

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 14, 1920

Number 1908

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CARRY your lamp so that
it will give more light and
less smoke, and carry it in front
so that your shadow will fall
behind you.

Henry Van Dyke.

A great many grocers we know of have greatly increased their sales through the distribution to their customers of the—

Fleischmann's Compressed Yeast and Good Health Booklets

Why don't you do the same?

Fleischmann's Yeast

is a wonderful remedy for boils, pimples, carbuncles, eczema, constipation.

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

A Remarkable Discovery

That's the secret which puts sunshine into Virginia Dare Flavors, the new, Absolutely Pure, flavoring extracts. You'll declare them as superior to ordinary extracts as electric light is to the old tallow candle.

VIRGINIA DARE
EXTRACTS

Vanilla 150% Strength
20 other Flavors Double Strength

Will jump your sales of everything needed in preparing table delights. Test one yourself and you'll understand at once what big sellers they are. 21 Flavors.

Look for the advertising—Ask your jobber.

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.



Profit in Quick Turnover

The grocer gets no profit from goods that stick to his shelves. Profit in the grocery business comes from quick turn-over. Twenty years of national advertising has created a steady demand for

Shredded Wheat Biscuit

which has now become the world's staple, universal whole wheat cereal. A fair-trade policy has secured the co-operation of four hundred thousand grocers in the distribution of this product. We hope to retain this co-operation through the same methods of advertising and the same fair trade policy during the coming year.

MADE ONLY BY

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



This picture tells its own story. It is one item of "White House" Coffee's publicity which is intended to create Purchasing-interest, and sort of tie-up the Coffee-Drinking Public to Wise dealers who not only carry "White House" in stock, but who take pains to DISPLAY IT PROPERLY.

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

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MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by

TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

Subscription Price.Three dollars per year, if paid strictly
in advance.Four dollars per year, if not paid in
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payable invariably in advance.

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issues a month or more old, 15 cents;
issues a year or more old, 25 cents; issues
five years or more old, 50 cents.Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.**CANDIDATES FOR GOVERNOR.**The primary election in Michigan
will be held on August 30.Up to the present time ten candi-
dates have been suggested—or sug-
gested themselves—for the Republi-
can nomination for governor, as fol-
lows:

1. E. C. Groesbeck, Attorney General. As evasive as the Irishman's flea. No one ever knows where to find him. Antagonized the mercantile interests of the State by acting as attorney for the leading trading stamp concern of the country. Sought to bring the farmers and merchants together; then stated with a great flourish of trumpets that he would bring the merchants and consumers together. Failed to accomplish anything in either direction. Probably never intended to accomplish anything more than clap trap. Saddled on the insuring public the present one-sided compilation of fire insurance laws. If he had been retained by the insurance monopoly, he could not have served his masters more effectively. Elusive, evasive and seldom dependable, he has naturally made so many enemies that he could not possibly be elected.

2. Luren D. Dickinson, Lieutenant Governor. Farmer. Lecturer. Prohibitionist. One of these sanctimonious chaps who is all things to all men. He tells a church deacon that he is so enamored with his work in behalf of the Near East (Armenian) Relief that he will not accept the nomination. The next moment he assures a political friend that everything is coming his way. He would be a poor stick as governor, because he is narrow and bigoted and (we say it with regret) thoroughly selfish.

3. Horatio Earle. Good fellow. Good hearted. Good talker. Good worker. Has done much for good roads in Michigan. Not quite up to the mental caliber of men who ought to aspire to the highest office in the gift of the commonwealth. Ten times better than the present incumbent of that office. Could not possibly be elected.

4. Milo D. Campbell. Did the insuring public a great service while State Insurance Commissioner under Pingree. Did the State a great service as private secretary and advisor to Governor Luce during the four years he was governor. He would make a fairly good governor—as governors go—but has shut himself out of consideration by thinking men by his espousal of "collective bargaining," which is only another name for the infamous closed shop of the labor unions.

