

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MARCH 17, 1920

Mr 20'20ER

umber 1904

Public Reference Library
Library St

A Man's Prayer

TEACH me that sixty minutes make an hour, sixteen ounces one pound and one hundred cents one dollar. Help me so to live that I can lie down at night with a clear conscience, without a gun under my pillow and unhaunted by the faces of those to whom I have brought pain. Grant that I may earn my meal ticket on the square and that in earning it I may do unto others as I would have them do unto me. Blind me to the faults of the other fellow, but reveal to me my own. Guide me so that each night when I look across the dinner table at my wife, who has been a blessing to me, that I will have nothing to conceal. Keep me young enough to laugh with little children and sympathetic enough to be considerate of old age. And when comes the day of darkened shades and the smell of flowers, the tread of soft footsteps and the crunching of wheels in the yard—make the ceremony short and the epitaph simple.

COMPRESSED YEAST AND GOOD HEALTH

For a number of the common ailments that affect most of us at intervals—

Fleischmann's Yeast

is a positive cure.

Increase your sales by telling your customers about it.

THE FLEISCHMANN COMPANY

Use Citizens Long Distance Service



To Detroit, Jackson, Holland, Muskegon, Grand Haven, Ludington, Traverse City, Petoskey, Saginaw and all intermediate and connecting points.

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

CITIZENS TELEPHONE COMPANY

DIAMOND CRYSTAL

The Salt that's all salt.

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

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.

WHITE HOUSE DWINELL-WRIGHT CO. BOSTON—Principal Coffee Roasters—CHICAGO. COFFEE

New Up-to-date Packing

1-3-5 Lbs. Only ————— Same Splendid Quality as Always



FRAGRANT—DELICIOUS
—SATISFACTORY, YOU
WILL FIND THAT
NO OTHER COFFEE
BEGINS TO MEASURE
UP TO THE SUPERB
CHARACTER OF
"WHITE HOUSE."

NONE BETTER AT ANY PRICE

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

MICHIGAN TRADESMAN

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MARCH 17, 1920

Number 1904

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.

AS TO WOOL AND WOOLENS.

Sales of wool abroad during the past week showed a tendency toward hardening of prices for choice merinos, which apparently continue in active demand everywhere. But more attention is being paid to the coarser varieties, the use of which is bound to be extended before the year is out. From some figures recently given out it would appear that this Government did not do so well on its public sales of wool as did the British. The latter has been able to show a profit thus far of about \$300,000,000 on its Australasian purchases. The United States, on the other hand, has obtained so far 12 cents a pound less than the average of all the wool it bought and 5 cents a pound less than the wool it actually sold cost. In the goods market the chief topic of comment has been the withdrawal by the American Woolen Company of its Fall offerings. That company has disposed of quite a large quantity by its allotment system, but hardly enough to take care of its output, which has been increasing largely. As has been already stated, there is no longer any pretense that woollen fabrics for Fall will be scarce. In fact, unless buying picks up soon, there is apt to be a superfluity. The cutters-up are proceeding a little cautiously until they get a line on what the retail trade can do in disposing of their products. This is the condition both as regards men's and women's wear. With reference to the latter, the purchasing of dress goods by consumers seems to be more marked this year than heretofore.

LINENS QUIET AND FIRM.

Linen salesmen who are on the road find the trade ready to pay the very high asking prices for any goods in hand. There is still reported in the trade a steady pressure to have mill agents accept further business with indefinite delivery dates. Many of the larger mills abroad have ceased taking additional business in this way and will not resume until they

know where and at what price they can get flax or yarns.

The supply of aeroplane linens has been sufficient to keep some of the retail and wholesale linen departments active. They are not able to get anything like normal supplies of household goods and many departments are handling more substitutes than real linens. Included in these are goods with hemp mixtures as well as many union goods in towels and damasks. The large use of hemp will undoubtedly be in tailor's canvas for interlining.

The latest cables from abroad give no promise of an early supply of flax. Tow yarns have advanced again, a number used largely for crashes being quoted as high as 80s, as against 72s a couple of weeks ago. There is a dearth of fine handkerchief linen as well as of many of the fine damasks.

CANNED GOODS SITUATION.

This week's jobbing demand for canned vegetables is more satisfactory to receivers than the previous week as there is a better enquiry all along the line, chiefly for small lots. The enquiry from local and interior dealers is more persistent and for a wider variety of offerings than a short time ago. While the tone of the market has improved and while the distribution has been better, the range of prices has not been materially disturbed. Buying is still for immediate wants and little or no speculative business has been developed so far. Pink salmon and pineapples were strengthened by the report that England had placed a ban on the reshipment of these products out of the country for resale in other markets. While not verified, the rumor is regarded as true. Tomatoes were the exception to the general improvement in the market. The sale of Government stocks March 20 and the uncertainty of the market kept buyers from going beyond their most urgent needs.

The Tradesman heartily commends the proposition presented by the wholesale dealers' organization of Grand Rapids to invite the various retail organizations of Michigan to form a federation to nail fast sensational newspapers, crafty politicians and fool legislators and prevent the enactment of adverse legislation by the next Legislature. The time has arrived when something must be done along that line or the retail trade will suffer greatly in public estimation or be compelled to face enactments which will amount to genuine hardships. The federation idea appears to be the only proper and effective solution of the problem.

Most Profitable Dry Goods Meeting Ever Held.

The semi-annual convention of the Michigan Retail Dry Goods Association, which was held in this city last week, was well attended, notwithstanding the prevalence of the prevailing influenza in many localities. Three sessions were held Wednesday and two sessions and a banquet were held Thursday. Nearly all the papers presented the first day of the convention were published in the Tradesman last week and those read the second day will be found in our issues of March 17 and 24. It was decided to hold the annual meeting in September in Saginaw.

The following resolutions were unanimously adopted:

Resolved by the Michigan Retail Dry Goods Association in convention assembled:

That we extend our thanks and appreciation to all of the interests in Grand Rapids that have in any manner contributed to the success of this convention.

That we herewith show our sincerest appreciation for the excellent work done by the officers of this Association during the past year in substantially building up the organization and in making this convention worth while.

That we thank the following speakers for the interesting talks and addresses given at this convention: J. S. Kemper, Theron McCampbell, L. H. Nielson, Mrs. Dora Stockman, Miss Marie S. Pressentin, Miss Elizabeth R. Fagundaz, Prof. C. E. Griffin, Mr. Frederick Stockwell, Hon. William Alden Smith, Rev. Dr. A. W. Wishart, Hon. Hal H. Smith, Mr. James H. Buswell, Hon. Cassius L. Glasgow, Hon. Milo D. Campbell, and Hon. Horatio S. Earle.

That our Association encourage the definite study of salesmanship and textiles in our public schools.

That we realize the growing importance of encouraging the formation of children's garden clubs as explained by Mrs. Stockman, member of the State Board of Agriculture.

That we affiliate with a movement being launched in this State to form a temporary federation of the various retail associations operating in Michigan for the purpose of protecting the public against the enactment of adverse legislation.

That discount dates should be computed from bills of lading and not from the invoice dates, and that bills of lading properly signed by receiving agent should accompany invoices.

That the Association recognize the need of a standardized system of accounting and if possible this need be given further consideration by the officers of the organization.

That manufacturers of sized garments should be requested to adopt a uniform standard of size.

That the Association will call the attention of all its members to the fact that, in many instances, the appreciation of the merchandise has brought about an under-insurance which should not be lost sight of.

That in view of the demoralized condition of our transportation facilities, terms and datings should be increased and lengthened over those prevailing at the present time.

That we disapprove of the present

method of merchandising paper patterns, as it is unsatisfactory and unprofitable to the retail merchant, and it is the sense of this meeting that a better method should be devised.

That we urge on our brother merchants of Michigan the increasing value of personal contact and exchange of ideas brought about by the organization.

F. E. Mills, chairman.

Lee H. Bierce, Paul F. Steketee, W. O. Jones, Glenn R. Jackson.

Manager Hammond's Review of Convention.

Lansing, March 16.—The Grand Rapids convention was a decided success and a very enjoyable affair. While the program was not followed in its entirety, the number of substitutions that were made were very few, indeed, and everyone of the substitute numbers was received with enthusiasm. Aside from those whose names were on the printed program, we had the pleasure of listening to former United States Senator William Alden Smith, Rev. A. W. Wishart, of Grand Rapids, Hon. Hal H. Smith, attorney at law, Detroit, and Hon. Horatio S. "Good Roads Earle" at the banquet.

Most of the addresses given at the convention will be reproduced in the Tradesman, March 10, 17 and 24. We have asked Mr. Stowe, the editor, to send a marked copy of each one of these numbers of the Tradesman to those of our members who are not already subscribers to that publication. We believe that this method of reporting a convention will be much better than to endeavor to send out bulletins covering the proceedings.

The service at the Hotel Pauline was superb in every way. At some of the sessions there were 150 to 175 persons present. The address by Mr. Frederick Stockwell, of Detroit, was particularly strong and helpful. To mention the good points in the various addresses would take more time and space than is necessary.

The next convention will be held in Saginaw in September, probably Sept. 14 and 15, although the date may be fixed a week earlier to accommodate ourselves to the meeting of the National Retail Secretaries Association which will be held in Detroit. The chairman of our Program Committee, Mr. J. W. Knapp, asked me to state that he wants each and every member of our Association to consider himself a committee of one to make suggestions for the next program.

We want to change our method just a little and have our members bring their wives with them. Next September will be good automobile weather and the hotel facilities at Saginaw and Bay City will be ample to take care of all who will come. It is some task to arrange a complete program of such a convention and the Program Committee is very anxious to receive suggestions from as many angles as possible. Please do not undervalue this suggestion.

If any member desires a report on any feature of the convention that is not found in the copies of the Tradesman above referred to, please communicate with this office and we will do what we can to furnish it. Nine new members were added to our list of members. By the time of our next meeting we will have 350 members.

Jason E. Hammond, Manager.

WILL DEFEND THE DEALER.**Federation of Retail Merchants an Assured Success.**

Grand Rapids, March 10—There never was a time when the business of retailing was in greater jeopardy than at present. Furthermore, conditions are apt to get worse instead of better as the surplus money saved during the war and now in the hands of the public, becomes exhausted. The cry is to cut down the High Cost of Living and eliminate the middleman, the retailer.

What the Farmers Want.

At the annual convention of the Michigan State Grange, held in Saginaw in December, 1919, it was stated that the farmers of Michigan wanted a "farmer" Governor and a "farmer" Legislature in order to guarantee the enactment of certain legislation desired by the farmers of our State and which if passed will put many retailers out of business entirely and make it more difficult and less profitable for any to remain in the retail business. The farmers' candidate for governor has been announced and all over the State the farmers are organizing for action.

What Organized Labor Wants.

Union labor in Michigan, as represented by its local and State organizations, wants either higher wages or lower living costs. Realizing that there must be a stopping point to this constant increasing of wages, employers of labor are trying to devise ways and means of reducing the cost of living and in the industrial centers are buying groceries, shoes, etc., direct from manufacturer or jobber and selling to their employes, again doing away with the retailer.

What Politicians Want.

In order to get elected to political offices, favorable publicity must be given the candidates. The easiest manner in which to get such publicity and at the least cost is to ride some popular hobby and the most popular one now is to agree to reduce the high cost of living if elected to office. So, nationally and locally, as well as in the State at large, we have political candidates telling the people that what is necessary is the enactment of legislation seeking a reduction in the high cost of living by government regulation of business. Bills are now in the making which will be introduced in the next session of the Legislature and in Congress seeking to control business and reduce the cost of living by eliminating the retailer or making it more difficult for him to remain in business.

Retailers' Backs to the Wall.

To-day, literally speaking, the retailer's back is to the wall. He is on the defensive and almost helpless to protect himself. Politicians call him "profiteer." Newspapers print the stories. "Sensational stuff" has news value. Farmers want to sell direct to the consumer and buy direct from the wholesaler. Manufacturers sell direct to employes and buy direct from the jobber. All fingers of scorn point directly at the retailer as the culprit who has done the damage and should either be jailed or put out of business. The retailers of Michigan are disorganized. There are a dozen associations of retail merchants and no combined effort or co-operation among these organizations. What we need is a

Federation of Retail Merchants organized possibly on a temporary basis only but active long enough, however, to carry on until after the State primary election, the presidential and State elections and the next session of the Michigan Legislature.

This letter is addressed to you as an officer or director of one of the State associations listed below. As such, would you favor the appointment, by your organization, of a federation committee of five, to meet with similar committees from the other associations, in Grand Rapids in April to consider ways and means of defending ourselves and even assuming

the offensive in this crisis we are now passing through as retail merchants? An expression of your opinion at an early date will be appreciated. The co-operation of the Grand Rapids Association of Commerce, and especially the wholesale department of our organization, is offered in perfecting all plans for such a conference meeting.

David A. Warner, President,
Lee H. Brice, Secretary.

Michigan Retail Dry Goods Association.

Michigan Retail Grocers and General Merchants Association.

Michigan Retail Hardware Dealers' Association.

Michigan State Association of Master Plumbers.

Michigan State Pharmaceutical Association.

Retail Furniture Club of Michigan.

Michigan Retail Implement Dealers' Association.

Michigan Retail Shoe Dealers' Association.

Michigan Lumber Dealers' Association.

Michigan Retail Clothiers' Association.

Michigan State Jewelers' Association.

The responses to the above appeal have been so prompt and emphatic as to leave no doubt as to the success of the movement. Letters were sent to the officers and directors of all of the above associations and sufficient encouragement has already been given the movement to justify the calling of a meeting for organization purposes, which will be held at the Pantlind Hotel, Grand Rapids, Wednesday, April 21.

In no other way can cheap politicians like Attorney General Mitchell, in Washington, and Attorney General Groesbeck, in Lansing, be effectually squelched. These men both expect to ride into popular favor by demagogic appeals to the ignorant and unthinking, making a goat of the retail dealer. The only way this sort of political chicanery can be met and overcome is by organized effort on the part of retail dealers of all classes.

The Tradesman bespeaks for the new movement the hearty support of the trade, because it appears to be the only way by which such nefarious propaganda can be effectually met and overcome.

Nor are cheap and crafty politicians all the forces of unrest that require attention. The daily and weekly press are flagrant offenders, because they are continually feeding out covert hints and unjustifiable slurs regarding alleged profiteering on the part of the retail dealer. At the same time they are constantly soliciting advertising from the men whom they undertake to destroy. By means of concerted action the combined influence of the trade can be brought to bear to put a stop to such uncalled for and wholly baseless attacks.

Saginaw—Strobel Bros. have merged their general mercantile business into a stock company under the style of Strobel Bros. & Co., with an authorized capital stock of \$80,000, of which amount \$40,900 has been subscribed and paid in, \$1,963.93 in cash and \$38,936.07 in property.

Incompatibility of Cash-and-Carry and Credit.

A general merchant in a thriving city of Indiana writes the editor of the Tradesman as follows:

When I wrote you some few days ago, I told you I wouldn't bother you again, but I have another bee in my bonnet that I should like you to set me straight on. Having been in business here for over twenty years, all this time doing a credit business, we have reached the conclusion that we ought to share more of the cash business than we do, and here is our plan: We occupy two adjoining rooms, connected by an arch way, and situated out from the main part of the city in what is known as the shop district. Both rooms are of equal size. In the one we carry our groceries and fresh meats, in the other shoes, dry goods, furnishings, etc. We can arrange our stock so as to carry a fairly nice line of groceries in part of the room now given to general merchandise and we had in mind putting in a grocery stock and making it strictly cash and carry, while if the customer wanted charge and delivery service he would have to deal on the other side, in the room in which we now carry our regular provision stock. As we have a pretty nice credit business now, we could still handle them as well as cater to the cash trade, and figure that if the cash and carry plan is a big success we might later turn our whole business over to the exclusive cash plan, in fact, it is just a case of playing both ends against the middle. There is a new factory going up out in our part of the city, which will naturally bring more families out our way, and we think that if we do make the change, now is the proper time to do it. Of course, the cash and carry plan will be more or less of an experiment, as we are out from the logical place for a cash store, but are in the thickest of the credit trade, but we plan to make our cash prices so attractive as to switch over some of this credit trade to cash. Here is our problem. In giving the cash and carry price to the cash trade, how will John Smith and others who have traded with us for years on a credit basis look at it? Will he think that because he pays his account promptly that he ought to be entitled to the cash price? Forgot to say that by putting the cash and carry stock in part of the room now used for general merchandise, we could still carry part of our general line in the same room with the cash stock. It would relieve the cash grocery stock of part of the overhead in the way of rent, heat, light, etc. We heard that some firms used this double policy during the war, but never learned of any explicit case and we wonder if you can refer us to any now using it, and what is your opinion of the plan. I am sure we will appreciate any advice you might give us on it.

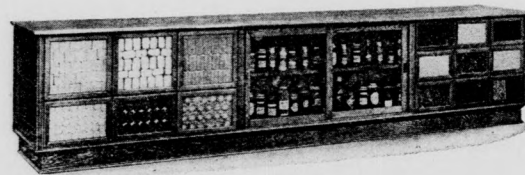
In regard to the National Brotherhood, of which we wrote you some time ago, we have learned some of the details of their plan. It is not exactly a co-operative plan, but is on the fraternal order. Any one under 50, and not a retailer, is eligible for membership, which is \$5 for initiation and \$1.50 per month for dues. In case of sickness or injury they draw something like \$10 per week benefits. Membership also entitles them to do their buying through the store which they are to open, carrying groceries, coal, etc., said stock to be sold to members at cost plus a small (?) operating expense. I understand they have such a store in operation at Ft. Wayne, Ind. As members hold no stock—simply purchasing rights at this small margin—I am wondering who is putting the capital in, as the initiation fees will hardly float the stock and take care of their insurance risks. They plan to open with 300 members at \$5 per capita, membership fees, out of which comes the modest organizer's fees.

The reply sent to the above enquiry was as follows:

I would say it would be very unwise for you to attempt to conduct cash-and-carry and credit-delivery stores in the same building. I have seen it tried many times and know of only one man who made a success of the combination—Mr. Shank, at Lansing, Mich. He did not keep it up long, but insisted it was successful so long as it was maintained. I have always had my doubts as to the ultimate success of such an undertaking, because the two methods of selling goods are necessarily incompatible and are frequently antagonistic. My advice would be to abandon the credit and delivery business, so far as the grocery department is concerned, and substitute therefor the cash-and-carry plan instead. You may lose some trade by so doing, but you will also save making many bad accounts which are a necessary accompaniment of the credit business. The trend of the times is in the direction of narrower margins, increased turnover and reduced overhead. This means that all possibility of loss and all avoidable expense must be eliminated. In no case can this be done so effectively as by undoing the methods of the past and substituting the up-to-date methods of the present.—E. A. Stowe.

Kalamazoo—M. A. Hennes has sold his drug stock on North Burdick street to Roy VanEvery, who took immediate possession. Mr. VanEvery will continue his very successful drug store on West street. Mr. Hennes has formed a co-partnership with Harry Howard and engaged in the garage business on a large scale on North Burdick street under the style of Howard & Hennes.

Grocers' Display Counters



No. 46

This glass front counter shows the goods. Goods well displayed are half sold. Are you interested? If so, let us give you full particulars and price.

DETROIT SHOW CASE CO., Detroit, Mich.

Worden's Coffees

NEDROW

QUAKER

ROYAL CLUB

MORTON HOUSE

Quality alone has made these brands sure repeaters and coffees no grocer can afford to be without.



WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Kent City—Arthur W. Johnson succeeds D. H. Magaw in general trade.

Chippewa Lake—Reuben Church succeeds Tice & Tice in general trade.

Aloha—Mrs. Phillips, of Onaway, will shortly engage in general trade here.

Kalamazoo—Collins & Lamb succeed W. H. Fletcher in the grocery business.

Bronson—Grosse & Immel succeed Frank Flanders in the grocery and meat business.

Muskegon—The Western Auto Co. has increased its capital stock from \$10,000 to \$50,000.

Flint—The Hard Auto Sales Co. has increased its capitalization from \$50,000 to \$100,000.

Muskegon Heights—The Heights Ice & Fuel Co. has been organized and engaged in business.

Kalamazoo—The Wolverine Motor Car Co. has changed its name to the Scott Motor Car Co.

Pontiac—The Marcero Mercantile Co. has increased its capital stock from \$16,000 to \$150,000.

Pontiac—The American Savings Bank has increased its capitalization from \$200,000 to \$400,000.

Nashville—The Farmers & Merchants Bank has increased its capital stock from \$30,000 to \$35,000.

Capac—The Capac Co-Operative Association has increased its capital stock from \$10,000 to \$25,000.

Bangor—Miss Cora M. Schweizer has engaged in general trade under the style of the Quality Store.

Boyer City—The Boisen Tailoring Co. lost its store building and stock of merchandise by fire, March 11.

Mikado—John H. Frayer has purchased the stock of the Kelsey Cash Store and will continue the business.

Quincy—George Day has leased a store building and will occupy it with a stock of groceries about March 18.

Detroit—The Polish Merchants' Co-Operative Association has increased its capitalization from \$30,000 to \$100,000.

River Rouge—The Standard Heating & Plumbing Co. has changed its name to the Standard Plumbing & Heating Co.

Lansing—T. J. Smith has purchased the store building at 1143 South Washington avenue, which he occupies with his meat market.

Olivet—Edward Steinhoff, recently of Lansing, has purchased the W. R. Morgan hardware stock, taking immediate possession.

Brown City—The Charles H. Trumble Co., dealer in automobiles, auto parts and accessories, has changed its name to Smafield Bros. Co.

Wayland—D. A. Stockdale & Son have purchased the Perkins building and will remodel it and occupy it with their garage business.

Port Austin—John E. Wallace has purchased the Point of Pines hotel and will open it as soon as it has been thoroughly remodeled.

Muskegon—The King Clothing Co. has purchased the business block at 38 West Western avenue which it has occupied for the past three years.

Rodney—The Rodney Farmers Co-Operative Association has been organized and will take over the feed, hay and grain elevator of D. Mansfield & Co.

Detroit—The Victory Chinese & American Cafe Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Wolverine—Fred E. Cook, dealer in dry goods, clothing and notions at Gaylord, has purchased the Gerald A. Goldfarb stock of merchandise and will close it out at special sale.

Detroit—The Michigan Oil Heating Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$15,000 paid in in cash.

Marquette—Frank F. Binger and Russell Reynolds have formed a copartnership and engaged in the tire, automobile parts and accessories business at 245 West Washington street.

North Lansing—George C. McSorley and H. M. Williams have engaged in the garage and automobile accessories business at 1236-38 Turner street, under the style of the Century Garage.

Detroit—The Jacklin Truck Co. has been incorporated with an authorized capital stock of \$14,000, of which amount \$8,650 has been subscribed and paid in, \$1,950 in cash and \$6,700 in property.

Okemos—The Okemos Elevator Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,500 has been subscribed and paid in, \$1,500 in cash and \$6,000 in property.

Lake—The Lake Co-Operative Association has been incorporated to conduct a general elevator and produce business with an authorized capital stock of \$10,000, \$1,200 of which has been paid in in cash.

Nashville—William Phelps, who has conducted a hardware store here for the past five years, has sold his stock to George Smiley, recently of Grand Rapids, who will continue the business at the same location.

Detroit—The Denk-Groff Body Co. has been incorporated to deal in automobile bodies, accessories and supplies, with an authorized capital stock

of \$6,000, of which amount \$3,010 has been subscribed and paid in in cash.

Lansing—The Garlock Sales Co. has purchased the auto sales building of Frank VanDervoort at 405-411 South Capitol avenue and will occupy it with a greatly enlarged stock about May 1, when the building is expected to be completed.

Detroit—The Miller Battery Co. has been incorporated to deal in batteries, automobile accessories, etc., with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed, \$700 paid in in cash and \$2,500 in property.

Eaton Rapids—M. D. Crawford has sold his interest in the wholesale and retail grocery, meat and produce stock of Stirling & Crawford to Miss Helen Stirling and the business will be continued under the style of Stirling & Stirling.

