quoting from a letter received by Senator Peterson, of Minnesota, who is also Secretary of the Minnesota Association, wherein one of its members gave as a reason for not being able to pay his dues, the following letter:

"Dear Senator: For the following reasons I am unable to send you the check asked for.

I have been held up, held down, sand-bagged, walked on, sat on, flattened out and squeezed.

First by the United States Government for federal war tax, the excess profit law, Liberty Bond loans, Thrift Stamps, capital stock, merchants' license auto tax, and every society and organization that the inventive mind of man can construct to extract what I may or may not have in my possession.

"From the Society of St. John the Baptist, the Grand Army of the Republic, the Woman's Relief, the Navy League, the Red Cross, the Black Cross, the Purple Cross, the Double Cross, the Children's Home, the Dorcas Society, the Young Women's Association, the Young Men's Christian Association, the Boy Scouts, the Jewish Relief, the Belgian Relief and every hospital in town.

"The Government has so governed my business that I don't know who owns it. I am inspected, suspected, examined and re-examined, informed, required, and commanded so that I don't know who I am, where I am or why I am here. All I know is that I am supposed to be an inexhaustible supply of money for every known need, desire or hope of the human race, and because I will not sell all I have and go out and beg, borrow or steal money to give away, I am cussed, discussed, boycotted, talked about, lied to, lied about, held up, hung up, robbed and nearly ruined, and the only reason I am clinging to life is to see what in hell is coming next."

This only serves to show why the members of this Association must forget that there is such a being as a pessimist or that there is such a jolly, pigeon tail-coated fellow as the optimist, who usually winds up by saying, "Let George do it." We must rather assume the part of the peptomist—that new type of man who has the proper balance between the pessimist and the optimist and, in addition, possesses the pep to clear the decks for action, then throw off his coat, roll up his sleeves and do the work that needs doing. If you will permit me I would like to enumerate a few of the many things that need doing:

First and foremost, we each one in our town must endeavor to round up one or more fellows who are not now members of the Association, in order that they may help with the big tasks we must perform in framing and passing such legislation as is just, equitable and fair, not alone State but also National, and it has been so clearly demonstrated in passing through the experiences as a result of the war that the men whom we honor by placing them as our representatives in our legislation halls, found it necessary to call in men of experience in business methods, so that fairness and justice might be done their cause. When the war ceased and these agencies ceased to operate, some of the men holding minor offices took upon themselves the authority to dictate selling prices, without regard to how their arbitrary methods would affect the credit and financial standing of the merchant. These men, while no doubt able and efficient in their own profession, were absolutely unqualified to solve problems which confront the retail dealer, a common fallacy being the thought to lower prices by reducing the number engaged in the business. Eliminating competition does not reduce prices; the fewer there are engaged in any business, the easier it is to form a strong organization, the more successful a man is, the easier he co-operates with his com-

petitor and because of the great number engaged in retail trade the possibility of a strong and impregnable association depends on the effort of each member who has a keen realization of the great value to be gained.

Retailers of food stuffs have suffered enormous losses through the fear of prosecution in case they added profit enough to cover expense of doing business, plus a reasonable interest on investment, and many anxious moments have been spent pending life time when the cause would be removed. So it is with considerable pride that we note that, as a class, there was no profiteering and we expect during the meeting to give you actual facts from the Attorney General's department relative to the result of his investigation.

The fact that no prosecutions took place would indicate that little or no cause for complaint was found. Now that the unfair criticism and newspaper propaganda have somewhat subsided, there is every reason to expect that those who were so free to censure should be asked to retract or then be more specific in their charges, and amongst these let me mention a little paper called Current Events, which in its issue for Oct. 31, 1919, headed an article "Retailers Most to Blame" and which reads as follows:

"A committee of the U. S. Senate reports, after investigation that the retail dealers principally are to blame for the high cost of food. Their prices, the committee says, are 200 to 300 per cent. above wholesale prices, in many cases. The profits in retail dealers of meats the report says, are greater in percentages than the combined profits of the farmers who grow the animals, the packers, the railroads, the commission houses, and the storage men."

This paper is circulated weekly in our public schools, carrying to our children the idea that retailers are the cause of the difficulties of the living problem they hear their parents discuss. Yet the paper enjoys a postal privilege that is not extended to the retail merchants by the Postoffice Department. One of the pleas made by this paper for the privilege of enjoying lower postage rates than the cost of carrying it is that it is a great factor in the education of our children. Are we going to be satisfied to sit idly by and allow this to go on or are we going to call to account, through the courts if need be, those whose statements are so far from actual truth? In your store, if a miserable little mouse appears, you immediately buy traps, spoil brooms and use energy to kill it, because it damages some of your goods. How much more time should you be willing to spend to correct the influence of those whose insidious propaganda is undermining your business, as well as your reputation, with the people who are your friends and daily associates!

Legislation that was passed, all but having the signature of the Governor attached, was found to contain provisions that would very materially affect grocers in the larger cities. Governor Sleeper was asked by the Detroit Association to withhold signing the bill until he had heard the grocers' side of the question. The Governor very kindly granted the request and notified Mr. Day, of Detroit, as well as myself by wire of the date of the meeting. The message to myself was not received until too late to get a train in time for the meeting, but I sent the following message:

"Bill Two Sixty-Three if it becomes a law would cause excessive waste of bread in the hands of four thousand five hundred grocers throughout the State—one wasted loaf per merchant per day would bring disastrous results owing to the shortage of cereals to feed the world. Bakers are equipped to use stale bread—grocers are not—the entire membership rely on your wisdom in judging the merits of the bill, suggestion that you veto it because of the waste it would cause."

The Governor very wisely vetoed the bill that was of no practical benefit to any one.

On Aug. 1, 1919, the daily papers in flaring headlines gave the information that an investigation would be carried on by the Attorney General's Department as to the cause of the H. C. or L. On that same date in the Detroit Free Press Attorney General Groesbeck is reported as saying:

"The proposed investigation in Michigan will be far reaching. I want to make it deep enough to uncover every violation of our statutes on the part of the corporations doing business in Michigan under the protection of our laws.

"It will be made broad enough so that as far as prosecutions and ouster proceedings can be made to relieve the situation in Michigan, by punishing the guilty, the laws of the State will be invoked to their fullest extent."

On Aug. 5, I sent the following message to Hon. Alex. J. Groesbeck, Lansing:

"Retail Grocers and General Merchants' Association of Michigan will gladly assist price investigating committee. One of our members on the committee could give valuable assistance."

On Aug. 11, I sent the following letter to Mr. Groesbeck:

"Confirming my message of the 5th, the Retail Grocers and General Merchants' Association of Michigan will

gladly co-operate with you in any way possible to bring to light offenders or profiteers in food products. The members of this Association were active in their efforts to advance the interests of the Government in its conduct of the war, and now that the war is over and our people are anxious to settle back into a peaceable, satisfied Nation, it is an unfortunate thing that their very life is being threatened by the unwarranted speculating and profiteering being carried on and we desire to convey to you the assurance that we are ready and willing to give you any help possible to make public the names of those who are making use of the conditions of the food supply to enrich themselves unjustly."

On Aug. 19, I received the following letter:

"Mr. Groesbeck would like to confer with you concerning our investigation on the subject of the high cost of living, at Lansing on Thursday, Aug. 21. Will you please advise us by wire if you can be here at that time?"

On Aug. 21, at 2:30, I was in the Attorney General's office, where I placed before him invoices showing prices retail grocers were paying for goods and freight bills showing the prices paid the Government operated railways for carrying charges. Tabulated figures, from Harvard University, showing the expense of doing business on an investigation of 253 retail grocery stores; Advertising in newspapers, showing the prices at which the public could buy these same goods, as shown by the invoices. The interview lasted about two and one-half hours and, as a result, the following day the press published the following statement, which I take from the Jackson News of Aug. 22, under the following heading:

"Dealers Testify in Open Session. Lansing, Aug. 21—Members of the Michigan Retail Grocers' and Merchants' Association are willing to co-operate with the State in its investigation of the high cost of living by testifying freely as to the cost to them of necessi-

ties of life. J. M. Bothwell, Secretary of the organization, told Alex. J. Groesbeck, this afternoon at a conference.

"Although declaring he could not speak for the organization Mr. Bothwell said he believed that margins of profit which had been fixed by the federal food administration during the war were fair. These ranged from 16 to 30 per cent."

An article of special significance appeared in the Detroit News Aug. 19, under "Home Gougers First In Court," has this to say:

"The purpose of the Attorney General in beginning on profiteering retailers and wholesalers, is to make prices begin to come down as soon as may be. It is believed that summary treatment of a number of local profiteers will have a wholesome effect on all persons throughout the State who tend to follow the prevailing mode and charge all the traffic will bear. The situation with regard to grocers and meat dealers associations is said by Fred L. Woodworth, State Food and Drug Inspector, to be unusually serious. Investigations conducted by his department show there

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## Men and Boys Work Shirts

Are very desirable lines to handle. We have a complete line or Black Sateen, Plain Blue and Grey Chambray, and also checks and stripes. They are well made of good quality, fast color materials.

Men's shirts at \$15.00 and up.

Boys' shirts at \$10.50 and \$12.00.

Write for a sample dozen.

Quality Merchandise—Right Prices—Prompt Service

## Paul Stekete &amp; Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

The reception our line is receiving convinces us that Michigan is pleased and will gladly support

A FIRST CLASS  
MEN'S WEAR HOUSE

Nothing but a first class would satisfy us—or you.

## Daniel T. Patton &amp; Company

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

We Buy or Sell

## LIBERTY BONDS

in any amounts

HOWE, SNOW, CORRIGAN & BERTLES

401-6 Grand Rapids Savings Bank Bldg., Grand Rapids, Mich.



is a startling uniformity of prices for the stuffs in which they deal in each community. This is taken to indicate that food dealers are well organized in the various localities and are fixing prices on their own responsibility. Similar variation in prices were discovered regarding sugar, flour and most other standard goods. The grocers got together weekly or monthly in some hotel dining room and discussed "What would be best for the business." It is rumored that any recalcitrant dealer who failed to charge the prices that seemed suitable to his fellows was promptly disciplined by a new kind of price war. In Lansing the Association of Grocers invited a newspaper man to attend its meetings. When he made the mistake of publishing the proceedings, however, he was promptly locked out. A similar tendency to do business privately and for publication is said to have marked the attitude of similar organizations throughout the State. I am glad the Attorney General has decided to begin where he has, Mr. Woodworth said to-day. We might as well face the general problem of price fixing now as some other time and we would best deal with it before starting with those over whom the State has undisputed control. It seems to me that there are too many stores of every sort. The public has to support them all.

The Food and Drug Department is a very important one and its officers have very important duties to perform and if they are performed honestly and fairly, there will be little or no time for turning the inspectors onto any other line of work. I believe that the investigation will show that not a single grocer or meat dealer received a penny more than was allowed them under the provisions of the Food Control Act, which reads as follows:

"That the President of the United States, by proclamation, of November 21, 1919, under the provisions of the Food and Fuel Control Act, has conferred upon the Attorney General of the United States power to appoint fair price commissioners. That the powers of said fair price committees are limited to the investigation and suggestion of prices that will be fair to the producer, merchant and consumer, and the prices advised by fair price committees shall be such as will yield to the merchant and producer the fair cost of the commodity, plus the reasonable cost of distribution and a fair profit."

Since articles like the one reported to have been given out by Mr. Woodworth are of a more damaging nature because of his official position than would be the case if he were a private citizen, it would seem that we who have suffered should be entitled to a full and frank retraction of these statements through the same channels of publicity.

With relation to the sugar situation, this being one of the commodities coming under the Food Control Act, a portion of which I have just read, a maximum profit of one and one-half cents was allowed, this being only from 9 to 11 per cent. gross profit, while the expense of handling sugar is from 14 to 20 per cent. but during the war the losses sustained on sugar were covered by profits permitted on substitutes. When the war closed and food regulations were called off, pre-war methods automatically became operative and in various decisions in the Supreme Court of the U. S., money invested in business has been allowed a reasonable profit on investment, yet in many cases, among them Grand Rapids, I found that district attorneys continued to dictate margins of profit and, through fear of prosecution, the grocer sold at the stipulated price and took his loss.

Public officials, as well as private citizens, are subject to the rulings of our courts and, if unjust burdens are being imposed by means of intimidating methods, the only redress is a court decision and it would have been very much better had these matters been settled at once by courts of competent jurisdiction than to have suffered the losses sustained by selling goods at less than cost, plus operating expense.

On Nov. 23, I sent the following message to Attorney General Palmer:

"Retail Grocers and General Merchants' Association of Michigan refer to Harvard University figures on expense of operating retail groceries, average 14 per cent., sugar should retail covering expense, plus Supreme Court reasonable interest on investment 6 per cent., profit should be percentage basis, not less than 15 per cent. over wholesale price."

On Dec. 4 the newspapers contained the following statement from Mr. Palmer:

"Abandonment of governmental attempts to control the distribution and sale of sugar was announced to-day by Attorney General Palmer."

These matters occupied a great deal of my time and thought, but there was considerable time given to the work of organization. Arrangements were made for supplying members with salesbooks that are made in Michigan; also for placing fire insurance in Michigan companies. A meeting of the full board of directors was held in Grand Rapids on Sept. 16, while a meeting of the programme committee was held on Dec. 3. In company with our worthy President and Treasurer, we made a trip from Grand Rapids to Bay City in Mr. Jones' car, writing up on the way five new members. From that time, in company with Mr. Jones, we visited and

held meetings at Bay City, Owosso, Caro, Cass City, Pigeon, Akron, Gagetown, Elkton, Bad Axe, Harbor Beach, Lansing, Jackson and Detroit.

During the summer Mr. Jones was very active in getting new members, both retail and wholesale.

I have visited 109 towns during the year, sometimes going by train and sometimes by automobile in the interest of the Association and have secured 1,666 new members.

From the office I have sent out 15,000 pieces of mail matter to members in 130 towns and villages and have had the active co-operation of 855 members, including our officers, who gave of their valuable time, money and energy to guide the activities of the work in proper channels. My efforts have been supplemented in a most generous way by the wholesalers who are honorary members of the Association and I have also enjoyed the heartiest co-operation of our able and staunch friend and supporter, Mr. E. A. Stowe, of the Michigan Tradesman, and, in addition, to all these we owe a debt of gratitude to the wholesale division of the Grand Rapids Association of Commerce who have so splendidly co-operated in securing the best talent available for the programme that is to be presented during this convention. In addition to all these, we are not unmindful of the efforts put forth by the Grand Rapids retailers in taking upon their shoulders the responsibility of bringing to so central a location the merchants from all parts of the State, so that at the close of this meeting I believe you will agree with me that the retail grocers and meat dealers of Michigan, at least, have not only done their part nobly and well in the trials to which they have been subjected, but that they have won the respect of not alone those who are co-operating with them but also the great mass of people who in the home towns are not only customers, but are also friends, companions and brothers.

#### Fifty-Four Years in Retail Trade.

In 1866 Levi Stern, Henry Stern and Bernard J. Desenberg formed a copartnership under the style of L. Stern & Co. and engaged in general trade at Lawton. The business continued without interruption until eight years ago, when death invaded the firm and the two Stern brothers went to their reward. Two years later B. J. Desenberg was taken by death. The business was continued by Julius Desenberg and Bernhard Stern under the same style until last week, when the two partners divided the stock, Mr. Desenberg taking the clothing, Men's shoes and groceries and Mr. Stern taking the dry goods, women's shoes, rugs and carpets. The two merchants will do business in the same building, separated only by a partition wall, with the two establishments connected by an archway. The survivors of the business partake of the sturdy character of their forbears and will, undoubtedly, achieve the same measure of success, single handed, which accompanied their efforts while working together and also while associated with their predecessors.

#### Enthusiasm.

Nothing great has ever been achieved without enthusiasm.

Men do best what they like best.

Most of the really big things are being done by men who really don't need the money. Joy work is well done.

A man will succeed in anything for which he has a real enthusiasm.

He who sits still and does only what he is told to do, will never do big things.

The more good work you do, the more enthusiastic you will be.

Enthusiasm gives life to what is invisible—and fortune follows close on its heels.

Cultivate and strive to attain this priceless gift; it will enable you to see the goal and close your eyes to the roughness of the road.

## To Our Patrons— To Fair Minded Citizens—

### A National Difficulty

Street railway companies the country over are experiencing the greatest difficulty in maintaining anywhere near regular or adequate service this winter, and here we are having our full share.

### What Bad Weather Means

Snowstorms and zero weather have caused constant and annoying delays in service.

### "Flu"

Influenza and other illnesses have reduced the ranks of our motormen and conductors as well as our shop men to a point where we know service has not been adequate. For ten days the number of motormen and conductors held from duty by illness ranged daily between 60 and 90 men—and in the shops the list has been 20 per cent below average.

### Disabled Cars

Daily there have been from 44 to 70 cars in the repair shops where the greatly reduced force of repair men has delayed repairs and kept cars out of service for extended periods.

### Shortage of Materials

On the mechanical side we are experiencing difficulty in obtaining parts and supplies to maintain regular efficiency in repairing cars. By order of the fuel commissioner the plant that supplies us with car wheels was closed down and when finally our order was filled we did not receive the shipment for many days.

### Getting Malleable Iron Castings

In the good old days that are gone we were able to secure castings in at least thirty days—now we have to wait 90 to 120 days.

### The Result

These facts—unusual increase in disabled cars—continuous, extreme severe weather conditions—illness of men—material shortage—combined with numerous "hold up" of our cars at steam railroad crossings—slow moving trucks (some who refuse to pull away from our tracks)—broken down coal wagons—automobiles on our tracks—slow stepping patrons, etc., all combined these conditions, beyond the control of the management, "slow up" the service and render it such as it is.

### Conditions May Continue

In all frankness, we cannot promise any immediate improvement in car service, greatly as we do desire to give the public better service. The service can only be really adjusted when the snow and thaws have finally cleared away, as thaws and watery trucks are even more detrimental than the present weather.

### Working Under Handicaps

In view of these facts we know that fair-minded people will appreciate the tremendous handicap this loss of men and materials means to the successful operation of our regular scheduled service.

### Service Will Be Restored

We regret exceedingly that our patrons will be inconvenienced and assure Grand Rapids citizens that the full amount of service will be restored as rapidly as conditions will permit.

### Start Early

In the meantime we respectfully suggest that patrons make allowances for possibly delays by starting to business a few minutes earlier than usual in the morning, thereby preventing late arrival.

### THE GRAND RAPIDS RAILWAY COMPANY,

L. J. DE LAMARTER,  
Vice Pres. and Gen. Manager.

### PRICE REDUCTION AHEAD.

A bit of information that came from the great packing industries during the past week may turn out to be of vast significance to every business interest. This was the disclosure that exports of meats to European countries had practically come to a standstill. The cessation is due to two causes. One is that certain of the countries had all they wanted and would need no more this year. The other is that other countries not so well favored would manage to get along somehow because they could not afford to buy more meats. They have not the money to pay for them. Following the report of the stoppage of these exports came the announcement of a huge drop in the prices for cattle and hogs at the Western stockyards. This is said to indicate that, within a short time, retail prices for meats must come down considerably. If they do, this will be followed by similar declines in other foodstuffs, and, when the cost of food is decreased, the prices of other needed commodities generally follow. What will help bring about this, furthermore, is the fact that when European countries are not in a position, for economic reasons, to import food, they are less likely to import other commodities which they need less, and this will apply to a number of manufactured articles other than those usually classified as luxuries. And the fact can no longer be ignored that the former belligerent countries of Europe are convinced of the absolute need of the most rigid economy and are preparing to act accordingly.

Checking the flow of exports means there will be so much more left in this country of commodities whose scarcity, or alleged scarcity, has been one of the pretexts for exacting higher prices. As a matter of fact, the mere circumstance that certain goods could be sold abroad if satisfactory prices could not be obtained here has been quite an aid to the speculators and other profiteers. It has helped to get rid of surplus stocks and provided the competition which forced up values. With this element eliminated, production here is likely to overtake consumption and even exceed it. That such a condition is considered rather imminent may be inferred from the fact that so many manufacturers and middle men have lately been making large offerings of goods for export. This is another circumstance which promises to have quite a bearing on the supplies of merchandise for the domestic market and on the course of prices as well. Added to these indications must be taken the effect of the increasing imports of manufactured goods, whose volume must expand much more rapidly as the year progresses because of the imperative need of European countries reducing their indebtedness to the United States. This will be particularly marked as regards the textiles in the form of fabrics and manufactured articles of clothing. Taking all these things together, the prospects are improving for a reduction in the cost of living within a reasonable period.

Perhaps these things were in the

mind of Mr. Halle, President of the National Retail Dry Goods Association, when he told that body the other day that "present prices will not last much longer. Everybody knows that, and it is up to the retailers to get ready for the readjustments which must follow." Nor was the force of this affected by what was said to these same retailers by Mr. Figg, special assistant to the Attorney General, who virtually confessed failure of the official efforts to reduce the cost of wearing apparel and the like. The Government officers found that prices were inordinately high, but could find no evidences of deliberate profiteering except in isolated cases, although they did discover—what everybody knew long ago—that merchants had hoisted prices by bidding against one another. But, about the same time, William M. Wood, President of the American Woolen Company, was telling the National Association of Clothiers something which was tolerably well known, but which has a very important bearing on this very matter of high prices and profiteering. He said his company had paid to the Government in taxes, for the last year for which its accounts had been made up, "an amount more than five times the amount paid to our investors." Now, these dividends have been huge, so much so, in fact, that the common stock of the company shot up last year to about four times its pre-war valuation, and very liberal provision was made, in addition, for depreciation of plant, etc. In two years the company disbursed in dividends more money than ever was put into all its mills. All this money was obtained from the sale of fabrics, which, in turn, had to be paid for by clothing manufacturers, retailers and the general public. Of course, these inordinate profits are not profiteering.

The Tradesman heartily commends the statements made by Old Timer in his contribution on striking school teachers in this week's issue of the Tradesman. There are two professions where we have reason to expect an exceedingly high sense of honor and responsibility to the public—the clergy and the school teacher. When the latter violates both the letter and spirit of a contract, thus placing himself in the same class as the trades unionist, we are certainly in a bad way. The effort now being made by teachers' organizations in several cities of the country to join the American federation of labor clearly shows that such teachers have no sense of personal and professional pride in their calling by placing themselves on a level with syphilitic cigar makers and non-English speaking hod carriers and are willing to be classed as slackers, slovens and shysters in order to gain a little temporary financial advantage. If this spirit ever gains ground to any extent in this country, the boasted educational supremacy of America will become a delusion and a mockery.

Don't think too much of the praise you like for success in any enterprise. Praise should be merely incidental.

### AN ADVERTISING ASSET.

One of the enigmas in present day business life is the careless way in which business houses treat their greatest asset—their own good name. You insure your building; you insure your stock; you bond your employees; you even insure your accounts; you protect yourself as to all of these tangible assets; yet, any of them could be replaced in the open market. But what are you doing to protect your own good name—the biggest asset in any business? One of the most destructive influences in retail merchandising is the use of comparative prices and comparative values—\$125 suits, \$79.50; worth \$50, our price \$37.50," etc. Comparative values are fraudulent on their face. They bespeak a fact which is nothing more nor less than the opinion of the merchant. And comparative prices involve changes in season's styles and other matters which are very apt to create dissatisfaction with the customer. But the real evil which lies in both of these practices is the avenue you open for the use of your illegitimate competitor. Assuming that you are perfectly honest, that your comparative prices are fair, and that your comparative values are based on your best judgment, you must realize that your competitor, who thinks less of the future of his business than you do of yours, has thrown open to him a field, apparently legitimized by you, in which he has no limits.