5. Fred Green. Possesses the most contagious personality of any of the ten. Never goes anywhere that he is not surrounded by a coterie of congenial spirits, who love him for his open hearted generosity, exuberant temperament and wonderful resourcefulness. Stands well at home and is well regarded away from home. Probably has more property standing in his name than all the other candidates combined. Probably adding to his fortune at the rate of \$500,000 per year. Hesitates to become active candidate because the fact that he is the largest employer of prison labor in the country would be used against him with telling effect. Mr. Green probably has the largest business vision of any of the candidates. When the kaiser precipitated the world war in 1914, he was buying all his reed and rattan stock (raw material) in Hamburg, Germany, where one family had practically monopolized the preparation for market and supply of these two articles for many years. He met representatives of this house in Switzerland and purchased a cargo of material, which was picked up on the high seas by an English ship and taken to England. Mr. Green thereupon employed two expert mechanics to devise machinery to separate the reed and rattan products—they both grow on one stem or rod—and went himself to the East Indies, where he arranged for a continuous supply of raw material in large quantities. On his return, at the end of six or eight months, his experts had developed satisfactory machinery, so that now the jobbing of reed and rattan goods to other manufacturers in his line amounts to nearly as much in volume of sales as his manufacturing business, which in itself has been developed to enormous proportions. Such a man could not fail to make a successful governor, but if he were to devote his energies to putting the business of the State on a business basis, what would become of his own business in the meantime? There is a limit to what one man can do at one time. Considering the large number of men he employs and the useful life he leads in a business way, it would be a decided misfortune to Ionia and the country at large to take him out of his present environment.

6. Fred Martindale. Not at all likely to become a factor in the race. Would enter only because Groesbeck entered, so as to divide the Wayne county delegation and thus defeat his ancient enemy. Only recommendation he has for the position is that he is a professional politician.

7. Cassius L. Glasgow. One of the three candidates who is not making an energetic canvas for the position. Has been President of the Michigan Retail Hardware Association and Michigan Retail Implement Dealer's Association; also President of the National Federation of Retail Implement and Vehicle Dealers. Was Railway Commissioner and member of the Michigan Railway Commission twelve years, during which time he gave the State five times as much time and effort as he was paid for, establishing a reputation for fairness and fidelity to duty which brought him the recommendation of all honest men who had any connection with transportation or public utility matters. He is probably the only one of the ten who will refuse to make any pledges or promises which would tie his hands or deprive him of independent action on all matters which would come before him for decision in the event of his being elected chief executive. He is loyal to his friends, just to his enemies, generous in his estimation of men and measures, firm and unbending in action when he reaches a decision. In the event of his election he would give us a clean, economical administration, without bestowing some office on every man, woman and child in Nashville, as Sleeper has done with Bad Axe.

8. John J. Carten. An able man, personally and professionally, but hardly available at this time because of his professional connection with public service corporations.

9. Coleman C. Vaughan. A cleaner man never lived. He stands well at home and is respected away from home. Has made a most excellent Secretary of State for three terms and is understood to have formed a definite decision to retire from public office at the end of his present term. The gang politicians at Lansing are undertaking to secure his consent to stand as a candidate, because he is probably the only man of the ten prospective candidates who could harmonize the high grade men in the machine created by the Newberry forces and the low down ward heelers and cheap grafters who constitute most of the Sleeper machine. For the sake of his good name and his own peace of mind, the Tradesman hopes he will turn a deaf ear to the gangsters who seek to enlist his assistance for their nefarious purposes.

10. Ex-Mayor Marx. Because he is in complete control of the Wayne

county machine he would make a most formidable candidate. He would make a poor governor, because he stands for gang politics and crafty political methods not in keeping with progressive methods and clean administrative practices.

From the above recital it will be noted that there are only three men whom it would be safe for merchants to trust—Glasgow, Vaughan and Green. Glasgow has been a hardware merchant for thirty-eight years. Vaughan has been a newspaper publisher, which has kept him in close touch with the trade. Green has sold the retail trade the products of his factories at Ionia and elsewhere for twenty years and has established close and cordial relations with the mercantile fraternity. Of the three, Glasgow is the only one who has studied retail problems first-handed, because the official positions he has occupied in retail organizations have given him a special incentive to consider and master the many difficult problems which confront the retail dealer.

Next week the Tradesman will undertake to present a critical analysis of the array of Democratic aspirants for the governorship.

A BLIGHTING SYSTEM.

Any system of selecting leaders in any organization which does not provide for bringing the biggest man to the top is a system which plays havoc in the entire organization. When a man who is not the biggest man in the organization is placed at its head, he smothers and kills off the initiative shown by his subordinates, because he is afraid his own position will be jeopardized if any one should begin to attract attention to the fact that the biggest man in the organization is a subordinate.

When subordinates in any organization are afraid to display initiative and work out new ideas with the hope and promise that they can put them into operation, there is a deadening effect on the morale of the entire group.

One of the greatest curses of political appointment to the position of chief of the fire department comes because it sometimes happens that the biggest man in the department is holding a subordinate position and the man at the head knowing that he is not the biggest man in the department, is afraid to permit any of his subordinates to show their heads above the common level.