Alma—The Gratiot County Oil Co. has been organized to deal at wholesale and retail in gasoline, oil, automobile accessories and supplies, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Horton—Harrison B. Tripp, who has conducted a hardware store here for the past nineteen years, has sold his stock and store building to Ray Tripp and Wellington Thorne, who have formed a copartnership under the style of Tripp & Wellington.

Manistee—The Bank of Mesick and the Citizens' bank at Copemish closed their doors March 13, voluntarily pending the appointments of the Michigan Trust Co., of Grand Rapids as trustee. These banks were taken over two years ago by a group of farmers. It is understood they have been unable to clear up affairs.

Lansing—All stock in the corporation known as the Lewis Shop has been purchased by Lewis Bros. and the capital stock increased to provide for the purchase of a line of clothing to be added to the haberdashery stock. D. E. Lewis will continue as manager of the store, which is located at 117 South Washington avenue.

Muskegon—Jacob H. Insky, of Jackson, has started suit in the Circuit Court for \$1,000 against William A. Marcus, of Marcus Co., Muskegon. The suit grows out of a contract made Oct. 19, 1919, for the sale of the Marcus store, 23 W. Western avenue to Mr. Insky. He seeks to obtain \$1,000 he paid down, holding that the inventory showed the goods and fixtures to be valued at \$30,000 instead of \$18,000 as he says Mr. Marcus represented. Mr. Marcus through his attorney has asked for a trial on the facts. Mr. Insky in his bill of particulars says that he was to purchase the fixtures and stock and that Mr. Marcus assured him that the stock would not inventory at more than \$12,000 and the fixtures at not more than \$6,000. He says when the inventory showed the stock and fixtures to be worth \$30,000 he withdrew from the deal and now seeks to recover the \$1,000 he paid at the time the contract was made.

Manufacturing Matters.

Sparta—The Sparta Silo Co. has increased its capital stock from \$6,000 to \$25,000.

Ypsilanti—The Ypsi Screw Co. has increased its capital stock from \$30,000 to \$60,000.

Lapeer—The Bostick Stove Co. has increased its capital stock from \$50,000 to \$75,000.

Saginaw—The Cornwell Co. has increased its capitalization from \$600,000 to \$700,000.

Kalamazoo—The Atlas Press Co. has increased its capitalization from \$15,000 to \$100,000.

Saginaw—The D. A. Bentley Co. has increased its capital stock from \$30,000 to \$100,000.

Muskegon—The Brown-Morse Co. has increased its capital stock from \$250,000 to \$400,000.

Detroit—The C. M. Hall Lamp Co. has increased its capital stock from \$750,000 to \$1,000,000.

Muskegon—The Shaw-Walker Co. has increased its capital stock from \$530,000 to \$1,300,000.

Kalamazoo—The King Paper Co. has increased its capital stock from \$1,100,000 to \$2,000,000.

Detroit—The Acme White Lead & Color Works has changed its name to the Motor City Paint Co.

Saginaw—The Schust Co., baked goods, has increased its capital stock from \$150,000 to \$300,000.

Detroit—The Michigan Scale & Supply Co. has increased its capital stock from \$3,000 to \$6,000.

Kalamazoo—The Dearborn Equipment Co. has increased its capital stock from \$50,000 to \$100,000.

Saginaw—The Saginaw Sheet Metal Works has increased its capitalization from \$100,000 to \$150,000.

Jackson—The I. M. Dach Underwear Co. has increased its capitalization from \$100,000 to \$200,000.

Monroe—The Wilder-Strong Implement Co. has increased its capital stock from \$70,000 to \$100,000.

Detroit—The National Machine Products Co. has increased its capital stock from \$150,000 to \$225,000.

Williamston—The Williamston Chair Co. is increasing its capacity by installing additional machinery.

Lansing—The Lansing Electric Engineering Co. has increased its capitalization from \$10,000 to \$100,000.

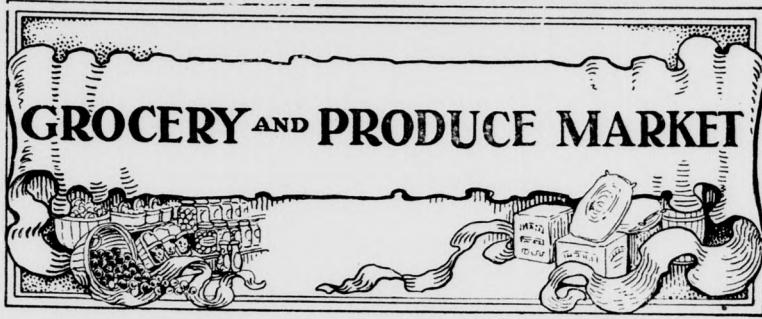
St. Louis—The St. Louis Co-Operative Creamery Co. has increased its capital stock from \$10,000 to \$30,000.

Coopersville—The Coopersville Condensed Milk Co. has dissolved partnership and discontinued business.

Zeeland—The Zeeland Milling Co. plant has been sold to the new canning company, who will remodel it and install modern canning machinery.

Hudson—The Excel Storage Battery Co. has been organized with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Detroit—The Cashiers' Safety Alarm Shutter Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed, \$500 paid in in cash and \$500 in property.



The Grocery Market.

Sugar—There was no change in the market during the week. Raw sugar is firmer, without any material advance in price. Refined sugar continues to be weak, but no further declines have occurred. The supply is still much less than the demand.

Tea—Although the advance in sterling exchange has met with setbacks the trend appears to be upward and that fact imparts more confidence in holding quarters of the tea trade as indicating higher import costs. Moreover the American markets, both in the importing and distributing branches, are asserted to be more lightly stocked than for many years past at this stage of the season. Consequently there is a strong undertone and it is less easy to find sellers at prices below the general quotations. However, there is still a quiet market so far as the movement of stock into channels of consumption is concerned, current wants being moderate and buyers hesitating to anticipate future requirements.

Coffee—The general tendency of prices on this market is downward, being subject to bear influences that have been given freer play by the irregularity of the cable service between Brazil and New York, the latter favoring the crop of rumors. The most sensational development occurred last Thursday, when a leading bull interest was liquidated, evidently in disgust at the failure of the market to respond to the strong statistical conditions. The technical position having thus been improved the market was steadier following the sharp decline that then occurred, but thereafter it was a very narrow affair.

Canned Fruits—Buyers are showing more interest in future California fruits on a. s. a. p. basis and some contracts have been made, but as a rule the buyer is conservative as there are plenty of spot stocks which are selling at a wide range. There is a better action to be noted in the pear market and some peaches are being sold, but the prices are usually low and are the attraction to the buyer. Apricots are not moving at all. The local trade is never strong on this fruit and interior markets are not willing to pay asking prices. Pineapples are in fairly good jobbing demand. There is no demand to speak of for apples at present prices.

Canned Vegetables—The one item which fails to show material improvement is Tomatoes. Efforts are being made from several angles to discover the exact amount of surplus stock the army and navy departments have still on hand for release, because with the trade in the dark on this point

more or less apprehension is entertained. Small lot orders are the main source of support to the market. The big jobbers are carrying light stocks, but they are still carrying in a hand-to-mouth way, preferring No. 2s to the other sizes. Corn is doing well. Peas are moving in a fair way on spot for standards and extra standards, which are the main grades offered. The demand is much better than ten days ago. Buyers are taking on futures on an assortment basis as Wisconsin and other packers are refusing to sell straight fancy on the promise to take standards later on. Asparagus is in light supply and taken freely chiefly from second hands. The shortage of stocks of Southern spinach has increased the demand for California packs. Few No. 3 Southern are available as this style is all but off of the market. Other vegetables are in moderate demand.

Canned Fish—Orders for future Maine sardines are being booked by brokers on a subject to approval of prices basis, but what values are likely to prevail cannot be stated at present as packers have given out no information on this point. Spot stocks are moving in a small way. There is never any big demand at this season so that the market is nothing more than normally dull. Prices are held without change. California sardines are steady but not active. Imported packs are being held for a later market in the absence of a local or interior demand at present. Salmon is quiet but steady on red Alaska and medium and easy on pinks and chums. The two latter are affected by the export situation. Low offerings of both are reported. Shrimp is not being offered by packers except for deferred shipment. Spot stocks are light and the market is firm. Tuna fish is steady but unchanged.

Dried Fruits—Buyers are more optimistic, and they are showing more interest in the whole line than formerly, although they are usually limiting their buying to small lots. Prunes, which showed the most violent reaction last week, are naturally conspicuous now because of their recovery to almost the same range as before the decline. The larger sizes, 20s, 30s and 40s, are the firmest, and with the first two especially in light supply, 50s and 60s are now receiving more attention. Holders of stocks are less inclined to accept discounts, indicating a tendency toward higher values. Western markets have been buying to some extent of late. Some Chicago buyers have been making up pool cars of assortments of dried fruits. Small sizes are easy, but the shortage of the desirable kinds may

soon effect its influence in this type. Oregon prunes are more enquired for and are held at firmer figures, although the actual business is still light. Some Coast enquiry has been made on California stocks, while Canadian cities are ready to take the goods, but at low figures. Apricots are also in better demand from the Western markets. The call is mainly for extra fancy and fancy. Standards so far have not been wanted. There are plenty of the lower grades to be had from the exporters. Peaches are slow sellers, except in small blocks. They are generally held above the level of buyers' ideas, and this handicaps the movement. Raisins are moving steadily in a jobbing way, so that arrivals are not allowed to accumulate. Three and four crown loose muscatels are scarce. Seeded and Thompsons are easy. Currants are firm and in moderate demand all of the time. Apples are dead dull in the domestic and foreign markets. It is a buyers' market at present.

Rice—Local buyers come into the market only when it is necessary to replace stocks that are going steadily into consumption, the high prices for potatoes being one of the chief reasons for a large distribution of rice by the domestic trade.

Sauerkraut—Consumption continues good both on bulk and canned, and the market retains its firm tone here and at shipping points. The receipt of foreign cabbage, some of which was used in kraut making, has not weakened the market.

Olives—No snap to the market as there was a short time ago, but a fair jobbing demand is reported from the trade. Prices both here and at Seville are unchanged. The ripe olive scare has influenced the demand for Spanish olives to some extent.

Pickles—The movement from primary points is light because of traffic conditions. Most of the distributing is local for the same reason. A good spring movement is in prospect. All kinds of pickles are firm, especially sweet, which are inadequate for the demand.

Salt—The jobbing market lacks special feature, but the movement is of satisfactory proportions. Supplies are ample for the needs of the trade.

Starch—All grades of corn starch are firm in tone and in good demand, with spot stocks hardly adequate. Shipments for several weeks have been delayed in transit. Japanese potato starch is dull and weak and in restricted demand.

Molasses—Meager supplies and a steady demand from the grocery trade impart a strong tone to the market.

Nuts—The walnut market is more active, but chiefly in the way of small lot orders. Retailers are taking care of the Jewish trade and are buying as they need the goods. The specialty work of the California Walnut Growers' Association is being given credit for the improvement in demand for walnuts. While it has chiefly increased the demand for its own product, it has also benefitted the entire nut market as well to some extent at least. Almonds are slow sellers and show weakness, but filberts are in better

demand, especially for Long Naples, which is the type desired at present by the Jewish trade. Pecans and Brazil nuts are slow and neglected.

Cheese—The market is barely steady, there being an extremely heavy stock and only a fair consumptive demand at this particular time. We do not look for any material change in the cheese situation until some of the old stocks have gone into consumption.

Provisions—The market on lard is about steady, there being enough lard on hand to meet the present consumption. Quotations are about the same as they were a week ago. The market on lard substitute is steady, with quotations unchanged. There is an adequate supply to meet the present demand. The market on smoked meats is slightly firmer, quotations having advanced about ½c per pound on the different styles. There is a good consumptive demand for smoked meats at this time. The market on dried beef is steady and unchanged. There is a good demand and a good supply. The market on barreled pork is steady and unchanged. There is a good supply and a light demand. The market on canned meats is steady to firm. There is a very good demand at this time and a moderate supply.

Salt Fish—Now that the rush of buying for the Lenten season has passed the salt fish market has settled into a small lot movement, through the jobbing channels. There is no disposition to buy ahead in any of the offerings, but a tendency is shown to take goods as they are needed for immediate resale. This prevents a speculative movement and minimizes big sales, but it allows a healthy turnover of stocks in the wholesale market. As long as the present conservation in buying food products continues salt fish are apt to share in a curtailed demand.

Looking Through Other Eyes.

In the fall of the year I make it a practice to consult every buyer in the house and get his frank and confidential opinion of every traveling representative we have. In this way I get the opinion of as competent a jury, perhaps, as can be found—one capable of passing judgment on each salesman. The unanimity of this jury as to whether a salesman is good, bad or indifferent is really surprising, and of course is the basis of the value of the plan.

I take a sheet of ordinary letter paper and at the top put in the man's name, route and date, and without mentioning the names of the buyers I jot down briefly their opinions. Below that I put in the weaknesses as I find them in the man's sales, his expenses, attention to rules, negligence, as well as his strong points. At the end of the year, when the annual discussions come up with the men, we have thus assembled information of great value.

J. W. Hamilton.

W. J. Connelly succeeds J. C. Coade in the grocery business at 1075 South Lafayette avenue.

Retail Selling Courses in Stores and Schools.*

One of the most constructive movements that has appeared in our country in these last few years, is the Vocational Educational Movement. It is now sponsored by the Federal authorities, not alone by national interest, but by a substantial yearly appropriation of money sufficient to carry on the work, made possible by the enactment of the Smith-Hughes bill several years ago. One division of Vocational Education includes industrial subjects. Among the latter, the one that has probably aroused most active interest and has developed most rapidly is the subject of retail selling. To show its continued interest the Federal Board of Vocational Education has appointed a special agent in the field of retail selling—Isabel Craig Bacon, who is always glad to go to any city or town upon request and give information as to the organization of such courses.

Formerly, when educational programmes were mapped out, the business man was not especially taken into consideration. Under the present plan, however, there is mutual cooperation and, as a consequence, there are mutual advantages made possible because it is so practical.

In 1912 the State of Indiana took the first steps to make provision for an education that trained the student for remunerative employment. In February, 1913, the State Vocational law was passed, and later, in 1919, amended to meet changing conditions.

About the same time the Indiana Retail Association had been formed through the efforts of the National Association. A few weeks previous to the date set for this, the merchants of the United States had the pleasure of hearing Mrs. Prince speak in New York at the national meeting. Mrs. Prince, as you know, is the Director of Education for the N. R. D. A. and Director of the School of Retail Selling and Store Service in Boston. The information that she gave about the work and its results was rather a revelation to many of the men attending the national meeting.

As a result of this New York meeting, it was suggested the first Indiana meeting should be an educational one.

Mrs. Prince was, therefore, invited to address the business men. Mr. H. E. Miles, the father of the Vocational bill of Wisconsin, was also invited, as well as the leading educators of the State of Indiana. Mrs. Prince and Mr. Miles both spoke at the meeting and their ideas were enthusiastically accepted. The next day it was suggested to Mrs. Prince that she meet with the State Board of Education to outline a plan of introducing salesmanship in the public schools. A meeting was held and the Board of Education accepted the proposition as outlined by Mrs. Prince so that under the Indiana Vocational Law, teachers were to be employed in schools where public sentiment existed for such teachers and where the School Board of the District was willing to pay their pro rata of the ex-

pense. Under this law the school expense is only nominal. It consists of about one-third of the entire amount; the state pays the rest.

The first president of the Indiana Retail Dry Goods Association, Mr. Carl Wise of Logansport, a very far-sighted and progressive merchant, requested the Board to permit that town to employ the first Prince teacher in the schools, with part time work in the stores. The Board of Education agreed to this, if the School Board would request such a teacher. The wisdom of taking the step was readily shown and the Prince teacher was employed.

The plan that is used to-day in the stores and schools, is practically the same as outlined in the beginning. In Logansport there are four stores that have regular class work in salesmanship and textiles. These classes take place twice a week in each store, and last from three-fourths of an hour to one hour. The stores open at eight-thirty so all class work had to be done before 11 o'clock. No text book is used, but discussions are developed from daily personal problems met by the salespeople. It was first planned to have the persons from all these stores meet in one place, but it was discovered that more salespeople could be sent to the class and less time was lost, if a class was formed in each individual store. These conferences take place in the drapery department or rest room where it is quiet during the morning hours. The note books that are used are furnished by the school board, and are kept by the girls at the completion of the course.

The follow-up work is naturally somewhat difficult. It can only be successfully done when there is cooperation, frankness and confidence on the part of those persons supervising the selling force.

The high school work begins when the store work is over and does not in any way conflict with it. It is so arranged that each pupil gets as much individual attention as possible. These high school classes meet every day. Salesmanship, textiles and hygiene for the business girl are emphasized. Color and design were introduced when we had our discussions on window shopping and display, so the topic was necessarily very simple. Store system was an individual matter, therefore it was taken up in that way. In addition, each student in the advanced class studies a particular type of merchandise, preferably the kind she is selling. She then works out a simple merchandise book containing the information she has gained.

The practical work that the pupils do in the stores is figured on a basis of hours, because some of them sell after school as well as on Saturdays and school holiday such as Christmas and Easter. Each one keeps a personal record; the duplicate we retain. The card contains students name, address, telephone, number, former experience in store work—if any, number of sales each day and salary. Reports of their downtown work are obtained at regular intervals from the persons they are working for. Their

*Paper read at annual convention Michigan Retail Dry Goods Association by Miss Maria S. Pressentin, of Logansport, Indiana.

Lily White

"The Flour the Best Cooks Use"

makes the kind of bread you can serve three times a day and always have it eaten.

And good bread is an excellent body-builder. It is a splendid food for children.

In fact, there's nothing better for the kiddies than good bread and butter or bread and milk. It makes them grow sturdy and healthy.

But you must have good bread for old or young. It should be light, tender, flavory and wholesome—just the kind LILY WHITE, "The flour the best cooks use," bakes.

Better baking satisfaction or your money back is guaranteed.

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.

A Consistent Fair Trade Policy

has won for us the enthusiasm, respect and cooperation of four hundred thousand distributors of

Shredded Wheat Biscuit

A clean, pure, wholesome, nutritious food has won for us millions of consumers. We shall endeavor to keep both distributors and consumers by the same fair-trade policy and by the same cleanly and sanitary methods of manufacture. Considering its high nutritive value Shredded Wheat is the most real food for the least money. There is no substitute for it. It is 100 per cent. whole wheat.

MADE ONLY BY

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



final report is based not alone on what is done in the class room, but especially on the reports coming in from the places of business.

As in the stores, there is no textbook. Work down town is begun as soon as possible and then their personal experiences are used as a basis for discussion. The demonstration sale becomes a most important feature of the work, and because of the willingness of all the interested merchants to co-operate, we are never at a loss for merchandise or material.

Our problems to-day, are, no doubt, yours also. The conditions under which we are working just now, make careful training absolutely imperative. Even the new democratic peace time army that is forming, has seen not only the possibilities of education and training but its necessity as well. It is offering as one of the advantages of the new army life, an education, either along commercial lines or along any other line that the recruit may choose.

The establishment of this habit of training is one of the most essential things to be considered. It is unnecessary to talk about the difficulty of breaking bad habits—we have all made new years' resolutions and broken them. After one has gotten away from that old traditional expression: "But we have never done that before"—it is easy to lead on to actual accomplishment. We will admit that experience is a very fine teacher but a great many people, if they depended on experience alone—would be too old to apply what they had learned—

after they graduated from that school. Training with experience is the shortcut to those opportunities that are presenting themselves from day to day.

Much money is spent on equipment; great thought in selecting it; more money in keeping it in condition to make it a paying investment. Why not the same care in selection, the same thought, the same merchandising policy applied to the minds of an organization in order to make them an active and paying investment?

The desirable persons in any business organization cannot be retained unless we offer them something to keep them. One store that trains new people has shown that each new salesperson costs that particular store \$200. Figuring on that basis it is even more evident why an effort should be made not only to keep those capable persons already employed, but why special effort should be put forth to attract the best possible types in the future. Once the careful selection is made opportunities should be given to improve the quality of their work. This can only be done under the direction and supervision of a specially trained director, and only then will results be encouraging. Training not only increases the profits materially, because the volume of business is increased, but it increases the ability of salespersons to earn more, which to an ambitious person—and that is the only kind that is worth while in the long run is a dominating fact and which in this day is probably the biggest inducement to

many. This eventually reduces the labor turn-over, and begins to build up a permanent and loyal organization, which after all is the greatest necessity in profitable merchandising.

Live Notes From a Live Town.

Owosso, March 16—At the meeting of Owosso Council, U. C. T., last Saturday evening, we were agreeably surprised by the appearance of Uncle Sam Rindskoff, of Detroit, Grand Counsellor, secretary of Detroit Council and also secretary and treasurer of the Secretary's Association. He was invited to the chair and did the work. A new set of officers were elected for the ensuing year, as follows:

Senior Counsellor—Harry Northway.

James J. Brown was unanimously Past Counsellor—Glen Reynolds.

Conductor—C. E. Bilo.

Page—W. S. Lamb.

Sentinel—Fred Hanifan.

James J. Brown was unanimously elected Secretary.

Glen Gray, of Brown & Gray, tobacco, cigars and billiard room, Owosso, has purchased the interest of his partner, J. J. Brown, and will continue the business at the same old corner. Mr. Brown has engaged in the insurance business and will have his office desk in the same room, so we don't lose Jim after all; also Brother Jim was unanimously elected Secretary at the regular U. C. T. meeting, making a most convenient place to stop and pay assessments and dues.

E. S. Brooks & Son, one of the last of the pioneer merchants of Carson City, are closing out their general stock of merchandise. Uncle Ed. will soon be a horny handed farmer and raise eggs, having purchased a farm near the village of Carson City, together with twenty hens. Brooks & Son have been live wire merchants here for several years and the best

wishes of the entire community will go with them in their agricultural pursuits and endeavors.

The T. S. & M. branch of the Grand Trunk Railroad has been up against it for a week. No mail since last week Thursday. Just seven days of isolation, but reports of trains to relieve the situation lend a brighter aspect for the morrow. The writer was offered 30c for a copy of the Grand Rapids Herald, dated March 4, but refused the money and turned it in to the city library. Several of the merchants asked us to bring their mail to them on our next trip. Comrad Alex Moore ventured the remark that the T., S. & M. was quite a good railroad, but the station was so far from the village that he didn't believe the road hurt the town very much anyway and what seemed to cause the present difficulty was having the West end of the road frozen fast to Lake Michigan.

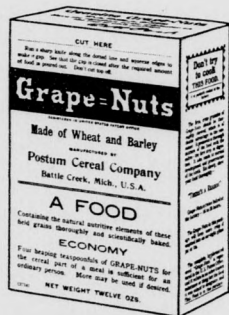
Asa Bivins, who has been the genial host of the Bivins tavern known as Brown's Hotel, in Durand, and the best chuck joint in Central Michigan, has sold out to George Brown, former proprietor, and gone West to bore for oil. Mr. Brown, who is quite familiar with the modern operation of the tavern game, will, without doubt, hold his job in the capacity of mine host and make this well known hostelry a gastronomic landmark to the wayfaring traveler, who has occasional attacks of that chronic affliction known to medical science and also quite a lot of the rest of us common fellows as an empty stomach. The scripture sayeth, "Deal not with a slack hand."

Honest Groceryman.

Detroit—The Nelson Co. has been incorporated to deal in plumbers, steam fitters and mill supplies, with an authorized capital stock of \$40,000, \$20,050 of which has been subscribed and paid in in cash.

The Repeating Quality of Grape-Nuts

among all classes of customers becomes noticeable to the grocer who observes his trade.



There is a definite customer asset in this which the grocer recognizes; and this constant trade, with its generous profit, is steadily increased by heavy, judicious advertising.

"There's a Reason"

Made by POSTUM CEREAL COMPANY, Battle Creek, Michigan

RIDING TWO HORSES

So far as there is intelligent politics back of what Mr. Hoover and his friends are doing, one must guess that their plan is to build up as large a following as possible among the Republicans and then, when the Republicans refuse to nominate him, accept the despised Democratic nomination and try to make the best of a disagreeable alternative by carrying his Republican following over into the Democratic party. That, however, is based on the assumption that the Democrats nominate him, and that is a big assumption.