Another of the crying evils of present day merchandising is the use of deceptive names. What possible purpose can there be in calling a product "Union Linen" or "Silk Lisle" and names of that sort? Such names merely reflect on the price you charge for the real product. When one gets into the field of furs, he almost wonders if retail merchandising has genuine regard for public confidence. Someone has suggested that trade names of certain furs are no longer deceptive because their meaning is so thoroughly understood by the shopping public. Then why in the name of common sense is their use continued? More and more, the smart merchant is instructing his advertising men to tell the truth and nothing but the truth about every piece of merchandise. He is calling everything by its real name so that there will appear over his door the words, which no sign painter can efface, "This is a Safe Place in which to Shop." The farseeing and successful merchant to-day believes in pyramiding on his advertising investment. He looks forward to the day when his institution will be so well advertised as to begin to advertise itself. Advertising is but a means of contact with the public. It is a method of bringing the public into your place of business. Any merchant can pyramid on his advertising by taking just as great pains in satisfying a customer as he does to get a customer into the store. The satisfied customer is an advertising asset. A dissatisfied customer is a heavy liability. Where pains are taken to satisfy the customer, the strength of your advertising is pyramided. The merchant who depends on his copy to get a new

crowd into the store each day is playing long on a falling market. It should be the aim of every business man who expects to stay in business to so firmly establish his own good name that his business house becomes an institution. When he can get the public to saying that his place of business is a safe one in which to shop, he has established an advertising value which will go on and on and continue to pour dollars into the till long after he ceases to use the printed word. That kind of a reputation cannot be builded on a foundation of deception. The merchant who advertises a bargain which he cannot produce when the customer calls, has created a handicap which he must overcome if he desires to stay in the good graces of that particular individual. It is far better for any institution to lose a sale than the good will of a possible customer.

The San Antonio custom house, with its border watchdogs, is largely responsible for the fact that hardly a woman in America to-day owns a hat trimmed with Bird of Paradise plumes, or with the scarcely less prized spoil of the egret. While the law prohibiting the importation of such plumage into the United States was passed in 1913, millinery importers, through a series of successful smuggling ventures, managed to supply fashionable women with forbidden feathers for several seasons more. Most of this contraband passed through San Antonio, falsely billed, to the great cities of the East. And not long ago the last chapter in an audacious smuggling plot was written there, when customs officers had seized the final shipments of a consignment of paradise plumes worth \$100,000 and the Federal Court at Houston brought to justice the head of a well known millinery house, one of whose agents had been a convict who directed smuggling operations from prison. Among the first shipment of birds seized, in 1916, were many valued at \$500 each. They were sent to Dr. William T. Hornaday here, to be used for educational and scientific purposes. The following year paradise plumes had become so rare in this country that women were willing to pay \$1,000 for a single bird. The feathers were often brought from New Guinea to Laredo. In old Laredo, just across the line, a woman may wear all the paradise and egret plumes she fancies, but if she decides to cross the bridge and take tea with a friend in New Laredo, she must first remove her hat. It is thought at San Antonio that smuggling plots on the scale of the one recently punished—which was revealed through the pique of a German agent—will hardly be attempted again, and that the Bird of Paradise will peacefully fulfill his mission of decorating tropical forests.

A philanthropic barber who wished to have his share in the effort to help fifteen poor families in Columbus, Ohio, but who had no money to give, agreed to cut, by appointment, the hair of the children in any of these unfortunate homes.



## EVERY HAND A CUSTOMER

**E**VERY hand that has work to do is a prospective customer for Boss Work Gloves. They are needed in the home to dust, beat rugs, tend the furnace, mow the lawn and for dozens of odd jobs.

Every man who owns a car needs Boss Gloves when changing tires, cleaning spark plugs, and tinkering around generally. They are needed in every shop, factory, garage, and wherever hands need protection against dirt, grease, and minor injuries.

Boss Work Gloves are made from fine quality white canton flannel. Every seam is

strongly sewed. No rough edges show. These tough, durable gloves fit comfortably, are easy to slip on, and every pair is built to withstand the roughest wear, yet they are so flexible that they allow the free feel of a job.

### Advertising starts in July

The National Advertising Campaign starts in July to tell the entire United States of the hundreds of uses of Boss Work Gloves. The advertised gloves come in three styles of wrist; ribbed, band, gauntlet; and in the following sizes: men's, women's, youths', and children's.

These most popular sellers are listed below with descriptions.

**THE BOSS MEEDY**—The world's favorite work glove for odd jobs around the house and garden, and all light handwork. Made of the best quality, medium weight canton flannel.

**THE BOSS HEVY**—The best bet for all work that requires a strong, wear-resisting glove. Made of the very best quality, heavyweight canton flannel.

**THE BOSS XTRA HEVY**—The world's champion heavyweight handwear for rough work. Made of the finest grade of extra heavy canton flannel.

**THE BOSS WALLOPER**—This is the super work glove. Strong, flexible and built for rugged work. Made of the highest quality, heaviest weight canton flannel.

**THE BOSS LETHERPOM**—Strong gloves for strong work made of heavy, durable canton flannel with tough leather stoutly sewed on the work side of palms, fingers and thumbs.

**THE BOSS JERZY**—Warm, sturdy gloves made of highest quality cotton jersey cloth. These are for work and play, and are made in distinctive colors.

**THE BOSS TIKMIT**—Big, roomy mittens made of ticking that wears like iron. Made for hand-protection and rough work.

**THE BOSS ELASTO**—A flexible, hand-fitting canton flannel work glove made by a patented process in one weight only. This glove will be a big seller.



The Boss line includes highest quality, leather-palm, jersey, ticking, and canton flannel gloves and mittens. Your service to your customers cannot be complete unless you have a good line of Boss Gloves in your stock. Write us for full information, sending your jobber's name. If he cannot supply you, we will see that your order is filled.

## THE BOSS MANUFACTURING CO.

Sales Offices; Kewanee, Ill.—Brooklyn, N. Y.

### Subsidiary Lines as Bait in Shoe Stores.

Written for the Tradesman.

The idea of subsidiary lines for the shoe store is not in any sense new. Many progressive footwear shops handle such stocks. I know of at least one large retail footwear establishment that got the subsidiary fever so completely it has developed into a full-fledged department store—although a department store in which the footwear feature is the dominant one of the establishment. The variety and extent of collateral lines to be found in shoe stores which go in for subsidiary stocks depends entirely on the manager of the store. He can hug the store or he can strike out across the wide expanses.

From time to time during the last ten years I have been suggesting in these columns the advisability of subsidiary lines in the shoe store. Existing high prices and the current need of intensive and more efficient methods in the distribution of shoes—a situation due in part to the war—has not changed my attitude on this subject. On the contrary, there is now, I believe, a still stronger argument for collateral lines. But we will get around to this further on.

The merchandise of a shoe store should consist of the following:

1. Shoes.
2. Findings.
3. Subsidiary lines.

I believe the limited call for findings, of which some shoe dealers complain, is due to the limited lines of findings carried by such dealers. That is one reason. Another is due, perhaps, to the fact that they are not attractively displayed and properly pushed. In other words, some dealers haven't a very large faith in findings, they sow sparingly, and sparingly they reap.

It isn't necessary or desirable to overload in the matter of findings, but one should be adequately stocked. And there is a difference between overloading and stocking adequately. One is adequately stocked when he has a sufficient quantity of the various accredited lines of such merchandise equal to the actual and potential need of his constituency. And you will notice that the writer inserts the word "potential" need. Doubtless there are people in your community who know nothing of various things in the findings line that they might with pleasure and profit, if they knew about such commodities. And it is undoubtedly true that the average community doesn't buy as much in the way of findings as it should—looking at the proposition from an economic point of view.

Really, in spite of all that has been said about findings in these columns and in the publications devoted exclusively to the retail shoe trade, findings is almost a new subject to many outsiders, while the scientific merchandising of findings is an art that not every shoe dealer has acquired. In the next few years there is going to be a tremendous development in the whole realm of findings. And there is a special reason why the retail shoe dealer should strive to keep up with the procession. To put

the proposition in a nut-shell, it is this: If he doesn't then findings will get away from him, and there will be specialty shops devoted exclusively to findings. This tendency toward specialization is everywhere apparent, and the only way it can be kept from invading the shoe business and depriving the retailer of the opportunities he now enjoys, is for the retailer to make the most of his opportunities.

Time will not be spent nor space here used to describe the limits of profitable subsidiary lines. It all depends on who you are, where you are, and what your general merchandising policy is. But, broadly, such would include hosiery and at least a few leathersgoods novelties or staples.

And one benefit to be derived from subsidiary stocks, whether limited or more extensive, is that they serve to brighten the lines which constitute the principal stock of the shoe dealer. Since these side-lines (or many of them at least) have color, variety, and the charm of contrast, they relieve the monotony and add a certain amount of interest to your shoe stocks. This in harmony with the well-known principle of borrowed interest or attractiveness.

And then the very fact that it is known you handle such lines will bring more shoppers into your place. If, for instance, you carry a line of new and attractive hand bags—and good values at the price—women will naturally drop into your place when in need of such things. They may become interested in an interior shoe trim. They may take a very decided fancy to a certain pair of shoes or pumps for special wear. They may see a line of silk or wool hose that appeals to them, and buy a pair. Even if a sale is not made, that five, ten or fifteen minutes they spend looking is not necessarily time lost. Maybe they are getting information and persuasion that will lead to sales later on. Where you have only shoes with which to appeal to the public naturally you get into your shop only those who want shoes; but if you multiply your lines—i. e. add some of these logically-connected and legitimate side-lines—you also multiply your chances of getting shoppers into your store. In a way it is good advertising although it rests on a merchandising policy.

Looking at the proposition from this angle, the shoe dealer can well afford to give the public very substantial values in merchandise of a side-line nature.

And it all goes to swell the sum total of his net profits.

But the main point to be kept in mind is that these lines are of the nature of bait. They get folks into your store. They create an interest over and above that interest which inheres in shoes alone. Cid McKay.

No man is born without faults; he is the best who has the fewest.



HOOD RUBBER PRODUCTS CO., Inc.

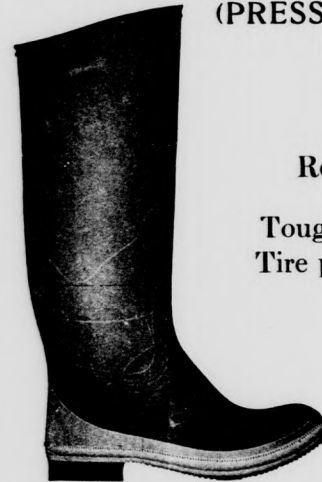
## BULLSEYE BOOT

(PRESSURE CURE)

IN STOCK

Red or Black Gum Upper

Tough gray sole joined by Hood Tire process to high grade upper



LONG WEAR

Men's Bullseye Black or Red Short Boot .....	\$4.00
Boys' Bullseye Black or Red Short Boot .....	3.30
Yonths' Bullseye Black or Red Short Boot .....	2.45

SEND IN YOUR ORDER TO-DAY

Shipped Same Day as Received

HOOD RUBBER PRODUCTS CO., Inc.  
GRAND RAPIDS, MICHIGAN

*The GOOD OLD SPRING TIME will soon be here. Your out-door customer is going to need the best there is in footwear.*

*Sell him the H. B. HARD PAN shoe for SERVICE. Not only will you be giving him the best value for the money. You will be building an everlasting friendship with the substantial people of your community.*

**Herold-Bertsch Shoe Co.**

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

### Money Greedy Teachers Violate Written Contracts.

Grandville, Feb. 24—A while ago the country was held up by the labor unions in the matter of a raise in wages, and so used has the public become to the non-fulfillment of contracts by these bodies of men, very little was thought of the proceeding, even though it verged on the dishonorable.

The coal strike threatened the country with a chill that ran down the spine of every man, woman and child in the Nation. After a lot of bickering and dispute the affair was settled, with the consumer paying the expense of a higher coal bill.

Well and good. The railroad workers, too, after repeated raises in wages since the war prices came in have been on their ear for a time back, with a threat to make things hot for the country unless certain wage boosting was granted. This last strain on public patience has been quieted for the time and will, doubtless, not break out again until after the railroads go back to private ownership.

These wars and rumors of wars all down the labor line have kept the public under a nervous strain which, to quote an old lady friend, "is something awful!"

And now comes another setback to the morals of the community, little expected, and as unrighteous as anything that has gone before. I refer to the demand of the school teachers for a raise in wages, with utter disregard for solemn contract entered in to between these tutors and the school boards.

Has it come to this that a contract entered into between teacher and board has no more binding power than a scrap of paper jeeringly referred to by the German kaiser when he wished, for his own ambitious interests, to invade little Belgium?

Why are contracts written and signed by the parties interested unless they are meant to be binding upon both contracting parties alike? Has it come to this, that a teacher in our public school is immune from keeping his or her written agreement, and that he or she is at liberty to disregard such agreement whenever the humor seizes him or her?

Are not the teachers of our boys and girls hired because of their moral, as well as intellectual attainments, and is it not placing a premium upon dishonesty to grant these hired servants of the people immunity from adhering to a signed contract?

The dishonest course pursued by some of the labor unions has been cause for much disgusted comment by the public, but when this same dishonesty invades our higher institutions of learning, what are we to think of the proposition? There has been but very little advance in the cost of living since these repudiated contracts were signed; even if there had been an advance, this fact does not justify an honest person from not living up to an agreement.

School boards are, no doubt, blamable in some instances for offering to salve the situation by offering bonuses, which, by the way, serve as a tribute to dishonesty and should never be granted. A teacher who refuses to live up to the contract he signs is an immoral person in that he writes himself down before his pupils as a repudiator and a scoundrel. No such person can have any influence for good with the ones who come under his tutelage, simply because it is not what he says by word of mouth, however fine spun it may seem, but his acts which count with the young folks of his classes.

At the end of the contract year a teacher has the undisputed right to make a better bargain for the future. During the time contracted for he has only to "stick to his bargain" if he expects to be counted an honest and honorable citizen. It must be remembered, too, that the taxpayers have some interest in these wage

boosts which school boards too often fail to take into account.

A school board that knuckles to the demands of those teachers who refuse to live up to written contracts is paying a premium on dishonesty.

Early copy books bore the saw, "honesty is the best policy." This should be made to prove true in this controversy with those teachers who love money above their plighted word. What respect can a pupil have for a man or woman teacher who has broken a contract for the sake of a few more paltry dollars added to the yearly salary?

There must be a screw loose somewhere in our school system when so many of the supposedly honorable instructors in our schools are willing to do the dishonest act for the sake of present gain. Would it not be much better for our schools if the morality of strict probity be adhered to if for no other purpose than to set the example for the pupils to follow.

It is the plain duty of school boards to stand firm in this matter and refuse all demands upon them, which in the nature of their contracts with teachers, they are bound, if honest, to meet according to the letter of the law.

A teacher who will break his contract at any time during the school year for which such contract is binding should never be allowed to take another school. Granting such dishonest concessions is absolutely demoralizing to the schools and wholly indefensible in whatever light it may be viewed.

There has been much during the years of war and since to debase the public morals, but this action of so many of our learned gentlemen and ladies of the teaching profession is both amazing and stupefying in its effect. We were not looking for it. In fact, if we are not to find common honesty among members of the school teaching profession, where may we be expected to find it?

Providing the wage paid public instructors is too low, there is a remedy for that without the breaking of contracts, the demoralizing of ideals which have been held sacred since the foundation of the world.

Honesty is the best policy to-day as it has been from the beginning. When we flout that, as we have been doing, by permitting money-greedy persons to override written contracts, we are catering to a brand of immorality that is going to prove of lasting hurt to the whole community in the immediate future.

Be honest and you will be happy. Why not live up to that in our schools as well as in the business world?  
Old Timer.

#### Form Letters on Specialties.

A dealer in Michigan achieved notable results last year with a series of form letters on a washing machine which sold for a comparatively high figure. His advertising was comprehensive and it covered the washing machine from every angle, but his series of form letters going through the mails while this advertising was under way were very personal in tone and their appeal was chiefly an effort to picture how completely the washing machine eliminated wash-day troubles. Very little was said about the machine's construction and evident superiority—this was left to the publicity. Thus, while the advertising was reasoning out every angle to purchase, the form letters were getting in a purely personal appeal and the combination worked wonders.

How about the stationery you use? What sore of an impression will it make upon the jobber or manufacturer to whom you write? Will it make them value your trade?



## QUALITY

is the predominating feature of our line of high grade dress welts. Wide in its scope of popular styles, complete in the selection of leathers as well as the assortment of standard lasts, the line should appeal to you.

Our new fall samples are now ready for your inspection.

Defer placing your order until you have looked them over.

It will surely pay you.

### RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN



It is far more than a happy circumstance that Hirth-Krause shoes are registering such remarkable wear and comfort.

It was concluded that they should, before they left the factory.

Their great wear and comfort qualities were scientifically pre-determined, in Hirth-Krause tannery and shoe factory.

There was worked out the process for treating leather, giving it extraordinary strength and resistance.

There was designed the comfort-giving, anatomical last.

The man who works will recognize at sight the quality in these shoes.

## HIRTH-KRAUSE SHOES

Tanners and Shoe Manufacturers

## WE HAVE STOOD THE TEST.

## Why American Merchants Face a Bright Future.\*

Of the many losses the terrible cost in lives and treasure, which we will be years in paying through abnormally high taxes, we hear much; but the upheaval in the world's affairs also brings, or should bring, home to us lessons valuable to our future. The whole scheme of men's relations to each other—social, political and financial—arrived at through generations of usage, custom and experience in every nation in the world suddenly had unprecedented problems thrust upon it for immediate solution. In some countries the social fabric went to pieces entirely in others it was badly torn and in some, while the worst of the storm is, probably, over there are still heavy swells running on their political and financial seas. Our bankers told us, before the war, that no nation could secure the funds with which to carry on a war for six months; the cost of waging modern warfare would be, in their estimation, greater than the present financial systems would stand. Over four years of this same terrible war was waged and, if we say our bankers were wrong in their first estimate, yet we know that what they had in mind was in the main true. The nations could not spend such sums and not have many financial wrecks among them. This financial strain caused a searching investigation of all human relations in every country and, very naturally, distribution of commodities was the first object of investigation in all the world, because every citizen of every land turned to that part of the various methods of distribution he saw, and paid his money to, daily.

As we are all grocers here to-day we will consider chiefly that business, in the following few remarks: In Europe, especially England, the governments quickly took control of distribution of foods; boards, commissions and government officials either became the wholesaler and retailer or engulfed them in red tape. Costs mounted so rapidly that the government began subsidizing and pauperizing the people by selling flour, bread and other necessities at less than cost, paying the loss out of the public treasury. The regular channels of distribution became clogged, immense stocks of foods were accumulated and the future had a dark aspect for the grocers in England. In Germany, France, Italy, Austria, Holland, Norway, Sweden, Spain and Switzerland, the governments took over or reorganized the distributive trades. In Russia that part of the population still surviving famine, murder and revolution have, very largely, joined the co-operative societies, as they are the only thing left of the Czar's day and they survive only because of peculiar circumstances. In all of these countries production quickly fell. These socialistic attempts to reduce the cost of foods produced the opposite effect because foods ceased to be produced until subsidies, in various forms, paid out of the public treasury, were offered to the farmers and peasants. People looked to the state for everything; individual effort, when existing at all, was first directed to extracting financial help, of some kind or other, from the state; until, in very recent days, Europe has been told by her best friend to cease begging and go to work. What has all this to do with this subject? Just this—every nation tried eliminating the middleman by having the state do his work and foot the bill of resultant losses. Gentleman, long ago, many years before our time, the wholesaler and retailer just naturally grew and evolution made them the means of distributing the manufacturers' products. Sometimes retailers go into the jobbing business, as in the retailers' co-operative buying societies; sometimes, as in the large chain stores, a jobber may conduct many retail stores. The manner of doing business is not essentially changed even though the names of processes are, principally for advertising purposes.

In general merchandising it would be impossible for the consumer to buy of the producer. A dozen oranges from California, a dozen packages of currants from Greece, a pound of tea from Ceylon would be an expensive luxury. A package of yeast foam or a spool of thread would be very costly also. It would be almost equally impracticable for the retailer to buy his goods direct from the producer or manufacturer. He would have to buy in quantities greater than he could handle to get the lowest transportation charges; and even if he could buy in small quantities to suit his requirements, the cost would be greater than if he bought from a well-managed wholesale house.

The logical and practical system of distribution is through the wholesale and retail trade. We can be profoundly grateful to-day that the man called by our country, to feed the world during the war was a man who had seen the fallacies of all manner of socialistic schemes tried by various European countries during the first three years of the war and who believed that the existing scheme of distribution was the best yet developed by men—not perfect, but

\*Paper read at annual convention Retail Grocers and General Merchants' Association by John G. Clark, President Michigan Wholesale Grocers' Association.

humanly workable for the problems at hand. Production, the only solution for the high price question, is not hampered by this method of distribution. In Germany it is a fact that restrictive, repressive, socialistic, tyrannical laws, trying to regulate production and distribution, made criminals and law-breakers of a docile law abiding populace.

Gentlemen, trade is best regulated when least regulated. According to the Boston Commercial of last week, food prices, meaning the basic farm products, must go to such a high level as will warrant the farmer in engaging additional labor in competition with the short hours and high prices paid by manufacturers and in the cities besides allowing him a fair compensation for his services, to get greater production which is the only way to get cheaper food. Russia, the granary normally for a quarter of the world's population, must import foods or starve this year and probably next. Our farmers have decreased their fall wheat acreage twenty-five per cent, because they can not compete with the automobile manufacturers for labor. Is not the answer to this such higher prices for farm produce as will bring the laborer back to the land, or is it that the world must suffer another panic, bringing back soup kitchens and famine to our, at present, over prosperous cities? We have all seen the utter failure of the attempt at sugar price control. If, last May, the usual spring surplus could have been held by the wholesaler, with any hope of reasonable returns for his work and investment, would we have had the sugar famine which prevailed last year; would the refiner have had to export, during June, his surplus so badly needed later? The attempt to placate a faction of our population by running counter to the natural trade laws met the inevitable reaction, and sugar could not come down when our needed surplus was sold out of the country? These are illustrations of what interference with natural economic laws brings about. Some interference was necessary, on account of the whole world's disorder; but we should so observe and respect the lessons so learned that no one will attempt similar interferences in our time; and for patriotic reasons we should teach our children the economic fallacies of all socialistic doctrines.

Quoting, again, from Mr. Hugh Blain, of Toronto, the President of the Canadian Wholesale Grocers' Association: "The logical and practical system of distribution is through the wholesale and retail trade. If these channels are beneficial, economic factors in the distribution of products to the consumer, they should be reasonably protected against unfair discrimination." Mr. Blain petitions, on this premise, for an Inland Trade Commission in Canada with powers similar to our Federal Trade Commission. Our suit against the Packer, who we thought was in a fair way to become manufacturer, producer, wholesaler and retailer, all in one, thus going the chain store or co-operative retail buyers' associations one better and being in the field all alone, taught us through actual contact and experience that here was a great friend who believed in the scheme of distribution through manufacturer, wholesaler and retailer, who was fearless and far-seeing in the elimination of trade abuses and whose president, Mr. W. B. Colver, more than any other man in America, deserves the thanks of a whole people for the curbing of what, if left alone, would have been the food monopoly, absolutely controlling the price of almost every food commodity.

Now, if these foregoing statements are true it is logical and, indeed, necessary, that the wholesaler and retailer, serve the consumer and manufacturer, anticipating their needs from season to season, dividing the load and the profit fairly, both of which are regulated by the keenest competition known in commerce; each notify the other, in as friendly manner as possible that he may ward off approaching danger; one not trying to sell the retailer's customers, the other not trying to be a competitor of the wholesaler in a few profit paying items, while dependent on the jobber for the main source of supply; and both working together for the betterment of this economic equation which binds both so indissolubly together that without one the other vanishes.

One thing it gives me great pleasure to tell you, grocers of Michigan, is that you pay your bills better than any other State in the Union. New York state, for example, had 105 per cent. of its monthly wholesale grocers' business—outstanding in accounts last month; California was about the same; Michigan was less than 70 per cent., some wholesalers in Michigan being as low as 31 per cent. for December, 1919. This speaks volumes for your stability and financial resources and you congratulate you for this wonderful showing.