Any organization which does not make provision for encouraging initiative on the part of every employe is just losing so much efficiency, and in time, if the employes come to learn that a new idea will receive no attention or even consideration, the faculty of initiative in them will atrophy and die.

MEN OF MARK.

C. L. Glasgow, the Nashville Hardware Dealer.

In the early history of railroad building and the inauguration of transportation by rail the American people met the projectors of such enterprises with open hearts and hands. Nothing was too good for them; their most extravagant requests were eagerly granted, often in anticipation, with astounding prodigality. Rights of way, principalities in land concessions, exemptions from taxation, special legislation in their favor, all and more were showered upon them and their bond issues were accepted in eager haste and with apparent disregard of probable values. They were hailed as awakener of dormant energies and the saviors of resources that, but for them, were hopeless of development—as the advance agents of a commercial millenium. And in promises, tacit or expressed, the builders were no less prodigal, often—perhaps in the greater number of cases—in good faith, this especially to be said of pioneers of railroad construction.

But as railroad building and railroad operation developed as familiar phenomena the enthusiasm waned; distrust succeeded faith, friendship gave way to enmity. From the beginning of the unwelcome awakening, with regrettably few interregnums and with more or less—principally more—intensity during recent years, transportation interests and an unfortunately large part of the shipping public have been in antagonistic attitude—a house divided against itself, an exposition of irharmony violative in effect of all reasonable, common-sense business ethics. With comparatively few exceptions, absolutely independent interests, the greatest two in the development and the maintenance of the prosperity of this country, for generations have been actively at war or have maintained a kind of armistice when the well being of both should have constrained complete co-operation.

Following the expansion of settlement, the laying of rails in the new country and the development of natural and commercial resources this obstructive influence grew in volume and force. It has evolved and fostered two classes, fortunately a small proportion of the whole, for whose *raison d'être*, as such, no excuse lies in good business usage or tenable precedent—the unreasonable shipper and the prejudiced railroad official. The suggestion of an innovation or the hint of criticism by either arouses at once an instinct, absurd in its lack of justification, for open and active hostilities. In such disputes, when in their judgment the causes involved warrant, the reasoning shipper is arrayed with his unreasoning brother, and in recent contentions the former has been much in evidence numerically and in obstinacy and fervor of protest. To these have been opposed some of the strongest forces of railroad officialdom, and in the estimation of the shipping class, whose judgment it believes is strengthened by his vigorous, courageous prominence in public movements and association deliberations on the relations of shipper and carrier, the subject of this sketch is a good example of the highest dynamic energy with which they have to contend.

Cassius L. Glasgow was born on a farm near Jonesville, Hillsdale county, February 16, 1858. He is of Scotch parentage. His father came to Michigan before the railroads had entered the State. His education was received in the district schools and the Jonesville union school, finishing at Hillsdale College.

He remained on the farm until he decided to start life for himself, when he engaged to clerk in a hardware store in Jonesville. Later, getting the Western fever, he left his native State, bringing up, after several weeks of investigation, at Sioux City, Iowa, where he found employment in a

wholesale hardware store as assistant book-keeper and billing clerk. This position he retained until called home a year later by the sickness of his mother. Being the youngest and only unmarried member of his father's family, he was persuaded to remain in Michigan. In 1881 he went to Nashville and purchased the hardware business of C. C. Wolcott, which he has conducted with marked success to the present time.

In 1896 he added a furniture department to his business, which has also proved a success, his lines now comprising hardware, furniture and farm implements.

His unquestioned honesty and frank, open manner in the treatment of customers won for him a host of friends and built up a large business and he is regarded as one of the brightest and best business men in Barry county.

He is an active working member in both the Masonic and Knights of Pythias fraternities.

terms, discounts, territory, warranties, etc., not by any means attempting to regulate prices, but demanding that they be uniform to all dealers. This organization insisted that carriage manufacturers should not discontinue issuing warranties on wagons, buggies, etc., although the National Association of Vehicle Manufacturers had so decided at their convention. Like the state associations, this organization stands between the manufacturer and consumer to the end that reasonable terms, prices and warranties shall be kept in effect.