If this is Mr. Hoover's plan, then it belongs in that type of plan which is extremely good, provided it works. The plan is admirably adapted to get as many votes as possible in the election. If Mr Hoover should succeed in getting the Democratic nomination he will not lose any votes because of the fact that he is now being described by his friends as a "life-long Republican." Of course the Republican papers will gibe the Democrats a good deal about having nominated "a lifelong Republican." But these gibes won't dislodge any votes. Once Hoover is nominated by the Democratic party, then the Democratic voter will have just two alternatives: he can vote for one good Republican who is his own nominee, or he can vote for a better Republican who is the Republican nominee. That need not worry Mr. Hoover, provided he gets the nomination.

But the difficulty inherent in Mr. Hoover's plan is that of getting the Democratic nomination. If he persists long enough in refusing to declare himself for either party, and if his organs persist long enough in proclaiming him a lifelong Republican and the Democratic party an aggregation of miserable incompetents—if that is kept up long enough the Democrats cannot and will not nominate Mr. Hoover. The Democratic convention this year is going to be made up of party workers. That is sure to be the case in a year when there is not much interest in the primaries and not much of a contest between candidates for the nomination.

Under such circumstances the individual voter does not take much interest. The selection of delegates to the national conventions goes more or less by default, so far as the voter is concerned. The delegates are named by little local party officials, the county chairmen and the precinct captains. To these men party means a good deal. They regard it as a fraternity. Their own position in the community depends upon maintaining party morale. It depends also on their ability to get post offices and all other small matters of patronage. Such men as these want to nominate a party man. To them an outsider like Hoover does not appeal at all. Indeed, this type of man might readily prefer to lose the election rather than name an outsider from whom he could expect nothing in the way of patronage or any other help toward maintaining the party organization. A national convention made up of delegates with this background is not going to take kindly

to Hoover. They will name Hoover only in case the party leaders higher up insist upon it and bull it through.

Mr. Hoover's course in refusing to say what party he belongs to, and the course of his friends and his organs in stridently insisting that he is a Republican and belittling the Democratic party—all of that offends the party pride of the Democratic leaders who will make up the convention, and makes Hoover's nomination difficult and unlikely.

As to the Republican nomination, at this time Hoover hasn't a show in the world. The Republicans are serenely confident that they can win with a regular party man. Only some unforeseeable distortion of present circumstances could cause the Republican leaders to even think of Hoover.

CLOTH MARKET STRONGER.

The cotton cloth markets gain strength and prices continue to rise to approximately the levels from which they declined during February. There is a demand from some of the printers and converters that is sufficiently broad to disclose a scarcity of stocks available for spot and nearby delivery and persistency in bidding to a further uplift.

Selling agencies doing business with jobbers are much disturbed by this latest manifestation of activity. Aside from a rise in exchange and a court decision that will make inflation of mill stocks easier, they see little in the outlook to warrant hopes of a full distribution while banking conditions are so onerous. They are impressed by the very high rates asked for time money, that is, money actually needed in carrying on business, and by the certainty that taxes will rule high and remain for a long time a burden on business. Some commission houses have found that mills are inclined to borrow again from them, although earnings have been large and most corporations show a surplus of quick assets over debts. They appear to lack ready cash and this impresses commission men as another indication of the difficulty of doing business while prices are so high.

Another matter that gives merchants concern and leads to continued conservatism is the knowledge that a great many goods are held up in transit. Many should have been delivered weeks ago. When these goods begin to arrive, unless trade is very good, buyers will become uneasy about other goods coming.

It is accepted in the trade that the recent operations of printers and bleachers foreshadow a maintenance at least of finished goods prices. The printers will soon be forced to name prices in percales for the shirting trades and it looks now as if no concessions can be made. The gray goods markets are certainly firm and before June there is likely to be another wage demand in New England mills. With business continuing active on a high scale, manufacturers coming here say they see little or no prospect of avoiding further calls for more and more wages which will add to the costs.

Raw cotton prospects are talked of in some circles as if the scarcity pre-

dicted some months ago is a fact to be reckoned with for the balance of the crop year. This is explained as meaning that until August at least cotton must be considered as an important element in future costs and future prices.

Reports from Yokohama state that prices there are unchanged on a level of 3500 yen for Sinshiu No. 1. The steadiness of raw silk prices is expected ultimately to lend a greater measure of confidence in the goods trade. Finished silks have been held back by the great uncertainty in raw silk and the other general facts in business. The liquidation of small holdings by irregular merchants in the trade is making for a healthier condition but the process is slow and is attended by the usual complaints against the volume of low grade silk that came into the markets in the rush of the past months.

Firmer exchange has done much to make burlap traders more optimistic. It hardly seems likely that there will be any further recession of consequence for some little time.

COTTON FABRICS.

Quotations of cotton ruled high during the week, with a new record for spots. Liverpool seems to have been the leader in the movement, which was aided by the rise in sterling exchange. Exports have been quite large under old contracts, but reports from the growing districts show a slacking up of buying for British account. A resumption of such buying is, however, expected within a month. On the other hand, there has been more purchasing recently by Japanese factors. Complaints still come of the scarcity of the better grades of cotton, while plenty of the other kind is in sight. That a market for the latter will be found soon is taken for granted and this belief is buoying up the hopes of holders of it. In the goods market there has been a lack of vim and trading has been quite limited. The inability to get deliveries has been given as a cause for the lack of activity. This is due to the great storms which have especially affected the Eastern mill centers. But this very circumstance has helped in keeping prices firm because of the limited supplies available. This applies more particularly to print cloths, other constructions having shown an easing up in prices. Fine yarn goods, especially those of the better quality, are holding their own quite well. Although imports of cotton goods have been increasing largely of late, not enough of them have come in to have an effect on the prices of domestic fabrics. Nor is it deemed likely that they will for some time to come, the foreign levels being quite on a parity with those prevailing here. Little is doing in knit goods, the mills being quite busy in filling their orders and not disposed to venture for new business.

GUARANTEES ON SWEATERS.

Sweater buyers have been asked to place their future orders with guarantees against falling prices. So far many have refused to do so, contending that lower prices will come, especially when the manufacturers' out-

put is not booked well in advance of the season's opening. These buyers feel that rushing into the market too early will give the selling agents too great an assurance of a stabilized market and an anticipated price fall would not materialize.

Sweater manufacturers find no indications of a reduction in prices immediately ahead. Their past and present volume of business finds them hopeful as regards the future. After all, the public and not the buyer will decide whether the season will prove prosperous.

Yet there are indications that the sweater trades' buoyancy may be a passing reflection. All factors are watching trade tendencies on which to base future calculations.

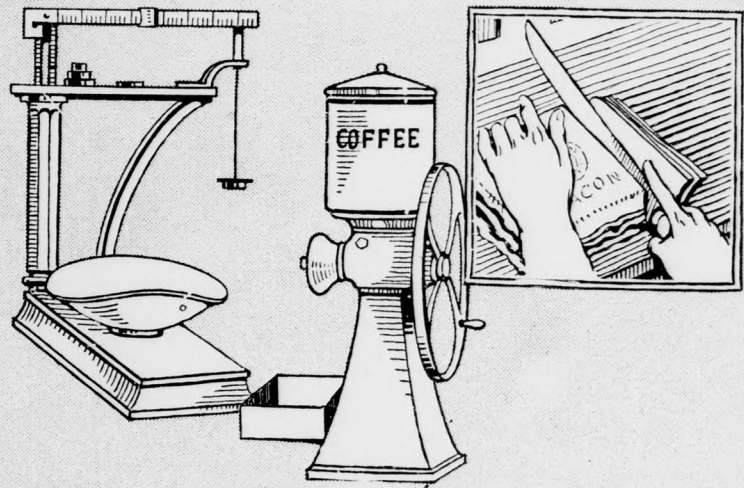
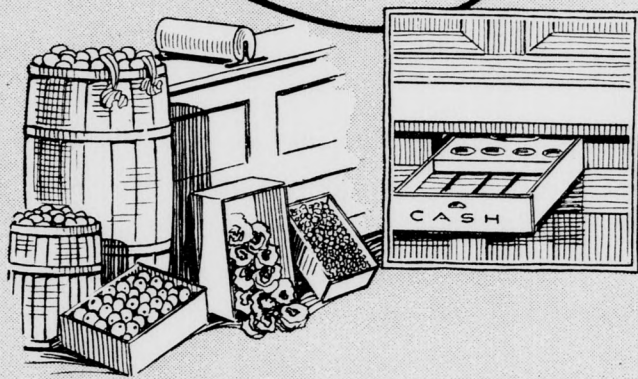
The consumer is not worrying the buyer or manufacturer unduly. Trade, it is expected, will be brisk. Novelties in fancies are counted on for a large vogue. A pure wool very thin spider web weave is a dark horse on the market.

Silks are expected to prove very popular, but some buyers are not so sure because of the slow wave of thrift that is beginning to spread through all quarters of the country.

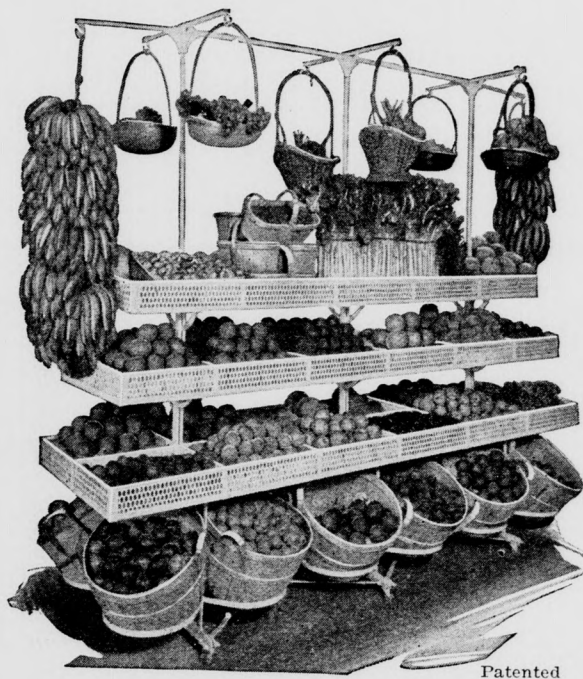
ONE WAY TO REDUCE PRICES.

Nearly half a century ago, when the vital question was when and how the dollar should again be put at par by the resumption of specie payments, it was sapiently remarked that "the way to resume is to resume." Now, when the topic uppermost in the minds of consumers, as well as of manufacturers and distributors, is the way to reduce the prices of commodities, it may be remarked that the way to reduce is to reduce. It was, doubtless, with some such idea in his mind that Mr. Bird, general manager of the National Association of Manufacturers, told an audience of metal men the other night that the great industries should announce a reduction of 25 per cent. on their products at a given date. Such a proceeding would act as a cushion in easing the fall of prices which is now seen to be inevitable. It is wholly a question when and with whom the movement shall begin. A voluntary partial reduction may stave off a more radical forced one brought about by circumstances. But the movement must start somewhere. Each factor in the long line between producer and consumer wants some other one to set the ball in motion, and none has been acting. Yet, practically every one has taken the precaution to set aside reserves to meet this very contingency which they had foreseen. Perhaps the manufacturers are best equipped to set the example. They are not likely in the end to lose by doing so. Should the movement, furthermore, begin with them, it is difficult to see how the higher prices could be maintained by those who distribute their goods or sell them at retail. One thing certain is that not much progress is likely to be made in beginning at the retailer in the effort to stop profiteering or the maintenance of high prices. The pollution of a stream at its source is apt to continue to its final outlet.

Relics of the Past.



Successful Grocers Use Modern Equipment



Patented

The modern grocer long ago found it unprofitable to use the old cash drawer because it wasted money, the old scales because they wasted goods, the old coffee-mill because it wasted time, the old method of slicing meat because it did not give good service to customers.

For the same reasons he is discarding the old method of fruit and vegetable display. In its place he is installing a

Dayton Display Fixture

The Dayton Display Fixture is more efficient, is guaranteed to increase sales and profits, and make for quicker turnover.

It preserves goods in sanitary metal bins insuring aeration and preventing decay.

It saves time in permitting clerks to fill orders more easily and rapidly.

It serves your customers better by showing what you have to sell and makes sales easy.

There is a Dayton to meet the need of any store.

Write today for illustrated catalog.

THE DAYTON DISPLAY FIXTURE CO.

1814 W. Third St.

DAYTON, OHIO.

Salesmanship in the Stores and Schools.*

When we speak of department store education I think we all feel instinctively that we mean classes in salesmanship. We have found ourselves during these past two years working constantly to get a broader meaning of the term.

After I had been with the Wurzburg Dry Goods Co. for seven months in the salesmanship work, we analyzed our labor turn-over. I may say that we were perfectly astounded by what we learned. We could not believe that our people were going and coming at that rate which our turn-over showed us. We analyzed to find the reasons and we found in our labor turnover that there were four definite educational problems. We found people leaving us, the great percentage within two weeks after they came. We have met this within the last year by organizing sponsors. We have selected in each department one man or woman to be responsible for the new salesperson who comes in, to make them feel at home, to follow up with instructions the system that has been given in the education department before the new employe reaches the department.

We further found that a great many were leaving us because of poor health. It is hard to tell how much we can influence that group of people. We are starting now on an organized work through our whole employes and are developing a new lunch room, recreation and club room, and smoking room. It will be possible for the women to go at noon or at any time to the employe's quarters to rest and to lie down. It will be possible to have recreation during the noon hour if that is what they wish. It will be possible to secure a good warm luncheon.

*Paper read at annual convention Michigan Retail Dry Goods Association by Miss Elizabeth R. Pagundas, of Grand Rapids.

We find a group leaving us for no apparent reason. They come one day but fail to report the next day. We all know how that multiplies your expenses. No employe in our store is paid off without a receipt slip from the employ department. Each employe who wishes to go must come in for an interview. Of course it is nearly always beyond the point of rectification but we can prevent the same circumstances from recurring.

Then there are the people who leave us to take better positions at better salaries. We have worked out a definite salary scheme whereby every employe in the organization is considered every six months. We called our people together and told them that the first of February and the first of August they would come up for consideration. It didn't mean necessarily a salary increase but they would be considered. Combined with this we put in a bonus system, departmental bonus. We feel that we have got splendid results. Our educational work, while this other work—in a narrow sense the class work—has been going on, has stood aside. We feel that we had begun at the wrong end when we started in on class work. If there were conditions under which our people were working which made it necessary for them to go elsewhere for advancement, we could educate and educate without making definite results. We have had very trying labor conditions during the last year. We have just cut the rate of our labor turnover just 27 per cent. We hope to cut it 40 per cent. next year. We are beginning now on class work

FOR EVERY KIND OF SERVICE
H. B. Hard Pan Shoes

are a credit to the good judgment of the retailer supplying them. Michigan folks know and have been wearing these shoes for a quarter of a century.

At this season your outdoor customer is going to need the best in service shoes, don't take chances with unknown kinds—sell him the best—The H. B. HARD PAN.

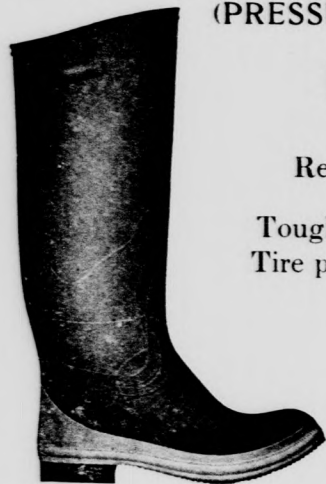
Herold-Bertsch Shoe Co.
Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

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



Grand Rapids Made---Assurance of Quality

The line of Goodyear welts for men now being produced by R. K. L. Co. compares favorably in appearance, style, construction and wear with the best made in any market.

These shoes are not produced to sell at a price, yet the prices which we quote mark them as exceptionally values. If you haven't seen the new samples, write us at once.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN



starting with merchandise meetings with the buyers. After all, the buyers are the ones who know the merchandise. They are the ones best suited and best capable of giving information to the sales people. We begin with classes on Monday morning at 8:30 for ten or fifteen minutes. In asking our people to come to this we do not ask them to come for extra time but we give it to them on our time.

The sponsors I spoke of, one from each department, we are forming into an organization. We feel that in this way we are reaching the men. The men are hard to reach through an educational department. In April Grand Rapids will put in a salesmanship teacher under the Smith-Hughes act such as Miss Pressentin has been telling you about. Our sponsors will fol-

low up the sales people who are being instructed through the public schools and it is only by this follow up that we can get results. We know that we can get it if we have the organization back of it.

I was asked to tell you just briefly what the training in the Prince school is for this work. Miss Prince always puts trained people on this work. It is absolutely essential. We cannot teach that which we do not know ourselves. Mrs. Prince, in handling her schools, sends her pupils directly into the stores. We were sent half of the time into the stores. The rest was like laboratory work, discussion of the problems we had met in the stores. Some days of the week we sold nothing. The Boston stores paid us on the same basis as the other people of the store were paid. We

met back at the school for our discussion. We were sent out into the dry goods department, the adjusting department, the mail-order department, every phase of department store life was thrown open to us and it is only when we can combine every phase of department store life with the department store education that we can hope to have it successful.

Saw Wood.

Written for the Tradesman.

When skies are dull and overhead
There hang the clouds with rain
And all along life's valley spread
The mists of doubt again
When warnings of the chancier
Are relayed—farm to farm—
And weather probs are not for clear
But rather give alarm
These are the days to me it seems
Which do a fellow good
The work he cant his fields or teams

But has to saw his wood
For sawing wood must come in life
To every man I think
If he's to win the battle rife
Before his sun will sink—
Yes sawing wood
Is mighty good
However big the pile
Not what we would
But what we should
Of brings the biggest smile
And stormy days
In many ways
Are best for you and me
E'en cloudy days
Have golden rays
By which we better see
And if we'd keep
Our spirits high
And never let them sink
We would not weep
At clouded sky
But then saw wood I think,
Charels A. Heath.

Everything is either pusher or pushed.

You can now have style in shoes without the usual discomfort—

Why let poor shoes wreck your feet?

The plant easily forced. The lines of comfort.

Hirth-Krause shoes are made for the two in shoes. Style and Hirth-Krause makes for the two in shoes. Naturally, they hold the look better.

Style—without the usual discomfort

For Growing Feet

It is more important that children's shoes be properly constructed and fitted than those of their mothers who have either preserved the proper shape of their feet or have distorted them by improperly constructed and ill-fitting shoes.

Thoroughbreds for the man who works

Men used to wear hob-nailed shoes because they wanted long wear. They got it, but lost comfort and neat appearances. This Hirth-Krause shoe will outwear the pair clumsy.

More miles per dollar. More smiles per mile.

FROM HIDE TO SHOE

Farm and Field

A Great Shoe with a wonderful promise

THESE ARE JUST A FEW OF THE ADS

in the big Hirth Krause newspaper campaign to appear in Michigan Newspapers, beginning this month.

In addition there will be the usual amount of advertising in popular state and farm journals.

This big publicity program will make Hirth Krause shoes Michigan's biggest seller. Get in touch with us today. Get in from the start. Get the details now—Write.

HIRTH KRAUSE COMPANY
Tanners and Shoe Manufacturers. Grand Rapids, Michigan.



Necessity of Being True Americans Ourselves.

New York, March 15—The enclosed editorial from the Journal of Commerce and Commercial Bulletin is so good and appropriate of the method to be employed in making good Americanism out of possible Bolsheviki, that you may be inclined to give it space in your valued trade paper. Those who come to our shores in the hope of finding liberty must be taught the difference between liberty and license and the only way to do it is by education. It is unwise to suppress their ignorant emotion by an arrogant stand on our part, but it is wise to take them by the hand and lead them toward the true light of Americanism and the blessing to be obtained by its adoption and cherishment. We need the immigrant for productive purposes, so let us increase his productive power by extending to him all of the opportunity of our great institutions, with the full understanding that they are to be used and not abused and then it will not be possible to have history repeat itself, as in the case of the five socialists duly elected as representatives to our assembly chamber at Albany. We can make the newcomer a true American by being true Americans ourselves.

T. J. Riordan.

Working Out Americanism.

What seems like wasting time and expense has been going on for some weeks at Albany in the movement for getting Socialists out of the Legislature because they are socialistic in their ideas of government. It was finished so far as talk is concerned last week. Although it has appeared in some respects like a waste of time and a public nuisance, it may serve a useful purpose in its effect upon public sentiment. A good deal is going on in these days in that direction. So far as these Socialists may have violated existing laws or caused others to violate them, their conduct may be regarded as criminal, and ejecting them from the Legislature would be justified. But if the organization they were connected with was only advocating a change in our form and method of government, and they were among the advocates seeking to work up prevailing sentiment in that direction, they were only exercising American rights, and were entitled to freedom of speech and to any position for which the voters of their districts would elect them. If they were secretly plotting or openly advocating violation of existing law, their case would be quite different, but nothing of that kind has been proved, and to eject them from the positions to which they had been legally elected would do more harm than good.

The very first amendment of the Constitution of the United States, in a series proposed by Congress at its first session and speedily ratified by the states, declared that no law should be made by that body "abridging freedom of speech or of the press, or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances." That has been a fundamental doctrine of American Government ever since, in the separate states as well as the Union of States, and it is essential to progress in the right direction. It applies as much to Socialists as to prohibitionists, or to Republicans or

Democrats. It is essentially American, and progressive in the right direction. Not only that, but it will inevitably prove essential for strengthening our established system on a firm basis, because freedom in agitation and discussion will gradually enlighten the foreign elements which are allowed to float into our citizenship, and convert them to sound principles. The opposite policy would naturally have the opposite effect. Instead of winning over those who do not understand or appreciate our system of government in its various effects, for safety and progress, it would exasperate them and make matters worse and far less progressive on lines that are safe and sound.

It may be that there has been too much freedom for the floating into this democratic Republic of foreign elements. Those who simply seek greater freedom and the opportunity for productive industry that will enable them to have no political designs, should not be excluded so long as increase of productive forces is needed. But they should not be endowed with the right and the power of a voting citizenship until fairly qualified for it. The means of becoming qualified should be encouraged and promoted; and one of the most effective instrumentalities for that purpose is freedom of speech and of the press, especially in the language of the country. In the process of preparation and of admission for citizenship, knowledge of that language should be one of the requirements. Such trouble as has been developing of late is due mainly to past neglect of regulation or supervision on these various lines of receiving foreign elements to be Americanized, for their benefit and without injury to native Americans or to the character of their government. In past time too little attention has been paid to the building up of population, for the rapid development of resources, industries and the commerce of the country. It has been allowed to flow in rather freely

**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	10,188,700.00
Combined Total Resources	13,157,100.00

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

KEEP UP WITH THE TIMES



**Why
a
Will?**

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

Are you this man? The average man who has no children, and therefore wants his wife to have all he leaves, **MUST MAKE A WILL** in order to have his wishes carried out.

The things you want done, with it must be stated, or they will not get done.

Our new handbook is free, "The Descent and Distribution of Property."

Consult our Trust Department on Wills and Trust Funds.

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

Make This Your Bank



Established 1853

We not only are prepared and equipped to care for your banking needs, but we also

WANT TO DO IT

in a way which will meet with your unqualified approval

- CLAY H. HOLLISTER
President
- CARROLL F. SWEET
Vice-President
- GEORGE F. MACKENZIE
V.-Pres. and Cashier

from different sources, with inadequate means of distribution and a general neglect of care or supervision in getting it settled.

Any working of these elements into a normal population for the nation was a process almost completely neglected, and it had a more or less pernicious effect accumulating before the war in Europe. When that came this effect was stimulated and perniciously developed, and it caused the trouble which is now being dealt with more or less by public authority, national as well as state. In dealing with it there should be no departure from sound American principles. The cure will only come from their proper application. That which will be most effective is freedom of speech and of the press properly applied. It should not be suppressed from letting out the sentiment, the feeling and the purpose of the dissatisfied, the misguided or the mistaken. The symptoms of the malady should be fully displayed in order to have it treated skilfully and curatively. The broad and sound view of government and of treating opposition to it, will be more effective for progress toward National health and strength than any harsh or violent condemnation of what has caused it. That will only make it more violent, and spread the fever instead of eliminating it. Genuine Americanizing of the population admitted to the Republic of the United States should be one of the results of the costly conflict into which it was drawn.