Another subject, brought forcibly to our attention through this partial re-adjustment period, was the attempt of the Government to deliver groceries at less than cost, through parcels post, which means of transportation, like the railroads under government operation, does not pay its way; and we further see the mail order concerns, using the same parcels post at less than cost for the upbuilding of their business; and we pay the deficit in direct taxes. There are few causes I could pay taxes for and feel worse. It surely is "rubbing it in" to tax us in so many ways for the upbuild-

ing of our competitors; and, if one department of the Government can be a corrective to the other, we hope Mr. Colver of the Federal Trade Commission, will help correct this abuse. Twenty-two years ago, when I started as a delivery boy in a retail grocery store, we heard a great deal of mail order houses and they were supposed to be able to put the retailer out of business in a few years. They are too far away from the consumer to handle the grocery line, which has changed from bulk to package goods and from raw materials to cooked, ready-to-serve, highly perishable articles, which the housewife so often gets a few minutes before a meal is served or has delivered several times during the day. Then, the "car lot" grocer's solicitor came along, selling principally to farmers, who would make up as big bulk of orders as possible, from town to town, each buyer meeting the car, on its arrival at his town, with the cash. These salesmen were paid commissions varying from 1 to 50 per cent, and the buyers soon found that they had purchased a lot of nutmegs, teas, etc., which they could not use in years, for the sake of saving a few cents on a bag of sugar. Then the Grange and later the Gleaners entered the distributive field in limited ways. The Grange has largely ceased its activity along this line and, in the course

## Kent State Bank

Main Office Ottawa Ave.  
Facing Monroe

Grand Rapids, Mich.

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

## Resources

11½ Million Dollars

3½ Per Cent

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings

## What Is the Grand Rapids Trust Company?

It is an incorporated, capitalized, responsible institution, organized to perform services requiring qualifications which are rarely found complete in an individual.

It administers the property of the dead and cares for the property of the living. It functions better than can any individual because it is not subject to illness, incapacity, prejudice, sentiment or death.

It executes trusts with integrity and ability. It truly is an "incorporated friend" for the widow and orphan. Its service is for the person of moderate means as well as for the wealthy.

A confidential interview, without obligation, is invited.

## GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Assets \$3,572,588



Insurance in Force \$66,109,220

## MERCHANTS LIFE INSURANCE COMPANY

WILLIAM A. WATTS, President

CLAUDE HAMILTON, Vice Pres.

RELL S. WILSON, Secretary

JOHN A. MCKELLAR, Vice Pres.

CLAY H. HOLLISTER, Treasurer

RANSOM E. OLDS, Chairman of Board

Offices: 4th floor Michigan Trust Bldg., Grand Rapids, Michigan

GREEN & MORRISON, Agency Managers for Michigan

of time, the Gleaners, who are really a local organization, will go the way of the rest.

Just now, you gentlemen from Detroit are seeing an amplification of the old lumber "Van" in some of the great industrial plants' retail stores, which are understood to be furnishing merchandise to employees at cost, or a very small operating charge added. On a declining market, which will come again some day, these men will find that their employees will yell—"Robber Robber!" at the first item for which they pay even the same as they pay at the corner grocery store, just as the lumber-jacks did years ago. Of course, this way of distribution is made possible through extraordinary profits made on their manufactured products; being fair to the public in the sale of their product, which keeps their plants moving, not appearing so important as the elimination of the grocer, whose total annual profits in all the retail grocery stores in the city of Detroit, will not equal the profit of one automobile company for one month. If all grocers were thus eliminated in Detroit, would not some Auto King have to re-create retail and wholesale stores all over the city? And would they do it without profit? Their present profit is an adequate answer. "Verily man still attempts to pluck the mote out of his neighbor's eye while there is a beam in his own."

Mr. W. F. O'Connor who, as a commissioner on the high cost of living in Canada, made an exhaustive investigation of retail and wholesale grocers' profits, says: "I found little wrong with their profits and I became convinced that what trouble did exist was further back." The Attorney General of Michigan found the same after a grand jury inquest lasting months. After a year of Nation-wide investigations, made by the Department of Justice, through the aid of secret service, postal department, federal trade commission, internal revenue information and the food administration, very few arrests and almost no convictions were made, despite the fact that the food manufacturers and dealers, of all kinds, sizes, types and nationalities number about five hundred thousand. Most of these comparatively few complaints came about through the ease with the retail or wholesale grocery business, which men, knowing little about either embarked in the line and made a mess of it. Only two weeks ago the papers, all over the United States, carried front page news to the effect that two wholesale grocers, in New York, were arrested for profiteering in sugar. Investigation showed two closed stores about twenty by fifty feet; one floor only had been occupied by men, not even speaking English, with less than a good retail stock; yet, wholesale grocers, all over, had to bear the implication inferred in these published articles. If manufacturers and wholesalers do become very strict on credits, will it not eradicate just such men as these?

The war has also taught the benefits of quick turnover; that the wholesaler or retailer who had turned his stock over rapidly had net profits in ratio to the number of times the stock was turned and that in the retail business the net profit had increased in geometrical ratio as the turnover increased beyond six times per year. The average net percentage of profit of the stores turning over their stock say twelve times per year was almost three times the net percentage of profit in stores turning over their stock but six times. Also that the man discounting his bills promptly was a better buyer and had little dead stock, thus reaching a larger number of turnovers than the merchant who bought heavily. The latter may have, in some instances, discounted, yet, many merchants thus lost their discounts and carried too heavy stocks. Thus a close working together of the wholesaler and the retailer through prompt payment of bills by the retailer made a more profitable business for the retailer and made it possible for a more efficient wholesale supply, fresher goods to the consumer at a lower price. This situation came about largely through new sales terms imposed by the manufacturer through scarcity of merchandise, also because higher prices and maximum lading of cars compelled the wholesaler to collect more promptly or cease buying to the best advantage in carrying complete stocks. It is a fact that, without taking all his cash discounts, the wholesaler would find his business returns on the wrong side of the ledger and that the manufacturers and producers in turn through such high prices, big car loads and slow transportation had to have their money from the wholesaler not on arrival of cars, but just as soon as the goods could be billed out and the bill of lading presented at the bank.

The persistent attempts of some of our officials and a part of the press to unduly reduce prices without a fair enquiry into the cause of such prices caused much unrest and apprehension among all the merchants who had been forced through ever advancing prices to have their all invested in these same goods under attack. In the end such agitation stops production and has an exactly opposite effect to that intended, as it thus enhances prices through scarcity. There is nothing that will lower prices except more goods, and any misguided effort, no matter what its motive, will continue to be an obstruction, serious in exact proportion to the power and influence back of the effort.

An investigation or survey, made by the New York Market Commissioner, showed that over 90 per cent. of the consumers interviewed demanded of the grocer that he carry their accounts to a convenient pay day, a delivery service and the use of the telephone in ordering. Naturally, then, the retailer has in Michigan at least educated his customers to pay promptly. One retailer I know conducted a business in a small town last year of over \$100,000.00 and had less than 33,000.00 on his books. He says that prohibition has increased his sales and lessened greatly the labor of collection. His cost of doing business was, approximately, 13 per cent. and his gross profit—18 per cent.; surely he was serving his customers efficiently for a moderate return. His business was divided into eighteen departments and turnover was the most essential element in his net profit in each department. For instance, his bakery goods department, comprising bread and sweet goods, turned over almost every day and he made a gross profit in this department of \$1,680.00, with not more than \$150.00 invested. Most of that time his bread, much the largest item of sales, paid 1½ and 2c per loaf gross profit. His figures are very interesting.

I have used this emphasis on turnover because it is where your net profit really is; and only by buying often in quantities proportionate to your volume, discounting all bills and having your wholesaler's closest assistance and market postings can this be most successfully accomplished. The salesman, who comes to you with a special line that has not a quick turnover is not wise if he overloads or attempts to overload you. Your real friend is the man who wants to see you often and have the shelf, where his goods are vacant, or nearly so, when he calls again. The retailer and wholesaler are, together, the great economic twins of distribution, when one does well, it must be with the others help; whatever hurts one, harms the other; what is of interest to one, must be studied by the other, whether mail order competition, chain store expansion, wagon peddlers leaving extracts, spices, medicine, etc., with the farmers to be paid for when used, the Larkin clubs, the Piggly Wiggly; the great Whalen-Duke combination, who have bought Montgomery, Ward & Co. and just a week or two ago purchased 1,600 general stores in the Southern States, besides owning the United Cigar Stores; the National Farm Bureau movement; city and municipal markets; the rolling stores of the East, and now in the West; the traveling tea wagons leaving their premiums with the first purchase; the chain drug stores encroachment into the grocery line; slow transportation; government regulations of business. All these and other endless problems belong to us both, and we must and can solve them together. It is said that nothing binds men closer than sharing a common danger. If this be true—not even the Siamese Twins are bound closer than the retailer and the wholesaler to-day. After being in the retail grocery business for twelve years and the wholesale grocery business, ten years, seeing and living in both lines, it is the sum of my experience that both businesses are built on character; that a strong man has a good business because he has the courage to face the real facts and conquer difficulties as they arise; that his character is an asset well known to his community and gives him such an advantage over any scheme or new plan that he never need fear the destruction of his business by any outsider and, that against such a rock the seas of any sort of competition may break without damaging him or the structure he has been years building through industry, intelligence and common honesty. When a better method of distribution than the wholesaler-retailer channel is found, no argument will avail against it and the process of evolution will, quickly, put us among the "has beens."

To-day, we have stood all the tests of peace and war and face together, a bright future full of confidence and an abiding faith in our economic necessity and usefulness.

**Lazy Land.**

Written for the Tradesman.

I have been down to Lazy Land  
Down where the gulf-stream flows  
I have been down to Lazy Land  
Afar from Northern snows,  
Way down South in Dixie Land  
Where summer suns now shine  
There I've been just lazy—and  
The prize they say is mine.

I have been down to Lazy Land  
What can a fellow do  
Way down South in Lazy Land  
Where winter is summer too,  
I have been in Dixie Land  
Where mocking birds now sing  
There I've been just lazy—and  
Of lazies crowned the King.

I have been down to Lazy Land  
In Florida I mean—  
I have been down to Lazy Land  
The laziest ever seen  
South and South in Dixie Land  
Midst oak and palm and pine  
There I loved a maiden—and  
Another prize is mine.

Charles A. Heath.

The  
Public Accounting Department  
of  
**THE MICHIGAN TRUST COMPANY**

**Prepares** Income and Excess Profits  
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Returns.

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ing Systems.

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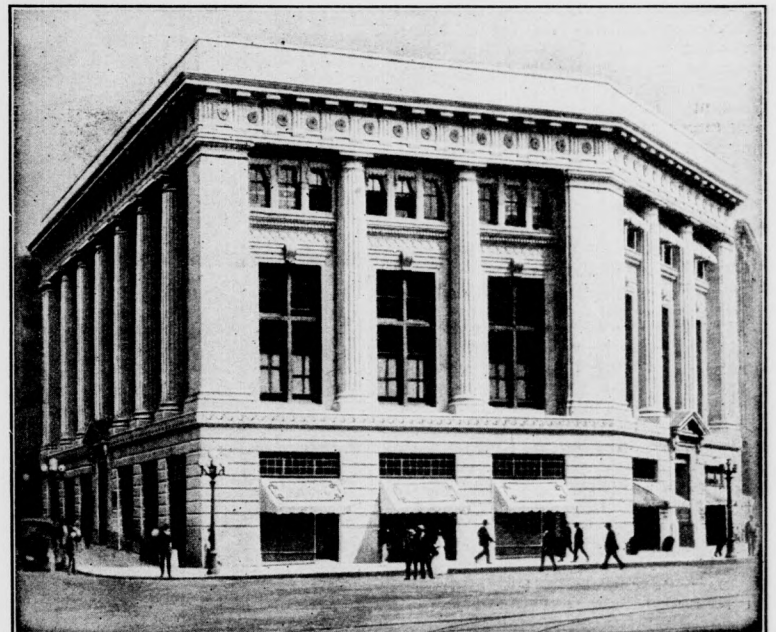
Michigan Trust Company Building

Citiz. 4271

Bell M. 408

Grand Rapids, Michigan

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



**CAMPAU SQUARE**

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

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

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

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

**MASTER YOUR BUSINESS,**

**Instead of Allowing It to Master You.\***

One of the most successful business men I ever knew said to me: "Business is a hard taskmaster. It demands all your time and all your energy," but I noticed he always left his office for a game of golf about 4:30 every afternoon. Now, gentlemen, don't you think it possible to put greater concentration into your business hours and then forget it? Open your stores at a reasonable hour, close when other shops close, and the public will soon accustom itself to the hours as we all have had to accustom ourselves to the hours of the large department stores in our cities.

A number of years ago in a small village near Detroit a young boy went to work in a general store, one of those stores where every morning more of the store is carried out onto the sidewalk than is left inside, and every night, or sooner if it happens to storm, it is carried back. The work was hard, the hours long. At 6 a. m. the store opened and sometimes it closed at 9 p. m., but more often at 11. This boy made a mental resolution as follows: "If I ever have a place of business of my own, I will open it at a decent hour and close it in time to give my employes reasonable leisure." Well, he got his business—he got his employes. Now they have the reasonable hours and he is the slave to the business.

How many of you are in the same boat? How are we going to get out of it?

So many of us blame our employes—and I certainly agree that the labor question is some problem, but the fault lies partly with ourselves. To be sure, how to find the man you need is an undeveloped art, but many of us hire a man because his looks or happy smile appeal to us, but fail to blame our lack of judgment when he does not come up to our expectations. Then we hire another man because he comes well recommended. No more recommended men for me. The worst one I ever had came with the best recommendations. Right here I want to say to you men, don't recommend any man unless you know he deserves it, unless you know he is just what you say, just what you intimate he is. This is simple honesty to your business brother. Then we hire a man because he is experienced. How many of you men have asked us salesmen, "Where can I get an experienced man?" In any newspaper want column you can see, "Wanted an experienced man," "an experienced hardware man." What you must do is hire a man, a man of character and make a hardware man out of him or, rather, help him make himself into a hardware man.

Many of you may think you haven't the time to show a man how to do things, that he must know how when he comes to you. You do not want to allow him to develop himself or his ideas for fear it may upset some of your time honored traditions; but, gentlemen, if you will get your man of character and give him your ideals, and not ideas, then insist that he think and work out the problems which you have delegated to him and which is his share of making your business successful, in the end you will find you have developed a real hardware man experienced in your business. If you do this, those who come in the future, to the third and fourth generations, will be better men and women because their ancestor was helped, by you, to develop this ability to think and was not allowed to degenerate into a machine.

When I was quite young I heard a definition that has stayed with me ever since, namely, "A good business man is one who is able to surround himself with men who know more

than he does in their specialized lines and then uses their combined ideas for the success of his organization." That is what you must do. Select your help—your assistants—with care; select men and women with some vision, with some initiative and sound earnest thought, and they will become your greatest asset and support in the crisis which is bound to come in every business.

The best and most successful business men are not the blustering, know-it-all, the world-was-made-for-me kind, not always the best educated men nor the ones especially trained along certain lines, although, as I recently read, "The signs of the day are that trained men must mobilize." Here we have it. Here is your good business man, the captain of these mobilized men, the man who has the knack of getting the most needed information from the best authorities possible. I have a man in mind now, a member of your Association, who works on this plan. He buys certain lines only, the best he can get for the price he wants to sell at and when the salesmen who represent these lines calls on him, he is a regular sponge. He soaks up all the pointers and information he can possibly get and then uses it. Gentlemen, the store shows it. He also has regular hours, he goes to work at a certain hour, he leaves promptly at his appointed lunch hour, just as his help does, and his store is closed at 5:30, as the factories are. You cannot get into his hardware store after hours any more than you can get into a factory or a bank. It is run on a system and every minute is used to good advantage. There is no useless visiting, stories or other means of wasting valuable time during business hours. His store is clean, the goods are in order on the shelves and in the cases. He and his help have a good natured, happy air about them, for they are not slaves to the business, but are masters of it; and it is the means of giving them adequate compensation for the service they render; a means of furnishing them with their pleasures and hobbies in the hours set aside for that purpose.

On the other hand, I know several men in your Association who open their stores almost at daylight to catch the trade of those who pass early. They stand around and joke and talk with the village gossips and loafers, instead of making every moment count. At noon the telephone rings time and time again as their naturally systematic wives, who try to run their houses by system, try in vain to find out when the busy man is coming home to lunch; the same



Established 1853

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

\*Paper read at annual meeting Michigan Retail Hardware Association by Harry T. Morgan, of Detroit.

**ANNOUNCEMENT**

For the convenience of our many clients in Michigan, we have established a Detroit office at 1706 Dime Bank Building.

**Coats & Burchard Co.**

Public Appraisers and Engineers  
New York, Chicago, Detroit, Dallas, Cincinnati

Certified Appraisals of Physical Property, showing detailed Reproductive Values, Accrued Depreciations and Net Present Day Values for Accounting, Insurance, Credit, Banking, Reorganization, Incorporation, Merger, Income Tax, Sale and Cost System Purposes.

CHARLES D. LYNCH, Resident Manager  
1706 Dime Bank Bldg., Detroit, Mich. Telephone, Main 3631

**Petoskey Portland Cement Company**

Petoskey, Michigan

**Authorized Capital Stock \$1,500,000**

**All Common Stock**

**No Preferred Stock**

**Fully Paid and Non-Assessable**

**No Bonds**

The treasury stock of the Petoskey Portland Cement Company is nearly sold and every indication points to the fact that the Company's cement plant will be in operation by the 15th of September turning out cement.

In addition to this, the officials of the Company state that they feel that the earnings of the crushed stone business this year will be at least four times as large as during any previous year.

As soon as the cement plant is able to run fully for one year, and the Company turns out large amounts of crushed limestone, for which it now has large contracts offered, the earnings of this Company should be sufficiently large to permit the payment of substantial dividends.

Daily papers as well as magazines are full of articles predicting an enormous road building program as well as other extensive construction projects, all of which will call for enormous amounts of cement.

No one doubts that there is a future for cement, nor can anyone doubt that the Petoskey Portland Cement Company will have a great future, owing to its many natural advantages in the manufacture of cement, as well as to its other large and profitable business—the crushed limestone business.

This offering of stock presents an excellent opportunity to conservative investors to participate in the near future in an industry that is producing one of the world's greatest necessities.

Inquiries concerning the Company and stock will receive prompt consideration.

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.



thing at the evening meal and again at night.

This kind of a man is a slave to his business in every sense of the word. He never knows when he is going to do or how he is going to do anything. His business is disorderly, his store shows it, he looks and acts it, the traveling men come away disgusted because he has upset their plans. If you could look into his home you would find it reflecting the same conditions, because he simply upsets things all down the line and no one has any comfort out of living who is connected with one of these unsystematic slaves to business. He makes a poor husband, a poor father, a poor business man and a mighty poor citizen.

He does not have time to keep in touch with his village, city or country. He glances hurriedly over the headlines of his party prejudiced paper and decides he will rush down and vote a straight ticket and let it go at that, if he thinks he can spare the time to vote at all.

Let us consider this matter of voting a little in passing. How many of us at the primaries or last election deliberately selected the best men. I mean men (and it is to be regretted that we cannot persuade more men of character to accept political positions. How many of us selected the best men for the jobs? How many of us voted for the men just because they were democrats or just because they were republicans? How many of us voted democratic or republican because we always had, and our fathers before us had? Most of all, how many of us thought we could not spare the time to vote at all? There was a word used largely during the war that could very appropriately be applied to the latter class, "slackers."

Casting our ballot is a duty we owe our country and our families. None of us should shirk or neglect it, and I hope to live to see the day when a man or woman who does neglect this duty will be compelled to give a reasonable and acceptable excuse before a court of law before so doing. Until some such system is worked out, we will always be represented at Lansing and Washington by politicians instead of men.

We men who are slaves to our business must wake up to the fact that it does not pay. We lose the enjoyment and pleasure of living. We are not of much use to anyone or for anything. We become prematurely old and lose our health.

We should begin at once to systematize our affairs; to systematically find pleasure; to get away from business; from talking shop. We must change our mental occupation, so that when we come to our business hours we will have a clearer mind and fresher energy, which will bring us just returns for our efforts, besides giving us a thorough appreciation of this beautiful old world of ours and the joy of living.

To be sure, it cannot be done in a minute or a week, just a little each day. Somewhere I have read, "An idea a day keeps ignorance away" and we will soon discover that business and pleasure will mix if we make a business of finding pleasure and we will be more able to find pleasure in our business. Then we will say with zest, "It's a great life in our good old United States." And why is it a great life in our U. S. A.? Why is it a greater place in which to live? We certainly all feel instinctively that it is the place in the world to be living to-day—but why?

I will tell you something I heard at the Detroit Board of Commerce recently. The speaker was a man who had traveled extensively and about three years ago was in South America. He had lunched with the President of Argentine. After luncheon, the President, during their talk on South America and her unlimited resources, remarked: "We have a wonderful country here, a big country. Your whole United States could be dropped into Brazil. Chili could be laid clear across your United States and a good portion left over to reach into the Pacific on one side and the Atlantic on the other. There are 268 different kinds of trees in our vast forests, of which there are no botanical records. South America was discovered first and yet here we are away behind your remarkable United States. Why is it?" The speaker told us he had his own opinions on the subject, but he hated to express them, so he said: "What reason do you give, Mr. President?" "Well, I have thought of it many times and have finally come to this conclusion: Many, many years ago the Spaniards set sail for South America to find gold, and some 300 years ago the Puritans set sail for North America to find God."

#### Where Do You Give Up?

Where do you quit? Where is your giving up point? There is a tremendous difference between the giving-up point in individuals. Now, if you can tell me where you give up and turn back, where you throw up your hands, if you will tell me your quitting point I will predict your goal.

The man who has no quitting point, as long as there is life in him, is the man we tie to. The man who never gives up, who does not know when he is beaten, the man with superb courage and a lot of dare in his nature, who will take chances and risks, the man who is willing to gamble with his life, if necessary, in a worthy cause, the man who would rather face death than disgraceful cowardice is the man who achieves worth-while success.

## 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

## 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

**—Yes Sir!** Some of the big wholesale houses of the State are not only carrying our fire insurance, but are advising their customers to buy it.

**Why?** Because they want the credit they extend and the accounts they carry properly protected.

This is the insurance with 25-45% immediate saving.

Why wait for dividend?

**Michigan Bankers and Merchants Mutual Fire Insurance Co.**

Wm. N. Senf, Secretary,

FREMONT, MICHIGAN

## BETTER BUSINESS METHODS. How They Can Best Be Brought About.\*

The year 1919, with all its successes and disappointments, has gone and we are well started on our way in the new year, a year full of promises and possibilities. I can see in the coming months an era of industrial prosperity such as this country has never seen. Almost everywhere the cry is heard of depleted stocks and the long wait for the finished material, and the realization of the shortage of everything that goes to supply the wants of civilization.

Although many of our leading men predict a fall in prices, I can find nothing that points to any material change for many months to come.

Farm products from all accounts are likely to keep their present level. Labor resents the thought of any intent to reduce wages and the Government demands its income and excessive profit tax. With all these facts before us it would, indeed, be folly to think of making any adjustment in our business affairs looking to any great fall in prices.

I would, however, urge you to use good business judgment in your purchases, buying liberally to supply your immediate needs, avoiding unnecessary surplus stock and so maintain your business on a basis that will enable you to take advantage of every available discount. Too much can never be said on the value of the discount. To realize what this means, just get a little money bank, place it where you can put in it every ten cent and every dollar you get from discounts, and see how fast it will mount up. You will not have to worry about Xmas money or tax money or money to pay the interest that comes with such lightning rapidity. Remember that 2 per cent. on \$10,000 is just as good as 10 per cent. on \$2,000. The merchant who offers goods as cheaply as can possibly be done is sure to grow fast and safely. Although he may reap a lower percentage of profit than his competitor, he will more than make it up by the volume of business.