Mr. Glasgow was born and raised a Republican and has always been a willing and energetic worker for the success of his party. He enjoys the confidence of all political workers, being known as a man who works for the party's good without thought of personal reward. He has never been an office seeker in any sense of the term and up to eighteen years ago never held any office at the hands of the people aside from President of

ted to name the Railway Commissioner. The first time Governor Warner was a candidate, he submitted to this dictation; but in his second campaign he broke away from this long-established custom and kept himself free from the domination of the railroads. For some years prior to this time the business men of the State had gradually come to the conclusion that the public had rights which should be considered as well as the railways. This agitation found expression in a popular campaign in behalf of the appointment of Mr. Glasgow, who was universally conceded to be the best qualified man in Michigan to deal with both sides at issue fairly and dispassionately. Mr. Glasgow was appointed by Governor Warner Jan. 15, 1907, and soon came to be regarded as an acknowledged authority on transportation matters. When Governor Osborn was elected he paid him the highest possible compliment he could confer by sending for him and saying, "The courts have stated that interim appointments must be confirmed and I want you to know that you are the only interim appointment of my predecessor that I desire shall remain and to that end I am going to appoint you to your position and make sure of it." He assisted in drafting the bill creating the Railroad Commission some time later. He was chairman of the Commission during the six years following and during the entire time the work of the Commission was getting started and while the Legislature from session to session added to the work of the Commission by giving it jurisdiction over express, water power, electric light, telephone companies and over the issuance of stocks and bonds. The election of Governor Ferris made the Commission by the appointment of new members, Democratic, when he resigned the chairmanship in favor of Mr. Hemans. He retired about a year ago with the best record for ability and faithfulness of any official who ever served the people of Michigan.

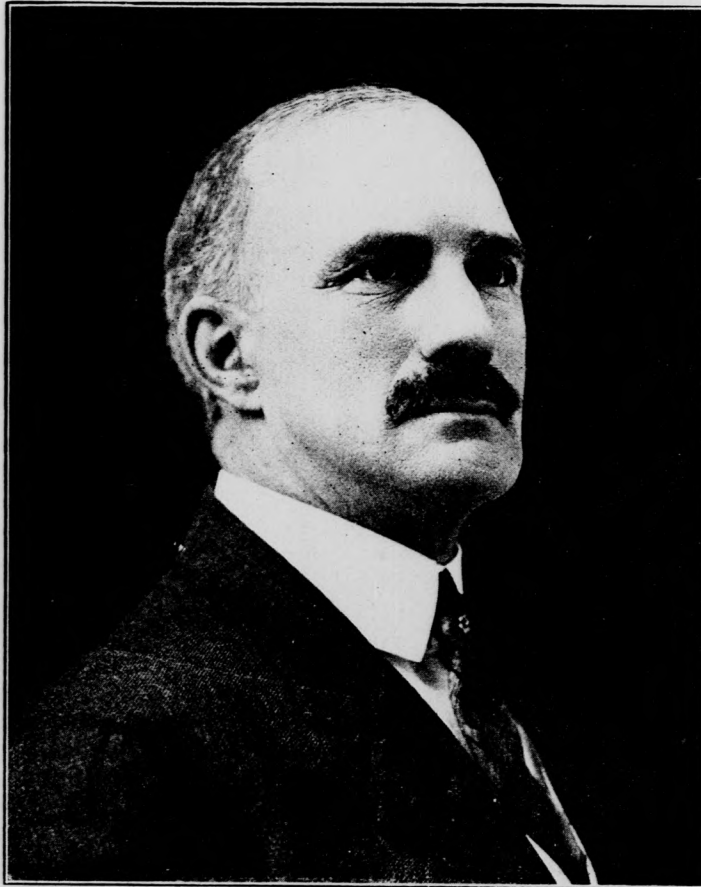
Mr. Glasgow has frequently been urged by his friends to enter the race for Governor. This year his friends are especially urgent, because of the deplorable condition the State government has gotten into through the incapacity, vacillation and nepotism of the present governor, requiring the presence of a strong man to lift the office out of the mire of party politics into which it has been dragged by Sleeper and his fool friends. The pressure may ultimately become so strong that he will have to yield. If he ever does, his friends will see to it that he is safely elected and all who know him are satisfied that he will make his mark as chief executive.

Mr. Glasgow was married to Miss Matie C. Miller, of Jonesville, in 1881, after establishing himself in business at his present location.

Mr. Glasgow possesses a charming personality which naturally attracts and holds men. One cannot come in contact with him without feeling that he is in the presence of a true gentleman. His aim is to do right, to stand for the right and to be kind to all. He does not preach to others, but he sets them an example. In an unostentatious yet magnetic manner he shows them the way. "One of the best and finest of men," say all, and a man with that reputation must have earned it.