Stock Dividends.

The Supreme Court decision that stock dividends are not taxable as income was, on the whole, expected. The principal surprise is that four of the nine Justices should deliver dissenting opinions. The decision draws a clear distinction between capital and income, and emphatically classifies stock dividends as capital. It points out that such dividends do not necessarily imply increased income, that whenever they do result in such increased income it automatically becomes taxable, and that to tax the stock dividends as income would compel the owner to diminish his capital to pay the tax.

When a corporation distributes an issue of new stock among its shareholders, on the basis of accumulated profits, it does not distribute money or other income. It distributes "paper certificates" of the fact that the shareholders' capital has been increased in business, but absorbed in such a way that it is impracticable to withdraw the accumulation. The stockholder may receive a larger income because of his larger stock holdings; but this income is taxable. He may sell his stock holdings for a higher price; but his profit on the transaction is taxable. He may borrow on his increased stock, but some day he must repay the debt. His additional stock, like his original capital, is subject to all the risks of business, and may at any time be wiped out.

How to Figure Your Income Tax.

- First take your home,
- Add wife's income,
- Divide by your eldest son's age,
- And your telephone number,
- Subtract your auto license number,
- Add electric light bill,
- Divide by number of kilowatts,
- Add number of gold fillings in teeth,
- Subtract wife's age (approximate),
- Divide by number of aunts you have,
- Add the number of uncles,
- Subtract number of daughters,
- Add a pinch of salt
- And then go out and
- Borrow the money and pay the tax.

Charles P. Matteson, dealer in general merchandise at Arcadia, renews his subscription to the Tradesman and says: "I do not know how we could keep store without it."

The Columbia Motor Sales Co. has been incorporated with an authorized capital stock of \$7,000, all of which has been subscribed and \$3,351.79 paid in in cash.



JOIN THE
GRAND RAPIDS SAVINGS BANK FAMILY!
33,000
 Satisfied Customers
know that we specialize in
accommodation and service.

THE BANK WHERE YOU FEEL AT HOME



WE WILL APPRECIATE YOUR ACCOUNT TRY US!

Kent State Bank

Main Office Ottawa Ave. Facing Monroe

Grand Rapids, Mich

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

Resources

11 1/2 Million Dollars

3 1/2 Per Cent.

Paid on Certificates of Deposit
Do Your Banking by Mail

The Home for Savings

PETOSKEY PORTLAND CEMENT CO.
PETOSKEY, MICHIGAN.

Authorized Capital Stock -----\$1,500,000.

TO THE STOCKHOLDERS:

We wish to advise the stockholders of the above company to hang on to their stock. There is quite an active trading going on in this stock and a good many have allowed their stock to go on the strength of certain false rumors. In every case it would be wise to write the Cement Company and get the truth.

Those who sell their stock now are certain to regret it in the near future.

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

An Announcement to Banks and Investors

Direct Wire Service
to
Bond and Stock Markets

Linking Western Michigan with the Great Financial Centers of America—New York, Chicago, Philadelphia, Detroit and Cleveland.

Immediate Quotations and a Ready Bond Market for Banks and Investors.

A Stock Department with Facilities to Execute Orders Promptly and Efficiently.

We invite Western Michigan banks and investors to avail themselves of this service. We extend a cordial welcome to visit our enlarged offices on the second floor of the Michigan Trust Company building.

HILLIKER, PERKINS, EVERETT & GEISTERT
BELL M 290. SECOND FLOOR MICHIGAN TRUST BLDG. CITY 4334



Concerning Your Will

The naming of an executor of your will is a matter that should have most careful attention and consideration.

Probably your attorney would advise the appointment of a Trust Company, because such an organization is more dependable and efficient than an individual executor.

We suggest when your Will is drawn that you keep in mind that the GRAND RAPIDS TRUST COMPANY is directing estates valued at many thousands of dollars, throughout Western Michigan.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 16—A. H. Eddy, the well-known grocer and proprietor of branch stores, has sold the main store building to the Odd Fellows lodge, but Mr. Eddy has a ten year lease on the store, so he will still keep on doing business as usual at the old stand. The Y. M. C. A., occupying the rooms overhead, has a four year lease and expects to remain for the present.

George Baily, the well-known shoe man, entertained the Hilarity Club members last week at a dancing party in his palatial new home. Bob Kline, the steamboat man, carried off the noisy prize, while Nels Hall, the druggist, won out on fancy step thrillers. Bill Fleetem, the jeweler, was referee, while Mose Herbert and the three Bills helped the ladies with the refreshments. The only regret of the hostess was that the large supply of ice cream was overlooked until the following morning.

The State is ready to adopt the Brimley-Soo Junction road as soon as the residents of that section get behind the proposition. The road in question is that part of the Roosevelt highway extending along the South Shore tracks from Brimley to a point near Soo Junction, where it would connect with the State trunk road to Newberry.

Miss Margaret Lehey, for the past three years stenographer for the Cornwell Co., has resigned her position to accept a responsible position at Pontiac.

Everybody's doing it but the last ones are the barbers here, who are now charging only 50c for a hair cut and 25c for a shave. This is pretty hard on some of our front row friends as there is a large number of them here.

A luxury becomes a necessity after you get used to it.

B. V. Scott, manager of the Shell-drake Lumber Co., at Shelldrake, paid his Soo friends a visit for a few days last week.

The new building on Portage avenue which is being built by Kristellos Bros. is nearing completion. It will be one of the finest ice cream and confectionery parlors in the city. The building will be strictly modern in every respect, having tile floors, indirect lighting system, the latest style of a fountain, up-to-date tables and private telephone booths. Kristellos Bros. announce a grand opening some time in April.

The many friends of Major A. E. Lemon, who recently returned from Douglas, Arizona, where he was regimental surgeon, are pleased to see that he is returning to the Soo, where he expects to take up the practice of medicine again.

An extravagant man is always preaching economy to his wife.

Norman Larson, the popular manager for the Central grocery (branch of the Soo Co-Op-Merchants Association), was missing one day last week, having a day off, but turned up all smiles the next morning with a fresh box of Havanas on the new arrival, which is named Norman Linton, Jr.

C. J. Thoennon a former Sooite, but now a resident of Walkerville, Ill., is spending a few days here visiting friends. He expects to stay long enough to get the sap started on his farm at West Nebish island, which is one of the best sugar sections in this part of the State.

D. St. John, of the Union clothing store, returned to the city last Thursday, after transacting business at Chicago.

Sugar continues to be "one sweetly solemn thought."

William G. Tapert.

How Grand Rapids Merchants Regard the Tradesman.

Dyk's Grocery, 745 Jefferson avenue: "I like the Tradesman. Take it right along. Am pleased to renew. It is a money maker for any one who reads it."

John C. Dutmers, 648 Division avenue, S. E.: "I like the Tradesman and know it to be a very valuable paper. I have taken it for thirty years, and what I want to know is how much longer I have to pay before I go upon the honorary list."

George A. Fox, 1069 Sheldon avenue: "We like the paper fine. Get much good out of it and it makes us money."

William VanHouten, 75 Andre avenue: "It certainly is a dandy paper. It is a money maker for me. The pointers I get in the Tradesman keep me posted. The paper is first-class and speaks for itself. Every issue is good and the more I read it the better I like it and the more money it makes for me."

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

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

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

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



Order at Once For Easter Delivery



Copley last

No. 40—Mahogany Calf Oxford Copley Last, Widths B, C & D, Sizes 5 to 11 \$7.50



Velvet last

No. 20—Brown Titan Oxford, Copley Last, Widths B C & D, Sizes 5 to 11 \$6.00



Hiker last

No. 24—Glazed colt Blucher Oxford Velvet Last, Rubber Heel, Widths C, D & E, Sizes 6 to 11 \$6.00

No. 31—Black Vici Blucher Oxford, Hiker Last, Widths B, C, D & E, Sizes 6 to 11\$6.75

Whitcomb Shoe Co., of Chicago

303 W. Monroe St. cor. Franklin CHICAGO

A.M. Goetz, Pres and Treas. F. T. Dustin, Mgr.

Chicago's only shoe house featuring exclusively **SMART SHOES FOR MEN.**



WE OFFER FOR SALE United States and Foreign Government Bonds

Present market conditions make possible exceptionally high yields in all Government Bonds. Write us for recommendations.

HOWE, SNOW, CORRIGAN & BERTLES

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

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

Annual Meeting of Post A, T. P. A.

Grand Rapids, March 16—The annual meeting of Post A, Michigan Division, T. P. A., will be held Saturday, March 20, at 2:30 p. m. in the T. P. A. club rooms at the Pantlind Hotel, Grand Rapids.

The principal business of the meeting, will be the reading of reports for the past year, the election of the following officers: President, Vice-President, Secretary-Treasurer and two directors.

Past National President, V. J. Schonecker, of Milwaukee, Wis., will be with us.

Mr. Schonecker, who organized the Michigan State Division Oct. 5, 1908, is one of the foremost leaders of the Association and will give us a talk on T. P. A.ism in general that will be of real interest to each and every member of Post A.

Past Post President A. D. Carrel, has been appointed general chairman to arrange for the party which will be held in the ball room of the hotel at 8:30 p. m. The increased membership and economy fund practiced during the past year has created a little surplus fund in the Post treasury and the officers feel that this should be spent in entertaining the entire membership; therefore, this party will be free, but must be confined to members and their families. A good time is promised, and any member who fails to avail himself of this opportunity will miss a real treat.

We want your support. Do your best to get the enclosed application blank filled out and present it at the afternoon meeting. If you are unable to bring a signed application, don't let it keep you from this meeting, for we want every member of Post A to participate in the election of the officers for the ensuing year. Also bear in mind that anyone whose application is presented at this meeting will be privileged to attend the party in the evening.

Jack E. Laramy, Post President.

Retail Merchants of Marquette Get Together.

Marquette, March 13—At a complimentary luncheon given in the Marquette Club last evening for the retail grocery and meat dealers of Marquette by J. C. Gannon, of the Gannon Grocery Co., the final and formal organization of the Retail Grocers and Meat Men's Association of Marquette was completed and the following officers elected:

President—E. F. Rydholm.
Vice-President—Fred Pearce.
Treasurer—Norman McLean.
Secretary—W. H. Gordon.

Following the election of officers there was a general discussion of the proposed work of the new organization, and a motion was adopted to hold the first regular meeting Wednesday afternoon, March 24, in the offices of the Marquette Commercial Club. More than forty covers were laid at the banquet, nearly every retail grocery and meat dealer in the

city being present. The banquet was one of the most enjoyable events of its kind that has taken place for some time in Marquette, and the guests expressed their appreciation of Mr. Gannon's kindness in a rising vote of thanks.

The business of the meeting was concluded with the appointment of a committee of seven to draw up a set of rules by which the new association will be governed. That committee consists of Fred Bureau, E. Smith, Carl Siegel, W. H. Chubb, Fred Pearce and J. C. Gannon.

The retailers put the stamp of approval on the "Dollar Day" bargain day plan and all expressed the intention of taking part in the sale, which will be held on March 18.

Colors in Spring Hats.

Popular colorings in Spring millinery are many this season, as a tabulation of the hues most often seen makes clear. Greens, according to the Retail Millinery Association of America, are liked extremely well in all tones of jade. Burnt orange, while not as "good" as it has been, is still seen to some extent. Cherry red and American Beauty are strong contenders for the leading shade, while henna figures very largely in the Spring color scheme.

Shades known as topaz and aztec are seen in the so-called ultra-fashionable lines, the bulletin asserts. Combinations of Egyptian colorings are liked by buyers, but principally in models in which raffia figures. Copper, or rust, which borders on henna, also is a favored color. Navy, black and brown, the "war horses" of the staple shades, are running as strongly as ever. White is having its inning at the Winter resorts, but elsewhere the weather has not been conducive to its introduction.

The Secret of the Sea.

Written for the Tradesman.
I wondered as I stood
Alone beside the sea
What story, if it would,
It there could tell to me
I listened on its shore
To every windward wave
But still I wondered more
What secret it did have
Then spake from out the deep
The spirit of the sea
Who hidden would not keep
From me its mystery:
"The sea is storm and strife
Then calmer days there'll be
'So like in human life
'A thing of destiny;
'Frail man is but a wave
'And life a mighty sea
'Far yonder shore—a grave,
'Its sands eternity."
Charles A. Heath.

A stiff spring on the front door in winter may keep out some of the cold, but it may also keep out some women customers.

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

NEEDED IN EVERY TOWN.

Strong and Active Retail Merchants' Association.*

It is difficult to properly present or discuss a subject so great and important as this within the limits of a single article. It is a subject that to-day is vital to the interests of every retail merchant and to the success and welfare of the great retail business interests of our entire country. That we may have a more definite and clearer understanding of this subject, let us begin with an analysis of the average retail dealer in his own home town and consider his surroundings, his trials, tribulations, business conditions and usual ambitions.

With this examination we find that in almost every community the average retail dealer considers himself a servant of the public, that he is giving up the best years of his life to render service to the community, and especially in smaller cities, he is lead to cater to all of the whims and fancies of every customer who enters his place of business. It has been his ambition to become a prosperous merchant, to be included among the leading business men of the town, to be known as a local philanthropist, a shining light in the community and to attain that lofty and laudable ambition, hundreds of thousands of American business men have settled into an endless business rut, with a vision that does not extend beyond the corporation limits of his own city. It is a narrow, monotonous existence, every day is like the day before, and the day following is like to-day.

Now the general public in this merchant's town do not stop to think or to realize the full extent of the demands they are constantly making upon the retail merchant. He is asked to donate and subscribe to everything, every day and every week year after year, until he has become the legitimate and logical prey of the solicitors at all times and in all places whatever the cause, worthy or unworthy, good, bad or indifferent he is the first victim always and the first man asked to head a subscription list.

No greater public benefactor exists in any community than the retail merchant. His money is expected to shingle every church in town and for forty miles around, it is expected to buy the new organ for the Baptist Church, the new carpet for the Methodist Church, to paint the Congregational Church, to build new steps for the Presbyterian Church, to buy a new site for the new Colored Church and to support all of the bazaars and entertainments liberally as well as every charitable and benevolent institution and enterprise in town.

The poor, the needy, the hungry and the helpless appeal to him for their first subscription, the Ladies' Aid Society, the Young Girls Knitting Club, The Old Ladies Sewing Circle, the Old Maids Association of Social Endeavor, and many others, all look to the merchant to donate all of their material, because, you know, they do quite a lot of trading in his store, (and have it charged) while they send their cash to Montgomery Ward or other catalogue houses.

And so in the average smaller towns and cities of 5,000 to 50,000 population throughout this country, the trials and tribulations of the retail dealers are numerous and vexatious, his days are long and full of trouble, while his nights are dreams of unpaid bills and accounts uncollectible. He goeth forth in the morning full of hope and expectations, (and with some cash) he cometh home at night, plucked by the solicitor, swindled by the forger, robbed by the shop-lifter, abused by the customer and paralyzed by the traveling salesman. Verily in the average town the retailer is of few days and full of trouble, and now, by heck, he's a profiteer!

The leaks in his business are so numerous that he can't keep track of them as he plods along in his daily grind of retailing merchandise. He finds it necessary to give discounts to certain classes of people, because his competitor does; he accepts the return of merchandise, much against his own best judgment, because his competitor does; he uses twice as much advertising space in the local papers as is necessary; because his competitor does; he does a hundred little things every week that are a drain upon his bank account, and an unnecessary liability upon his business, because his competitor does.

Some one said to these merchants several years ago that a Retail Merchants Association in their town would stop these foolish practices and correct these abuses by the formation of rules and agreements by bringing these retailers together in friendly co-operation. So a bunch of the real live-wire merchants get together and organized the Boomtown Business Men's Club. It lasted about six months, and died a lingering, painless death. Brown accused Jones of wanting to run it, Jones said he'd be darned if Brown could dictate to him and Smith said he was disgusted with both of 'em, while all the other merchants set in the back row and just grinned. And so they gave up the ghost, said it was no use, and they all went back to the old routine, to the old days of business jealousy, suspicion, distrust, animosity and antagonism, with its accom-

*Paper read at annual convention Michigan Retail Dry Goods Association by J. H. Combs, President National Retail Dry Goods Association.

panying worry and annoyance and loss of real money.

Do you men know that there are more than a hundred such dead retail organizations in Ohio to-day? Do you know that there are cities in this State with a population of 30,000 to 60,000 where no retail organization of any kind is in existence? And what is true in this State is true in every other State in this great country.

Is it any wonder that bad laws are passed, that dangerous legislation so detrimental to the great retail business interests of this country is constantly being proposed by political tricksters in our Legislatures and in our Congress, when it is the common belief and understanding among the politicians that the retail merchants are always asleep at the switch, or in a comatose condition beyond any sense of danger. What have you men done in your home town to correct this condition, to arouse your sleeping neighbors to a realization of the real dangers that are confronting them and everybody else, through unjust and unfair legislation, both State and National, proposed and pending at this moment in our State and National Capitals?

I know and so do you know, that in every one of the hundred cities in Ohio in which repose the remains of a defunct retail organization, there are merchants who know better, who know they are not doing their duty, not doing their share in the great work now being conducted in their own behalf, by their fellow business men. In every one of those towns there are always a few leading merchant, the big merchants of the city, who are respected and looked up to as leaders in the community, whose advice and judgment is considered sound and good, and who have wide influence among the other business men in that town.

These few men in every town are broadminded, they are up-to-date, they visit larger cities, they are members of State Associations which represent their lines, they attend the State Convention once a year, of the Shoe Dealers, the Clothing Dealers, the Furniture Dealers, the Hardware dealers, and possibly the Dry Goods Association, and while at these conventions they "whoop it up" strong for greater organizations, for more united effort; they preach about the great necessity for combined activity, and then go home and view the remains of their dead local organization, weep a little over it, feel sorry for it, talk about it a few days in subdued tones and then forget all about it.

At the conventions they are urged to solicit other merchants in their town to join the State Association, and help increase the membership so that greater protection can be secured through wider influence. They say: "Sure we will, yes indeed." But when he gets home there is so much work to be done, so many things to look after and he is so busy that he just can't find the time to go across the street and talk with Mr. Brown about the great necessity for his becoming a member of our State Association.

The memory of the good time he had at the convention and the good things he heard there lingers with him until it becomes a dim and hazy recollection, and very soon, almost before he knows it, it is time for the next convention. And when he wonders why the State Association don't grow, its too bad, its a darn shame, why, we ought to have double our present membership, lets go right after it this year, sure we will, and the same old story is again repeated.

I know of a State Association of Retail Merchants in a certain prominent line, who sang this song for twenty years, and made these solemn vows at every State Meeting and obtained less than a dozen new members in all that time. One reason however for their slow growth was the enormous amount of their annual dues, which for years had been fixed at \$5.00 per year, less than ten cents per week for each member. Think of that for a State Association struggling along with fifty or sixty members for twenty years, on the price of a ten cent cigar a week. Their exchequer was just bubbling over with money all the time, they even had \$15.00 in it sometimes, and then the Secretary, who worked without salary, got on a wild hilarious spree of extravagance and went out and bought a whole dollar's worth of postage stamps all at one time, and sent a multigraphed letter to the members, outlining the great advantages and benefits to be derived from a membership in their State Association.

This all happened in Ohio and I am happy to tell you that just the other day this same Association met in convention in this State raised their annual dues to \$25 and \$50 and several members present said they would make it \$100 if necessary. I know because I was present at that meeting. They are now going to spend \$5,000 this year, with a real paid Secretary to canvass the whole State and devote his entire time to the work and he will build up that organization into an active forceful association, from which the members will get value received for every dollar they put into it.

The time has arrived when any sensible business man would much prefer to put \$25 or \$50 into a business organization and get something for his money, than to put \$5 in it and get nothing in return. Lack of funds has been one of the chief causes of failures in many local and State business associations all over this country. By a strange and

peculiar mental process of reasoning the average merchant has believed that a retail association could be run on wind, that an unpaid or half-paid Secretary should work for love and support his family on a portion of the wind that might be left over, he has believed that postage and stationery, and office supplies and traveling expenses could be picked off the trees in the park, and then as he settled down to the work of running his own business regardless of expense, he wonders why that business association to which he contributed ten cents a week, don't get along, why it lacks pep, and why he don't get a letter from the Secretary every few days telling what they have done with all that money.

That was in the old days, and conditions are changing through the evolution of education, but I'll guarantee that in the smaller cities of this State, and in every State, you can still find scores of retail dealers, men of means and influence who still retain the ideas and beliefs I have just expressed. In closing this phase of my subject, let me suggest to every merchant in this convention, that when you attempt to revive your old organization at home or to start a new one, and you must do one or the other, fix your dues high enough to put it on easy street, to maintain it with dignity, to hire a real man as Secretary, a man with some mind and brain and energy and possessed with constructive judgment and executive ability, and give him money enough so he can go out in the world and mix with business men and attend conventions and get new ideas and suggestions from the experiences of others. Then compel him to join the State and National Association of Retail Secretaries, make him attend their meetings, and become one of them, with a broad vision and power to grasp the great National issues and problems that confront the American merchants to-day.

Such a man will put your town on the map, and he'll do more for you than you ever dreamed of it you will turn him loose and back him up, with reason and judgment but if you keep him at home, put a niggardly limit on his resources, he can never be any bigger than his surroundings, he will run around in a circle without getting anywhere, he becomes discouraged, he lags in his work, he has no incentive, no vision, no hope, no aspirations and you'll find him whittling on the dry goods boxes in the summer time or swinging his legs from the hitching rail in front of your store, as he swaps stories with the town loafer.

Just remember that the results you obtain from the work of the average Secretary in a small town or a big town can be measured by the encouragement and support and assistance, financial and otherwise, that you extend to him yourself. Give it to him in reasonable and liberal portions and if he has any mind or ability or good sense, he will make good, if he don't make good under those conditions he never can, because he is the wrong man for that kind of a job. Then get a new Secretary.

Just a year ago last month I had the privilege and the pleasure of attending the Annual Convention of the National Retail Dry Goods Association held in New York February 12, 1919. The first morning of that convention I found a brother Retail Secretary from a Western State. During the day we located seven other Retail Secretaries from different sections of the country, making a group of nine altogether. We drew some chairs together in a corner of one of the lobbies of the great Pennsylvania Hotel and proceeded to get better acquainted and to discuss together the problems of the retail merchants as well as our own problems as Retail Secretaries.

The following noon we all took lunch together, and around that luncheon table we discussed the idea of forming a National Association of Retail Secretaries. The result of that conference was the formation of a National Association of nine members, with officers elected for the ensuing year and preliminary by-laws established. Our object and endeavor was to form a National Organization for the mutual welfare and protection of the retail merchants of the United States, and to increase the efficiency of our members through an exchange of ideas and information by closer co-operation, more extended acquaintance and wider influence throughout the country.

The National Retail Dry Goods convention received the announcement of the birth of our new organization with satisfaction and hearty approval. We had started something, but we did not fully realize at that time the great value and the nation-wide importance of the thing we had started. We knew that by personal contact with Secretaries from all parts of the United States we could better understand the retail problems of the entire country, we knew that by comparing results in the work of our Retail Associations we could render greater and more valuable service to our home organization, but we did not realize that we had laid the foundation of a powerful instrument through which the combined efforts of thousands of retail merchants could be secured and directed in the protection of their own direct interests.

Our National organization began to expand and to include other states. Our first real convention was held in Toledo in September, 1919, with a membership

and attendance of 35. The splendid success of the Toledo convention established the future success of our National Association. To-day we have a membership of 100 Retail Secretaries representing 39 states, and the splendid attendance at our second convention just held in New York City February 16-17, is further proof of the established value of our organization. Secretaries were in attendance from Seattle, New Orleans, Kansas City, Atlanta, St. Louis, Omaha, Buffalo, Boston, Baltimore, Providence, Portland, Maine, New York, Philadelphia, Detroit, Milwaukee, Washington, Cleveland, Columbus, Cincinnati, Toledo and scores of smaller cities throughout the Middle West, New England, the Western States and Canada.

The Executive Secretary of the National Retail Dry Goods Association and other important National Retail organizations, are active and valued members of our Secretaries Association. Beginning with nine members, we have become in one year, a recognized National factor in the protection of American retail business, because the placing of our combined membership at the disposal of the National Associations, gives to them a direct and prompt method of reaching thousands of retail dealers.