We have all heard much about patriotic economy. Some people, in my opinion, have taken rather a false view as to what that really means. Patriotic economy does not mean a lowering of America's standard of living which would make us less efficient physically, mentally and individually, and kill the spirit and the will to do the truly self-sacrificing things to be done. Patriotic economy means the elimination of waste

\*Paper read at annual convention Retail Grocers and General Merchants' Association by John A. Green, of Cleveland.

and extravagance. It means the conservation of our National wealth, our health, our energies, our labor, our very lives. It means putting more efficiency into every thing we do, so that each unit of money, energy and intelligence may accomplish the utmost.

Efficiency and conservation movements are laying hold of America. Efficiency has been a very much abused word, but business men must give it a very much broader meaning. Never before has it been so absolutely necessary for the retail merchants to be really efficient. Old methods of doing business must be relegated to the by-gones. This end can only be brought about by greater co-operation and efficiency on the part of all the merchants. It is the duty of every merchant to stand up like a man with the other men of his community, to give them what he can and, in turn, get from them substantial benefit. It is his duty to give up the idea of getting immediate profit for himself and, instead, to work with his fellows for the ultimate prosperity of all. Such a man it is that is doing much to raise his associates from a storekeeper class to a class of merchants.

Confidence is the greatest asset in business. The confidence of the trading public is a very valuable asset. In order to get and retain it, it is essential that we have confidence in ourselves and in our ability to render the service that the public demands.

Knowledge of business facts is more necessary now than ever before. Hit or miss methods must be relegated to the past. Profit has been gradually getting rear. As competition grows the margin smaller and smaller until to-day the margin between cost and selling price is so close that it is only with the greatest care in every detail that we can secure for ourselves a fair remuneration for the time and money involved.

American business men are facing a real crisis. The shortage of help of all kinds, the keen competition, with the increased cost of doing business, make necessary a readjustment of business methods.

Individual efforts in solving the problems of merchandising exist merely as reminders of a shadowy past and belong with the stage coach and ox team.

The drug men have their National Association, the hardware men have a fine National organization, the National Retail Grocers' Association has done wonderful things, as well as other kindred organizations.

These great National organizations, with their associated units, organized and co-operating in legitimate effort to meet the trade problems confronting us, form the strength and give the vitality to the affiliated organizations and

answer the questions, "What have you done?" and "Why are you here?"

Never before has the necessity of being organized so impressed itself on me as it has during the last two years. In town and cities which I have visited where they have had no organization, they are like a ship without a rudder or compass, drifting to and fro, not knowing what to do. It would appall you to see the hundreds of retailers who have passed out of business, many of whom would have prospered if they had co-operated with their fellows in the same line of business.

A man if he ever gathers wisdom, must accumulate it from experience. There are two ways of getting experience. One, personally the other, by studying the experience of the other fellow. The advantage of the latter is that you have all the fun without suffering any of the consequences.

It is up to us now to apply this business strategy on the broader lines of the greater good for the entire trade.

I think that we, as business men, should point our ideals to a much higher plane than we have ever been doing and impress on the community, the dignity of the profession in which we are engaged. I do not think that we, as retailers, have realized our importance as a trade factor. If the community in which you live could not live comfortably without the service which you render—without the service you are prepared to give—then there is no greater benefactor in that community than yourself, and no man of any other profession, whether he be minister, physician, lawyer or anything else, has any claim to stand above you as a respectful and useful member of that community. What is service? Service means, "prompt, courteous and efficient attention for a proper remuneration," and the last phrase "for a proper remuneration," should be doubly underscored. Service consists of giving the right thing at the right time for the right price, but it does not mean giving something for nothing. One of the questions that is receiving considerable attention at the present time is "Cash vs. Credit."

Service is here to stay. People like to trade where they think their business is appreciated and where the seller offers something more than just the goods he hands over the counter.

One of the questions that is receiving considerable attention at the present time is, "Cash vs. Carry."

It is just as impossible to do all business on a cash basis as it is unnecessary to do all business on credit. There are two reasons why the retail merchant is giving this question much thought at the present time.

First, because of the increased cost of merchandise, he must have more capital with which to purchase stock to meet the requirements of his trade; second, the shortest accounts carried are now more than double what they were three years ago, making the risk of carrying accounts just that much greater in proportion.

The remedy lies in meeting the issue intelligently. No haphazard method will do. Every city and town now has its credit rating bureau which should be used as a clearing house before the merchant should accept a new customer.

Every account should be kept within a fixed credit limit and the customer should be given to distinctly understand that there is a vast difference between time and eternity. It is the abuse of credit that has brought it into question.

The granting of credit has been used to a very large extent as a means of competition by many retailers, in the end this kind of credit granting brings ruin to all who engage in it. More failures can be attributed to it than to any other evil connected with the trade.

Men who have followed along these lines have not only done themselves a great injury, but they have wronged their neighbors as well as their customers.

What applies to the retailer in this respect applies to the manufacturer and wholesaler. There is room for much improvement by all concerned and the sooner a radical change is brought about the sooner stability to the trade will be in evidence. The time has come when each of us must rigidly adhere to our agreement with the customer as to the time limit for payment. It is not good for the manufacturer, the distributing forces or the consumer, that any laxity in regard to terms be indulged in. We have heard much about co-operation in the last few years, but here is where the retail merchants have a big opportunity for co-operation, to the extent of eliminating all undesirable trade from the credit roster, and by so doing eliminate all loss from the credit end of the business.

"Limit your buying to your actual needs" is a motto well worth considering. If we do this we can reduce our investment to a minimum, reduce our taxes and insurance, and very often save some interest. He can work on less capital, and by taking a small profit frequently, he can compound it and use it to build up his capacity for more customers.

The power of turn-over to increase capital and the power of advertising to find customers and by rapid sales release the augmented capital for reinvestment accounts for the large fortunes built up from small beginnings. By no other

# LIGHT HOUSE COFFEE



IS

## Quality Higher

Coffee Mills Located at Detroit, Michigan

SOLD BY ALL OUR HOUSES

# NATIONAL GROCER COMPANY

Detroit  
Cadillac

Grand Rapids  
Port Huron

Saginaw  
Escanaba

Bay City  
Sault St. Marie

Jackson  
Lansing

Traverse City  
Decatur, Ill.

South Bend, Ind.

means could a man turn a few dollars into millions in one lifetime. The high speed lubricant which makes possible quick turnover of large sums is intelligent advertising.

D. C. Metz, a grocer at Newark, Ohio, in his report at the Ohio Retail Grocers' convention in Springfield last October, said that he had done a \$45,000 business on a capital of \$2,000.

The Girard Grocery Company, of Philadelphia, according to its printed report, turned its capital sixteen times. It did three million in a wholesale way.

When we collect our accounts on a limited basis, and by limiting our purchases to our actual needs, we are primarily doing business on a cash basis. Thus we can reduce our overhead expense to the lowest minimum cost.

It is much better that we discount our bills than that we buy in quantity to get some alluring price and thus tie up our working capital. In the first place, the moment we owe an overdue account our credit becomes impaired. In the second place, we have lost our independence.

It is the untangling of this knot that has contributed far more than good buying to the success of the chain store and the mail order house. Many of our merchants have been studying their methods and have changed their buying policy to meet the demands of the times. By doing so they have increased their volume of business and, instead of turning their stock five or six times, they have doubled their turnover, reduced the capital required to a minimum and, by using the released capital, have bought to better advantage and very largely increased their profits.

A thousand dollars wrapped up in unsalable merchandise is a millstone about the neck of the average retailer, but sacrificed at a discount of 25 per cent. and the proceeds converted into salable merchandise at a mark-up of 33 1/3 per cent. five turn-overs bring a gross profit of 200 per cent. Even a sacrifice of 50 per cent. will recover the loss and in five turn-overs give you a gross profit of 100 per cent.

I wish I could so impress on you the value of the turnover that you would see that it was almost a commercial crime to give shelf room to dead stock.

The salesman must have it hammered into him that every time he overloads his customer he becomes an accessory to the crime of commercial suicide. The day is gone when the salesman can be rated according to the large orders he can turn in, regardless of the effect on the retailer.

Quantity price has had a most disastrous effect on the retailer.

There are at least two characteristics that the successful man must have: First, the ability to see the adverse side of a picture in business. For instance, delayed shipments, difficulty in finance, changed habit in living and hence changed demands upon business, increased fixed burdens, etc. Seeing all these things clearly he must have the will to meet squarely the problems which these forces working against him, impose.

Business has never been confronted with problems so gigantic and intricate as those of to-day, and if we think we can go about our business as we always have we are mistaken and hence the danger is great.

Blind optimism in business to-day is as foolish and hurtful as is pacifism in our body politic. They are both what they are because they go about with eyes shut and ears stopped.

On the other hand, there is no place for pessimism, for although the problems are great, there never has been a time when men's minds have been so prepared to have the truth explained to them. To-day they listen. Yesterday they could not be interested.

So, while blind optimism is dangerous, there is no room for pessimism, but rather the demand that we set our minds with more energy and skill than ever to our problems, feeling sure that while they look bigger than ever, yet they will yield more readily than ever.

The merchants' associations have a great job on their hands. The future retailer must be educated for the job. More care must be given to his purchasing, as well as to his selling. A sale can not be counted a success unless it brings a profit, neither is a sale a success until the customer is satisfied and the money for the transaction in the cash drawer.

I want to say right here, the manufacturer and jobber must give more thought to the less fortunate merchant. Can you not see what great results you can get if you but segregate in your work the merchants whose methods are not up to the required standard, and put yourselves to the task of discovering the troubles in each case, and then earnestly suggest and assist in putting into effect the remedy.

The competition of the regular retailer is of a very much different character than ever before. He is meeting highly organized competition, with tremendous buying power and unlimited capital. It is only very recently that this competition has developed to an alarming degree. To hold his place the retailer must give "service" and he can only do that by having his business on an economical basis of the soundest character. His expenses must be trimmed down to the lowest possible notch. We can take a leaf out of this new competition and benefit from it in a great many ways.

In order to keep the retailing of merchandise in the existing channel, the manufacturer and wholesaler should insist on a regular inventory statement on a simple system of accounting and records that will show at once the net earnings or margin of profit. By doing so the merchant will quickly and accurately find what his business is doing for him.

If the turn-over is not right, perhaps the manufacturer or wholesaler can instruct or give the necessary help to the retailer in order that he can adjust his business in this respect.

One of two ways I always recommend—either bring your business to warrant the amount of your stock or reduce your stock to the requirements of your business. In either case an unnecessary quantity of unmovable stock must be avoided. Here lies the work of the manufacturer and wholesaler.

The retailer of to-day must equip himself with all the business knowledge available and he can best attain that knowledge by associating with his fellows in the same lines of business.

When a man is satisfied with himself he not only stops going ahead, but he begins at once to go backward. Individual success with its dominant gnawing, its unrest and its deep yearning to accomplish results is in the heart of every man. It is in the quiet planning of the man who looks forward two, five or even ten years hence and gets ready for what might take place at that time.

There is no use now—in fact, there never was any use—for the pessimist. Compared with present day happenings, he is of very small calibre.

This is the time when steady reliable men are needed—men who can look out into the broad expanse of business and see things as they really are and act accordingly. Real men. Men who know there is no real road to success without steady plugging. These men are the successful men of to-day. These are the men you can single out of the different avenues of business as the successful men. They have ideas of their own and in these ideas they have faith so supreme that nothing can shake it.

Buy-at-home movements have become popular in many localities. Retailers who must depend upon their home town for the patronage which is their business have a great many competitors against whom they have no redress. They can not reach them by ordinary means, or by such means as one or two can devise. Not all retailers have as yet become aroused to the necessity for co-operation in developing the buy-at-home sentiment.

Jersey City, N. J., is an example of the evils of buying away from home, which has proved interesting to retailers elsewhere. The Chamber of Commerce inaugurated a campaign of investigation and discovered that of the dollars earned in Jersey City only 23 per cent. was expended at home. That led quickly to another campaign, which resulted in November being a buy-at-home month, and the outcome was satisfactory. The proportion of the dollar was increased from 23 1/2 to 49 1/2 per cent. and merchants were confident that they will be able to greatly add to this proportion in the future.

It was organization and co-operation that did it. The merchants of the different sections of the city organized and those organizations were all represented in one which included all merchants in the city.

The methods need not be discussed, since they would vary with different cities, local conditions governing; but the co-operation and organization idea deserves emphasis, since in this way the merchants of any city or town can develop a buy-at-home sentiment which will be helpful and at the same time will assist in materially reducing the competition from outside sources. Wherever the thing has been tried it has succeeded beyond the expectation of its friends.

The retail merchants of Patterson, N. J., are said to be the best organized of any in the State. They have been an important adjunct of the Chamber of Commerce for years and they have inaugurated a number of different buy-at-home movements which have been effective and have developed among the residents of the city a sentiment that they can do better at home than they can do elsewhere. Patterson is twenty miles from New York and about sixteen miles from Newark, with numerous trains and trolleys running to both cities each day. The great New York stores are heavier advertisers in the local dailies than are the Patterson merchants themselves. Yet, despite this handicap—and it is a very real handicap—the volume of trade going to the home stores has increased every time the retailers have inaugurated such a movement. It is sufficient evidence of the value of these efforts. Perhaps they show conclusively that any city or town can devise some method which suits its particular case and carry it out with profit to the individual merchants and benefit to the customers, who will not then have to go a distance to get their goods.

Retailers in different cities and towns make a mistake when they do not acquaint their potential customers with the service they can perform. It is very often lack of enterprise on the part of the retailers and ignorance of the real situation on the part of the customers that makes them wander far afield to do their buying.

Co-operation is the need of the age.

# Facts About Jiffy-Jell

It is, we believe, the largest-advertised dessert in America.

It is the only dessert with the real-fruit flavors in liquid form in glass.

A bottle comes in each package.

We crush the fruit, condense the juice and seal it in a bottle.

Thus Jiffy-Jell has a wealth of fruit flavor, and its fragrant freshness keeps.

It has won millions of users because of its rich fruit taste.

It costs no more than like desserts without these bottled flavors.

The demand for Jiffy-Jell is enormously increasing.

In magazines and newspapers everywhere we constantly publish large mold offers.

Hundreds of thousands of women are accepting these offers. Each means a large sale of Jiffy-Jell by the grocer. And new housewives by the legions are learning Jiffy-Jell delights.

The demand for these desserts has trebled since Jeffy-Jell entered the field. The more these real-fruit flavors become known the more the demand will grow.

It is to your interest to help your customers know this new-type gelatine dessert.

## 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.

If we can once for all get the notion out of our minds that competition and individual action are the best methods of developing business, we shall accomplish much more than we do now. We must encourage the get-together, work-together, stand-together spirit. These are the cardinal virtues in the development of business life in the new world which has dawned. The other fellow is like yourself. He wants more business and he prefers to get it in a legitimate way. Therefore, if you work with him amicably and peacefully, you will accomplish more for each of you than either one could working alone, while you will be doing more for the common good than you ever could alone.

Competition in a legitimate degree is useful, but the competition which prevents the retailer from availing himself of his neighbor's knowledge is harmful. It can not be otherwise. The lack of confidence between fellow merchants is one of the most serious obstacles in the way of co-operation. If for no other reason than to raise the tone of trade, it is well worth while for merchants to get together. When we take into account the great share of our lives is spent in business, how important it is that the spirit of brotherhood should prevail.

Do you know that very few of us get the real grip on the word co-operation? It means fraternity in its best sense. It means a willingness to share with and to give to others part of that which we have. It drives away all semblance of greed. It opens the heart to the rays of friendship, brotherly love and charity.

One thought I would like to leave with you, that of feeling and thinking of others. We get by giving. We are strong just insofar as we multiply the places in other people's hearts, where we are always a welcome visitor. Just as we get in touch with real life—the real people—just in that proportion life ripens and our powers are multiplied. Because when all is said and done, it is by the sympathy of people that we are strong.

God has been good in letting me wander in many strange lands and one of the sweetest memories I have drawn from my wanderings is that I have never met any one in any part of the world who does not live a bit happier because of something said and done in the United States. Let us get a grip on that and get more proud every day we live, because big things are expected of every man of us, each as important as the other, in holding the fabric of this Nation which has more and more become, unquestionably, the hope of the whole world.

The day has come when the question, "Am I my brother's keeper?" must be answered in the affirmative. We must put aside littleness and petty differences and work as one man. For success in business? Yes, but not that alone. For the biggest thing not only in your city, not only in your State, not only in the United States, but for the biggest thing in the world, the betterment of humanity.

From a broad scope of vision I am convinced the world is getting better. I am not biased. I have seen life in many lands and in all classes and each year I grow firmer in the belief that the world is growing better. Let us keep in the heart one little corner, in which the child heart lives, with the child's faith, with the child's great capacity for enjoyment, with the child's wonderful satisfaction in the days, in its glories and in its gifts. So life will grow brighter and better to you and in this mighty country of ours new opportunities are going to develop and we shall be ready to accept them.

It is a satisfaction to know that through these great business gatherings we are doing our part in the great humanizing movement of the world; that movement which proclaims the universal brotherhood of man and because of which the world grows better and the individual man feels a sympathy for his fellow man and wishes to exercise it. I believe that the man who helps his brother along over the rough places and through the knotty business problems, all unconscious of his own doing, will himself reap a rich reward.

By careful study of our business problems we create conditions that benefit the entire business world. We set in motion influences, the outcome of which will not only benefit the merchant financially, but will make for better citizenship. We help him stand for honesty and integrity in business, for civic virtue and civic righteousness.

If you and I, in every crisis of life, could raise the level of our ideals to the loftiest pinnacle and attain that of which we are capable, how soon all our problems would disappear and how quickly the day would come when the greatest title in the gift of God or man would be, "Citizen Of This Dear Old Republic."

#### It Makes a Difference.

You have a dollar.  
I have a dollar,  
We swap.  
Now you have my dollar.  
And I have yours,  
We are no better off.

You have an idea,  
I have an idea.  
We swap.  
Now you have two ideas.  
And I have two ideas,  
That's the difference.

### War Veteran Condemns Bonus as Hold-Up.

Detroit, Feb. 24—I have observed with deep regret the evident tendency of ex-service men to try to get everything they can work out of the Government, in the form of bonuses of one kind or another. The attitude of a great many of the ex-service men, and, unfortunately, of many posts in the American Legion, seems to be that we all deserve a great deal more than we have received from the Government and from the country as a "reward" for our services. Of course the cry is raised: "Look at what we gave up to go into the army; all the expenses we had to meet; all the loss of income it meant." Very true, but the people who claim these bonuses and other forms of graft seem to have lost sight of the following facts:

1. That we did no more than fulfill our obligations to this country, as its citizens, in going into the army to defend the country, and incidentally our own homes, from imminent and terrible danger; an obligation that we younger men have been under all our lives, and have never had to fulfill until this war came along.

2. That the United States Army was far better paid, in all ranks, than any other army in the war.

3. That in adopting the War Risk Insurance system the country has done for its soldiers something that no other country has done.

4. The \$60 bonus, given to each man, amounting to roughly \$300,000,000, was a free gift, which the country was in no wise bound to make.

Even were the claims for bonuses based on justice, where is the money coming from to pay the billions that are asked for? Whence but from the pockets of the men and women of the country, in further taxes, to be added to the w. k. H. C. of L.? Our war debt now is an appalling figure—why add to it another cent? I feel that I have a right to speak, by virtue of twenty months' service, nineteen of which were spent in foreign service.

I hope the thoughtful and high-minded men and women of the country, and especially those in the membership of the Legion, will, in no uncertain terms, protest against this prospective legislation, as class legislation of the most barefaced and indefensible variety; legislation that puts a terrific burden on the whole country for the benefit of one already amply paid class.

Donald B. Sinclair.

#### A Good Sport.

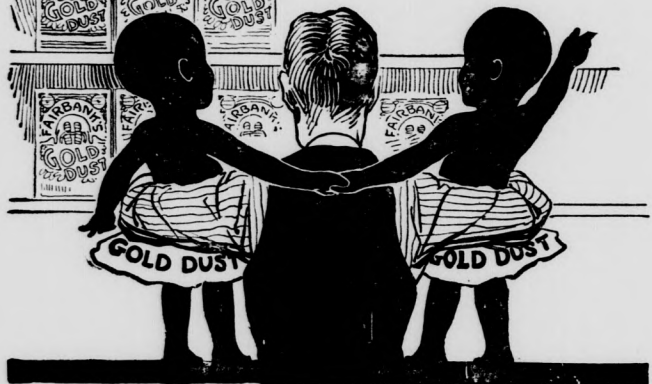
If the world loves a winner, it keeps its admiration and respect for a game loser, the man who can smile when the clouds hang low and are ready to break. The man who, in spite of defeat and disappointment, set-back and grief, faces the world smilingly, is the man who ultimately will win out.

Michigan  
State  
Telephone  
Co.



Our advertising keeps the desire for Gold Dust in every woman's mind. It's up to you to show the packages on your shelves; that clinches the sale.

THE W. K. FAIRBANK COMPANY



# DICKINSON'S

PINE TREE BRAND



TRADE MARK  
IT STANDS ALONE

## SEEDS

The Albert Dickinson Co.  
MINNEAPOLIS CHICAGO

### Supplies of Cotton and Its Fabrics.

Most of what happened to the quotations on cotton during the last week was based on conditions abroad. A sharp jump, because of the discrediting of the reports of an official embargo on imports into Great Britain, was not sustained later on. But the speculative element on both sides of the Atlantic had other incidents, real or supposed, to serve their purpose in keeping up a see-saw. There may, and may not, be a significance in the report given out by the Census Bureau concerning cotton seed crushing. This shows rather a larger supply of linters than was predicted for the present crop, and has led to hopes that the yield of cotton, including linters will come somewhere in the neighborhood of 11,500,000 bales. If so, there is going to be again a large carryover into the next cotton year. The takings by domestic spinners have footed up large up to date, although the total for the year will not equal those of some recent years. The goods market has been rather quiet, on the whole, although at times second hands have shown more of a disposition to part with their holdings. Distribution of fabrics is proceeding quite well in several portions of the country while in others there is a disposition to go rather slow. Nobody is anxious to be in the possession of goods whenever, in due course, the inevitable slump in prices may come. And so, the spring sales will be watched with some eagerness to see how far the public will take to the new and advanced prices. An exception to this may be found in regard to knit goods of one kind or another, the position of which stays strong.

### Sales of Wool and Woolens.

Sales of wool at auction abroad and in this country last week were quite successful. Prices have been well maintained and a disposition seems to be growing for the purchase of crossbreds and the coarser wools generally. Perhaps this means a recognition of the fact that buyers later on may not be so particular about having fabrics of only the finest merino wool. This is very likely, indeed, if prices of the latter keep mounting up as they have. In the London auction sales, however, American buyers have been bidding up merino prices. A number of woolen manufacturers have been, following the lead of the American Woolen Company, announcing their prices for fall goods. A typical one for fancy worsteds, issued the other day, shows values on the basis of about \$8 per pound. All the manufacturers are doling out their supplies on the allotment basis, apparently to give the impression that production is inadequate. The figures of wool consumption by the mills do not bear out this pretension, and buyers do not seem to be impressed by it into putting in inflated orders. In fact, no one believes there will be any lack of goods, and buyers are a little more cautious than usual as they fear that high prices will check consumption. Serges have been the fabrics most in demand. In dress goods, the fine French serges are the leaders, with

novel patterns for sports wear being also well called for.

### Raising of Silk Values.

Quite a while after the war began silk men pointed with some satisfaction to the circumstance that their product did not advance in price proportionately to other textile fabrics. One reason for this was, of course, that silk was used very little for war purposes as compared with wool or cotton, or even flax. Then, too, the Japanese, from whom most of the raw silk used in this country is obtained, were a little apprehensive as to getting an outlet for their product and, so, were disposed to be reasonable. As time wore on, however, the Japanese began to test out their market here, and finding it responsive, commenced to put on the screws. They have in Yokohama a kind of gambling institution which is called an exchange where prices are fixed for silk by what look like bets rather than real transactions. By the use of that concern the quotations on raw silk were marked up from time to time without serious protest from any quarter. People were getting used to higher prices in general and did not cavil at the increases in the cost of silk goods. The newly rich and those getting higher wages than ever went in strong for silks. This gave the cue to the thrifty Japanese and they have since been trying to see how far they could go. Enormous amounts of raw silk were sent to this country, where they have been kept stored and ready to be doled out in such a way as not to break prices. That this artificial condition cannot last, every one believes. But there are many interested in knowing when the break will come. Consumer buying of finished silks will have much to do with this.