Think of the value of this machinery in starting protests against unwise, unnecessary and dangerous legislation, so detrimental to retail business. Within twenty-four hours from the time some visionary dreamer in Congress has introduced his fool measure, a nation-wide protest is being formed and within forty-eight hours an avalanche of petitions and telegrams would be flooding Congress from 100,000 American business men.

Every American merchant knows the necessity for such united action. The experiences of the past two years have proven it to him beyond a doubt, and I am glad of this opportunity to explain to the business men of this convention the work of a new organization whose entire aim and object is the protection of your interests as retail merchants. I am justly proud of the National Retail Secretaries Association. I am proud of every man in it, because I know of the unceasing, unselfish work he is doing in the protection of the merchants by whom he is employed. I am proud to be identified with an organization of that kind and to be associated with a body of men who are big and broad and qualified to represent the merchants of America and who have proven themselves worthy of their positions by their unselfish devotion to the cause.

I surely consider it an honor to be elected President of the National Association of Retail Secretaries, and to serve in that capacity, because of the tremendous interest we can protect, and because of the generous, fair-minded and big-hearted business men whom we can serve.

Is your town numbered among our members, or haven't you a Secretary? We are working for you, directly in your interests, and we want your help. There has never been a time in the business history of our country when organized effort among the retail dealers was so imperative and so necessary as right now. You know and I know that every retail dry goods man in Ohio should join the State Dry Goods Association and the National Retail Dry Goods Association and take an active interest in supporting both organizations. Why? Because they are spending their own time, money and energy working night and day to protect your interests, and every business man as a reliable merchant, is honor bound to do his duty and bear his share of the burden.

You are all familiar with much of the proposed federal legislation that Congress has sought to inflict upon our National business interests during the past two years. You are all familiar with the muddled condition of our National Tax

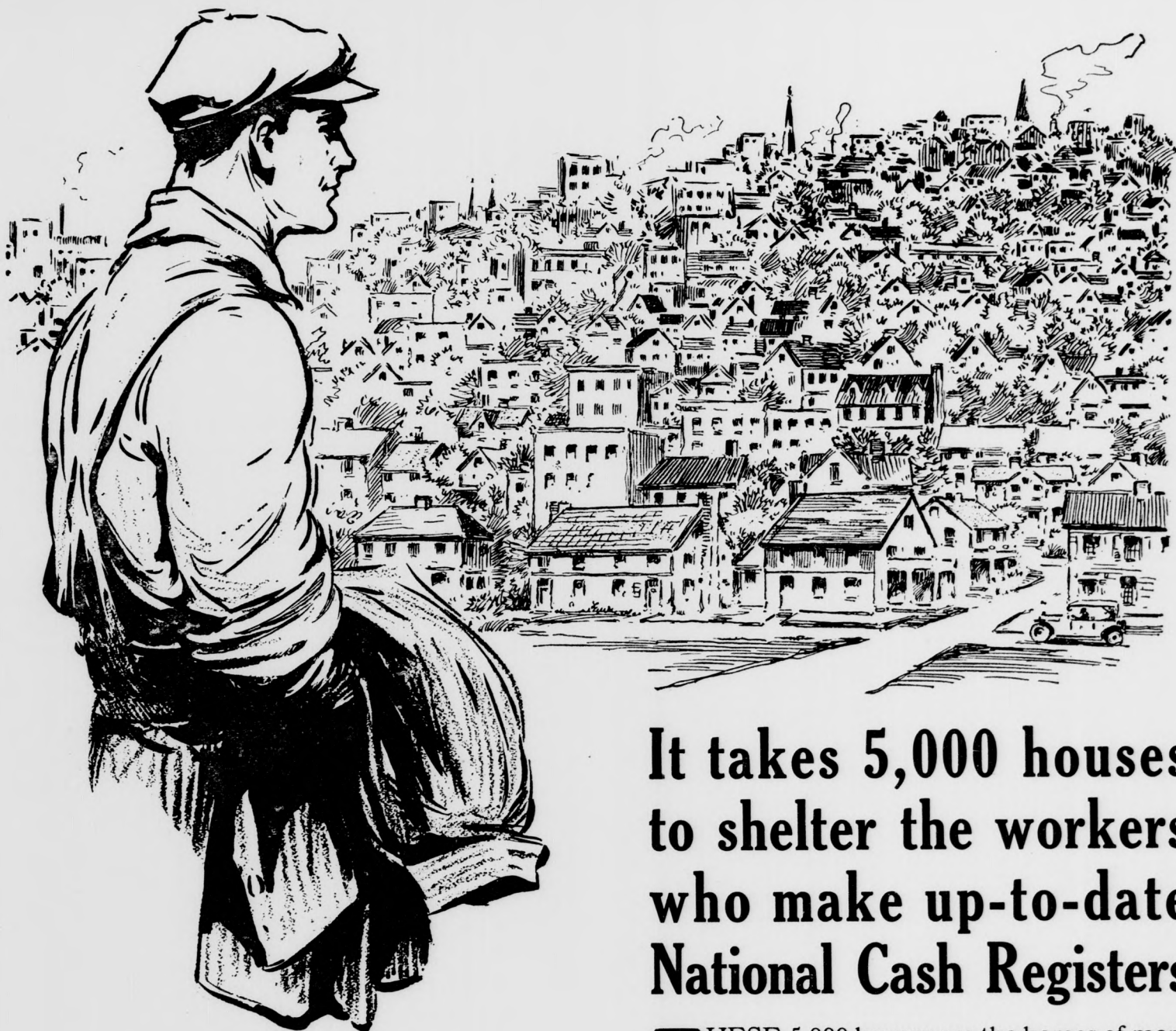
MICHIGAN MOTOR GARMENT CO.

GREENVILLE, MICH. — 3 Factories — 8 Branches

One piece Adult Work Garments and Children's Play Garments.



Interall
The Economy Garment



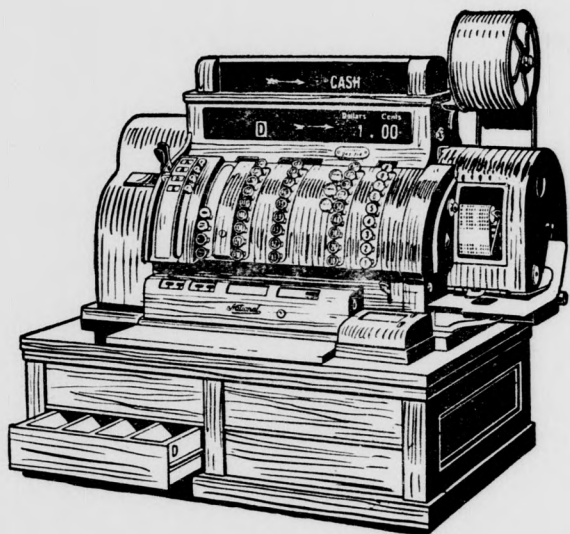
It takes 5,000 houses to shelter the workers who make up-to-date National Cash Registers

THESE 5,000 houses are the homes of more than 25,000 people—a city in itself.

They are good homes, too, because the workers at the N. C. R. factory are intelligent, skilled mechanics who are able to demand exceptionally good living conditions.

The factory in which they work comprises 21 modern buildings, providing over 40 acres of floor space.

It has taken 35 years of the hardest kind of work to develop this tremendous organization—an organization engaged solely in the manufacture of labor-saving machines that help merchants all over the world.



The National Cash Register Company
Dayton, Ohio
Offices in all the principal cities of the world

problems at the present moment. You know that thousands of retail merchants over this country have burned the midnight oil and sat up in his office during the small hours, trying to understand and fathom the tax blanks spread out before him, trying with some degree of intelligence to make them out correctly, that he might honestly support his Government and bear his share of the burden of taxation.

And you know that about 3 o'clock in the morning that average merchant would scratch his head and say, "Oh, hell, damn these men anyhow, whoever got up this Chinese puzzle ought to be sentenced to life imprisonment." And then he would appeal to the Revenue Collector and he would tell him that there was a new ruling on this item and a change in that item and that new blanks would be furnished in a few days. And with a different construction coming every "new moon" on the Income Taxes, the Excess Profits Taxes, the Luxury Taxes, and a few other items, the American merchant groans and says, "How long, O Lord, how long."

But what is he doing, himself, to correct this condition, to help solve the taxation problems of his country. He knows that Congress is now attempting to frame a new and more sensible and simple tax measure, that will eliminate the Profits Tax, and the Luxury Taxes which are to objectionable to him, in which he should have a voice and express an opinion. Again we prove that necessity for a retail organization in every town, as an agency where an intelligent discussion of these and many other National questions can be had, and through which intelligent expressions and requests can be made to our Congressmen and some other misrepresentatives of our Government.

United action and effort is equally necessary in our State legislation. We have formed a State Association of Retail Secretaries in Ohio, the first State in the Union to do so, and the Secretary of your own Dry Goods Association is President of it to-day. We held our small convention in this building yesterday, and discussed your problems as well as our own. We are at your service, we are organized to protect your business and we deserve the help and support of every Ohio merchant in every line of retail business. Heaven knows there is need for it in this State and in every State. A bill has just been introduced in our Ohio Legislature, by a misguided Representative from somewhere imposing a fine upon the retail dealer of \$500 or go to jail, if he tells the truth. If you advertise that prices are going higher, or if your clerks tell your customers that prices are going to advance, you are subject to this fine and imprisonment according to this proposed measure.

Bills have been proposed before, through Federal and State Legislation, the operation of which would close up a merchant's business, but this is the first effort I have heard of to control and regulate his speech. You are asked to collect and pay over a large share of the Governments Taxes (at your own expense), you are asked to discourage people from buying anything. You are asked to sell goods at cost, you are called a parasite, a robber and a profiteer and now you can't even talk, without being fined. Really, Gentlemen, the joys and pleasures of conducting a retail business are multiplying so rapidly that everybody will soon want to engage in it.

But this absurd bill is no more ridiculous than scores of other measures being introduced in all State Legislatures, it is no more absurd than the Seigle cost mark Bill, it is no more ridiculous than the proposed nation-wide campaign to discourage buying anything, it is no more ridiculous than to ask merchants to sell goods at cost for six months and suffer the loss so that prices could be reduced, it is no more absurd than to accuse all merchants of profiteering because they are retailing and distributing merchandise.

It is all in keeping with the present trend of affairs, with the present moods of the people caused by the unrest, un-

casiness and disturbed condition of the country during this reconstruction period. It is also in keeping with our system of American politics, which in my estimation is largely responsible for the unrest of our people and disturbed business conditions in this country to-day.

During the great war, the Government wisely called into conscription and service the big, broadminded, brainy and most successful business men of the country who put their power and strength into the conflict, and with the help of the American people, the war was won. Since the war, those men have retired and returned to their own business affairs and we are left at the tender mercies of the politicians, the theorists, the dreamers, and visionary men of science. We've been wallowing along with 'em ever since, trying to solve great business problems, trying to unravel the tangled tax questions, and a hundred other things, and with it all is played the great game of politics, one party trying to stay in, the other party trying to get in, one side making all sorts of blunders and the other side willing they should and in the midst of this jumbled mass of theory and politics, the business interests of the nations are struggling to exist.

A great French scientist has just recently discovered that a man can think without a brain. There is positive evidence that his theory is correct, there is a lot of living proof hovering every day, in and around a city called Washington and our State Capitols are filled with it when ever the Legislature meets.

The crying need of the hour is for men big enough to bring order out of chaos, to restore business confidence in this country and when I cast my ballot for President of the United States next November, I want to vote for a business man. I am doubtful whether I will have that opportunity or not, because, like Heinz pickles, there are 57 varieties of candidates already.

Don't you think that retail merchants should pay a little closer attention to State and National Politics? Not one merchant in a hundred in any large city in this country can give you the name of a single member of the State Legislature from his city or county. He don't even know the names of the men he voted for, nor their occupation nor business, and yet they are entrusted with the power to make laws which regulate and govern that merchants business and which might put him out of business because of its effect and operation. Just so long as the members of our Legislatures and State Assemblies representing our largest cities, are selected, nominated and elected by our professional politicians and were the heelsers, just so long the interests of the politicians will be served, and business will take a back seat. We know considerable more about our Congressmen and our United States Senators because at this time about 90 per cent. of them are candidates for the office of President of our glorious country.

The time is coming and it is not far distant, when the American retailer will be forced to wake up and assert himself, and express his views and take his proper place in shaping and directing the business affairs of this great country. It will not be for a selfish purpose, nor will it be to secure legislation in his particular interest, but it will be done in an effort to preserve and protect the general business interests of America, and to do it in a manner honest and honorable, and with all the generosity and fairness that is characteristic of the American retail merchant.

We can profit from the lesson and experience of our Northern neighbor, Canada. For years the Canadian merchant attempted to protect themselves and their interests in the Canadian Parliament, through the individual efforts of their various national retail associations, representing different lines. Their work was duplicated, their representation was small and their efforts failed.

Then they combined their strength, and without disturbing or disrupting their numerous Provincial or National

Welcome Retail Clothiers

When you are attending the Convention on March 16-17, 1920, don't forget that there is a large up-to-date Dry Goods Wholesaler in Grand Rapids and that we are anxious to see you, not only to take care of your merchandise but to show you our new building and what we are doing to handle your business in the way you want to be served.

We particularly call your attention to our Men's Furnishings, Underwear, Hosiery and Notion Departments, where you will find the merchandise that you use at prices that are as low or lower than you can get anywhere else. We want you to make this House your headquarters. We believe a personal friendship between us will be to our mutual advantage.

City Day

Is EVERY WEDNESDAY when you will find REAL BARGAINS in EVERY DEPARTMENT. The market is strengthening and advices from other places are that there is a great shortage of wanted merchandise. We have the largest and best assorted stock of merchandise in this section. In fact we know of no one who is better able to take care of you than we are. Visit us and make us prove it. We will make it worth your while. Every Wednesday we sell broken lines of merchandise at Bargain Prices. Come and get your share next Wednesday.

Phone and Mail Orders

Are our delight. WE SHIP THE SAME DAY THE ORDER IS RECEIVED AND OUR PRICES ARE JUST AS RIGHT AS IF YOU BOUGHT PERSONALLY IN THE HOUSE.

Mailing List.

We are keeping a card index of our sales to each customer in each department. We are revising our mailing list and we want to make it complete both as to name of your store, street address, etc. We also desire the complete name of each of your buyers and the departments which they handle. We are sending out a questionnaire, asking for this information and we would appreciate your co-operation in giving us this information. Not only will we be able to keep you advised as to what is going on in the Dry Goods market, but from time to time we will have Special Offerings, which you stand a better chance of getting quickly by telegram or phone if we know the names of your buyers and the departments which they handle.

Spring

Is nearly here. See our salesmen and get your merchandise immediately. The merchants who have a complete stock will get the business—the others will miss a big opportunity.

Grand Rapids Dry Goods Co.

Grand Rapids, Mich.

Exclusively Wholesale

No Retail Connections

Tie to the Tie House for Easter Ties

Daniel T. Patton & Company

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

59 Market Avenue, N. W.

Associations, they organized a National Merchants Association which to-day has 27,000 members, representing all of the nine Provinces and 187 districts, with a paid Secretary in each Province and in every district. The General Secretary is located permanently in Ottawa on the job every minute, and now when 27,000 merchants and all of their kindred interests, from all over Canada speak to Parliament through their executive officers that body sits up and listens and responds to their requests. When 200,000 American merchants and their allied interests do the same thing in this country, our distinguished lawmakers and politicians will sit up and heed the voice of business and they won't before.

This tremendous combined activity of the merchants of the United States is not an idle dream, it can be accomplished and the agency through which it can be done, is the State and National Associations of Retail Secretaries. They are working to-day in forty different states to bring about the organization of Retail Merchants Associations in every town in America, large or small, that the merchants of all towns may co-operate in this nation-wide movement for their own protection and welfare.

In conclusion I want to give you a few facts concerning the merchants condition in Ohio, and it is typical of all other states. In the work of our State Secretaries Association and to ascertain how many Retail Secretaries we had in Ohio, we divided the State into six districts and each Secretary wrote to the Commerce Club in every city of any size in that district, asking if a Retail Merchants Organization of any kind was maintained in their city. We wrote to 130 cities, ranging in population from 4,000 to 60,000. Half of them did not reply at all, indicating that they were too dead to even maintain a commercial organization. We covered all of the 87 counties and received about 60 replies.

Most of them stated that they didn't know whether they had a retail association or not, they used to have, but guessed it had died, write to Mr. Brown of Brown, Jones Co. maybe he can tell you. About 10 per cent actually had a Retail Organization and when we wrote to them asking their co-operation in the great movement now organized to protect the merchant not one in ten was interested or even replied. The Secretary was out of stamps, the rut they are in was so deep, that they couldn't see over the top.

And now I appeal to every business man in this convention to every dry goods merchant here from all over Ohio, to go home determined to maintain an active forceful Retail Merchants Association in your town. If you have one now, strengthen it, if you have a dead one revive it, if you have none at all, build one, and build it quick. Impress upon your business friends and neighbors the urgent necessity for prompt action and united effort for the protection of all retail business. Insist upon it that they forget their local differences, their silly prejudices, their false jealousy and their groundless suspicion of each other and that they come together as real men should, bury their local troubles and meet upon a common ground for the mutual protection of all.

We need such an organization in every town in the United States, large or small, we need those merchants in every State Association, we need their help and advice, their service and their protests, we need their Secretary with his knowledge and information and we can give him much in return. Then and not until then, will the great retail business interests of our country be secure and safe from the dangers that have threatened it. We are living and doing business under the best Government on the face of the earth, in the best country on the globe, and among the best people in all the world. Let us protect it, preserve it and keep it intact through broader education, higher ideals and closer relationship and by preserving and fostering the business of this great nation in the best interest and welfare of all our people.

Raw Silk Markets.

The Japanese raw silk market declined a little at the beginning of last week. Sinshui No. 1 dropping to 3,500 yen per picul, but has since been holding steady at that figure. There has been very little demand from buyers in this country, but some trading has been done for European consumption, as well as to supply home needs. The visible stock at Yokohama is now estimated at 12,000 bales, according to cables received in this market by A. P. Villa & Brothers, Inc.

The Canton market showed no change during the last week, but no business was done there. At Shanghai reellers continued to insist upon the same prices that they quoted during the previous week, but as exchange has declined, the laid-down cost figures somewhat lower than has recently been the case. Important business, however, was lacking.

Cables from Milan said that the demand from European manufacturers continues on a small scale, but there is no business at all being done for American account. European buyers are offering from 460 to 500 lire per kilo for new silk there, but reellers are holding off in expectation that an improved demand will set in shortly and that they will then be able to get higher prices. Buying in the local market of late has been restricted entirely to filling-in. The outlook for better business, however, is said to be a little more promising than it has been.



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

COMING!

Good Assortment in Percales

These goods are light grounds, greys and Indigo which we expect the end of this week.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

CONGOLEUM
 Gold Seal
ART-RUGS

Stock on Hand for Immediate Shipment

SIZE: 9 x 12		SIZE: 9 x 10½		SIZE: 9 x 9	
Pattern	Amount	Pattern	Amount	Pattern	Amount
No. 362	63	No. 361	41	No. 357	5
No. 350	96	No. 362	43	No. 350	6
		No. 350	39	No. 363	6
				No. 361	6
				No. 362	5
				No. 324	2
SIZE: 7½ x 9		SIZE: 6 x 9			
Pattern	Amount	Pattern	Amount		
No. 348	17	No. 344	21		
No. 363	18	No. 363	23		
No. 362	18	No. 350	25		
No. 350	18	No. 361	18		
No. 361	12				

	Your Cost	Retail Price
9 x 12	\$12.36	\$19.00
9 x 10½	10.82	\$16.60
9 x 9	\$9.27	\$14.25
7½ x 9	\$7.73	\$11.85
6 x 9	\$6.43	\$9.75

Order now. The Spring demand is going to be many times the supply.

THE DUDLEY PAPER CO.

Paper Merchants

Lansing, Michigan

DICKINSON'S

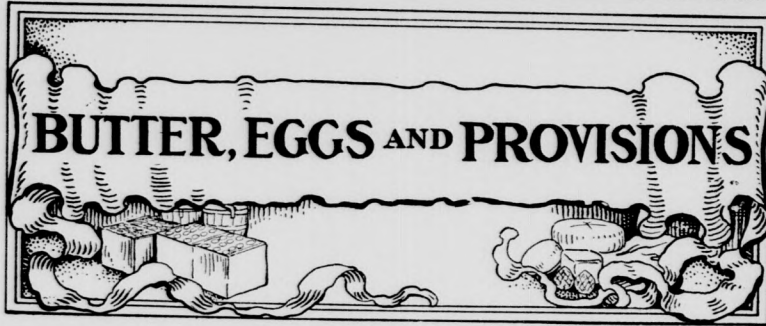
PINE TREE BRAND



IT STANDS ALONE

SEEDS

The Albert Dickinson Co.
 MINNEAPOLIS CHICAGO



Michigan Poultry, Butter and Egg Association.
 President—J. W. Lyons, Jackson.
 Vice-President—Patrick Hurley, Detroit.
 Secretary and Treasurer—D. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Second and Third Year of Old Pomological Society.

Written for the Tradesman.

In the second year of its existence the most notable event connected with the activities of the Michigan Pomological Society was the exhibit of Michigan fruits made at the meeting of the American Pomological society in Richmond, Virginia. It was quite an undertaking and Secretary A. T. Linderman was in charge of it. One hundred and nine varieties of apples and ten of pears were contributed by T. T. Lyon, of Plymouth, Wayne county. Mr. Edward Bradfield, of Ada, furnished a number of varieties of grapes and several members of the Society living at Spring Lake contributed a collection of peaches. This was Michigan's entry into the proceedings of the most noted fruit growers' association in the world and there has rarely been a meeting since in which our State was not represented by its leading pomologists with creditable exhibits.

Michigan's possibilities were thus brought to the attention of men who were masterful in pomology. Marshall P. Wilder and Robert Manning, of Massachusetts; Prosper J. Berchmans, of Georgia; George W. Campbell, of Ohio; Parkers Earle and W. C. Flagg, of Illinois; Charles Downing, of New York; Charles Meehan, of Pennsylvania, and William Saunders, of Washington, D. C., became correspondents of the new Michigan society and exhibited great interest in its development.

Dr. R. C. Kedzie made the first scientific contribution in 1871 at one of the monthly meetings on the peach yellows, the insidious disease which had just been brought into the State at St. Joseph and which has worked sad havoc in the peach orchards of Michigan in spite of all efforts to ascertain its cause or reduce its violence.

My college classmate, William K. Kedzie, Assistant Chemist at the Agricultural College, gave a notable address at the annual meeting this same year on the meteorology of Michigan and in it sounded the first alarm of the danger which would certainly follow in the wake of the ruthless destruction of Michigan's forest legacy and the possible changes resulting therefrom which would affect the production of our tender fruits.

The dissemination of knowledge concerning insects destructive to or-

chards and fruits began as an intrinsic work of the society this year and has continued in its transactions ever since under the direction of competent and noted etomologists of Michigan and America. The names of T. T. Lyon, of Wayne county, A. S. Dyckman, of Van Buren county, George Parmelee and Judge Ramsdell, of Grand Traverse, and Benjamin Hathaway, of Cass county, were prominent in the proceedings this year. They were learned men of wide experience in fruit growing and their contributions gave us National publicity.

In 1872 Johathan P. Thompson, a veteran journalist and writer upon horticultural subjects, became President of the Society and C. J. Dietrich, of Grand Rapids, Secretary. The former was very active in giving publicity to the service the Society was aiming to render the State and for several years was the life of the organization. He served as President one year and then as Secretary until 1876.

The life membership fund was created in 1872 and the first two men to become thus identified as life members of the society were Prof. W. W. Tracey and Henry G. Reynolds, who were just starting a fruit farm in Grand Traverse. The former is still living and is connected with the testing section of the U. S. Department of Agriculture. The latter became Secretary of the State Board of Agriculture, in which capacity he rendered valuable service many years.