### Features in Spring Hats.

Novel effects in flower trimmings are seen on the latest spring hats here, according to the bulletin of the Retail Millinery Association of America. One of the prettiest and most graceful of these is what looks like a carelessly arranged trim on the upper brim, falling over the edge and almost touching the shoulder. Quite a few of these trims are seen here, and women are finding them more effective and unusual than the ordinary "set" arrangements of flowers. On a large model, made of silky straw is seen a trailing trim of morning glories, roses, poppies or some other pretty flower, producing an effect which is said by the bulletin to be extremely attractive.

Black flowers are also being used on spring hats. A particularly striking illustration of this is the use of a cluster of shiny black flowers, cherries or other small fruits surrounded by grasses. On the side of a peacock-colored model of fine peanut straw, faced with the same shade of georgette crepe, is placed a cluster of large black silk roses in combination with black cherries and grass. Against the light background this trim shows up very effectively.

If your store is dirty, you will have difficulty in making the public think the goods are clean and fresh.

## Be Sure to Attend the Michigan Retail Dry Goods Association Convention Here on March 10-11, 1920

It gives us much pleasure to have this meeting in Grand Rapids. We want you to plan on attending, because we are sure that the meeting will not only be of great benefit to you on account of the information which you will receive, but it will give you an opportunity to meet other good merchants from all over Michigan. From the programme announced, it is assured that you will be more than repaid for your time and expense in attending the meeting.

We extend to you a cordial invitation to visit us when you are here. Even though merchandise is very high priced and scarce, we want to make it an object to you to visit us during that time, so we are announcing a CONVENTION SALE to be held during the Convention and the day before and the day after, March 9-10-11-12, from Tuesday to Friday inclusive. At that time we will place on sale specially priced merchandise for the occasion and in addition we will be able to show you a lot of high grade beautiful merchandise, such as never before carried by the Grand Rapids Dry Goods Co. This is in line with our policy of adding new lines of merchandise and building up our business, so as to serve this territory in as good or better shape than others.

We want you to visit us when you are here, not only for the merchandise that you can buy which you probably could not get elsewhere and the benefit that you get therefrom, but we want you to plan on visiting us long enough so as to inspect our building and see the changes which we are making in modernizing it in every way possible, so as to give you the kind of service you want. Our entire efforts are built on the proposition that we are nearer to you and that we can buy as reasonably as any and if we carry the merchandise at the right prices and give you the right service, there is no reason why you can not always trade with us and save time in getting your goods and an expense of transportation which is getting higher all the time.

We are much pleased with the results thus far and can say to you that with our increased volume, we are confident our cost of doing business is as low or lower than most Houses. We are in a position from purchases made heretofore to sell you wanted merchandise at very reasonable prices.

Our particular object in having you visit us and get better acquainted is to show you what we are doing and convince you of these facts.

Let us take care of your hotel reservation NOW!

## Grand Rapids Dry Goods Co. Grand Rapids, Mich.

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

Exclusively Wholesale

No Retail Connections

## ANNUAL ADDRESS

## Of President Jones Before Grocers and General Merchants.\*

Another year has passed into history since we met in Saginaw, when you so kindly bestowed on me the honors of President; and in many respects it has been a year of anxiety for the retailer. We have been unjustly criticized, have been kicked around a good deal like a hound dog and have felt like keeping out of sight to avoid being connected up with the unjust publicity that some of our newspapers have seemed so eager to enlarge on, with bold-faced type on the front page, scattered broadcast into every home, stating that at last the profiteer had been found and it was the retail grocer.

Yes, we were branded as criminals and profiteers in the eyes of the public and the public, after reading these articles, demanded an investigation, so Congress, to satisfy this public opinion, appropriated one-half million of dollars to investigate the high cost of living.

Some have been asking who paid for this investigation. Well, the retailer pays better than 40 per cent. of the taxes, so you can figure that out for yourself.

You know some of the results and we are going to know more. I had the privilege of being in Lansing a short time ago with Mr. Bothwell, Mr. Wellman and Mr. Lauster, of our Association, attending a meeting of representative retailers of different lines with our Attorney General and his assistants. I asked Mr. Groesbeck if he had found in his investigations any retail grocers or meat dealers who were profiteers and, if so, we would like the facts concerning same.

He promised to have in my hands for this convention a full report of his findings.

One result of this meeting which I think was especially fine and for which we are indebted to Mr. Bertch, of Grand Rapids, was the appointing of a committee, which is composed of two members of each State Association. To this committee is to be referred any proposed legislation that effects the retailer. On this committee, to represent our State Association, I had the pleasure of appointing John A. Lake, of Petoskey, and Chas. Christensen, of Saginaw, men whom we know will safeguard our interests at every turn.

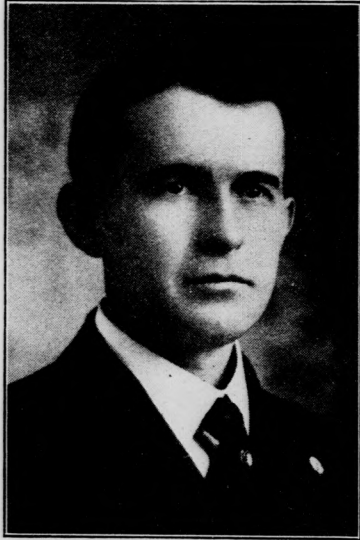
I believe, however, there is a new day dawning and in this year of 1920 we, as retailers, are going to have an inning. The public is going to realize that it is the old law of supply and demand that regulates the prices and not the retailer and we will be exonerated from all the slurs of the past. So let us assert ourselves. Let us get away from the hound dog type and let us, on account of our decision, sticktoitiveness, grit and determination, adopt for this year the bull dog type, for you know they never kick a bull dog, but once.

This past year has been a hard year for business on account of the buying. We have felt every time merchandise took a jump that it had reached the limit, but on and on it goes and we keep wondering if it ever will stop. A year ago we were advised to go slow, keep stock at a minimum and, above all, watch our buying. Personally, I feel that this is good advice for 1920, although I would modify its somewhat and say, "Buy all you need for the present year. This you will remember is Presidential year and I cannot help but feel that there is some politics back of all of this and when 1921 arrives, while there may not be rapid declines, yet I feel that prices will naturally gravitate and conditions will become more stabilized.

The countries that have been depending upon us for sustenance dur-

\*Address given by E. W. Jones, President of Retail Grocers & General Merchants' Association at Grand Rapids, Feb. 24, 1920.

ing the past few years will by 1921 and 1922 be practically able to support themselves, and a great deal of our food can be kept on our own shores. This is a day of organization, every line of business is being organized and every line is beginning to realize that they must unite in order to save their own lives and yet, in many instances, we are constantly hearing the cry of "Less work and more pay," but never can prices be reduced so long as production is curtailed.



E. W. Jones.

I wish I might, in some way, cause every retailer to realize the value of joining our State Association, of uniting and standing together as a unit for justice.

I had a little incident happen this past summer that proved to me more than ever the value of organization.

About June 1 I shipped a quantity of burlap bags to the Federal Bag Co., of St. Louis, Mo., sorting them very carefully and grading them as directed by the company. This shipment amounted to \$11.22 and they were invoiced for that amount. About June 30 I received a statement from them and a check for \$5.38 which they claimed was settlement in full and which you will notice was less than one-half of the invoiced price. I immediately wrote them and told them that if they could not send balance due to return bags at once, but received no reply. About this time our State Secretary, Mr. Bothwell, came over to my town and I was telling him of this rotten deal and he smiled and said, "Maybe I can help you get that." He took the firm's name and address, with amount due, and when he reached his home he sat down and wrote them just one letter and presently I received a check for \$5.84, the balance due me. Never in the world could I, as an individual, have been successful in securing that check and yet Mr. Bothwell, writing that letter from the State Association, got results immediately.

This past year I paid dues amounting to \$2.50, but on the other hand I saved on \$1,000 fire insurance \$6.10, on 150 sales books \$6.50, and on this bag deal, \$5.84, which amounts to \$18.50, less \$2.50 dues, leaves net profit of \$16 for one year's membership in the State Association. I doubt if any retailer has invested \$2.50 any better than that.

Now a word about our Secretary, Mr. Bothwell. He surely is the right man in the right place and I am certainly pleased with the work he has been able to accomplish this year, although he has met with many discouragements. The work he has done for us during the last year, especially in connection with our interests at Lansing and Washington, has been worth to us as retailers many times the meagre salary he has received. I hope that soon he can

## 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 RailroadsM. J. DARK  
Better known as Mose  
22 years experienceM. J. Dark & Sons  
Wholesale  
Fruits and Produce106-108 Fulton St., W.  
1 and 3 Ionia Ave., S. W.

Grand Rapids, Michigan

WE HANDLE THE BEST GOODS OBTAINABLE  
AND ALWAYS SELL AT REASONABLE PRICESRetail Grocers and General Merchants  
VISIT OUR STORE

Make Piowatys Your Headquarters While at the Convention

Our Office, Long Distance Telephone and Stenographic

Services are at your disposal while here

## M. Piowaty &amp; Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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

OUR NEAREST BRANCH WILL SERVE YOU

## Kent Storage Company

Wholesale Dealers in

BUTTER | EGGS | CHEESE

PRODUCE

We are always in the market to BUY or SELL the above products. Always pay full market for Packing Stock Butter date of arrival.

Phone, write or wire us.

GRAND RAPIDS, MICHIGAN

## MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building  
Grand Rapids, Michigan

receive ample salary, so he can spend most of his time on the road, working the membership as an individual proposition, which, I believe, will be the means of bringing our membership to the 2,500 mark.

I have not been able to devote all the time to the State work that I had hoped and yet I find that I have traveled about 1,500 miles on this work, of which about 750 were made with my auto. Mr. Bothwell and I canvassed a good many of the towns in the Thumb, securing \$5 memberships at Fairgrove, Sebawaing, Unionville, Gagetown, Owendale, Pigeon, Elkton, Bad Axe and Harbor Beach. I sent a report to the National convention, although I was unable to attend. I have written a great many letters, sent several telegrams that have brought good results, written a few articles for the Tradesman and I have always carried membership cards with me and, while I have been away on my own business, I have often secured members for the State Association while waiting for trains or an appointment.

I wish to assure the wholesalers that we, as an organization, certainly appreciate the way they have entered into this programme and appreciate the efforts that they have put forth to make this twenty-second annual convention a success.

We must not forget for one moment the fact that our friend, Mr. E. A. Stowe, through his excellent paper, the Michigan Tradesman, has given us the publicity which was necessary to make this convention what it should be. And in behalf of our State Association, I wish to thank Mr. Stowe for the help and encouragement he has given our Association for so many years. I only wish that every retailer in the State would subscribe for this fine paper, the Michigan Tradesman. I know you would enjoy it for I find that the more I read it the better I like it.

I also appreciate greatly the harmony that has been manifest among the officers and directors during the past year. The fact that this Association during the past eight years has promoted me to its Presidency is an honor that I shall ever cherish and I can assure you that this past year has been one of the brightest in my life and the State Association will ever remain of vital interest to me.

**From One of Mr. Strong's Old Pupils.**

Ann Arbor, Feb. 18—I have read with much sympathy what other friends of Mr. Strong have written and you have published. The references to his modesty bring to my mind a conversation at his home two or three years ago. Something gave rise to a remark by some one present about that same quality. It had been my good fortune to see him more or less often about that time and, knowing his keen sense of humor, I

quoted to him some old English verse:

The love of praise, how'er concealed  
by art,  
Reigns more or less and glows in every  
heart.  
The proud, to win it, toils on toils endure;  
The modest shun it but to make it sure.

How he laughed! The lines seemed to be new to him. I can't recall just what he said, but it was to the effect that he would never be modest again; that he had been found out.

The thought that we cannot see him again, enjoy his sweet personality, his ever gracious deference, makes me unspeakably sad. Yet what a glorious memory he has left us! His influence for good will last as long as any who knew him live. The others who have written about him express my feeling better than I can myself.

It was good of you to take the lead some years ago in the publication of "The Many Sided Man." It is fine that you are giving space for these latest expressions of love for this most unusual kind of man.

Frederick W. Stevens.

You Make  
**Satisfied Customers**  
when you sell

**"SUNSHINE"  
FLOUR**

BLEND 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

Signs of the Times  
Are  
**Electric Signs**

Progressive merchants and manufacturers  
now realize the value of *Electric  
Advertising.*  
We furnish you with sketches, prices  
and operating cost for the asking.

**THE POWER CO.**  
Bell M 797 Citizens 4261



WE ARE HEADQUARTERS  
WHOLESALE

**Fruits and  
Vegetables**

Prompt Service Right Prices  
Courteous Treatment

**Vinkemulder Company**

GRAND RAPIDS :: MICHIGAN

Improved

*"Taylor Made"*

Honey Comb Chocolate Chips



You've tried the rest  
Now Buy  
the Best

W. E. TAYLOR, Maker

Battle Creek, Michigan

**RED CROWN**

Hamburger  
Steak and Onions

For  
Breakfast  
Lunch  
and  
Dinner



The height of excellence in real food value—an item that has proved itself one of America's fastest selling and most popular packaged meals. Instantly ready for a most satisfying breakfast, luncheon or dinner. Convenience personified. Prepared in the usual careful Red Crown fashion from straight beef chunks, 10% onions and a small portion of cereal for forming into patties. A costly ready-to-serve item for us to prepare, yet sold at popular prices. Immense possibilities as a seller.

ONE OF 24 VARIETIES

Sold through Wholesale Grocers

**ACME PACKING COMPANY**  
Chicago, U. S. A.

Independent Packer of Pure Food Products

**Bel-Car-Mo  
Peanut Butter**



From 8 oz.  
to 100 lbs.

Here is a product that you can  
guarantee your customers  
with the knowledge that the  
company making it will stand  
back of you.

Order From Your Jobber

### Resolutions Adopted by Michigan Retail Hardware Association.

Whereas—Several manufacturers of standard tools have Nationally advertised them in all the magazines of this country at prices much below the prices at which retailers can afford to sell; and

Whereas—We believe such advertising is detrimental to the retailer, who is the legitimate distributor of such goods; therefore, be it

Resolved—That we vigorously protest against such advertising quoting prices to the consumer.

We endorse the action of jobbers and manufacturers in convention assembled at Atlantic City in their adoption of the decimal system of packing and pricing general hardware.

Whereas—An exhaustive study from an economic standpoint based upon a full hearing of all interested parties has been made by the Federal Trade Commission of the question of whether or not a manufacturer of standard articles, identified either by trademark or trade practice, should be permitted to fix by contract expressed or implied, the price at which the purchaser may resell them; and

Whereas—The said commission has made a special report thereon to Congress, in favor of legislation granting to manufacturers such right and stating that bills then pending before the Congress may well be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale price contracts by a disinterested agency; and

Whereas—It is understood that the bill pending is acceptable to the Federal Trade Commission when amended by the addition of a section reading as follows:

"That upon complaint of any person, partnership, corporation, or association, being a party in interest, the Federal Trade Commission may, by a proceeding instituted in the manner provided by Section 5 of the Act to create a Federal Trade Commission, approved, September 26th, 1914, and after determination by it that the public interest so requires, terminate the whole or any part of any such contract or regulate the terms thereof, in the public interest. In the conduct of such proceeding, the Commission may exercise any and all the powers conferred upon it by such Act of September 26th, 1914, and all the rights, privileges, and immunities therein provided for, including the right of appeal, shall likewise apply."

Now, therefore, be it resolved by the Michigan Retail Hardware Association in convention assembled that the recommendation of the Federal Trade Commission be approved and that all legitimate and proper efforts be made by this Association and by its members to secure the enactment of the proposed legislation.

We pledge our efforts and resources to maintain the standards of the United States, condemn the un-American doctrines and efforts of radicals and favor the deportation of undesirable aliens who seek to overthrow our Government and the destruction of democratic institutions and principals.

We endorse the proclamation of the President, announcing the return of railroads to private ownership on March 1 and ask Congress to pass legislation at once that is necessary for the proper return of these properties.

We commend the action of the National Retail Hardware Association in giving publicity through the National Hardware Bulletin, our official organ, to discriminations against retail hardware dealers which permit certain distributors to make prices with which we cannot compete, and pledge our support to the campaign.

We endorse the following "Principals of Distribution."

Jobbers and retailer are essential factors of distributions. Each per-

forms an essential service for the manufacturer and the public for which he should be fairly compensated.

It is the retailer's function to supply the needs of his customers as economically as similar service can be had from other agencies.

If the manufacturer utilizes the retailer's services he should place him in a position to sell at approximately the prices quoted the consumer through other channels.

As the middleman between manufacturer and retailers, it is the prime function of the jobber to supply his retail customers at prices which permit them to meet the competition of other distribution methods.

We recognize the necessity of serving the consumer as economically as possible, and realize that to do so we must keep pace with merchandising progress. We, therefore, urge our members to utilize every opportunity to improve their business methods, keep more accurate records, study costs and eliminate waste, and in so doing to make use of the many forms of service placed at their command by the State and National Association.

Inasmuch as the speedy ratification of the Peace Treaty is vital to the interests and welfare of the Nation, we, the members of the Michigan Retail Hardware Association, urge the President and the Senate to prompt action with respect to the treaty of peace with Germany, in such form as will fully safeguard every fundamental principal of the Government of the United States.

We wish to go on record as being deeply appreciative of the courtesies extended us by the manufacturers, jobbers and Association of Commerce of this city in helping to make this, the best convention in our history.

We also wish to express our gratitude to the manufacturers, jobbers and associate members for their liberal patronage and splendid co-operation in making our exhibit a grand success.

We greatly appreciate the attendance of our National President, J. M. Campbell and our Vice-President, Matthias Ludlow, who have so generously contributed of their time and talent and inspired us with their presence.

## WM. D. BATT FURS

Hides, Wool and Tallow

28-30 Louis St.

GRAND RAPIDS, MICHIGAN

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

## Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

### HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS, MICHIGAN

## Foster, Stevens & Co.

### Wholesale Hardware



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

Grand Rapids, Mich.



Sold by

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

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



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



**Items From the Cloverland of Michigan.**

Sault Ste. Marie, Feb. 24—John Hunt, the well-known proprietor of the hotel at Newberry, has leased the store next to the hotel at Newberry, to Ryerse & Lavine, who will move their restaurant into the new quarters. The new location is being fitted up with up-to-date fixtures and, when completed, will give Newberry one of the best eating houses in the town.

Word was received here that W. W. Adams, a former Soo man, had been released by the Mexicans, where he has been held for ransom and his many friends and relatives here are rejoicing over the fact.

The new auto sales room of the Soo Machine and Auto Co. has been formally opened to the public and is pronounced one of the largest and best arranged salesrooms in Michigan. Robert A. Morrison, the manager, has returned from the auto show at Chicago and tells of the shortage in 1920 cars and of the slogan, "Get your order in before spring." However, this should not worry us, as we are getting accustomed to that shortage slogan, which has become chronic; in fact, there are very few lines at the present time that are not working the shortage to the limit, but we must take off our hats to the candy men who have built up their lines, loading up the merchants to the limit and booking a year or two ahead when possible, at the going price at time of shipment. Some fine work.

It is easier to applaud than it is to win applause.

Percy Elliot, chief clerk for the Soo Co-Operative Mercantile Association, was married last week to Miss Ruth Brindley. The newly weds are popular in society circles and their host of friends extend hearty congratulations.

The Gregg Auto Co., which moved into new quarters last fall, is getting ready for the spring opening.

Mrs. Maltas, wife of Joseph Maltas, one of our druggists, died last Friday, one day after her father died. The two were at the hospital at the same time. The two were buried at Donaldson, their former home. Mr. Maltas and children have the sincere sympathy of the community.

David Elliasoff, manager of the Leader, returned last week from Chicago and New York, where he went to ascertain the cause of the high price of cotton.

Hash is the ghost of a square meal.

The stage line running between Eckerman and Whitefish has ordered four auto trucks which it expects to operate between Shelldrake, Emerson and Whitefish. This will be good news to the travelers who have been obliged to expend several days making the trip heretofore.

"Hard luck" is still the word used by the traveling public crossing the straits at Mackinaw. It costs \$2 to stage across the ice and nothing positive yet as to when the ferry will start, but it will not be before March 1, that is certain. The freight keeps piling up and the Government, while advising not to waste food, permits a little matter like the dispute of a few dollars to allow thousands of dollars' worth of good to go to waste without apparently any concern.

Many a man would starve if his wife did not keep boarders.  
William G. Tapert.

**Flat Sales Tax Proposed For Soldiers' Bonus.**

Washington, Feb. 24—Congressman Mott, of Oswego, N. Y., has introduced a bill providing a flat tax of 1 per cent. on sales, to continue one year to raise one billion five hundred million dollars for bonuses to the soldiers. This tax would be in addition to the existing taxes. It is not a substitute for any other taxes.

I have had a conference with Chairman Fordney, of the Ways and Means Committee, over the possibility of ac-

tion on the Mott bill and am assured there is more than a strong possibility that the bill will be enacted. In fact, it seems as though it probably will be passed, because there is a strong sentiment in favor of doing something for the boys, with which spirit every good American will be in accord. There is a limit, however, to what can or should be raised by taxation.

In this particular political year it will be realized that any bill to reward the soldiers probably would go over without much opposition. There are few members of Congress who would dare vote against it.

Fortunately, the Ways and Means Committee is considering changing the bill to authorize a low rate bond issue to raise the money, instead of raising it by taxation, as provided in the bill.

I shall have something further to report about this bill in the near future.

I also called upon Congressman Bacharach, author of the Bacharach bill. He appears to be a very substantial business man, recognizes that his bill, as drawn, is objectionable, and he asks that the business men of the country give him their advice, so that the bill can be amended and made acceptable. Congressman Bacharach is of the opinion that if the merchants of the country will support his bill when properly amended it will be possible to secure the repeal of the excess profits taxes in favor of a flat sales tax. Ajax.

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Nothing as Fireproof  
Makes Structures Beautiful  
No Painting  
No Cost for Repairs  
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Warm in Winter  
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**BARLOW BROS.** Grand Rapids, Mich.

**The John Seven Co.**  
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**Paints and Wall Paper**

Distributors: **Benj. Moore's Paints, Muresco and Varnishes**

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**COMPUTING SCALES**  
AT BARGAIN PRICES  
Slightly used grocers and butchers scales at less than one-half the price of new ones. Scales repaired and adjusted.  
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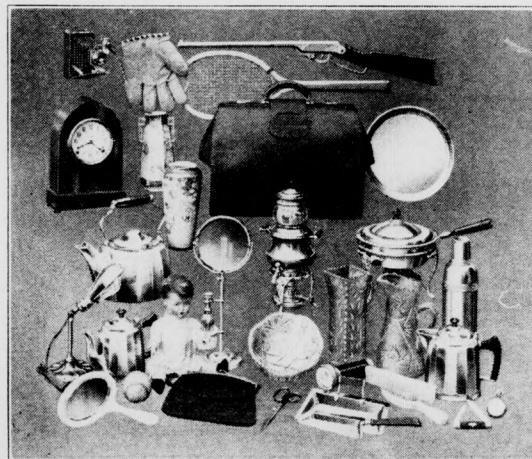
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WM. H. ANDERSON, President  
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**Grand Council of Michigan U. C. T.**  
 Grand Counselor—C. C. Starkweather, Detroit.  
 Grand Junior Counselor—H. D. Ranney, Saginaw.  
 Grand Secretary—Maurice Heuman, 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.