A new and important factor came into the work of the Society this year. In connection with its arrangement for the annual autumn exhibit liberal premiums were offered upon orchards of various fruits and of various ages and upon vineyards. A committee on awards was appointed and designated "The Orchard Com-

You Make
Satisfied Customers
 when you sell
**"SUNSHINE"
 FLOUR**

BLENDING 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

Always Maintaining

A policy founded on modern methods with service as the paramount feature has brought to us success. Your order with us for

Fruits and Vegetables

insures you a profitable fruit department.

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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

OUR NEAREST BRANCH WILL SERVE YOU

Kent Storage Company

Wholesale Dealers in

BUTTER | EGGS | CHEESE

PRODUCE

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

Phone, write or wire us.

GRAND RAPIDS, MICHIGAN

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
 Grand Rapids, Michigan

WE BUY AND SELL

Beans, Potatoes, Onions, Apples, Clover Seed, Timothy Seed, Field Seeds, Eggs. When you have goods for sale or wish to purchase

WRITE, WIRE OR TELEPHONE US

Both Telephones 1217

Moseley Brothers, GRAND RAPIDS, MICH.
 Pleasant St. and Railroads



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

M. J. Dark & Sons

Wholesale

Fruits and Produce

106-108 Fulton St., W.
 1 and 3 Ionia Ave., S. W.

Grand Rapids, Michigan

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

mittee." Entries were made from all sections of the Lower Peninsula. Prof. W. W. Tracey was chairman and I attended the committee as special reporter for the Detroit Tribune. Nothing had ever been done up to this date to so thoroughly advertise the progress of horticultural development in Michigan. The work of the committee was conscientiously performed, but some visions were shattered. A single incident illustrates this. Before starting out the committee discussed and settled upon a scale of points which should guide in making awards. Each member took notes upon every entry, using his scale and marking his judgment. After completing the visitation the members gathered in conclave and mathematically formulated the awards. In many cases, the figures by no means recorded the real judgment of the committee and in the end most of the awards were made from notes, the scale of points having been abandoned. The members of the committee were unanimous in the agreement that a scale of points, unless it could be approximately perfect, was simply a snare and a delusion.

A pleasing incident occurred when the committee visited Monroe. After viewing the orchards, nurseries and vineyards scheduled on the list of entries, the committee was invited to inspect the wine cellars of the Point Aux Peaux Company and test the vinous product of the vineyards which had been inspected. Jocularly, Mr. H. E. Bidwell, an ardent prohibitionist was selected to make the tests. To the utter astonishment of his associates, Mr. Bidwell accepted and proved that he was a connoisseur by naming accurately the variety or combination of varieties of grapes entering into every sample shown him, the determination being made entirely through his cultivated sense of smell.

This year the Society abandoned an amendment of its articles of association, the plan of a local habitation of the organization in Grand Rapids. The midsummer meeting convened in Benton Harbor and its September meeting in South Haven. Railroads made liberal concessions; visiting members were entertained in private families and these conventions were largely attended and great enthusiasm characterized them.

In this year, 1872, Prof. Cook, entomologist, and Prof. Beal, botanist,

at the Agricultural College came actively into the transactions of the Society and for many years brought to the meetings valued technical assistance, which was greatly appreciated by the fruit growers and cemented the co-operation of the two institutions.

The Society became incorporated under a special statute and the State obligated itself to publish the annual volumes of the transactions of the Society.

The programmes of the monthly meetings this year indicated that the Society was gradually covering a wider field than its name indicated. Flowers, vegetables, landscape art and even forestry figured prominently in its schedules of topics for discussion and opened the way for the change of name and broadening of purposes which came a little later.

Prof. C. L. Whitney, of Muskegon, a florist as well as a fruit grower, inducted an element into the deliberation which grew rapidly and added greatly to the joy of the meetings.

The autumn exhibition this year was held in conjunction with the Northern Michigan Agricultural and Industrial Society, which came into being that year, holding a phenomenal fair in Grand Rapids.

The great nursery interests at Monroe became identified with the Society at this fair and many parts of the State not hitherto connected with the organization were drawn to it through this exhibition and its membership grew apace.

The finances of the Society were carefully conserved by S. L. Fuller, Treasurer, whose ability, loyalty and aggressive methods bred confidence and encouraged cordial and enthusiastic support. Charles W. Garfield.

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



"Bel-Car-Mo" Peanut Butter

There's a steady educational campaign being kept up on the goodness of "Bel-Car-Mo." Let your customers see that you carry it.

Order From
Your Jobber

—Is sanitarily made and packed with the quality guaranteed. Tell that to your customers and feel confident that the makers will back the statement to the limit.

Real Profit at Last!

No fairy tale, but honest to goodness fact. These new, Absolutely Pure Virginia Dare Flavoring Extracts give you something to write home about. So superior to ordinary extracts that they will go like a whirlwind.

VIRGINIA DARE EXTRACTS

Vanilla 150% Strength
20 other Flavors Double Strength

Absolutely nothing like them. A big increase of business for you a certainty. 21 Flavors.

Ask your Jobber. Welcome our Salesman.

Consumer satisfaction absolutely guaranteed. Money refunded on slightest complaint.

GARRETT & CO., Inc.

Food Products Established 1835
Bush Terminal—Bldgs. 9 and 10, Brooklyn, N. Y.



Improved

"Taylor-Made"

Honey Comb Chocolate Chips



You've tried the rest
Now Buy
the Best

W. E. TAYLOR, Maker

Battle Creek, Michigan

WE ARE HEADQUARTERS
WHOLESALE

Fruits and Vegetables

Prompt Service Right Prices
Courteous Treatment

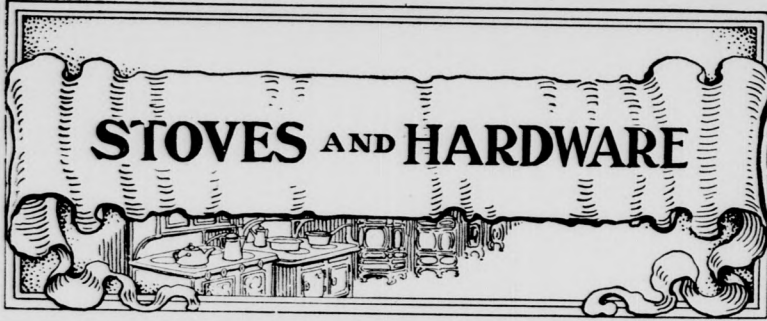


Vinkemulder Company

GRAND RAPIDS

:-:

MICHIGAN



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

Selling Results to the Busy Housewife.

Written for the Tradesman.
 The housecleaning season is again with us, and the sale of housecleaning devices bulks large in the hardware dealer's spring trade. Most of the goods which come under this category have a more or less steady sale all the year round; but the demand is heavier in the early spring than at any other season.

The dealer who goes after this trade aggressively can make it both large and profitable. An early start is important; aggressive selling methods are also necessary. Everything should be pushed, from scrubbing brushes to vacuum cleaners.

But there is more to selling housecleaning lines than the mere offering of certain articles. The busy housewife knows what she needs and what she would like to have. She knows the hardware store has these articles, or some of them. But there should be some added impulse to make the purchase, and this impulse the hardware dealer can supply through his advertising and window display.

After all, what is it that primarily impels the average individual to purchase an article. Take, for instance, a vacuum cleaner. The possession of a vacuum cleaner is neither here nor there; the powerful impulse toward purchase is supplied by the results which such an article will produce, in the way of easier cleaning and more thorough cleaning.

Of course the average woman wants to possess the thing her neighbor has, or something better. The desire to possess is a factor with many people. It counts for quite a bit in business. But the most compelling motive is, not the article itself, but the result that will come from the possession of the article. On the one hand there is greater efficiency with which the daily household tasks or the periodical housecleaning can be performed; on the other hand there is the secondary result in the envy which will be aroused in the minds of other housewives who do not yet possess the coveted article. It is the results that count.

Now, there is not a home in the land where the hardware dealer cannot help to accomplish one desirable result—which is, easier and quicker and less arduous and most thorough and satisfactory housecleaning. The average woman dreads the spring housecleaning, with its long hours of tedious drudgery. Usually she puts

it off as long as she can. The hardware dealer has for sale the very devices which will lessen this drudgery, and which will make housecleaning, if not easy, at least a great deal less difficult.

For one thing, there is hardly a home which has its full equipment of needful housecleaning utensils. The scrubbing brush is a common article, but 50 per cent. of the scrubbing brushes waiting to be used this spring have grown bald and inefficient in the service. How many of the homes where steam or hot water heating is used have radiator brushes? Perhaps 25 per cent. There are, in the way of brushes alone, a wide range of specially designed brushes, each with its special purpose. But the housewife goes to work armed with an old and almost defunct scrubbing brush and a mop, or perhaps only a mop rag.

The point for the hardware dealer is: Drive home in your advertising that the modern housecleaning utensils you offer will save the housewife time and labor, and will cut the tedious drudgery of housecleaning to a minimum. Talk to her about the ideal housecleaning—"Just think of it, a housecleaning that removes the dirt and dust from every nook and cranny, and that with from less than one-third to not more than one-half the usual amount of tiresome labor." Then

IF YOU HAVE AN OIL PUMPING MOTOR INSTALL
McQUAY-NORRIS
Superoyle
REG. U. S. PAT. OFF.
RINGS
 Use one in the top groove of each piston. Allows perfect lubrications—controls excess oil.

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

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.

CUMMER'S
"Humpty Dumpty"
REGISTERED U. S. PATENT OFFICE
The Post, Cheapest and Most Convenient Egg Carrier in Existence

 Made in 3, 6, 9, 12, 15 and 30 Dozen Sizes
 Sold by
 All Wholesale Grocers. If your dealers do not have them, enquire of the CUMMER MFG. CO., Cadillac, Mich., manufacturers.
 1, folded flat; 2, set up closed; 3, set up open; 4, half dozen complete, ready for shipment.

tell her about the vacuum cleaner with its full line of attachments, which does just this thing for her.

Labor saving devices are a live issue right now; for household help is expensive, hard to procure at any price, unreliable and terribly inefficient. Talk up this phase of the housecleaning problem in your advertising and drive home this idea of making modern, labor saving devices do well the work that the "hired girl" used to do badly.

It might be a good stunt, with the assistance of some capable housewife, to work out a series of "complete housecleaning outfits." There is the relatively small outfit with a few articles for the new, small house; and there can be bigger and more comprehensive and more expensive outfits where more work has to be done. Prepare lists showing the articles in each outfit, with prices; and give a lump price on the complete outfit. This line of advertising will drive home the essential idea that the housewife should be fully equipped for her work, and that she is needlessly and unfairly handicapped when she has to do her work with insufficient tools.

Window displays can be used to drive home the same idea. Thus, a window might show a "complete equipment for housecleaning." This sort of display will emphasize the things—the basic idea that the housewife should be completely outfitted for her work, and the fact that you have a complete and comprehensive stock from which to make selections.

The average woman knows a number of articles she wants. She is afraid she can't afford them—this year. There are many other articles she would find exceedingly useful, only, she doesn't know that the hardware store handles them. Tell her, through your advertising and window display, that you have these articles; and show her that she can't afford to do without them.

The same line of argument might be adopted in a circular letter to be sent out to a selected list of prospects. In this you might feature the "complete housecleaning outfit" idea. It is perhaps better to center on a popular priced outfit likely to sell to a majority of your customers than to offer a number of outfits. I find that in many cases sales are spoiled by offering too many alternative articles. Show what you have, but center on the article or the outfit likeliest to sell. If the prospect is interested but prefers an alternative, she will ask for it. Any salesman who has handled stoves will know that it pays to center on some one stove rather than to show a dozen different stoves and to push none of them especially hard.

Of course the main objective of all advertising is not so much to actually sell the goods as to get the customer into the store, where you can do the selling. "Call and see what we have to help make housecleaning easy" is a good slogan in this connection.

A wide variety of articles can be featured in this connection. Housecleaning goods link up naturally with the "Clean Up and Paint Up" campaign. Brooms, brushes, mops, pails, carpet stretchers and beaters, ham-

mers, screw drivers, tack pullers, nails, tacks, brushes of all kinds, polishes, hand cleaners—all these are logical lines to push. Then step ladders are needed, window cleaners, wash boards, washing machines, vacuum cleaners or carpet sweepers—these should all be brought to the front and displayed prominently.

Several displays should be put on during the season. It is a good stunt, too, to hold demonstrations—say a vacuum cleaner demonstration and a washing machine demonstration.

With many of these articles you can show results by contrast. Thus, take a rug, sprinkle it with dust, clean one-half with the vacuum cleaner or sweeper, and leave the other half dusty. Nothing more effective for a window display could be imagined. Or, with a polish, show a tea kettle half shiny and half in its natural dull, stained condition. Little stunts of this sort help immensely to give pulling power to a display that otherwise would be merely commonplace.

Remember, if you sell one article,

to suggest others. Suggestion helps many a time to make additional, and sometimes very much larger sales.

Victor Lauriston.

When you run across a side line that fits into your stock, and you know that you can sell it, put it in—never mind what the other fellow is going to think about it.

Sand Lime Brick

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

Brick is Everlasting

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

Salesbooks

THAT GIVE
100 PER CENT PLUS SERVICE
ALL KINDS, SIZES, COLORS, AND GRADES. ASK FOR SAMPLES AND PRICES.

THE MCCASKEY REGISTER CO.
ALLIANCE, OHIO

The John Seven Co.

Grand Rapids, Michigan

Wholesale

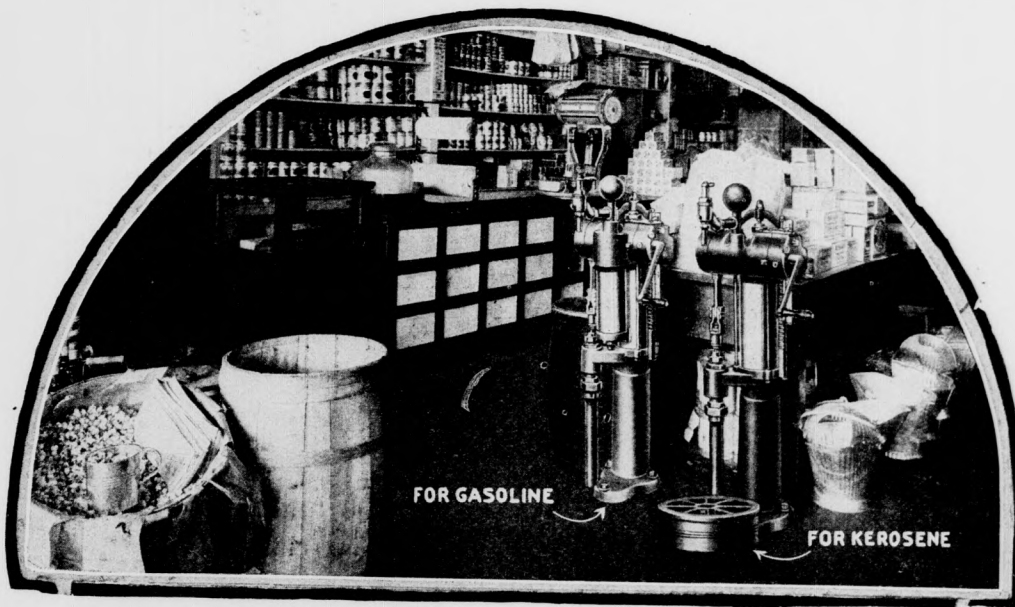
Paints and Wall Paper

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

The J. B. Pearce Co.'s Wall Papers

Columbus Architechural and Automobile Varnishes

WHOLESALE ONLY



Pump Portions of Bowser System



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

Profit in Cleanliness

If, by chance, a customer looks into your oil room, what is revealed?

Cleanliness?

Neatness and Order?

Or is the look within merely depressing and disgusting?



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

Bowser pumps are accurate, clean and economical.

Bowser tanks are safe, clean and neat. A combination that means Satisfaction and Profit.

Signify your interest by asking for literature.

S. F. BOWSER & CO., Inc. FORT WAYNE, IND. U. S. A.

Canadian Office and Factory, Toronto, Canada.
66-68 Frazer Ave.



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.

Interesting Story About a 1804 Dollar.

Battle Creek, March 12—The article in this week's Tradesman, entitled "Mystery of the Dollar," has aroused my interest, inasmuch as I have a small collection of coins and have heard a story of the 1804 dollar very different from the one you publish and one that appeals to me as being much more reasonable and which also has a very interesting story connected with it.

According to this story, the issue of the 1804 silver dollar was used by this Government in paying our debt to France, and France, because the silver content of the dollar was worth more than the face value of the coin, melted them up and made a neat profit thereby. Out of the entire issue there were only four coins left, and they were the ones that the Government keeps on hand, as they do samples of every coin that is minted, and in the course of time two of these came up missing, apparently stolen by some Government employe.

The interesting story that goes with this was related to me by the same one who told me the foregoing—a man who, I am informed, is in the Far South at present. He said that years ago he had an older brother who conducted a small restaurant in a Western Michigan city and, as the location was not the best, he succeeded in making only a living. One day when business was slack a very seedy looking tramp blew into the place and asked for a 15-cent lunch. When he had eaten it he paid for it with a silver dollar, received his change and went out. Surprised that so seedy looking a tramp should pay for a 15-cent lunch with a silver dollar, the proprietor took a second look at the coin and, seeing that it was different from others, immediately supposed that it was counterfeit and rushed to the door to try and stop the tramp, but to his consternation he just caught sight of him beating it out of sight around a distant corner with a good lunch tucked away behind his belt and eighty-five cents of good money stowed away in his jeans. He then went back and took another look at the supposedly counterfeit coin and found, to his utter amazement, that it was dated 1804, which he knew meant that it was either counterfeit indeed or of almost priceless value. He took it to a dealer in coins who, after careful examination, pronounced it genuine and paid him a sum approaching a thousand dollars for it. Afterwards the dealer re-sold it at a good profit. The proprietor of the restaurant returned to his home city and, with the proceeds of the 15-cent lunch, bought a more desirable stand and built up a fine business, and when he died some years later, left his wife in independent circumstances.

As to the truth of either of these stories I am entirely unable to state,

but they both sound very reasonable. If true, one can only conjecture how the coins were removed from the Government building or how one of them came into the possession of the tramp, but it is easy to imagine how it might have been and how it might have come into the possession of many who never dreamed of its value, but who supposed they were passing off a bogus coin instead of a priceless one.
 Elon P. Boynton.

Traveling Man Did Not Take French Leave.

Sault Ste. Marie, March 10—I wish to correct your article in the Michigan Tradesman of March 3, in regard to a traveling man taking French leave from the Murray Hill Hotel.

I have been in the hotel business for more than fifteen years and to my best recollection I have never lost one dollar by any traveling man taking French leave.

The man in question was not a traveling salesman at all, but a union labor organizer who made a sneak.
 Nick MacPhee,
 Manager Murray Hill Hotel.

The Grand Rapids Bedding Co. has increased its capital stock from \$150,000 to \$225,000.

Bell Phone 596 Citz. Phone 61366

Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
 Expert Merchandising

209-210-211 Murray Bldg
 GRAND RAPIDS, MICHIGAN



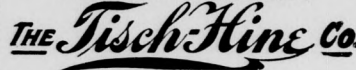
"The Quality School"
 A. E. HOWELL, Manager
 110-118 Pearl St. Grand Rapids, Mich.
 School the year round. Catalog free.



Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS



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



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

Boston Straight and Trans Michigan Cigars

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

CODY HOTEL

GRAND RAPIDS

RATES \$1 without bath
 \$1.50 up with bath

CAFETERIA IN CONNECTION

GRAND RAPIDS

MERTENS

Rates \$1.00
 With Shower \$1.50
 Meals 50c

WIRE FOR RESERVATION
 A Hotel to which a man may send his family

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

OCCIDENTAL HOTEL

FIRE PROOF
 CENTRALLY LOCATED
 Rates \$1.00 and up
 EDWARD R. SWETT, Mgr.
 Muskegon Mich.

Beach's Restaurant

Four doors from Tradesman office
QUALITY THE BEST



Rebuilt Cash Register Co.

(Incorporated)

122 North Washington Ave.
 Saginaw, Mich.

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

TAKING INVENTORY

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

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

Where Do You Keep Your Telephone Directory?

Is it near your telephone, and do you consult it each time you make a call?

Sometimes a subscriber will guess at a telephone number rather than consult the Telephone Directory, which may have been mislaid—if the guess is wrong a useless connection is established, a third person is inconvenienced, time is lost, and the work must be done all over again.

Are you willing to help improve the service by consulting the Telephone Directory before placing a call?



Why the Proposed Soldier Bonus is Inadvisable.

Grandville, March 16—The question of voting a bonus to the soldiers, amounting to two and one half billion dollars, is one that may well be handled with care and scrutinized from every standpoint. While we feel that those gallant lads who went over seas to defend the honor of the United States are entitled to everything good and grand that we as a people can grant them, we ought to draw the line on anything that places our heroes in the light of mendicants.

These boys faced fire and shot and shell in meeting and driving the unspeakable Hun from his fortified positions on the Rhine, winning for themselves imperishable fame, yet are not demanding hard coin as payment for the patriotism that enthused and buoyed them up to fighting fitness in that foreign land. They understood the nature of that contest, knew full well that the honor of our country was at stake, realized as one man the futility of further peace talk with a nation which had steeped its hands in the blood of non-combatants and had slain American men, women and babes on the high seas at the behest of the bloody and brutal kaiser.

These soldier boys of ours knew what they were over there for, nor did they return until the arch enemies or their homeland had laid down their arms and begged for mercy. That was grand, splendid, magnificent to the last degree. Patriotic impulses throbbed in the veins of those American soldiers and they are as patriotic to-day as they were when they spilled their blood in the Argonne woods that the American republic might continue to live and flourish as the freest, grandest government dedicated to the rights of man ever instituted in the world.

After all their sufferings, after all their sacrifices for home and country, is it not an insult at this hour to tender them a bonus as payment for what they did over there?

Many of them will resent the offer. It is a shameless idea to suppose that the American soldier, who went across the seas to fight, not to make the world safe for democracy, but to make it safe for his home land to exist and continue to serve its citizenry as it had been doing since the last gun of the Revolution boomed its farewell to despotism at storied old Yorktown. Our soldier boys are made of better stuff than to accept a bonus as payment for patriotic devotion to their country.

It is the height of absurdity to claim that patriotism is a matter of dollars and cents. Now that the war is over and reconstruction is the order of the day, we may well ponder as to the advisability of adding nearly \$2,500,000,000 to a debt the babe born to-day may not see liquidated.

Many millions were uselessly squandered by incompetent public servants during and since the great war. It is a provable fact that the American people never wasted so much food stuffs as during the continuance of the conflict under absurd food regulations promulgated by fool politicians swelled up by reason of their holding Governmental positions.

The war was a period of unexampled waste. Money that comes easy is proverbially for going easy. We as a Nation became spendthrifts, and, for the matter of that, haven't got over the practice down to date.

Individual indebtedness is sometimes hard to be borne. National obligations are no less onerous and it behooves the Nation to not enter upon new enterprises which promise only added debt without corresponding benefit. It would be the proper thing for the American Legion to protest this effort on the part of Washington officials to add immeasurably to Government obligations by presenting a bonus to them. Such an act would properly rebuke those bumptious political hacks in Congress and out who see only personal

advantage to be gained by posing as "a friend of the soldier."

It seems to the ordinary man that this Nation has been improvident long enough. It is high time to cut corners and get down to economical administration of Governmental affairs. To tax the people—a tax that will be especially onerous because of the already large indebtedness of our country—seems unwise at the present time.

There is nothing too good for the boys who went over. We love them for the enemies they conquered. We honor them for their splendid Americanism. Those who received wounds or illness of a chronic nature over there should be liberally dealt with and cared for, that want and useless suffering may never come to them, but that this is the time to place a bonded indebtedness of extra billions of dollars upon the already heavily burdened shoulders of Uncle Sam seems to the writer inadvisable, to say the least. Old Timer.

Recent Happenings in Local Bankruptcy Court.

Grand Rapids, March 15—In the matter of Andrew Henderson, the first meeting and hearing on sale of the assets were held this day. Walter H. Brooks was elected trustee and placed under bonds of \$3,000. Sale was confirmed to McGurrin Sales Agency for \$1,430. Meeting adjourned to March 22.