**Helping the Work of Road Salesmen.**

Although they are using their knowledge in a different way and for a different purpose than is the case with organizations composed of manual workers, salesmen whose associations are included in the membership of the National Council of Traveling Salesmen's Associations are rapidly learning the truth of the old saying that in union there is strength. One of the first concrete examples of this was the passing in New York State last fall of the amendment to the State Constitution permitting absentee voting, thus enfranchising several thousand salesmen. Another, and very recent, example along the same line was the success of the council, with the strong co-operation of the United Commercial Travelers of America, in getting a bill for a similar purpose introduced in the New Jersey State Legislature.

Along other than political lines the council has also achieved things. Among these were the successful fight against the proposed levy of a \$50 "brokers' tax" on salesmen, the winning fight against the plan of the Railroad Administration to do away with the free carriage of 150 pounds of baggage, and the procuring of definite and fair income tax rulings as they affect traveling salesmen.

In the membership of the National Council of Traveling Salesmen's Associations there are at the present time thirteen trade associations represented, with prospects bright for an increase in the near future. In the present membership of the council and affiliated with it are about 250,000 of the country's leading salesmen. For all of these men the council has committed itself to broad plans looking to the improvement of conditions surrounding their work. Not the least ambitious of these plans is the erection in New York City of a \$50,000,000 clubhouse.

In Canada the salesmen are so thoroughly united that they get lower hotel and railroad rates than those of other travelers, including salesmen from the United States and other countries that may seek business in the Dominion. In England, through thorough co-operation, the salesmen not only obtain special privileges for themselves, but have founded the celebrated Pinner Schools, in which orphans of commercial travelers are taken care of and brought up to proper and useful manhood and womanhood. Funds for the maintenance of these schools are obtained through voluntary taxation. These taxes are really small contributions that are dropped into boxes hung up in the various salesmen's club-rooms that are found in leading hotels throughout Great Britain. These contributions—the standard is but 4 cents—are made before or after each meal is eaten. Great sums are raised in this way.

While it may not be the present

purpose of the National Council of Traveling Salesmen's Associations to follow the example of the British travelers to the extent of establishing schools for orphans, a movement is on foot—and is already meeting success—to have salesmen's clubrooms established in leading American hotels similar to those now existing on the "tight little isle."

According to P. B. Littlehale of the Council's Hotel and Baggage Committee, club service without extra charge is already provided for salesmen by well-known hotels in San Francisco, Worcester, Mass.; Denver, New Orleans, Rochester, N. Y., and other cities. In an addition to one of the big Cincinnati hostelries will be included elaborately equipped rooms, including shower baths, baggage checking facilities, etc., and a well-known hotel in Cleveland has also announced plans for accommodations of this kind. Hotels in other cities are also preparing to fall into line. It is hoped and expected by the council that within the next few years a hotel in every city of any importance in the country will provide similar facilities. That the first hotel to do so will find its efforts to please have not been in vain is, according to Mr. Littlehale, beyond doubt.

"Another matter which is to be taken up under the auspices of the council," said Mr. Littlehale recently, "has to do with the prevention of baggage losses. On occasions without number, time and money have been sacrificed as the result of a lost trunk. Sometimes only the salesman has been hurt; sometimes it is both he and his house. Sometimes the loss can be charged up to the common carriers; sometimes it is really the fault of the salesman. Often the address is wrong, and frequently there will be so many addresses, due to previous trips that only a mind reader could pick out the correct one. Frequently a piece of baggage will have but one tag attached to it, the loss of which spells trouble.

"It is part of the work of the council to overcome things of this kind so far as possible through its Hotel and Baggage Committee. Probably no better advice on the subject has been given than that of Stanley W. Todd, Director of the Educational Service Bureau of the American Railway Express. Mr. Todd asserts that experienced express people have for some time been urging upon traveling salesmen the need for extra care in addressing personal baggage. They discourage the use of a single tag, and insist that every trunk should have an addressed label properly filled out. The erasing of old marks, says Mr. Todd, is another one of their admonitions. As a means of providing for emergencies they suggest that every baggage shipper put an extra address somewhere on the inside of the shipment. In sending the trunk to a city address, the street address and number should always be given."

Mr. Littlehale also told of the suggestion that a "National Council" metal label be adopted, on which would appear the name of the salesman and the address of the employing firm's home office. If a trunk with a mark of that kind went astray, he said, hotel or baggage officials could easily notify the firm. They, in turn, could telegraph to the salesman the location of the lost article.

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 (Incorporated)  
 122 North Washington Ave.  
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Jobbers in All Kinds of  
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## THE SAGINAW VALLEY.

## Late News From That Busy Locality.

Saginaw, Feb. 24—In this day and age it is natural for everyone to think that they are born of the best parentage, that they possess in their veins the best blood in the world, travel in the best society, belong to the best political party and live in the best town in the whole country; and you will hear many say our lodge is the best fraternal order in the town. This last statement was on the lips of many of the local members of the United Commercial Travelers at the close of one of the biggest meetings in the history of No. 43 last Saturday night. Why shouldn't we believe we live in the best town in Michigan, where is located the liveliest body of traveling men in—I was going to say in Michigan—but we firmly believe the liveliest in the U. S. and can back it up.

Saginaw Council, for the size of our city, stands alone. We would have been proud to have had every Supreme, Grand and subordinate council officer in the country take a peek in at our meeting last Saturday night. No, we didn't have to coax them out with the promise of a banquet, etc. It was just a plain big meeting. The biggest, by the way, that ever assembled for a regular meeting. The Elks Temple lodge room was unable to seat all the brothers and extra seats had to be put in place.

Senior Counselor Dan McArthur had two splendid speakers on hand, Attorney Bird J. Vincent and J. B. Kirby, Secretary of the local Board of Commerce. Both men were orators and gave us much food for the gray matter under our hat bands. They told us of the work we could do to help make Saginaw the best city in the State in time. They told us of what we could do toward helping to give Saginaw pure water. Vote "yes" Tuesday. Mr. Kirby appeared before us two years ago and told us of what to expect in Saginaw during the next two years. He spoke the truth. Time has proven that to be absolutely true. Again, he gave us his opinion as to what to expect the coming five years, and he stands in a position to know.

Saginaw's favorite vocalist, Wm. J. Brydges, delighted the audience with several selections, of which "Little Woman of Mine," by Osgood, made the biggest hit. He possesses a wonderfully deep, clear, mellow voice. Mrs. Brydges acted as his accompanist at the piano.

Charles Hillman, 500 South Eleventh street, a member of the sales force of J. T. Woodhouse & Co., Detroit, was on the job with some clever entertaining. Charles and his good wife were on the stage for fifteen years, so it is just like old times for them to hand it out. We will hear further from them in March. You bet, he's a U. C. T.

The big sensation of the evening was the clever work put on during the ritualistic performance by the Saginaw U. C. T. trio, composed of W. A. Johnson, Richard Brown and Evan Owen. It was a real surprise, made a big hit and added much to the solemnity of the occasion. Johnson lives at 810 Janes avenue and sells sides at 726 Meredith street, while James barn equipment. Owen represents Proctor & Gamble Co. and red-duck peddles raisins for the National Grocer Co. and lives at 712 South Twelfth street. All Saginaw men and U. C. T.'s, good and true. They have just begun their work in our midst, so don't miss a meeting from now on.

Every officer was on the job, each striving not to be outdone by his superior in the performance of their work.

Finally, at the sound of the gavel and after the crowd had been sufficiently cleared from the doorway, there appeared for our inspection and pleasure, led by Conductor Oren Leidlein, eighteen travelers, who proved their

worth as men and when the curtain fell at 12 o'clock were full-fledged U. C. T., as follows: J. D. Wildel, 1117 South Jefferson, representing Saginaw Milling Co.; Langford H. Smith, 922 Hoyt avenue, representing Cornwell Co., Saginaw; C. W. Forsyth, 417 Brown street, representing Wylie & Wilson Co., Saginaw; Otto J. Beckel, 1005 Madison, representing Morley Bros., Saginaw; Carl Chisholm, 2312 South Michigan, representing Lee & Cady, Saginaw; Fred C. Hayes, 314 Martha, representing Morley Bros., Saginaw; J. W. Stephenson, 410 South Fifth, representing the Consolidated Co., Erie, Pa.; R. J. Bresso, Walnut street, representing Remington Typewriter Co., Saginaw; Wm. T. Ditz, 1302 Genesee avenue, representing Joe Ditz & Sons, Saginaw; Roy R. Riser, 321 North Jefferson, representing the Fisk Rubber Co., Saginaw; John H. Harbright, Bancroft Hotel, representing Beaver Board Co., Buffalo, N. Y.; John W. Freeman, 2021 North Michigan, representing Corwell Co., Saginaw; A. J. Thomas, Wolf street, representing Clark-Coggins Co., Boston; E. E. Anderson, 115 Schafer street, representing Mershon-Eddy-Parker Co., Saginaw; Oliver Heldman, 817 Owen street, representing Burrroughs Adding Machine Co., Detroit, all of Saginaw. Chas. E. Jackson, Clare, representing Parker Webb Co., Detroit, Robert E. Moore, Mt. Pleasant, representing Harris Milling Co., Mt. Pleasant. Received by transfer from Owosso Council, S. B. Pitts, 918 Adams street, Saginaw, who represents the National Grocer Co., of Saginaw.

It is a standing custom to confer upon one member of each new class the "Violet" degree. This honor fell to Earl Chisholm, much to the satisfaction of all present and the gentleman in question.

Bremer Night, so called because it was in honor of our retiring P. S. C., Frank Bremer, will stand long in the memory of those present and it was a fine token of respect to him. Mr. Bremer, passed the cigars and good ones, too. We had with us P. S. C., C. W. Brown, of Oshkosh, Wis., F. J. Murray, LaLonde Apartments, Saginaw, a member of Bay Council. The latter states he is soon to transfer to Saginaw. We can assure him a hearty welcome. Phil. R. Smith, Traverse City Council, Traverse City. Come again, our latch string hangs out to all worth brethren.

A mighty fine letter was received and read by Secretary Pitts from Mike Connaton, who now lives at 758 Woodland avenue, Cleveland, at which place he is connected with the John W. Ladd Co. Better come to Saginaw, Mike, March 20. No question but what it will be an epoch-making night for Saginaw Council. It is not far over here. We have some new street cars and pure water is coming.

Boys, did you write Representative Fordney relative to House bill No. 11729? It is your fight. Are you going to be a slacker?

Our annual ball, which was to have been held Feb. 6, although cancelled on account of the flu ban, will be given Friday night, April 23. This is the first night that we could get the auditorium. Now, get busy, change the date on your tickets and notify all your friends who purchased tickets from you. Let us rally round our Senior Counselor and help Dan make this affair a huge success. Action was taken Saturday night and the word "can't" was stricken out of the Webster dictionary.

Mrs. W. J. Goddard, Lapeer, has been confined to her bed the past week. Reported better at this writing. Mr. Goddard is proprietor of a grocery in Lapeer.

Mr. and Mrs. Carl Lockwood and infant are very ill with influenza at Lapeer. Mrs. S. A. Lockwood is ill also, although reported at this writing as improving.

B. F. McDermid & Son, of Columbiaville, have purchased the post-

office block in said town and within a month will move their stock from their old location on the edge of town to their new quarters. Mr. McDermid has been in the general merchandise business for the past twenty-five years and is considered one of the leading business men of this thriving little town. They are making extensive alterations in the new block, making it up-to-date in every respect.

It is said one of the chief reasons why the boys leave the farm is that if he likes a girl he doesn't feel exactly like inviting her out for a ride on the tractor.

Robert Larmor, for the past six years with the New Orleans Fruit House, at Flint, has severed his connection with said house and accepted the position of House Manager for the Woods-Madden Co., one of Flint's most enterprising wholesale produce establishments. The Woods-Madden Co. is to be complimented in securing Mr. Larmor's services. Probably no person deserves more credit for the past success of the Orleans Co. than he, for his earnest work for the past six years has secured for him a name in the fruit game among the business men of Flint and vicinity. Here's wishing Bob, as he is so familiarly known to the trade, success in his new position.

The big Booster U. C. T. meeting that was to have been held in Flint next Saturday night has been called off, owing to several conditions. First, many of the members are ill with influenza and, again, sufficient notice was not given Flint Council that they could get a hall for the occasion, much to the regret of the Flint boys. "Owing to so few halls available and the many social functions in progress, it is almost impossible to get a hall outside our regular meeting night" said R. W. Eaton, Secretary of Flint Council, to the writer in an interview Monday. However, arrangements have been made already to have their big meeting the second Saturday night in March, at which time Saginaw Council officers and degree team will put on the work. There will be several Grand officers on hand and special speakers from Detroit. Special invitations have been sent to Mayor Ben Mercer, Past Grand Counselor Mark Brown and Grand Junior Counselor H. D. Ranney, of Saginaw, to be on hand for this special occasion.

R. W. Eaton, Secretary of Flint Council and an officer of the Council continuously for the past twenty years, is spending the week in Northern Michigan. Mr. Eaton can justly be called the daddy of Flint Council, for had it not been for his sticktoitiveness and untiring efforts and financial backing Flint to-day would have been without a U. C. T. Council. He is to be commended for his patience and perseverance. His home is at 125 Josephine street, Flint.

W. M. McGinnis, for several years manager of the Saginaw branch of the National Biscuit Co., is now connected with the New York office in the capacity of branch or field organizer. Mr. McGinnis deserves his promotion for the work done at the Saginaw branch. He is in Flint this week, where he is arranging and organizing a force to handle the new Flint branch. He makes his home in Saginaw.

E. C. Druckhamer, 543 South Fourth avenue, Saginaw, is in Flint this week, taking the place of Wm. Bader, regular Flint salesman for the same house, who is in the Saginaw office doing some special book work.

Senior Counselor Dan MacArthur is now located at 121 Emily street, Saginaw. He recently sold his home on Johnson street and purchased a beautiful home at above address. This sounds like prosperity, Mac. Here's hoping you find many restful hours in your new abode.

L. M. Steward.

## Late News From the Cereal City.

Battle Creek, Feb. 24—The largest and most elaborate dancing party ever given in Battle Creek took place Saturday evening, Feb. 21, in the new Post Toasties building which is being erected on Academy street. The music was furnished by Fisher's fifteen piece orchestra, of Kalamazoo, and the Central American Marimba band of Guatemala. Three thousand five hundred guests were present. Three hundred and thirty-five dozen fried cakes and 125 gallons of Postum were served to the guests.

The dinner for Major General Leonard Wood, upon the occasion of his visit to Battle Creek March 3, will take place at the Post Tavern at noon. Places for the dinner will be limited to 250 plates, owing to limited space.

The banner meeting for Battle Creek Council was held in the Council rooms Saturday evening, Feb. 21. This closed the membership contest between the Blues and the Golds, the Blues winning and the Golds paying the bill, as is customary when a debt is made. The work was very satisfactory on both sides, the Blues winning by two. Twenty-three applications were the total. Grand Counselor Starkweather and State Organizer Lou Burch arrived from Detroit at noon and kept open house at the Post Tavern in the afternoon for the members of the Council and visitors. Past Grand Counselor Eugene Welch and Mr. Blackburn, Secretary of Kalamazoo Council, were among the visitors. J. O'Bryan, Past Counselor of Philadelphia Council, who is living in Battle Creek and connected with Kellogg Toasted Corn Flakes Co., was also a visitor. If the remarks of Mr. Starkweather and Mr. Burch are appreciated by all councils on their official visits as was No. 253, there is no reason why the Michigan membership will not meet the expectations of our Grand Counselor. Sixteen of the members were initiated and the remainder will be taken in at our March meeting. We are in hopes of making our number 200 by the close of the year. Jack.

## His Cheerful Neighbor.

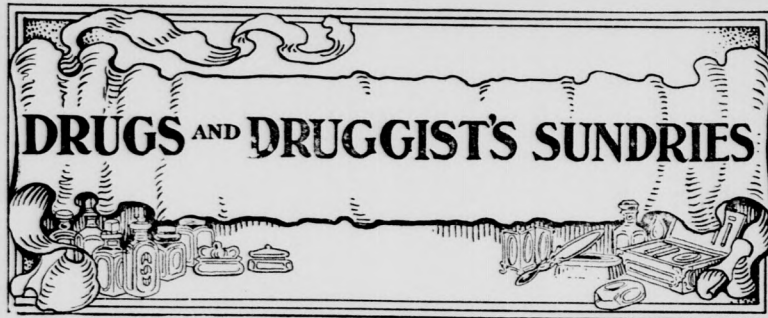
"The man in the room next to mine," said Mr. Goslington, "begins to sing as soon as he gets up. He has slept well, he feels refreshed, the whole world looks bright to him, and he has now pleasurable anticipations of breakfast. He feels impelled to sing and he does sing.

"Not loudly; he is very thoughtful, he doesn't want to disturb anybody; he sings softly to himself and he thinks that nobody else can hear him. But at that hour, in the general stillness, his soft singing comes to me as plainly and is quite as disturbing as the humming of a bee.

"Sometimes he whistles in tones soft and low, meant to be flute-like; and he enjoys his own whistling as much as he does his own singing, and he thinks that nobody can hear it; but upon me his intended to be low, flute-like tones have the same effect as the sharp notes of a fife and they waken me as surely.

"One of the finest things in the world is a cheerful spirit. The cheerful man is a help to everybody with whom he comes in contact. But might it not be said of cheerfulness, as of many another good thing, that it is possible to have too much of it?

"Far be it from me to wish that some great grief might descend upon my cheerful neighbor, but I do wish he wouldn't turn on his cheerfulness so early in the morning."



**Michigan Board of Pharmacy.**  
 President—H. H. Hoffman, Sandusky.  
 Secretary and Treasurer—E. T. Boden,  
 Bay City.  
 Other Members—Charles S. Koon,  
 Muskegon; Geo. F. Snyder, Detroit;  
 James E. Way, Jackson.  
 Next Meeting—Grand Rapids, March  
 16, 17 and 18

#### What Constitutes a Drugless Drug Store.

In order to get a full conception of the above title one has to refer to the definition as given in our modern dictionary.

A drug store as we all know is a store where drugs are bought and sold; and a drug, according to our authority, is: "1. Any substance used in the composition of medicine; any stuff used in the composition of medicine; any stuff used in dyeing or in chemical operations. 2. Any commodity that lies on hand, or is not salable."

Of the first we are very familiar; we have heard the subject thrashed out time and time again, all the pros and cons, what we should sell and what we should not sell; also whether the drug-store is a professional or a 5 and 10-cent adjunct to the business world, a restaurant or a shoe parlor. In fact, we have heard so much that we are willing to agree to anything or to any way it may be presented.

The second definition, "Any commodity that lies on hand, or is not salable," is the kind of a drugless drugstore that concerns the majority of us. It is the store we should all strive for. As no matter what amount of medicinals and chemicals we may carry or the variety and quantity of legitimate, or so-called non-legitimate, sundries we have in stock; the store with the least dead stock, the one with the least slow selling stock, the smallest amount of unsalable goods is the store when it comes to a show down that will inventory the nearest to one hundred cents on the dollar. The drugless drugstore.

Having agreed that we would like to have drugless stock the next question is, how are we going to convert ours into one? How are we going to get rid of all the unsalables? How are we going to turn them over into more profitable goods?

If we have a large store on our hands the proposition might be turned over to the advertising department, or the sales department might be jacked up a little. But if we have a small store the turning of it over to the different departments would only be turning it back on ourselves. In the small store it is up to the man himself.

There are only two methods to follow in getting rid of dead stock; one is to watch how others do it and fol-

low their example, and the other is to think out or devise some original scheme of your own. Every location has its special environments. Each store its own peculiar trade. And the methods followed in one place will not always attract in another. So if we follow the lead of someone else we must be sure that the stores are somewhat alike situated, or at least that the people who patronize them demand the same quality of merchandise. The best is to study up the other fellow's methods and then if we decide that they are applicable to our location install them. They may need some modifying; if so make the change. But in my opinion it is poor policy to copy someone else. The average man can do out more appropriate and better selling methods for his own store if he sets himself at it than he can copy.

Coming near inventory now is a good time to make a special effort to clean house. In some stores there are goods that have been carried so long that they have become as permanent as the chandeliers, and would be missed as much as the stripes on a barber's pole. There may be an excuse for it; people might think they were in a different store. But I doubt if they would walk out.

Have your pre-inventory and your post-inventory sales. If you have goods enough for a window display have one. If not, make a bargain counter—not bluff bargains, but real bargains.

There is an old saying that says the first loss is the best loss, and if you expect to stand the minimum loss you will have to get in the game before the goods are altogether antedated or rotten.

In one store where the proprietor was somewhat opposed to bargain sales I got permission to set a small table in the back of the store, isolated as it were from the dignity of the rest of the store, and we cleaned up a lot of junk. We put a figure on it that would sell, and we sold it. Afterwards we had the shelf-room if nothing more.

There are some stores that have too much shelf room and it is a question between dead stock or empty dummies. A dummy can be easily replaced, and a pretty face is certainly more inviting than a fly-specked cough syrup. I have often wondered why such stores do not move their prescription counter farther front. It makes better appearance, gives more back room, and saves a lot of walking.

There is no better time to unload than just now. With a depleted mar-

ket and high value of goods a person can make no mistake.

Advertise your cough syrups as containing the full amount of sugar. Liniments with the required amount of heat units.

Soaps made from genuine fats and oils.

Disinfectants that will disinfect.

Clean up the old styles while cleaning is good. Pre-war goods will soon be as obsolete as if they dated back to antediluvian times.

Acquire, if possible, the drugless store and you will then be in line for the new goods as fast as the market can supply. George S. King.

#### The Wood Alcohol Tragedies.

The deaths resulting from the use of wood alcohol in the manufacture of alleged whisky are deplorable, because they have resulted from ignorance. The probability is that those who concocted the stuff in the first place were also ignorant of its possible effects, although it is just possible they were cold-blooded enough not to care.

Of course, there are those who will attempt to hold prohibition responsible for what has happened, which would be illogical in that it would seek to justify those who broke the law on the theory that the law should not have been there to be broken. One whose purse is stolen can hardly be held responsible for the crime because he happened to have a purse to be stolen.

It means, however, that danger has arisen from an unlooked for source, and that wood alcohol hereafter will

have to be sold under restriction that will make it impossible for it to be used for beverage purposes.

The recent agitation over wholesale poisonings resulting from the consumption of wood alcohol and other substitutes for liquor may lead to additional legislation by Congress. While the Internal Revenue Bureau has authority under a special act enacted several years ago to make regulations for the control of the sale of wood alcohol, it will not hesitate to request additional legislation, if necessary, to cope with the situation. If this is proposed it is likely to be in the form of a heavy tax on the manufacture and sale of wood alcohol and the requirement of permits for all persons engaged in the traffic. This, it is said, would furnish the government with a record of the movement of wood alcohol from manufacturer to consumer and would enable the government to take immediate action in case of violation of the regulations of the law.

The shallowest persons are the most loquacious.

#### COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade  
VANILLA EXTRACTS

Made only by  
FOOTE & JENKS  
Jackson, Mich.

A Smile Follows the Spoon  
When It's Piper's



Sell  
Piper's

ICE CREAM

It's Good  
For You

PIPER ICE CREAM CO.

Kalamazoo

:::

Michigan

Preventing Window Frost.

The methods usually advised to prevent the deposition of moisture and frost on window-panes are the employment of double windows, or the coating of the glass with some one of the various fluids which have been recommended for the purpose. Another very efficient measure is said to be a small fan, and so placed as to blow directly upon the glass.

Some years ago a correspondent of the Scientific American reported to that journal a number of experiments he had made to remove ice or congelation of water from window-panes. He placed the efficacy of the remedies he employed in the following order:

- (1) Flames of an alcohol lamp; (2) sulphuric acid; (3) aqua ammonia; (4) glycerine; (5) nitric acid; (6) hydrochloric acid; (7) benzine; (8) hydriotic acid; (9) boric acid; (10) alcohol; (11) cobalt nitrate; (12) infusion of nutgalls; (13) tincture or solution of ferrous sulphate.

Some years ago H. F. Ruhl, of Mannheim, Pa., read a paper before the State association in which he declared that the only really effective way to avoid window frost was to have the window properly constructed in the first place, and to use suitable methods of heating and lighting in the second. He had remodeled his window in accordance with his particular ideas. We quote

"It is a well-known fact that where illumination is produced by kerosene, gas, or gasoline, the condensation of moisture on the glass is worse at night. This shows that the illumination has something to do with the frost on the window. Heat supplied from a stove, hot-air furnace, or a steam boiler also causes more or less condensation of moisture.

"In the writer's store the window is

left open at the back, except that a mirror back is used; this is 30 inches high, is hung on a Pullman car spring sash balance, thus permitting it to be raised or lowered at will. At night, when the temperature ranges somewhat lower, the mirror back is raised, thus admitting warmed air to the bottles of the window and entirely preventing frost during the night. The store is heated with a hot-water heater. With this heat the radiating surfaces do not become so hot as with stove or steam heat; and there is no doubt that hot-water heat is a strong factor in preventing frost on the window. The store is lighted with electricity, and this, because of the absence of an open flame, is without doubt another factor in preventing frost.

"The proof of the pudding is in the eating," and here's the proof of the store with frost-proof windows: The writer's windows were entirely free from frost during the past winter, while windows of the other stores in town were covered with frost for months at a time."



Chocolates

Package Goods of Paramount Quality and Artistic Design

The Guarantee Iceless

Fountain

Remember we are the agents for this make of Soda Fountain. It is a Michigan product, made by a reliable firm, Bastian Blessing, with offices in Chicago and a factory in Grand Haven.

Every Fountain is a work of art and the range of style and price makes every merchant a prospective Soda Fountain owner.

Soda water and candy are filling a great need for refreshment. Why don't you get in a position where you can take full advantage of your chance to make a clean, legitimate profit on an honest article. Buy now before the season opens and be ready to greet your trade right.

Hazeltine & Perkins Drug Co. Grand Rapids, Michigan

Wholesale Drug Price Current

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

Table listing various drugs and their prices, categorized by Acids, Ammonia, Balsams, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Ice Cream, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, and Paints.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Table listing prices for AMMONIA, Arctic Brand, and Moore's Household Brand.

AXLE GREASE



25 lb. pails, per doz. 18 80

BAKED GOODS

Table listing prices for Loose-Wiles Brands, Krispy Crackers, L. W. Soda Crackers, etc.

BLUING

Table listing prices for Jennings' Condensed Pearl, Small, 3 doz. box, etc.

BREAKFAST FOODS

Table listing prices for Cracked Wheat, Cream of Wheat, Grape-Nuts, etc.

Kellogg's Brands

Table listing prices for Kellogg's Toasted Corn Flakes, Individual, etc.

BROOMS

Table listing prices for Standard Parlor, Fancy Parlor, etc.

BRUSHES

Table listing prices for Solid Back, Pointed Ends, No. 1, No. 2, No. 3.

BUTTER COLOR

Table listing prices for Dandelion, Perfection, per doz.

CANDLES

Table listing prices for Paraffine, 6s, Paraffine, 12s, Wicking.

CANNED GOODS

Table listing prices for Apples, 3 lb. Standards, No. 10.

Blackberries

Table listing prices for 3 lb. Standards, No. 10.

Beans—Baked

Table listing prices for Brown Beauty, Campbell, Fremont, Van Camp, etc.

Beans—Canned

Table listing prices for Red Kidney, String, Wax, Lima, Red.

Clam Bouillon

Table listing prices for Burnham's 7 oz.

Corn

Table listing prices for Standard, Country Gentleman, Maine.

Hominy

Table listing prices for Van Camp, Jackson.

Lobster

Table listing prices for 1/2 lb., 1 lb.

Mackerel

Table listing prices for Mustard, 1 lb., 2 lb., Sous-d, 1 1/2 lb., Soused, 2 lb.

Mushrooms

Table listing prices for Buttons, 1s per can, Hotels, 1s per can.

Plums

Table listing prices for California, No. 3, Pears in Syrup.

Peas

Table listing prices for Marrowfat, Early June, Early June sifted.

Peaches

Table listing prices for California, No. 2 1/2, California, No. 1, Michigan No. 2, Pie, gallons.

Pineapple

Table listing prices for Grated, No. 2, Sliced No. 2 Extra.

Pumpkin

Table listing prices for Van Camp, No. 3, Van Camp, No. 10, Lake Shore, No. 1, Vesper, No. 10.

Salmon

Table listing prices for Warren's 1 lb. Tall, Warren's 1/2 lb. Flat, Warren's 1 lb. Flat, Red Alaska, Med. Red Alaska, Pink Alaska.

Sardines

Table listing prices for Domestic, 1/2s, Domestic, 1/4s, Domestic, 3/4s, California Soused, California Mustard, California Tomato.

Sauerkraut

Table listing prices for Hackmuth, No. 3.

Shrimps

Table listing prices for Dunbar, 1s doz., Dunbar, 1 1/2s doz.

Strawberries

Table listing prices for Standard No. 2, Fancy, No. 2.

Tomatoes

Table listing prices for No. 2, No. 3, No. 10.

CATSUP

Table listing prices for Snider's 8 oz., Snider's 16 oz., Royal Red, 10 oz., Nedrow, 10 1/2 oz., Nedrow, gal. glass jar.

CHEESE

Table listing prices for Brick, Wisconsin Flats, Longhorn, New York, Michigan Full Cream.

CHEWING GUM

Table listing prices for Adams Black Jack, Beeman's Pepsin, Beechnut, Doublemint, Flag Spruce, Juicy Fruit, Spearmint, Wrigleys, Yucatan, Zeno.

CHOCOLATE

Table listing prices for Walter Baker & Co., Caracas, Premium, 1/4s or 1/2s, Walter M. Lowney Co., Premium, 1/4s, Premium, 1/2s.

CIGARS

Table listing prices for National Grocer Co. Brands, Antonella Cigars, 50, Antonella Cigars, 100, Antonella Cigars, 25, El Rajah, Diplomatics, 100s, El Rajah, corona, 50, El Rajah, Epicure, 50, El Rajah, Epicure, 25, El Rajah, Ark, 50, El Rajah, President, 50, Gdr. Monarch, 50, wood, per 100, Odin, Monarch, 25 tin, Mungo Park, 2500 lots, Mungo Park, 1000 lots, Mungo Park, 500 lots, Mungo Park, less than 500, Mungo Park, 25 wood.

Table listing prices for Worden Grocer Co. Brands, Harvester (Shade Grown), Record Breaker, 50s, foil, Delmonico 50s, Panatella, 50s, Epicure, 50s, Favorita Extra, 50s, Presidents, 50s, (La Azora Broadleaf Cigar), Washington, 50s, Panatella Foil, 50s, Perfecto Grande, 50s, Opera, 50s, Sanchez & Haya Clear Havana Cigars, Made in Tampa, Florida, Rothchilds, 50s, B. Panatella, 50s, Diplomats, 50s, Bishops, 50s, Reina Fina, 50s, Queens, 50s, Perfectionados, 25s, Ignacia Haya, Made in Tampa, Florida, Extra Fancy Clear Havana Delicados, 50s, Primeros, 50s, Rosenthal Bros., R. B. Cigar (wrapped in tissue) 50s, Imported Sumatra wrapper, Manila Cigars, From Philippine Islands, Lioba, 100s, Other Brands, Charles the Eighth (Domestic), 50s, B. L., 50s, Hemmeter Champions, 50s, Court Royal, 50s, Court Royal, 25 tins, Qualex, 50s, Knickerbocker, 50s, Stogies, Tip Top, 50s tins, 2 for 5.

Table listing prices for Broken, Cut Loaf, Grocers, Kindergarten, Leader, Novelty, Premio Creams, Royal, X L O, French Creams.

Table listing prices for Auto Kisses (baskets) 31, Bonnie Butter Bites, 35, Butter Cream Corn, 33, Caramel Bon Bons, 35, Caramel Croquettes, 32, Coconut 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.

Table listing prices for Assorted Choc, 37, Champion, 35, Honeysuckle Chips, 50, Klondike Chocolates, 45, Nabobs, 45, Nibble Sticks, box, 2 60, Nut Wafers, 45, Ocoro Choc. Caramels, 43, Peanut Clusters, 60, Quintette, 37, Regina, 34, Victoria Caramels, 42.

COCOA

Table listing prices for Baker's, Bunte, 15c size, Bunte, 1/2 lb., Bunte, 1 lb., Cleveland, Colonial, 1/4s, Colonial, 1/2s, Epps, Hersheys, 1/4s, Hersheys, 1/2s, Huyler, Lowney, 1/4s, Lowney, 1/2s, Lowney, 5 lb. cans, Van Houten, 1/4s, Van Houten, 1/2s, Van Houten, 1s, Wan-Eta, Webb, Wilbur, 1/4s, Wilbur, 1/2s.

COCOANUT

Table listing prices for 1/2s, 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, 47, Bulk, pails, 38, Bulk, barrels, 35, 48 2 oz. pkgs., per case, 40, 48 4 oz. pkgs., per case, 7 50.

COFFEE ROASTED

Table listing prices for Bulk, Rio, Santos, Maracabo, Mexican, Gutamala, Java, Mocha, Bogota, Peaberry.

Package Coffee

Table listing prices for New York Basis, Ar buckle, 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

Table listing prices for N. Y., per 100, Frank's 250 packages, Hummel's 50 1 lb.

CONDENSED MILK

Table listing prices for Eagle, 4 doz., Leader, 4 doz.

EVAPORATED MILK

Table listing prices for Carnation, Tall, 4 doz., Carnation, Baby, 8 doz, Pet, Tall, Pet, Baby, Van Camp, Tall, Van Camp, Baby, Dundee, Tall, 4 doz., Dundee, Baby, 8 doz, Silver Cow, Tall, 4 doz, Silver Cow Baby, 6 dz, 4 40.

MILK COMPOUND

Table listing prices for Hebe, Tall, 6 doz., Hebe, Baby, 8 doz., Carolene, Tall, 4 doz.

CONFECTIONERY

Table listing prices for Stick Candy, Pails, Horehound, Standard, Jumbo, Boston Sugar Stick.

Mixed Candy

Table listing prices for Broken, Cut Loaf, Grocers, Kindergarten, Leader, Novelty, Premio Creams, Royal, X L O, French Creams.

Specialties

Table listing prices for Auto Kisses (baskets) 31, Bonnie Butter Bites, 35, Butter Cream Corn, 33, Caramel Bon Bons, 35, Caramel Croquettes, 32, Coconut 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

Table listing prices for Assorted Choc, 37, Champion, 35, Honeysuckle Chips, 50, Klondike Chocolates, 45, Nabobs, 45, Nibble Sticks, box, 2 60, Nut Wafers, 45, Ocoro Choc. Caramels, 43, Peanut Clusters, 60, Quintette, 37, Regina, 34, Victoria Caramels, 42.

COOKING COMPOUNDS

Table listing prices for Mazola, Pints, tin, 2 doz., Quarts, tin, 1 doz., 1/2 Gal. tins, 1 doz., Gal. tins, 1/2 doz., 5 Gal. tins, 1/4 doz.

COUGH DROPS

Table listing prices for Putnam Menthol, Smith Bros.

COUPON BOOKS

Table listing prices for 50 Economic grade, 100 Economic grade, 500 Economic grade, 1,000 Economic grade.

CREAM OF TARTAR

Table listing prices for 6 lb. boxes, 3 lb. boxes.

DRIED FRUITS

Table listing prices for Apples, Evap'd, Choice, blk, Apricots, Evaporated, Choice, Evaporated, Fancy, Citron, 10 lb. box, Currants, Packages, 16 oz., Boxes, Bulk, per lb., Peaches, Evap. Choice, Unpeeled, Evap. Fancy, Unpeeled, Evap. Choice, Peeled, Evap. Fancy, Peeled.

FLAVORING EXTRACTS

Table listing prices for Jennings D C Brand, Pure Vanilla, Terpenoles, Pure Lemon.

FLOUR AND FEED

Table listing prices for Lily White, Graman 20 lb. per cwt., Golden Granulated Meal, 20 lbs. per cwt., Rowena Pancake 6 lb. compound, Rowena Buckwheat compound, Rowena Corn Flour, Watson Higgins Milling Co., New Perfection, 1/2s, Meal, Gr. Grain M. Co., Boiled, Golden Granulated, Wheat, No. 1 Red, No. 1 White, Oats, Michigan Carlots, Less than Carlots, Corn, Carlots, Less than Carlots, Hay, Carlots, Less than Carlots, Feed, Street Car Feed, No. 1 Corn & Oat Fd, Cracked Corn, Coarse Corn Meal.

FARINACEOUS GOODS

Table listing prices for Beans, Med. Hand Picked, California Limas, Brown, Holland, Farina, 25 1 lb. packages, Bulk, per 100 lbs., Hominy, Pearl, 100 lb. sack, Macaroni, Domestic, 10 lb. box, Domestic, broken bbls., Skinner's 24s, case, Golden Age, 2 doz., Fould's, 2 doz., Pearl Barley, Chester, Peas, Scotch, lb., Split, lb., Sago, East India, Tapioca, Pearl, 100 lb. sacks, Minute, Substitute, 8 oz., 3 doz., Dromedary Instant, 3 doz., per case.

FISHING TACKLE

Table listing prices for Cotton Lines, No. 2, 15 feet, No. 3, 15 feet, No. 4, 15 feet, No. 5, 15 feet, No. 6, 15 feet, Linen Lines, Fudge, Choc. Peanut, Small, per 100 yards, Medium, per 100 yards, Large, per 100 yards, Floats, No. 1 1/2, per gross, No. 2, per gross, No. 2 1/2, per gross, Hooks—Kirby, Size 1-12, per 1,000, Size 1-0, per 1,000, Size 2-0, per 1,000, Size 3-0, per 1,000, Size 4-0, per 1,000, Size 5-0, per 1,000, Sinkers, No. 1, per gross, No. 2, per gross, No. 3, per gross, No. 4, per gross, No. 5, per gross, No. 6, per gross, No. 7, per gross, No. 8, per gross, No. 9, per gross, Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

FISHING TACKLE

Table listing prices for 7 Dram 15 Cent, 1 1/2 Ounce 20 Cent, 2 Ounce, 35 Cent, 2 1/2 Ounce 35 Cent, 3 Ounce 45 Cent, 4 Ounce 55 Cent, 8 Ounce 90 Cent, 7 Dram Assorted, 1 1/2 Ounce Assorted.

HIDES AND PELTS

Table listing prices for Green, No. 1, Green, No. 2, Cured, No. 1, Cured, No. 2, Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin, cured, No. 1, Calfskin, cured, No. 2, Horse, No. 1, Horse, No. 2.

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
Muskrats, Winter 4 25
Muskrats, Fall 3 00
Muskrats, Kitts 25
No. 1 Raccoon, Large 10 00
No. 1 Raccoon, Small 8 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 00

JELLY GLASSES
8 oz., per doz. 4 00

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
Brazil, large washed 26
Fancy Mixed 32
Filberts, Barcelona 32
Peanuts, Virginia raw 16
Peanuts, Virginia, roasted 18
Peanuts, Spanish 25
Walnuts California 39
Walnuts, French

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
Citted (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
24 1 lb. pails 12
12 2 lb. pails 5
5 lb. pails, 6 in crate 10
10 lb. pails 15
15 lb. pails 25
25 lb. pails 50
50 lb. tins 100
100 lb. drums



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 28 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. 808, 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 40 00
Clear Family 48 00
Dry Salt Meats
S P Bellies 32 00@34 00
Lard
Pure in tierces 24@25
Compound Lard 24 1/2@25
80 lb tubs advance 1/4
60 lb. tubs advance 1/4
50 lb. tubs advance 1/4
20 lb. pails advance 1/4
10 lb. pails advance 1/4
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 Boiled Hams 35 @40
Boiled Hams 42 @44
Minced 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
3/4 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 Ox 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
Mince Meat
Condensed No. 1 car. 1 80
Condensed Bakers brick 25
Moist in glass 25

Tripe
Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60
3/8 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 90
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, bbls. 1 95
Granulated 100 lbs. cs. 2 10
Granulated, 36 2 1/2 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. 3 20
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. 12
No. 1, 10 lbs. 12
No. 1, 3 lbs. 12

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 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 ds. 3 50
Handy Box, small 1 25
Bixby's Royal Polish 1 25
Miller's Crown Polish 90

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. 6 75
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
Sapolio, gross lots 11 00
Sapolio, half gro. lots 5 50
Sapolio, single boxes 2 75
Sapolio, 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 5 75
Johnson's XXX 100 5 75
Lautz Naphtha, 60s 3 60
Nine O'Clock 4 25
Oak Leaf, 100 pkgs. 6 60
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

TABLE SAUCES
Lea & Perrin, large 5 75
Lea & Perrin, small 3 25
Pepper 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

TEA
Japan
Medium 40@42
Choice 49@52
Fancy 60@61
Basket-Fired Med'n
Basket-Fired Choice
Basket Fired Fancy
No. 1 Nibbs @55
Siftings, bulk @21
Siftings, 1 lb. pkgs. @23

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

SPICES
Whole Spices
Allspice, Jamaica @18
Cloves, Zanzibar @60
Cassia, Canton @30
Cassia, 5c pkg. doz. @40
Ginger, African @15
Ginger, Cochlan @20
Mace, Penang @75
Mixed, No. 1 @17
Mixed, No. 2 @16
Mixed, 5c pkgs. doz. @45
Nutmegs, 70-8 @50
Nutmegs, 105-110 @45
Pepper, Black @30
Pepper, White @40
Pepper, Cayenne @22
Paprika, Hungarian

Pure Ground in Bulk
Allspice, Jamaica @18
Cloves, Zanzibar @60
Cassia, Canton @40
Cassia, 5c pkg. doz. @40
Ginger, African @28
Ginger, Cochlan @38
Mustard @85
Mace, Penang @85
Nutmegs @36
Pepper, Black @84
Pepper, White @52
Pepper, Cayenne @29
Paprika, Hungarian @60

SEASONING
Chill Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 35
Garlic 1 35
Ponely, 3 1/2 oz. 2 25
Kitchen Bouquet 2 60
Laurel Leaves 20
Marjoram, 1 oz. 90
Savory, 1 oz. 90
Thyme, 1 oz. 90
Tumeric, 2 1/2 oz. 90

STARCH
Corn
Kingsford, 40 lbs. 11 1/2
Muzzy, 48 1 lb. pkgs. 9 1/2
Powdered, barrels 7 1/2
Argo, 48 1 lb. pkgs. 4 15
Kingsford
Silver Gloss, 40 lb. 11 1/4
Gloss
Argo, 48 1 lb. pkgs. 4 15
Argo, 12 3 lbs. 3 04
Argo, 8 5 lbs. 3 40
Silver Gloss, 16 3 lbs. 11 1/4
Silver Gloss, 12 6 lbs. 11 1/4
Muzzy
48 1 lb. packages 9 1/2
16 3 lb. packages 9 1/2
12 6 lb. packages 9 1/2
50 lb. boxes 7 1/2

WOODENWARE
Baskets
Bushels, wide band, wire handles 2 20
Bushels, wide band, wood handles 2 35
Market, drop handle 1 95
Market, single handle 1 00
Market, extra 1 35
Splint, large 8 50
Splint, medium 7 75
Splint, small 7 00

Butter Plates
Escanaba Manufacturing Co.
Standard Wire End
Per 1,000
No. 1/4 2 86
No. 1/2 3 17
No. 1 3 39
No. 2 3 99
No. 3 4 97
No. 4 6 91
No. 5 8 21
No. 8-50 extra sm carton 1 21
No. 8-50 small carton 1 27
No. 8-50 med'm carton 1 32
No. 8-50 large carton 1 60
No. 8-50 extra lg carton 1 93
No. 4-50 jumbo carton 1 32

Churns
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55
Stone, 3 gal. 39
Stone, 6 gal. 78

Clothes Pins.
Escanaba Manufacturing Co.
No. 60-24, Wrapped 4 75
No. 30-24, Wrapped 2 42
No. 25-60, Wrapped 7 75

Egg Cases
No. 1, Star 4 00
No. 2, Star 3 00
12 oz. size 4 50
9 oz. size 4 25
6 oz. size 3 90

Faucets
Cork lined, 3 in. 70
Cork lined, 9 in. 90
Cork lined, 10 in. 90

Mop Sticks
Trojan spring 2 75
Eclipse patent spring 2 75
No. 1 common 2 75
No. 2, pat. brush hold 2 75
Ideal, No. 7 4 80
20oz cotton mop heads 4 80
12oz cotton mop heads 2 85

Pails
10 qt. Galvanized 5 00
12 qt. Galvanized 5 50
14 qt. Galvanized 6 00
Fibre 9 75

Toothpicks
Escanaba Manufacturing Co.
No. 48, Emco 1 80
No. 100, Emco 3 50
No. 50-2500 Emco 3 50

Traps
Mouse, wood, 4 holes 60
Mouse, wood, 6 holes 70
Mouse, tin, 5 holes 65
Rat, wood 80
Rat, spring 80
Mouse, spring 20

Tubs
No. 1 Fibre 42 00
No. 2 Fibre 38 00
No. 3 Fibre 33 00
Large Galvanized 15 50
Medium Galvanized 13 25
Small Galvanized 12 00

Washboards
Banner Globe 5 50
Brass, Single 7 50
Glass, Single 8 50
Double Peerless 8 50
Single Peerless 7 50
Northern Queen 7 00
Universal 7 25

Window Cleaners
12 in. 1 65
14 in. 1 85
16 in. 2 30

Wood Bowls
13 in. Butter 3 00
15 in. Butter 7 00
17 in. Butter 11 00
19 in. Butter 12 00

WRAPPING PAPER
Fibre, Manila, white 7 1/2
No. 1 Fibre 8 1/2
Butchers Manila 8
Kraft 13
Wax Butter, short c'nt 25
Parchmt' Butter, rolls 25

YEAST CAKE
Magic, 3 doz. 1 45
Sunlight, 3 doz. 1 00
Sunlight, 1 1/2 doz. 50
Yeast Foam, 3 doz. 1 45
Yeast Foam, 1 1/2 doz. 73

YEAST—COMPRESSED
Fleischman, per doz. 24



HURTS ONLY DIRT TRY IT

### Relation of the Traveler and the Hardware Trade.\*

When your Secretary, Mr. Stroh, asked me to address you, my first impulse was to decline, as I do not feel that I am capable of saying anything which will hold your interest or be of any particular benefit to you. I have often wished, however, that I might have the opportunity of thanking you as an Association for the great pleasure I have had in attending your conventions, and meeting so many of you personally.

This year marks the twenty-fifth anniversary of my connection with you as an associate member and I believe in that time I have been absent only three times. I look forward each year to it with, I think as much eagerness, as do any of the active members.

I have always felt that if the member benefitted in no other way, that the personal contact with other dealers at these meetings, the cessation of competition and laying down for the moment of cares of the daily routine, leaving the mind free for the reception of new ideas, that it was worth what it cost in time and money to attend.

In the struggle for a commanding position in the business world too many of us forget that we play only a small part in the great plan and that all our affairs are more or less interlocking, not only in our own line but all and do not realize that the successes of others have a great influence on our own and that a friendly attitude toward competition will bring us infinitely more than an adverse one.

I have seen at our conventions men who at home are engaged in fierce competition meet here on most friendly footing and discover that the other fellow was just as worthy as he. So get together with your competitor in your own town and work together for the general betterment of your business and your town. More and more men are knowing that while money success is a big factor that it is not what counts for most.

As to my subject, "The Relation of the Traveler and the Retail Dealer," I shall say first, that the traveler who is fortunate enough to have as his customer the retail hardware dealer enjoys the privilege of business relations with a class of men much above the average and should appreciate his opportunity accordingly.

I trust that I shall always be grateful that my work has been along this line and that I have found so many friends in it who have been helpful to me in every way.