March 16—In the matter of George Boocika, a voluntary petition was filed, and adjudication made. First meeting called for March 25. His schedules show liabilities of \$848.55 and assets of \$200, all of which latter is claimed as exempt. Following is a list of the creditors: Worden Grocer Co., Grand Rapids \$39.58; George H. Jung Co., Cincinnati 5.55; National Grocer Co., Grand Rapids 40.00; Samgardn Hdw. Co., Grand Haven 15.00; Arbuckle Brothers Chicago 42.00; M. Piowaty & Sons, Grand Rapids 65.00; Blue Valley Creamery Co., Grand R. 19.00; Ellis & Bashara, Grand Rapids 40.65; Heckman Biscuit Co., Grand Rapids 18.00; Walker Candy Co., Muskegon 58.65; Peterson Beverage Co., Grand Rap. 3.50

In the matter of George W. Beadle, Muskegon, no meeting has as yet been called. Total liabilities schedule \$722.26; total assets, \$650, of which latter \$500 is claimed as exempt. Following is a list of the creditors:

Secured.
Richard Shannon, Muskegon \$245.00
Unsecured.
Grand Rapids Dry Goods Co., Grand Rapids \$477.26

In the matter of Miner E. Lawton, of Spring Lake, a voluntary petition was filed and adjudication made. Total liabilities schedule aggregate \$848.55; total assets, \$250, all of which is claimed as exempt. Following is a list of the creditors:

Secured.
Coopersville State Bank, Coopersville \$100.00

Unsecured.
Frank Fox, Spring Lake \$ 45.00
Mrs. A. Mulder & Son, Grand Rapids 9.55
Sam Falls, Spring Lake 20.00
D. M. Walsh, Grand Rapids 3.50
Herman Bayer, M. D., Coopersville 21.25
Cornelius Mulder & Co., Spring Lake 11.00

Coopersville Sun, Coopersville 3.25
Emil Hass, Grand Rapids 475.00
Mrs. Anna Hass, Grand Rapids 75.00
Colburn & Glocheski, Attorneys, Grand Rapids 75.00

Metzger Register Co., Grand Rapids 85.00
In the matter of James R. Mulder, the trustee reported receipts of \$50 for the sale of the assets and order for distribution was made and the estate closed. Not sufficient assets to pay a dividend to creditors.

Not often does a fortune, coming unexpectedly to a man, seem rather a grim joke of fate than a kindness. But after he has been in the world for ninety years and labored to the very end of his life, a bequest of \$200,000, arriving only then, must bring regrets as well as gratitude. A Detroit man, at that age, has just received word that he is an heir. He is deaf and feeble, and bent from a life of following the plough, and there is nothing in particular that he wants. He doesn't know what he is going to do with his money, but he would prefer the least possible publicity, he says, on account of hold-up men.

General Conditions in Wheat and Flour.

Written for the Tradesman.

Flour trade has recently shown a little more life than during the past four or five weeks; in fact, mills report a few sales of round lots.

Congress has authorized credits for five million barrels of flour for exportation to Europe. This means, of course, five million barrels of American flour are going to be exported and will be a factor in our domestic market.

Receipts of wheat are lighter than they have been for sometime, which, however, does not mean farmers have hauled all of their grain to market. Bad roads and spring work are going to interfere with marketing proceedings from first hands.

Crop reports are of a bullish nature. Considerable damage has been done to winter wheat. The extent of the damage cannot be definitely or accurately figured now, but it will be a serious market factor as soon as the amount of damage is a known quantity.

Flour trade has been quiet, very quiet in fact, during the past four or five weeks, but it is getting to a point where dealers are going to take on limited stocks again, and renewed buying even on a very moderate scale, coupled with the other bullish factors, will certainly tend to hold prices firm and create a better sentiment among the flour trade.

We continue to feel buying of flour on a moderate scale for normal requirements is perfectly proper and safe. Lloyd E. Smith.

Manufacturing Matters.

Detroit—The Nizer Laboratories Co. has been incorporated with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Grand Ledge—Burdell & Brown have sold their feed and grist mill to William Sanborn and William Watkins, who have formed a copartnership and will continue the business.

Bessemer—The Black River Lumber Co. has been incorporated 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 Gartley-Weston Co., Inc., has been organized to manufacture and sell automotive accessory parts, with an authorized capital stock of \$150,000 common and \$150,000 preferred, of which amount \$231,000 has been subscribed, \$9,000 paid in in cash and \$195,000 in property.

Detroit—The Clayton & Lambert Manufacturing Co. has merged its auto sheet metal parts, gasoline torches and gasoline burner manufacturing business into a stock company under the same style, with an authorized capital stock of \$500,000, all of which has been subscribed and paid in in property.

Lansing—The Williard Multitool Manufacturing Co. has been organized to manufacture a garden tool which does the work of 26 tools. It consists of five blades and single handle which can be attached to any blade. The company has been capitalized at \$100,000, of which amount \$56,000 has been subscribed and paid in in cash.

Jackson—West Indies Molasses Co. has been incorporated with a capital stock of \$20,000 to take over the interests of the Consumers Molasses Co., which has been doing business here for a short time. The organizers are W. G. Leamon, a technical expert connected with the Ohio oil and gas industries; G. J. Secord, for seven years in the cane sugar business, resigning last spring after three years service as control chemist for the Columbia Sugar Co., in Porto Rico, and J. W. Corwin, a practical farmer and former student at the Michigan Agricultural college.

Required An Ambulance To Deliver the Goods.

One day when a new salesman fell down because conditions were not as per the regular programme the proprietor of a Denver store said to him: "Use your head. Get it done some way. There is always a way and the young man who figures things out quickly is the one who gets to the top."

The salesman said he would try to do better.

That was on Saturday.

The very next Tuesday his opportunity came. The boss had taken one of the cars to run down to market. The other was out. Mrs. Watkins had called up to have a dinner order delivered at once. There was no boy there and the cashier was too new to trust. "My kingdom for a jitney," the salesman thought as he went to the door and looked up and down the street, knowing full well that Mrs. Watkins was pacing the floor. What had happened to the car?

Then he saw a solution—one that would have appealed to Fatty Arbuckle. A gray ambulance was being fed some gas at the oil station on the corner about a block down. The salesman ran over. "Got a trip ahead?" he asked. No, the man had just finished one and had found his gas too low. Would he come over to make a special rush trip for the store?

"Somebody hurt?"

"No, just a delivery—one that has to be made within the next ten minutes, or I lose my job."

"What! Oh, well, I'll help you out. Where is it?"

Five minutes later Mrs. Watkins saw the big gray ambulance drive to her curbing. That was all she saw for fifteen minutes—for she was not aware that it was a basket of groceries rather than a stretcher with her husband on it that was to be taken from the rear. When she became normal it was too late to prepare any dinner. And what the ambulance driver said to the salesman was not fit language to quote, but what could the boss say?

The young man had shown initiative by the wholesale.

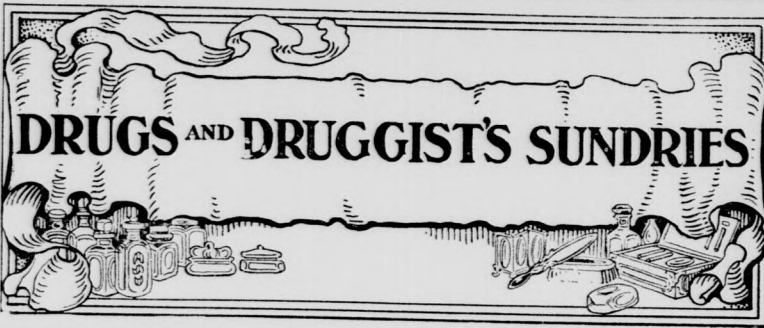
Cause for Thanks.

Pessimist: See that ragged individual with the one suspender?

Optimist: Yes.

Pessimist: What do you suppose he has to be thankful for?

Optimist: The one suspender.



Should a Druggist Sell Postage-Stamps?

Some time ago I read an article in a drug journal on the postage-stamp question, and when I began I thought the paper was written by a druggist. But before I got very far I began to hae ma doots.

And when I came to the startling statement that it was part of a drug store's business to sell stamps and that the proprietor should no more think of being out of them than of letting his stock of Castile soap run low—then I was sure. No experienced drug man would talk like that.

I wish to state at the outset, however, that I know whereof I speak. By way of qualifying as an expert, or at least as a competent witness, let me mention the fact that I have had more than twenty years' experience in drug stores, big and little, my own and other men's. These stores have been located in several different cities and towns in different states.

In addition to this, for a number of years I was connected with the theatrical business, and during that time I put in from thirty-six to forty weeks each year "on the road," visiting the principal towns and cities in a territory that extended from the Canadian provinces to Florida, and from Maine to Missouri. While on the road many of my leisure moments were spent hanging around drug stores in the various places I visited, talking and fraternizing with the proprietors and their clerks.

And I would like to remark incidentally that in my travels I met some mighty fine chaps in the drug business. Particularly in the Middle West.

But wherever I went I found that the postage-stamp question was just the same old problem—or nuisance. It was about as popular as Admiral von Tirpitz has been during the past four years with the British navy.

Here and there throughout the country are stores that operate substations, or branch post-offices, for which the Government pays a yearly salary—a woefully inadequate one. As the stores operating these branch post-offices are comparatively few in number, I shall begin with that class first.

I have actual personal knowledge of but one such store, and that is a store that I started myself some twenty years ago in the residential section of an Eastern city.

Some years ago I sold that place to my brother, and later he fell for the idea that gets into the heads of so many druggists, that of doing almost anything to "bring people into the store." So he applied to the Post-

office Department for a substation, and unfortunately got it.

He had it doped out that an institution of this kind would bring people his way. Well, it did just that very thing. They came in droves, in bunches, and in shoals. They lined up in regiments, companies, and platoons. He did a fine business—in that particular department.

The selling of stamps, the weighing of packages, the issuing of money-orders, and the registering of letters—these things got to interfering with the regular business. Brother was very much in the position of the peasant whose king gave him an elephant.

And for all that he did he got \$500 per annum. This didn't begin to compensate for the actual work, expense, and the wear and tear on the nervous system.

But what should he do? There is a whole lot of the bulldog in all of us, and it is hard to let go. I counseled him several times to chuck the substation, but he said that he disliked the idea of starting something he couldn't finish. So he hung on. In prize-ring circle they would have said that he was "a glutton for punishment."

A year ago, however, he couldn't stand it any longer, and asked the Post-office Department to please, please take their elephant off his hands, which they did.

Mentioning postage-stamps to a druggist who has had a substation in his store is about on a par with waving a red rag at a cow's husband. This may be a good place to say that most of the men who have had substation experience seem to be of the opinion that there is a lot of bunk in the idea of doing something for nothing just to get people into the store.

Now for the druggist who just sells stamps; the man who does this for accommodation, without having a substation or without getting the \$500 or less. I have learned that these men are agreed on one point—that being that the selling of stamps is a first-class nuisance.

They are agreed on another point, also; that it ought to be abated. But most of them are willing to let George do it.

The great trouble is that most people act as if the buying of stamps in a drug store was their birthright. They are unappreciative, unmindful of the fact that the druggist is doing them a favor.

I knew a man in a Southern city the dull hours of the day and during the dull hours of the day and during the evening. But the plan didn't work. Another plan adopted by some druggists is to sell what they term a

reasonable number only to each customer. But that doesn't work, either. A customer's idea of what constitutes a reasonable number is often somewhat exaggerated. In comes Mrs. Dash, whose daughter is to be married shortly to Lieutenant Jones, and she wants to send out 200 invitations. That's "a reasonable number," as she sees it.

However, I am not going to lay down any hard and fast rules or furnish a working formula. Every druggist who would like to get away from the stamp business ought to have the privilege of scheming out his own process. His business is his own, and he is privileged to conduct it as he thinks best. Nevertheless I might state how I have escaped almost entirely the thankless job of working as a postal clerk without pay.

I have been in business at my present location eight years, and I have no stamp trade. When people come in solely for the purpose of buying stamps I tell them, very politely, that we do not keep them. And once in a while, if such people enquire the reason, and we are not too busy, we explain why we do not keep stamps. We present our side of the case as plausible as possible.

All our regular customers think that such a course is all right.

Occasionally, however, a customer will call for a stamp, and put up the plea that it is late at night and his need is urgent. In such cases we always come over. But we do it from our private stock. And we do it willingly, smilingly, and obligingly.

P. R. Loveland.

Removing Tatoo Marks.

Dr. Variot pours on the marked spot a concentrated solution of tannin, and works it into the skin by a series of pricks, just as in tattooing proper. A certain quantity is thus introduced beneath the skin. He then rubs the part with nitrate of silver and allows the solution of the salt to remain in situ until the prickmarks show out as black points. The caustic is then wiped off, and the result is the formation of a black stain of tannate of silver. Inflammation is set up, and in the course of a fortnight scabs form, on the disappearance of which no trace is left of the original design, the only souvenir being a reddish scar, which in time becomes less visible. Various other plans have been tried with more or less success, as scarification, the introduction of opaque powders and caustics into the skin, etc., but the author quoted says that none of them produce so satisfactory results. The tannin, in his operation, acts as a mordant, and in no case did he have to deal with troublesome suppuration, although if the area be large it is well to do a piece at a time.

There are three kinds of people in the world: the wills, the won'ts and the can'ts. The first accomplish everything; the second oppose everything, the third fail in everything.

The only way to bring dead stock to life is to sell it, and the sooner you sell it, the less the loss you have to take.



Toilet and Bath

MCCRAY

SANITARY
REFRIGERATORS

For All Purposes
Send for Catalog

MCCRAY REFRIGERATOR
CO.

944 Lake St. Kendallville, Ind.

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.

INSECTICIDES

Corona, Sherwin Williams, Ansbacher

THE QUALITY BRANDS

This is the season at which to make your purchases of the quick deaths to insect pests such as—


- | | |
|------------------|------------------|
| Paris Green | Dry Fungi Bordo. |
| Tuber Tonic | Calcium Arsenate |
| Insecto | Fish Oil |
| Arsenic | |
| Sulphur | |
| Arsenate Lead | |
| Lime and Sulphur | |
| Rose Nicotine | |
| Blue | |
| Vitriol | |
| Lime and | |
| Sulphur Solution | |

We can price these goods by the ton or carload.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

TANGLEFOOT

The Non-Poisonous Fly Destroyer



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

How About Your Soda Fountain?

DO YOU NEED—

- | | |
|-----------------------------|----------------------------|
| Soda Fountains | Dishers |
| Carbonators | Shakers |
| Tables, Chairs | Spoons |
| Fixtures | Glassware |
| Steam Tables | Vortex Service |
| Coffee Urns | Indestructo Silver Service |
| Elec. Drink Mixers | Milapaco Service |
| Malted Milk Dispensers | Paper Cups |
| Gas Gauges, Connections | Soda Holders |
| Ice Cream Cabinets | Straw Dispensers |
| Percolators | Tumbler Rinsers |
| Water Filters | Spoon Holders |
| Ice Crushers, Freezers | Chocolate Pots |
| Water Coolers | Lemon Squeezers |
| Ice Cream Sandwich Machines | Dispensers Clothing |
| Show Cases, Display Racks | Silverware |

Fruits, Syrups, Extracts, Accessories, Cones, Pails, Malted Milk, Cocoa, Rock Candy Syrup, Corn Syrup, Grape Juice, Root Beer, Green River, Coca Cola, Orange Crush, Loganberry Juice, Applju.

Mail orders given our best attention. Shipments made promptly.

PIPER COMPANY
Soda Fountain Supplies
408-16 E. South St. KALAMAZOO, MICH.

Wholesale Drug Price Current

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

Acids	Cocoonut	40@ 50	Capsicum	@ 1 95
Boric (Powd.)	Cod Liver	4 75@5 00	Cardamon	@ 1 50
Boric (Xtal)	Croton	2 25@2 50	Cardamon, Comp.	@ 1 35
Carbolic	Cotton Seed	2 35@2 55	Catechu	@ 1 50
Citric	Eigeron	12 00@12 25	Cinchona	@ 1 80
Muriatic	Cubebs	13 50@13 75	Colechicum	@ 2 40
Nitric	Eucalyptus	1 50@1 75	Cubebis	@ 2 60
Oxalic	Hemlock, pure	2 00@2 25	Digitalis	@ 1 50
Sulphuric	Juniper Berries	10 00@10 25	Gentian	@ 1 50
Tartaric	Juniper Wood	3 50@3 75	Ginger	@ 1 50
Ammonia	Lard, extra	2 15@2 25	Guaiaic	@ 2 65
Water, 26 deg.	Lard, No. 1	1 80@2 00	Guaiaic, Ammon.	@ 2 40
Water, 18 deg.	Lavender Flow	15 00@15 25	Iodine	@ 1 50
Water, 14 deg.	Lavender Gar'n	1 75@2 00	Iodine, Colorless	@ 2 00
Carbonate	Lemon	2 75@3 00	Iron, clo.	@ 1 45
Chloride (Gran)	Linseed boiled bbl.	@ 2 08	Kino	@ 1 35
Balsams	Linseed bld less	2 18@2 25	Myrrh	@ 2 25
Copaiba	Linseed raw bbl.	@ 2 06	Nux Vomica	@ 1 95
Fir (Canada)	Linseed raw less	2 16@2 21	Opium	@ 4 50
Fir (Oregon)	Mustard, true, oz.	@ 2 95	Opium, Camph.	@ 1 25
Peru	Mustard, artifil, oz.	@ 1 10	Opium, Deodorz'd	@ 4 50
Tolu	Neatsfoot	1 75@1 95	Rhubarb	@ 1 80
Barks	Olive, pure	4 75@6 00	Paints	
Cassia (ordinary)	Olive, Malaga,	3 75@4 00	Lead, red dry	15 1/2@ 16
Cassia (Saigon)	green	3 75@4 00	Lead, white dry	15 1/2@ 16
Sassafras (pow, 70c)	Orange, Sweet	7 50@7 75	Lead, white oil	15 1/2@ 16
Soap Cut (powd.)	Origanum, pure	@ 2 50	Ochre, yellow bbl.	@ 2
40c	Origanum, com'l	1 00@1 25	Ochre, yellow less	2 1/2@ 5
Berries	Pennyroyal	3 00@3 25	Putty	@ 5
Cubeb	Peppermint	12 00@12 25	Red Venet'n Am.	2 1/2@ 5
Fish	Rose, pure	24 00@25 00	Red Venet'n Eng.	3@ 6
Juniper	Rosemary Flows	2 00@2 25	Vermillion, Amer.	25@ 30
Prickley Ash	Sandalwood, E.	15 00@15 20	Whiting, bbl.	@ 2 34
Extracts	I.	3 00@3 25	Whiting	3 1/2@ 10
Licorice	Sassafras, true	1 50@1 75	L. H. P. Prep.	3 75@4 00
Licorice powd.	Sassafras, arti'l	1 50@1 75	Miscellaneous	
Flowers	Spearmint	17 50@17 75	Acetanalid	75@ 90
Arnica	Sperm	2 40@2 60	Alum	16@ 20
Chamomile (Ger.)	Tansy	9 00@9 25	Alum, powdered and	
Chamomile Rom	Tar, USP	48@ 60	ground	17@ 20
Gums	Turpentine, bbls.	@ 2 27 1/2	Bismuth, Subni-	
Acacia, 1st	Turpentine, less	2 37@2 47	trate	3 50@3 80
Acacia, 2nd	Wintergreen, tr	12 00@12 25	Borax xtal or	
Acacia, Sorts	Wintergreen, sweet	9 00@9 25	powdered	10 1/2@ 15
Acacia, powdered	Wintergreen art	1 20@1 40	Cantharades, po	2 25@2 50
Aloes (Barb Pow)	Wormseed	8 50@8 75	Calomet	2 37@2 45
Aloes Cape Pow	Wormwood	16 00@16 25	Capsicum	38@ 45
Aloes (Soc Pow)	Potassium		Carmine	7 25@7 60
Asafoetida	Bicarbonate	55@ 60	Cassa Buds	50@ 60
Pow.	Bichromate	47@ 55	Cloves	67@ 75
Camphor	Bromide	1 05@1 10	Chalk Prepared	13@ 15
Guaiaic	Carbonate	92@1 00	Chalk Precipitated	12@ 15
Guaiaic, powdered	Chlorate, gran'r	48@ 55	Chloroform	45@ 55
Kino	Chlorate, xtal or		Chloral Hydrate	1 70@2 10
Kino, powdered	powd.	28@ 35	Cocaine	13 60@14 05
Myrrh	Cyanide	27 1/2@ 50	Cocoa Butter	65@ 75
Myrrh, Pow.	Iodide	3 55@4 00	Corks, list, less	50%.
Opium	Pernanganate	80@1 00	Copperas, bbls.	@ 03
Opium, powd.	Prussiate, yellow	80@ 90	Copperas, less	3 1/4@ 8
Opium, gran.	Prussiate, red	1 85@2 00	Copperas, powd.	4 1/2@ 10
Shellac	Sulphate	@ 85	Corrosive Sublim	2 22@2 30
Shellac Bleached	Roots		Cream Tartar	70@ 75
Tragacanth	Alkanet	3 75@4 00	Cuttlebone	90@1 00
Tragacanth powd.	Blood, powdered	60@ 75	Dextrine	9@ 15
Turpentine	Calamus	60@1 00	Dover's Powder	5 75@6 00
Insecticides	Elecampane, pwd.	22@ 25	Emery, All Nos.	10@ 15
Arsenic	Gentian, powd.	27 1/2@ 35	Emery, Powdered	8@ 10
Blue Vitriol, bbl.	Ginger, African,		Epsom Salts, bbls	@ 04 3/4
Blue Vitriol, less	powdered	29@ 36	Epsom Salts, less	5@ 10
Bordeaux Mix Dry	Ginger, Jamaica	40@ 45	Ergot	@ 6 25
Hellebore, White	powdered	45@ 50	Ergot, Powdered	@ 6 50
powdered	Goldenseal, pow.	8 50@8 80	Flake White	15@ 20
Insect Powder	Ipecac, powd.	4 50@5 00	Formaldehyde, lb.	65@ 70
Lead Arsenate Po	Licorice, powd.	35@ 40	Gelatine	1 55@1 75
Lime and Sulphur	Licorice, powd.	40@ 50	Glassware, less	50%.
Dry	Poke, powdered	40@ 45	Glassware, full case	58%.
Paris Green	Rhubarb	@ 3 00	Glauber Salts, bbl.	@ 2 1/2
Ice Cream	Rhubarb, powd.	2 60@2 75	Glauber Salts less	3 1/2@ 3
Piper Ice Cream Co.,	Rosinwood, powd.	30@ 35	Glue, Brown	21@ 30
Kalamazoo	Sarsaparilla, Hond.	@ 35	Glue, Brown Grd.	19@ 25
Bulk, Vanilla	ground	1 25@1 40	Glue, White	35@ 40
Bulk, Chocolate	Sarsaparilla Mexican,	@ 80	Glue, White Grd.	35@ 40
Bulk, Caramel	ground	@ 80	Glycerine	31@ 45
Bulk, Grape-Nut	Squills	35@ 40	Hops	85@1 00
Bulk, Strawberry	Squills, powdered	60@ 70	Iodine	5 45@5 70
Bulk, Tutti Fruiti	Tumeric, powd.	25@ 30	Iodoform	6 50@6 80
Brick, Vanilla	Valerian, powd.	@ 2 00	Lead, Acetate	20@ 30
Brick, Chocolate	Seeds		Lycopodium	3 00@3 25
Brick, Caramel	Anise	35@ 40	Mace	85@ 90
Brick, Strawberry	Anise, powdered	40@ 45	Mace, Powdered	95@1 00
Brick, Tutti Fruiti	Bird, Is	13@ 19	Menthol	18 00@18 20
Brick any combinat'n	Canary	15@ 20	Morphine	11 95@12 35
Leaves	Cardamon	2 25@2 50	Nux Vomica	@ 30
Buchu	Celery, powd.	65 57@ 60	Nux Vomica, pow.	20@ 30
Buchu, powdered	Coriander powd	22 1/2@ 25	Pepper black pow.	37@ 40
Sage, bulk	Dill	30@ 40	Pepper, white	@ 50
Sage, 1/4 loose	Fennel	30@ 40	Pitch, Burgundy	@ 15
Sage, powdered	Flax	14@ 18	Quassia	12@ 15
Senna, Alex	Flax, ground	14@ 18	Quinine	1 22@1 72
Senna, Tinn.	Foenugreek pow.	10@ 20	Sacchelle Salts	53@ 60
Senna, Tinn. pow.	Hemp	12 1/2@ 18	Saccharine	@ 40
Uva Ursi	Lobelia	1 75@2 00	Salt Peter	40@ 45
Oils	Mustard, yellow	45@ 50	Seidlitz Mixture	20@ 30
Almonds, Bitter,	Mustard, black	36@ 40	Soap, green	22 1/2@ 30
true	Poppy	@ 1 00	Soap mott castile	22 1/2@ 25
Almonds, Bitter,	Quince	1 50@1 75	Soap, white castile	@ 17 00
artificial	Rape	15@ 20	less, per bar	@ 1 85
Almonds, Sweet,	Sabadilla, powd.	30@ 35	Soda Ash	3 1/2@ 10
true	Safflower	15@ 20	Soda Bicarbonate	3 1/2@ 10
Almonds, Sweet,	Sunflower	@ 45	Soda, Sal	2 1/2@ 5
imitation	Worm American	@ 45	Spirits Camphor	@ 2 00
Amber, crude	Worm Levant	1 65@1 75	Sulphur, roll	4 1/2@ 10
Amber, rectified	Tinctures		Sulphur, Subl.	4 1/2@ 10
Anise	Aconite	@ 1 70	Tamarinds	25@ 30
Bergamont	Aloes	@ 1 50	Tartar Emetic	1 03@1 10
Cajeput	Arnica	@ 3 90	Turpentine, Ven.	50@ 60
Cassia	Asafoetida	@ 1 40	Vanilla Ex, pure	1 50@2 00
Castor	Belladonna	@ 1 80	Witch Hazel	1 40@2 00
Cedar Leaf	Benzoine	@ 3 00	Zinc Sulphate	10@ 15
Citronella	Benzoine Compo'd	@ 2 70		
Cloves	Buchu	@ 2 90		

Selfish Child is Disgrace to His Parents.

Written for the Tradesman.

Two remarkably contrasting characters have lately come under my notice as illustrating the great difference created in the habits of people by differing environment, and they have impressed me afresh with the importance and difficulty of the task confronting those who have charge of "an only child."

One of those whom I have been observing is a child who is one of a good-sized family; all through her eleven years of life her possessions, her rights, her comings and goings have been conditioned to a great extent by the claims, rights and movements of several other children, some older, some younger. The neighbors say she is "naturally unselfish," and that may be so; but I am sure she has gained her habit of thinking of her desires and her doings in the light of their effect upon those of others largely, if not entirely, through her experience in the give-and-take of the family group in which she has lived. She is unselfish in the treatment of her playmates, deferential and considerate in her conduct toward her elders; yet composed and self-reliant in her personal demeanor.

The other is an only child of well-to-do parents. The life of the whole family is regulated with reference to this child; the very food of the household is selected in deference to her tastes, or, rather, her whims. Every decision of the family—the manner of their living, where they shall go in summer, whom they shall invite as guests to the house, a thousand details of comfort and convenience—depends not so much upon the effect upon the welfare of this child but upon her choices. The worst of it is that the child knows it and fully realizes her power. She has been as it were carefully taught that she is the most important person in the world, and that all the rest of humanity, particularly those in her own home, are her slaves. She must have the most comfortable seat, the largest piece of cake, the best of everything. When the family plays any games for her amusement she must always win.

She is a very sweet and lovable child—when she is having her own way. When the slightest thing goes contrary to her wishes she is insufferably disagreeable, venting her displeasure in sulks or tantrums as suits the mood of the moment. Either of these exhibitions of temper generally produces the desired result—she has her own way. And she gets steadily worse, more self-willed, more ruthless, more inconsiderate and selfish. She wants what she wants when she wants it, no matter what may be the effect in inconvenience or suffering to others.

To make it worse, she has little contact with other children. Although ten years old, she is not permitted to go to any school, but has a governess and private teachers. I was glad to hear the other day that presently she is to be sent to a convent school. I think that there she will learn of the existence of fellow-humans.

Why should a child be punished for being alone in a family of adults? It

is the child's right to be brought up wisely, to have his character developed in loveliness and self-control. It is a crime—I think the worst of crimes—to spoil a perfectly good child. It is not a question of kindness; it is anything but kindness to allow a little life to start and continue in ways of self-indulgence and grow into a person detested by every one with whom he comes in contact. A spoiled child is not one to be blamed for "going wrong," but to be pitied for being forced to become a monument to the laziness and ignorance of those who had him in charge.

A difficult and most important task confronts those responsible for the care, guidance and discipline of an only child. Deprived of the modifying influence of other children in the home, he must be taught from the cradle to think of others. It is the easiest thing in the world to teach him the pleasure of offering what he has first to mother or nurse. He will be quiet readily if you tell him that "Mother is sleeping," or make him realize that some one is disturbed by his noise. Children love to be helpful.

He is likely to be lonely and to grow morbid and solitary unless you take pains to get other children in to play with him; and selfish unless you keep an eye out to see that he thinks first of his little guests.

I make it a regular business for him to think constantly of doing things for others; remembering their birthdays, writing little letters to grandparents, sending special word to friends who are ill; thinking and planning long in advance for Christmas gifts and messages to other people, young and old. Center his attention and interest always upon what he is to give rather than upon what he is to get.

Attendance at a fairly good-sized school is one of the best means of teaching the only child that he is only one member of the human race; but his conduct there and his relations with his fellows will be largely conditioned by the point of view from which he considers himself. And that he gets at home.

A selfish child is a disgrace to his parents whether he acquired his selfishness through their neglect or mistaken "kindness," or by imitation of them.

Prudence Bradish.

(Copyrighted 1920.)

Deep Secrets.

Written for the Tradesman.

What a ceaseless splashing
On the seashore dashing lashing
Wave on wave and row on row
Never tiring ebb and flow.

What a ceaseless endless sighing
Waters weeping, mourning, crying
Wailing waves as on you go
Tell us why you sorrow so.

What a ceaseless endless motion
Agitates the mighty ocean
Till it speaks but yet the more
In its language to the shore.

There I listen praying staying—
At the words the waves are saying
Yet I know they hidden keep
Still the secrets of the deep.

Charles A. Heath.

Have a "Want Book" for items which your clerks find you need. Better to have many things set down in that book and found unnecessary than to have a few things left out that are needed.

RED CROWN



THIS RELIABLE FOOD PRODUCTS LINE WILL WIN LARGER SELLING SUCCESSES FOR EVERY DEALER IN 1920

SUPERIOR QUALITY AND NATIONAL ADVERTISING ASSURES CONTINUOUS DEMAND FOR THIS FAMOUS BRAND

ACME PACKING COMPANY
CHICAGO
INDEPENDENT PACKER

Enforced Advance in Subscription Price

Up to April 1 of this year the subscription price of the Tradesman has been \$2 per year if paid in advance or \$3 per year if not paid in advance.

On and after the date stated the subscription price will be \$3 per year if paid in advance or \$4 per year if not paid in advance. This \$3 rate will then automatically apply to all subscribers on our list.

Those who are in arrears would do well to avail themselves of this opportunity to pay for the current year and, if they wish to do so, they may also pay one year in advance at the old \$2 rate.

Adjustment on this basis cannot be made on or after April 1, when the new rate goes into effect.

The price of single copies will be 10 cents apiece on and after April 1.

Repeated announcement of the proposed change in price has been made in the Tradesman, so no one can plead ignorance of advance notice of the change after it has actually taken place.

The advance in price is rendered necessary to partially meet the 200 per cent. increase in the cost of paper and the 100 per cent. increase in the cost of typesetting, printing, binding and mailing.

We bespeak the hearty co-operation of our readers in this move, which is rendered necessary in order to maintain the Tradesman on the present high plane of excellence.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 16—Four of the department heads of the Grand Rapids Dry Goods Co. left for New York Sunday, as follows: C. S. Simkins, piece goods; L. D. Bovee, ladies' ready-to-wear; Henry Ude, men's furnishings; Grover D. Smith, hosiery and underwear. They will remain in the market ten days or two weeks.

P. D. Rust has been appointed Michigan manager for the Dayton Display Fixture Co., Dayton, Ohio. He will make his headquarters in Detroit. Mr. Rust has been representing his company in Georgia for some time past.

J. Mulder, retail grocer at Fremont, has added a line of dry goods. The Grand Rapids Dry Goods Co. furnished the stock.

In his address of welcome to the retail dry goods men at their State convention here last Wednesday, Clarence J. Farley outlined the proposed Federation of Retail Merchants, of which he has been the strongest advocate. His remarks were so well received that he received enthusiastic applause at the close of his talk.

Jacob Fisher, who was engaged in the produce business twelve years under the style of Fisher & Levi, has engaged in the produce business on his own accord at 91 Market avenue under the style of the Market Produce Co.

M. M. Reed, who visited Grand Rapids about thirty years for the E. B. Miller Co., Chicago, was in town Tuesday in the interest of the Ypsilanti Savings Bank, of which he is now President. Mr. Reed is now a dominant factor in about thirty different enterprises, but is just as affable as he was when he called on the retail grocery trade.

Frank R. Miles has returned from Waukesha, Wis., where he went to undergo treatment at a sanitarium. He is able to navigate again and hopes soon to be on the warpath.

Cornelius Crawford (Hazeltine & Perkins Drug Co.) is having his summer residence at Ottawa Beach completely overhauled in anticipation of occupying same as soon as the weather justifies the good madam in making the change.

We may never know what alcoholic content is or means, but if the eastern Democrats succeed in their

scheme to get prohibition on the November ballot, we shall get a pretty fair line on the alcoholic discontent in this country.

Too many people, especially professional spenders of dollars, do not know the difference between efficiency and speed.

Take your pencil and figure out the economic good accruing to society from an oil well when the farmer on whose farm the well is located immediately retires to live on his oil income and lets the farm grow up in weeds.

Sunrise on the Sea.

Written for the Tradesman.

Behold you rise from yonder deep
Beneath the waters did you sleep
And find your rest in regions where
Nor men nor maidens ever dare.

Pray tell the story of your night
In waters deep—far out of sight—
Is it a place where mermaids live
And lovers love and woo and give?? ?

Is it a place where flowers grow
Far fairer than we dream or know
Whose perfume scents the salty sea?
Oh tell us of its mystery!

How glad we are you do not sleep
Forever in the mighty deep
But every morn again you rise
And run your course up in the skies.
Charles A. Heath.

Ever live within your income.

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

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants



New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

Puritan Flour

Made at Schuyler, Nebraska. A strictly Short Patent Flour with a Positive Guarantee on each sack.

Mr. William J. Augst, the Puritan Salesman, who has a special advertising features, will call on you soon.

JUDSON GROCER CO.

Wholesale Distributors

GRAND RAPIDS MICHIGAN

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.

Wanted—Registered pharmacist. Ideal working hours, good pay. Schrouders, Grand Rapids, Mich. 782

For Sale—Up to date hardware stock, good farming country, town 1200. No. 783 care Michigan Tradesman. 783

WANTED—Experienced salesman who is acquainted with the furniture trade—to sell first class bedding line. Manitowoc Bedding Co., Manitowoc, Wisconsin. 784

For Rent—Splendidly equipped brick store building in Nashville, Michigan. Fitted for dry goods or general store. Fine location and reasonable rent. 785

MANAGER wanted for a chain store unit specializing in general merchandise. There is a future for the man who qualifies. In answering give age, salary expected, references, and detailed qualifications. Address No. 786 care Tradesman. 786

For Sale—Paying undertaking, hardware and notions business in fine farming country. Ill health reason for selling. Will sell with or without undertaking. Box 2, Buckley, Mich. 787

FOR RENT—Second floor of a successful ready to wear and millinery specialty shop on the leading street in a prosperous city of 110,000 population. Size of room 40 x 80 feet. Well lighted and heated and all modern improvements. Apply Chas. Rosenthal, Chattanooga, Tennessee. 788

For Sale—Clean stock Hardware and Implements well located in village surrounded by good farms, in Southern Michigan. Would take some land in part exchange, other business in view. Address No. 789 care Michigan Tradesman. 789

Wanted—First-class all round baker who is capable of taking charge of shop and producing results. Write us, stating references, experience and wages expected. Union City Supply Co., Union City, Mich. 790

For Sale—Grocery business in Battle Creek doing \$50,000 business last year. Invoice about \$4,500. Reason for selling, leaving city. Terms cash. No. 771, care Michigan Tradesman. 771

Exchange a 40 acre farm, fair buildings, near creamery, for a stock of merchandise. Address No. 775, care Michigan Tradesman. 775

Grocery For Sale—Bargain if taken at once. Small country town in Southern Michigan, close to Toledo. Good farming country. Near three Michigan plants. Address No. 776, Michigan Tradesman. 776

DRUG CLERK—Must be absolutely honest and trustworthy. Registered clerk not required but must have good experience and be industrious. Good position for right person. F. R. Skinner, St. Charles, Michigan. 777

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. 778

FOR SALE—A wholesome and retail bakery in Turtle Creek, Pa., near the Westinghouse Electric Works, where 20,000 men are employed. Have good business location. Bake shop fully equipped with modern machinery. Also have auto truck. Good reason for selling. For particulars write to R. Letham, 918 Penn. Ave., Turtle Creek, Allegheny Co., Pennsylvania. 778

Position Wanted—By salesman familiar with shoes, shoe findings, and cut glass. Wish new connections. References, P. O. Box 123, Howell, Michigan. 779

For Sale—Restaurant doing a good business in bustling town of 500 population. Only eating place in town. Address No. 780, care Michigan Tradesman. 780

Wanted—Experienced saleslady to take charge of drygoods department in a small town. Must be able to furnish references. State age and salary expected. Address No. 781, care Michigan Tradesman. 781

CORNER hardware, fine location, stock and business. Great opportunity. Stanbro & Smith, South Lyon, Michigan. 759

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. 760

I'LL BUY THE TAIL END OF YOUR STOCK OR any junk you have in stock and pay cash. Or I'll buy the whole store. What have you? J. H. Boyer, Farina, Illinois. 760

For Sale—Good live established grocery, stock and fixtures, doing better than \$50,000 business annually. Address No. 764, care Michigan Tradesman. 764

For Sale—Splendid chance to buy stock of general country stores 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.

For Sale—Old established business, hardware, plumbing and heating business, only one of its kind in town of 700 population. A real money maker for someone. Address No. 766, care Michigan Tradesman. 766

For Sale—Furniture and undertaking stock in live town. Good reason for selling. J. H. Noble, Coopersville, Michigan. 767

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

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

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—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

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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 566

Wanted—Second-hand safes Will pay spot cash for any safe, if in reasonably good condition. Grand Rapids Safe Co., Grand Rapids. 768

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. 633

GET MY TANKS—Make big money developing films 1/2¢ per roll. Particulars free. Gillett, Boscobel, Wisconsin. 741

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

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

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

Review of Some of the Principal Hardware Staples.

Automobile Accessories—With the approach of warmer weather many car owners are beginning to prepare their cars for the new season, and are buying tires, tubes and many other items of equipment. Some quantity of paints and varnishes are being sold also for the purpose of refinishing cars, although this line of goods will sell much more freely when warmer weather arrives. The proposed advance in tires has not yet been put into effect here but it is expected at any time. Changes have also been prophesied on skid chains, which have not materialized.

Axes—In anticipation of the heavy trade this fall, dealers are placing some very satisfactory orders. Jobbers state that they have very few axes on hand but they expect to be able to fill all orders for future shipment which are placed with them during this month.

Builders' Hardware—The situation in builders' hardware is growing worse instead of better, for deliveries are becoming slower and prices more uncertain. No one seems to hold out much hope for any relief for several months to come, for raw materials are scarcer than ever and transportation facilities are extreme.

Files—Prices are still holding steady on files as last quoted, with no signs of any change in the near future. As with nearly every line of goods in the hardware trade mill shipments are extremely slow.

Freezers—Dealers are still buying very slowly in this line, with retail sales at a very low point. Prices show no change.

Galvanized Ware—Manufacturers of galvanized ware are far behind with their orders and conditions are getting worse instead of better. Jobbers will not accept orders for galvanized ware except at prices ruling at date of shipment and subject to stock on hand, and are limiting the size of the order to a dozen to a customer in order to obtain as wide a distribution as possible.

Garden Tools—Garden tools continue to hold the center of interest in local buying circles. The demand is large and widely distributed. It is said that the shortage that has developed as a consequence of the heavy demands and the many difficulties that have confronted manufacturers have made it almost impossible to meet the present requirements.

Glass—The demand for glass continues to be very strong, in fact, heavier than the available supply. Both jobbers and retailers' stocks are running low and deliveries from the manufacturers are slow. There has been no change in price since last reported, but the market continues to be very strong.

Lanterns—Dealers who have not already placed their orders for fall delivery on lanterns are urged to do so at once. Jobbers are making it a special inducement for them, offering the following terms. They are accepting orders for shipment at their

option after July 1 to be invoiced to date Sept. 1.

Milk Cans—Prices are still as last quoted, with retail sales running light. Dealers are showing some interest in the line, however.

Nuts and Bolts—There has been no improvement in the deliveries of nuts and bolts since last reported. Jobbers' stocks are badly broken and the demand if anything is increased. Present prices are being well maintained.

Paints and Oils—There has been a reaction in the turpentine market, with results that prices on turpentine show an advance of 15c per gallon. Price on white lead also shows an advance of 50c per 100. Conditions in the paint and varnish trade in this district are reported to be excellent. Jobbers state that they are booking large orders for paints, varnish and brushes and the sole difficulty now is to secure prompt shipment of merchandise from the manufacturer. With the advent of better weather conditions there is sure to be an increased demand for all kinds of paints. The linseed oil market is unchanged from a week ago. Crushers are all busy with shipments on contract, and due to the railroad situation shipments, both outgoing and incoming, are slow.

Roofing Paper—There is an embargo on all kinds of roofing and building paper. Manufacturers of slate surface roofing paper have withdrawn from the market, as they are unable to obtain the slate from the Vermont mines. Stocks in general on all kinds of building paper is very low and the demand continues to be heavy.

Rope—While there has been no change in the price of rope since last reported, it would not be surprising to see a very radical advance put into effect. Manila fiber advanced from 3 to 10 cents per pound and yet the rope manufacturers have not issued new prices. While this is an off season for rope, jobbers state that they are selling rope as fast as they can get it and have not been able to accumulate a stock.

Sad Irons—The Dover Manufacturing Co. has advanced prices approximately 10 per cent. on its line of sad irons, which are now quoted by jobbers at \$2.10 per set.

Scythes and Snaths—The North Wayne Tool Co. has advanced prices \$1.50 per dozen on its line of Little Giant grass scythes, and an advance of \$1 per dozen has been made on the Clear Cut grade of scythes. Some makes of grass hooks have been advanced 12½ per cent. and snaths 10 per cent.

Screws—There has been a very heavy demand for wood screws during the past week. Jobbers state that they have been able to procure very satisfactory deliveries on the flat head bright, but they are entirely out of the round head blued, and are unable to obtain these from the manufacturer in large enough quantities to supply the demand. There has been no change in price since last reported.

Spark Plugs—Deliveries from the

manufacturer are reported as very satisfactory. Jobbers state that they have fair stocks on hand, but that they are selling more spark plugs than ever. Dealers who have not checked up their stocks on spark plugs should do so at once, as with the approach of spring a great many cars that have been laid up for the winter will be put in operation and new plugs will be required.

Stove Board—Jobbers continue to book very satisfactory orders for stove board for future delivery. Dealers should anticipate their wants as early as possible, as there no doubt will be a shortage later on in the season. Prices are held firm.

Wash Boards—Prices on wash boards have been advanced about 20 per cent. The demand is steady.

Wheelbarrows—There continues to be a great scarcity of the steel tray wheelbarrow and deliveries from the manufacturers have not improved. They have plenty of the wood tray barrows on hand and are making very prompt deliveries on these. Dealers who have not placed their orders for wheelbarrows for spring delivery should do so at once, as barrows of all kinds from now on will be in great demand.

Wire Nails—The nail situation is growing more serious each week. While there has been no change in the base price, several of the independent mills say that there should be an advance. Jobbers have not been able to accumulate stocks and deliveries from the mills continue to be very slow. The demand for nails is increasing and when the present building programme goes in full swing it will be very doubtful if there will be enough nails available.

It is only about a hundred years since platinum was discovered in the Urals. It came first to the knowledge of Europeans in Colombia about 1730. The Chocos used to make fishhooks of it. For some years the Choco miners have been grubbing among the old villages of their ancestors, looking for the platinum which their pans caught up with particles of gold, and which they mostly threw away. In our time platinum, which used to sell in Spain for about a dollar a pound, is five times more valuable than gold. Here is one of many sources of Russian wealth. The Bolsheviks must be tired of destruction. It is more than time for them to exploit the illimitable resources of their country. The bourgeois and the capitalist have nothing left. Germany would be only too glad to get most of the Russian output. Four years ago the United States produced some 750 ounces, to which was to be added the amount, some few thousands of ounces, derived from refining copper. Before the war perhaps half of the world's supply was used by the jewelers, the makers of "dental goods" and the metallurgists. Its use in war was so great that the British Government declared a monopoly on the British supply early in 1916. Electrical control of gunfire, magnetos, contact points of ignition in motor boats, airplanes, tanks, hydroplanes—many and various were its military uses.

Review of the Produce Market.

Apples—Northern Spy, \$4.25@4.50; Greenings, \$3.50; Baldwins, \$3.75; Russets, \$3.25; Starks, \$3. Western box fruit commands \$4.25@4.50; bulk, \$3.75@4 per bu.

Butter—The market is very firm, receipts having shown a very noticeable decrease from last week, due to the extreme cold weather in the producing sections. The decrease in the receipts of fresh-made creamery have made a temporary shortage, which in turn has forced the market about 1c per pound higher on the different grades. This shortage will probably last the remainder of the present month. Local jobbers hold extra creamery at 65c and first at 63c. Prints, 1c per lb. additional. Jobbers pay 50c for No. 1 dairy in jars, 55c for prints and 32c for packing stock.

Cabbage—\$7 per 100 lbs. for home grown; California, \$5.50 per crate of 70 lbs.

Cauliflower—\$2.75 per doz. for California.

Celery—California, \$1.25 per doz.; Florida, \$4.75 per crate of 3, 4 or 6 doz.; \$4.25 per crate for 8 and 10 doz.

Cocoanuts—\$1.75 per doz. or \$12 per sack of 100.

Cucumbers—Hot house, \$3.25 per doz.

Eggs—Receipts of fresh are coming in in about the same volume as a year ago. Local jobbers pay 42c, case count. Cold storage stock is entirely exhausted.

Grape Fruit—Fancy Florida commands \$4.50@5.25 per case; Choice, \$4.25@4.50.

Green Onions—Shallots, \$1.40 per doz.

Green Peppers—\$1.20 per basket. Lemons—California, \$6.25 for 300s and \$5.75 for 240s and 360s.

Lettuce—Iceberg \$3.75 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, \$2.50 per crate for either 50s or 72s; home grown, \$6@6.25 per 100 lb. sack.

Oranges—Navals, \$6.25@8 for fancy and \$6@7.50 for choice.

Potatoes—Home grown, \$3 per bu. Baking from Idaho, \$5 per box.

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

Sweet Potatoes—\$3.25 per hamper for kiln dried Delawares.

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

Walking Snakes.

It is supposed that the early ancestors of modern snakes walked on four legs. Some big serpents, such as the boas, even now have rudimentary hindlegs.

But the "feet" on which all snakes do their walking to-day are the cartilaginous extremities of their ribs. To preserve these is the greatest difficulty in the preparation of an ophidian skeleton.

Guessed Right First Time.

Teacher of Salesmanship Class—What is the most noticeable thing about good salesmanship?

Earnest Student—Its absence.