I shall always remember the good advice of one of the former Presidents of your Association and one of the most loved men in it, the late T. Frank Ireland, of Belding. When I had been calling on him only a short time and was not at all sure that I could make good, I spoke to him of it one evening and in his kindly way he said, "John, work just as hard as you can and be honest and fair with your trade and you can't fail." That advice was worth while and is

\*Paper read at annual meeting Michigan Retail Hardware Association by John A. Raymond, of Lansing.

just as much applicable to the man in business as to the traveler. None of you, I am sure, appreciate how much you can help the youngster just starting on the road, if you but will.

I have the honor of being a member of the Rotary Club and we have a code of ethics of which the fourth is "To hold that the exchange of my goods, my services and my ideas for profit is legitimate and ethical, provided that all parties to the exchange are benefitted thereby." Can we not all well make application of this in our business lives?

The opportunity for service between traveler and retailer was never greater than now and if each may learn to have confidence in the other, it will result in great benefit to both. I believe that the majority of travelers have your interests greatly at heart and are very anxious to see your success assured and will help you in all ways possible. The traveler comes to you from his house with first hand information as to business conditions and prospects and a mutual exchange of ideas will be beneficial to both. I am sure most of you as dealers have benefitted during the past few years from information given you by the salesman and, if you have, no one is more pleased than he.

It is a salesman's business to sell you all the goods he can, but if the dealer is alive to his own best interests he should be just as anxious to buy as the former is to sell, for the business man with the stock to-day is the one who is corralling the trade. If I were in the retail trade to-day I should make it a point not, as most merchants do, to jot down wants when entirely out of some line, but to go, at least once a week, through my stock and make a memo of items getting low, with a view, not perhaps, of buying immediately, but to keep them in mind. It would also pay you to go through a general catalogue from time to time to recall items of a seasonable nature that you might wish to stock a little later on.

The jobber to-day is resorting more and more to special lines, to make up the volume of business which has shrunk through his inability to procure some of the old regular lines. There are numerous new lines coming onto the market which can by right be distributed through the retail hardware store.

No dealer, in taking on a new line, should feel that he is compelled to buy an unreasonable quantity of it, for any salesman who has his customer's interest at heart would rather see his trade buy a smaller quantity of the item than to sell him so much on first order that he himself gets tired of seeing it on subsequent trips. And, believe me, he does see it, even if you don't think he does. I should want to have confidence in any man with whom I dealt, if I conducted business and would have it until that confidence was betrayed and that would definitely end our business relations.

I believe the men who call upon you to-day, so far as I know them, merit your trust and that they stand ready with suggestions for your betterment if you are receptive. The

jobber has stood most loyally behind you in the anxious years just passed and I think none of them has taken advantage of the many opportunities they have had to reap an unfair profit for himself. He is in a much more precarious position to-day than the average retailer, for while he very often does not follow the rising market until his stock is depleted, he must at once follow the decline, while the retailer is hardly ever so heavily stocked on any one line that he is unable to dispose of it at a profit. So have faith in your jobber and in your jobber's salesman until it shall no longer be merited.

Have faith in your business and in the large opportunity for general good. Do your business on the square and hold your head high and, as our good friend, E. A. Stowe, once said in his paper, the Michigan Tradesman, "So live each day, that when night comes you can look any man in the face and tell him to go to Reeds Lake."

I have enjoyed the privilege of speaking to you very much and appreciate the compliment extended in inviting me to do so.

My heart is full of love for you all and I feel that a traveling man never had a finer vocation than that offered in calling on a body of men like yourselves.

### Much Neglected Art of Properly Cooking Cereals.

Written for the Tradesman.

Ceres, Goddess of Agriculture, must have been growing gray these past few years trying to keep track of all the kinds of food introduced into her jurisdiction. She did not mind the early Latins calling a few things "cereales," because they naturally fell in her domain; it was proper enough to name the great agricultural festival "Cerealia," and I have no doubt she

liked to have them call their bread and grain cerealia munera—gifts of Ceres—but when we moderns attach her name to all the kinds of cultivated grasses and mill by-products, cooked and uncooked and half-cooked; toasted this and that, puffed and rolled and served as pancakes and "straw cookies—as my little boy used to call some of them—I fancy the goddess may claim the right to protest. I dare say she resents the fact that some are never half-cooked, while others are "predigested."

Wheat, oats, rye, barley, maize, rice, bread-crumbs and what not else are stretched under the head of "cereals," and now all of their varied fancy forms and remote relatives claim the family cognomen. A good many sins are committed in Ceres's name, but on the whole we may be grateful for a real addition to our food supply.

Many homemakers are careless and easy-going about cereals; they seem to think that "any old way" of cooking and serving them will do. Yet the preparation of cereals is an important matter requiring judgment, skill and attention. A cereal may be very wholesome or very injurious—according to the way in which it is cooked. And there is considerable difference of opinion on the subject.

Oatmeal, for instance. Some doctors say that for children and elderly people it should be cooked for at least four hours; others say two hours are enough. In any case, I know that long cooking helps both the flavor and the digestibility of oatmeal. I have found it generally true of cereals sold in packages that the time prescribed in the recipes printed on the wrapper is not long enough to cook the grains sufficiently for children or others with delicate stomachs.

Generally speaking, your water

# 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



must always be boiling, bubbling, with salt in it, when you stir your cereal slowly into it. You can cook some cereals ten, fifteen or twenty minutes, after a fashion, so that you can eat it; but this is not really cooking. Try cooking it longer and see how it absorbs the water and improves the flavor. The boiling water is absolutely essential to soften the cellulose and swell the starch-grains. If you do not wait for it to boil, and cook the cereal hard the first five minutes, it will taste raw.

Oatmeal is the heartiest of the cereals. Cooking slowly overnight in a double boiler is not too long. Oatmeal contains:

Proteid matter	-----	15.6 per cent.
Fat	-----	7.3 per cent.
Starch	-----	68.0 per cent.
Mineral matter	-----	1.9 per cent.
Water	-----	7.2 per cent.

Entire wheat and the so-called Graham preparations come next in the general order of nutritive quality. As oatmeal is so hearty and contains so much of the rougher part of the grain, it is better to give very young children (under four) a wheat preparation without so much of the husk or bran, which is beneficial for older, more active children and adults. That is why cream of wheat and the finer preparations like wheatena and wheatlet are given younger children; but these all need long, slow cooking to be wholesome and digestible.

I attended last winter a beautiful children's party where the entertainment was very much up to date and the children from prosperous homes, but I was pleased to see what a simple supper was served—cream of wheat, creamed chicken and ice cream and plain cookies.

The season ought to make a difference in the kind of cereal prepared for your breakfast and in the form in which it is served. The heavy cereals are not suitable for summer. You cut off your proteid matter in the form of meat, eating less; therefore you should cut off your heavy cereal, such as oatmeal, eating the lighter ones or those that contain less proteid matter. There are many pleasing ways of cooking the cereal for summer use and serving it with fruit, which is cooling to the blood. Have you tried cooking the cereal the day before, moulding it in small cups and thinning it out to be served with berries, peaches or other fruit? Or try coring apples, filling the cavities with sugar, water, a bit of butter and a dash of cinnamon, then, when they are cooked, fill with a cooked cereal. This, served with cream, makes a delicious breakfast dish.

Watch the weather a bit with reference to foods. When it is cold, serve hot and hearty things; when it is hot, bring on your cold cereals, drinks and desserts. It makes a great difference in the feelings of your family.

Many persons imagine they "don't like cereals" simply because they never tasted any cereal properly cooked. It is really more important that you should know how to make good cereal than how to make pie or cake. It is a much neglected art.

Prudence Bradish.

(Copyrighted 1919.)

## BUSINESS WANTS DEPARTMENT

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

For Sale—A variety store with small stock of women's and children's ready-to-wear wash dresses, aprons, petticoats, muslin and gauze underwear, hosiery, corsets, ribbons and notions. Town of 1,000 inhabitants, good location, beautiful surrounding country. Best of reasons for selling. Phone 111. Address W. B. Clark & Co., Schoolcraft, Mich. 748

For Sale—Wholesale and retail bakery in lively Central Michigan town. Annual income \$30,000. Selling price, \$2,000. Address No. 749, Michigan Tradesman. 749

For Sale—General stock located in country town seventeen miles from Grand Rapids, surrounded by strong farming country. Annual sales, 1919, \$35,000. Will accept \$12,000, all cash. No trades. No exchanges. Address No. 75, care Michigan Tradesman. 750

A chance to develop one of the largest propositions in Michigan. New four-story building. Doing good grocery and general business. Hotel, Restaurant, Lunch room. Fountain and candy. Have the farmer trade of three counties. Lack capital to develop. Will sell or take live partner with capital. Address No. 751, care Michigan Tradesman. 751

Found—In wash room of Park Hotel, Mt. Pleasant, a valuable ring. Owner can recover by proving ownership and paying for this add. C. W. Bosworth. 752

WANTED—A FIRST-CLASS FLOUR SALESMAN FOR CENTRAL MICHIGAN TERRITORY. STATE EXPERIENCE, GIVE REFERENCES AND SALARY OR COMMISSION EXPECTED IN FIRST LETTER. HAVE A GOOD ACCOUNT FOR THE RIGHT MAN. ADDRESS 753, CARE MICHIGAN TRADESMAN. 753

For Sale—Jewelry store in best little town in Upper Michigan. Address 754, care Michigan Tradesman. 754

For Sale—General stock in good railroad town surrounded by strong farming country. Stock inventories \$6,000. Annual sales last year, \$20,000. Will rent or sell building. Address No. 755, care Michigan Tradesman. 755

For Sale—One of the best cash grocery businesses in Jackson, Michigan. Doing a business of \$75,000 to \$80,000 per year. Low overhead expense and no delivery of goods. My home and business is in Ann Arbor, Michigan, so I can not give this store in Jackson my personal attention. This is my only reason for selling this store. It will take around \$5,000 to handle this proposition. Address H. E. Pierce or call at 118 E. Liberty St., Ann Arbor, Michigan, if interested. 756

Factories Wanted—We solicit investigation from parties desiring to locate factories in small town. Address L. W. Stanbro, care Board of Commerce, South Lyon, Michigan. 757

For Sale Or Rent—Best located store building in city of Ionia, Michigan. Room 23 x 110 feet. Bert Lampkin. 747

Wanted—Reliable man, not over forty, to take interest and manage large retail business. None but capable men need apply. Address 735, care Tradesman. 735

To Rent—Modern brick store in one of the best towns in Southwestern Michigan. For dry goods or general store. Write Yunker & Son, Gobleville, Mich. 736

For Sale—Stock of paints, wall paper and window shades. Old established business in Michigan town of 3,000. Address 738, care Michigan Tradesman. 738

GET MY TANKS—Make big money developing films 1/4c per roll. Particulars free. Gillett, Fosobel, Wisconsin. 741

For Sale—Furniture, undertaking and crockery business in city of 5,000. Good going business. Reason for selling, death of proprietor. Address 743, care Michigan Tradesman. 743

For Sale—In Business Section of Main St., Flint, Mich. An A-1 grocery store and meat market. Ideal location and every day money maker. Owner must sell within 30 days and will make excellent proposition for cash. Direct correspondence to Market, 811 South Saginaw St., Flint, Michigan. 726

General Store For Sale—Located in a small town in Southern Michigan and on a branch of the N. Y. C. R. R. The store is a splendid good money maker of about \$12,500 stock, consisting of dry goods, men's furnishings, groceries and shoes, with practically every dollar good first class merchandise. Reasons for selling, owner has other business. Address No. 729, care Tradesman. 729

Window Fixtures and Wax Display Forms for sale at a big sacrifice. Also store shelving. Must be sold at once. Address No. 727, care Michigan Tradesman. 727

For Sale—General stock hardware, groceries and men's work clothing. 1919 sales \$20,000. Two story brick building. Will sell or rent building. Terms to suit. A money maker. Address C. C. Lewis, Dimondale, Michigan. 730

FOR SALE—Combined plant, brewery, artificial ice, and wholesale ice cream plant for sale; fire proof building; half block of ground, trackage, machinery and equipment in fine shape; right now can be bought at great bargain. Address Hastings Cream & Beverage Co., Hastings, Michigan. 731

For sale or trade for stock of groceries, 120 acres sandy loam soil. Fair buildings; located 1 mile from market, in the heart of the potato belt. Price \$3,000. V. Thomson Estate, Gowen, Michigan. 732

BIG INVESTMENT OPPORTUNITY: BEST BUSINESS BLOCK IN BEST LOCATION IN BEST GROWING CITY IN CENTRAL MICHIGAN. LISTEN: Three story and basement; Three fronts, and one at rear; solid brick and stone construction; best corner in city; rentals better than \$8,000 a year. Block easily worth \$100,000; can be bought this month for \$55,000. Cut and information furnished on application. W. J. Cooper, Mt. Pleasant, Michigan. 706

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. 707

\$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

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

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

Wanted—Second-hand safes Will pay spot cash for any safe, if in reasonably good condition. Grand Rapids Safe Co., Grand Rapids. 725

If you want to sell or exchange your business, no matter where located, write me. John J. Black, 130th St., Chippewa Falls, Wisconsin. 725

Wanted to hear from owner of good general merchandise store for sale. State price, description. D. F. Bush, Minneapolis, Minnesota. 638

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. 634

BANISH THE RATS—Order a can of Rat and Mouse Embalmers and get rid of the pests in one night. Price \$3. Tradesman Company, Grand Rapids, Michigan. 697

For Sale Brown-Corliss Engine, 16 x 42 cylinder, 175 horse power, wheel 12 feet by 26 inches. Price \$1,350—if taken at once. In service only 6 years. The Kramer Mfg. Co., Indianapolis, Ind. 696

For Sale—Long-established undertaking business, complete with all essentials for about \$2,500. Business has always been profitable. Will retain or sell furniture stock in connection. Address No. 697, care Michigan Tradesman. 697

For Sale—Stock of General Merchandise, located in one of the best towns in Genesee County. Good opportunity to launch into a good paying business. Address Box 5, Swartz Creek, Mich. 698

For Sale—Splendid chance to buy stock of general country store in Genesee County, Michigan. Write Box No. 737, care Michigan Tradesman. 737

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.

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

HEIRSHIP PROPERTY. By order of the administrator we are authorized to sell the 80 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

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

For Sale—The best-paying little variety store in Michigan. Situated in a hustling town. Address No. 715 care of Michigan Tradesman. 715

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

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

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

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

Wanted—Clean stock of merchandise in exchange for farm lands. Address 734, care Tradesman. 734

# CANDY



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.



The Sign of Good Candy

Made in Grand Rapids by

NATIONAL CANDY CO.

PUTNAM FACTORY

Grand Rapids, Michigan

Ask for a copy of our latest price list.

We are agents for LOWNEY'S in Western Michigan.

## TWENTY-SECOND MEETING.

### Retail Grocers and General Merchants Association.

The annual convention of the above named organization convened at Grand Rapids Tuesday afternoon, Feb. 24. It was called to order by Paul Gezon, President of the Grand Rapids Retail Grocers and Meat Dealers' Association. Rev. John A. Dykstra pronounced the invocation, then Mayor Gallmeyer delivered the address of welcome. Response to the address of welcome was by President E. W. Jones, who subsequently announced the temporary committees for the convention, as follows:

Order of Business—M. C. Goossen, Lansing; J. G. Staudacher, Bay City; L. A. Geineman, Kingston.

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

Ways and Means—J. A. Lake, Petoskey; J. F. Tatman, Clare; George A. Plietz, Uby.

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

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

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

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

Auditing—D. M. Graham, Caro; W. H. Poole, Flint; A. C. Neilson, West Branch.

Insurance—William Milham, Kalamazoo; D. L. Davis, Ypsilanti.

By-Laws—M. L. DeBatts, Bay City; F. C. Wood, Port Huron; L. C. Schwemer, Saginaw; W. B. Eldred, Lansing; W. J. Cusick, Detroit.

Resolutions—Leonard Seager, Cadillac; J. R. Rebone, Detroit; L. W. Yuncker, Saginaw.

Credentials—Otto Rhode, Saginaw; Perry Brown, Barryton; Jos. Sleder, Traverse City.

Press—C. J. Appel, Grand Rapids; L. J. Witters, Grand Rapids.

President Jones then read his annual address, which is published verbatim elsewhere in this week's paper.

Secretary Bothwell read his annual report, which is published in full in another part of this week's paper.

The annual report of Treasurer Schmidt showed total receipts of \$1,728.67 and disbursements of \$1,632.87, leaving a balance on hand of \$94.80. The report was accepted and referred to the Finance Committee.

Reports from local associations were responded to as follows:

Ann Arbor—Theo. Trost.  
Alma—Mr. Powell.  
Bay City—J. H. Primeau.  
Big Rapids—W. R. Van Auken.  
Cass City—E. W. Jones.  
Cadillac—J. D. Widgren.  
Clare—J. F. Tatman.  
Detroit—C. F. Shrieve.  
Lansing—M. C. Goossen.  
Merrill—Mr. Traitor.  
Port Huron—Charles Wellman.  
Saginaw—Otto Rhode.  
Uby—Geo. A. Plietz.  
Ypsilanti—D. L. Davis.  
Kalamazoo—Wm. H. Fletcher.

Vestaburg—L. P. Strong.

On motion of Mr. Shrieve, the Secretary was requested to send the sympathy of the association to the widow of the Secretary of the National Retail Grocers' Association.

The convention then adjourned until Wednesday forenoon.

### Review of Some of the Principal Hardware Staples.

Alarm Clocks—New prices on alarm clocks were issued by the jobber last week which shows an advance of about 13 per cent. Owing to the shortage of skilled labor, manufacturers continue to be behind with their orders and have notified the jobber that they can only ship about 25 per cent. of their requirements each month. The demand for alarm clocks was never heavier.

Ash Sifters—There has been no change in the situation as to ash sifters since last reported. Both jobbers and retailers report steady business. Owing to the shortage of wire cloth there no doubt will be a shortage for next season, so dealers are urged to anticipate their wants as far ahead as possible.

Bolts, Nuts and Rivets—The trade is looking for an advance of from 10 to 15 per cent. in prices on nuts and bolts to be made at any time. Makers say their order books are filled up for some time, and with increasing costs of steel bars, labor and other materials, their costs are steadily going up and they must get more money for their goods. Deliveries of steel bars by the mills are very slow, and this is cutting down production. Discounts as quoted by most of the leading makers are held very firm, and two leading makers have stated that any further orders they take, prices to be charged will be those in effect at the time shipment is made.

Chisels—High-grade chisels have been marked up on an average 15 per cent. It is generally believed here that the cheaper kinds will be advanced in keeping with other kinds of hardware.

Cooking Ware (Glass)—The demand for all kinds continues to expand. The market keeps continually cleaned up. Shipments are received from time to time, but these are immediately applied to back orders, and the day after they are received the market is cleaned out again.

Cut Glass—Quite a number of the leading retail hardware stores carry a line of cut glass. This year when they go to place their orders for holiday wares they will find that heavy cut glass costs 25 to 75 per cent. more than it did last year. The jobbers, however, are drawing attention to the fact that light cut glass, beautiful in design and execution, is obtainable at comparatively attractive prices, and they are urging the retail hardware dealer to buy the light instead of the heavy cut class this season.

Files—There has been no improvement in deliveries of files from manufacturers. Jobbers are accepting orders only subject to stock on hand. Retail sales are reported rather slow at this season of the year, but the demand from the manufacturing plants is heavier than ever. There has been no advance in price since last

reported, but the market continues to be very firm.

Galvanized Ware—All orders for galvanized ware are accepted subject to stock on hand and at prices ruling at date of shipment. Owing to the scarcity of steel sheets manufacturers are unable to make deliveries and jobbers are out of stock on nearly all the best sellers. They continue to place a limit of one dozen of an item to a customer. Number 2 and 3 galvanized tubs continue to be off the market and no promise as to delivery from the manufacturer.

Glass—There are no prices that can be quoted for window glass accurately. All local prices are nominal, subject to stocks on hand at time of delivery. The situation is very acute. The supply is in every sense of the word totally inadequate to meet the overwhelming demands that exist. The railroads are urgently in need of glass and could probably absorb the entire output of a large number of factories for many months, and the same condition holds essentially true for the automobile industry. Building contractors are offering fabulous prices for ordinary window glass of inferior grades, and are experiencing unparalleled trouble to even get orders placed. Many factories have refused to take any more orders for large quantities until they are able to fill some of the orders now on their books. Manufacturers say that labor is loafing on the job.

Hose—There has been little call for rubber hose during the past week, undoubtedly due to weather conditions. When a retail hardware dealer is having a rush on snow shovels and sidewalk ice choppers, etc., it is difficult to focus thoughts on garden hose. General belief is, however, there will be a tremendous demand a little later, and the jobbers are making preparations to meet it.

Needles—Although a small item in the hardware business, it is interesting to note that packing needles have been advanced by the leading manufacturers. The retail hardware dealer can tell his wife she must expect to pay more for sewing needles within the near future.

Paints and Oils—Prices on nearly all lines of staples are very firm. There has been an advance in the price of turpentine and New York plaster of paris. The only change in linseed oil conditions is the raising of the May option by one firm 10c per gallon. The market continues firm and it is quite possible that other crushers will follow. Manufacturers of white and red lead report that they are from sixty days to three months behind with orders and are making every effort to speed up production. Pig lead is very scarce. Even at the present high price of turpentine the market is very firm and there has been a fair demand.

Roofing Paper—Sales on roofing and building paper during the month of February breaks all previous records. It does not seem to be a question of price, but a question of getting material. There has been an advance in price since last reported.

Rope—There has been no change in the situation as to manila rope since last reported. Manila fibre mar-

ket continues to be very firm and the demand for rope is steadily increasing. Jobbers report that they have fair stocks on hand and are able to fill orders promptly.

Sash Weights—Sash Weights continue to be very scarce as foundries are unable to obtain enough scrap iron to maintain 50 per cent. of their normal production. Local foundries have advanced their price \$5 per ton during the last week.

Screws—There has been an increase in the demand for wood screws during the past week and jobbers are finding it very difficult to fill orders, owing to the slow deliveries from the manufacturer. While there has been no change in price, the market is very firm.

Screw Drivers—Practically all of the manufacturers of screw drivers, the better and the poorer kinds alike, have advanced their prices from 10 to 15 per cent. There was a time not so long ago when it was rather difficult to sell a screw driver. To-day, because the higher priced ones are hard to obtain, everybody appears to have urgent need of them. Apparently there are enough of the medium-priced and cheaper kinds to go around.

Sleds—The Paris Mfg. Co., Paris, Me., announced a still further advance on some numbers of its sleds, amounting to 5 to 10 per cent. Prices on some numbers remain unchanged.

Stove Board—Salesmen continue to take very satisfactory orders on stove board for future delivery. Manufacturers have limited stocks on hand and jobbers state that their production is being greatly curtailed on account of the shortage of sheets.

Wheelbarrows—Jobbers report that they are entirely out of the steel tray wheelbarrow and are unable to get satisfactory promises from the manufacturer as to when they will be able to ship. They state, however, they have plenty of the wood tray on hand and are able to make prompt deliveries on these. Dealers should anticipate their wants as far ahead as possible as with the large amount of new road work under construction wheelbarrows will be in great demand.

Wire Cloth and Poultry Netting—Poultry netting and wire cloth are practically off the market, except what stocks the jobbers have on hand. Jobbers are limiting the quantity ordered by the various dealers and are trying to get as wide a distribution as possible.

Wire Nails—There has been a slight improvement in deliveries of wire nails during the past week. This does not mean, however, that the available supply is sufficient to meet the present demands. Jobbers have not been able to accumulate a stock and as fast as shipments are received they are applied on orders. Never before have stocks on wire nails been so low and with the mills working to capacity they will be unable to supply present demands.

W. E. Roberts has leased the store in the Crittendon building, Market avenue, vacated by J. Van Bruggee and will open March 1 an exclusive egg house, both jobbing and wholesale.