East Jordan—Detroit—The Dearborn Sales & Service Co. has been incorporated to deal in automobiles, truck, parts and accessories, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Montgomery—The Tri-State Corporation Association has changed its name to the Tri-State Co-Operative Association and increased its capital stock from \$10,000 to \$30,000.



Hon. Cassius L. Glasgow.

Several years ago the implement dealers of the State formed an association, but either because the proper time for such an organization had not arrived or because it was not properly officered or for some other good reason, it gave up the ghost after a career of two or three years. Later—about sixteen years ago, to be exact—a new association was formed in Lansing and Mr. Glasgow was asked to serve as President, which he did. He was re-elected for two successive years thereafter, making his term of service three years. He has been a director ever since and during all this time chairman of the Legislative Committee. Twelve years ago he was elected President of the National Federation of Retail Implement & Vehicle Dealers, and for the first time in that organization's experience was re-elected for a second term—a custom that has since been followed. This organization, as its name implies, is practically the "Supreme Lodge" of all the state organizations and does very effective work in the settlement of disputes between dealers and manufacturers, as to prices,

the village in which he lives, once by appointment and one by election without an opposing candidate. At the Senatorial convention, held in the fall of 1902, he was the unanimous choice of the delegates as their candidate for Senator from the Fifteenth district, comprising the counties of Barry and Eaton. He made such a good record on the floor and in the committee rooms of the Senate that he was unanimously nominated two years later to succeed himself for a second term. On account of his excellent judgment and unusual tact, as well as his ability as a forceful and convincing speaker, he was elected President of the Senate, over which he presided with rare dignity and discretion, receiving the commendation and approval of every member of that body.

Prior to 1907 the office of State Railway Commissioner had always been held by a man who was simply a creature of the railroads, which contributed a fixed sum to the campaign expenses of a candidate for Governor with the distinct understanding that they would be permit-

The Service a Salesman Renders

A salesman should be an Ambassador of Ideas—a man who enjoys the confidence of his trade, gathers their thoughts and experiences and retains the valuable information for the benefit of his customers.

He is also in constant touch with the buyers of all the different departments and absorbs their knowledge of the markets.

Good salesmen have buried somewhere in their experience ideas which possess a real value for you—ideas which can help you solve many of your perplexing problems.

When a salesman talks he should bring to you the best thoughts and the best ideas that his intercourse with the world can furnish. He comes with an enlarged viewpoint—with an intimate knowledge of markets, conditions and changes, as well as the ambition of his house to serve its customers in the most satisfactory manner.

WORDEN salesmen are discerning, rational, clear-visioned men who are picked because of their business ability as well as their general knowledge of wholesale and retail merchandising, which should be of value to you.

It is their desire and ours that in these times of trying conditions and changing markets they shall fulfill their obligation and keep themselves ready to answer your questions as far as is humanly possible. This is co-operation and a part of the WORDEN service.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Vermontville—The newly organized Citizens Elevator Co. has purchased the C. A. Anderson & Son elevator and will take possession July 1.

Marquette—Matthew Burke has engaged in business at 625 High street, carrying lines of plumbers' supplies and accessories.

Grand Haven—Anthony Kooiman has sold his grocery, tea and spice stock to Rene Botbyl, who will continue the business in connection with his bakery.

St. Johns—Ralph Aultman has purchased an interest in the stock of the R. S. Clark Farm Power Machinery Store and will assume the management of the office.

Jackson—The Triangle Shoe Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,500 paid in in cash.

Holland—G. T. Hann, proprietor of the Model drug store, has purchased the double two-story brick block from Post estate. The consideration is said to exceed \$25,000.

Port Huron—The Huron Oil Co., Inc., has been organized with an authorized capital stock of \$30,000, of which amount \$18,000 has been subscribed and \$3,000 paid in in cash.

Detroit—The H. E. Watson Battery Corporation has been incorporated with an authorized capital stock of \$4,000, \$2,100 of which has been subscribed and paid in in property.

St. Johns—Nick Pappas, proprietor of the Sugar Bowl, has purchased the store building which he has occupied for some time and will remodel and improve it, making it modern in every way.

Marquette—Louis Persitz has removed his shoe stock to 108 Washington street, thus adding greatly to his floor space. The store has been remodeled and lines of children's and men's shoes added to the stock.

Carson City—E. S. Brooks has sold his interest in the general merchandise stock of E. S. Brooks & Son, to his son, Roy S. Brooks and Roy E. Warner and the business will be continued under the style of Brooks & Warner.

Ann Arbor—The Swisher Grocer Co., wholesale grocer and confectioner, has merged its business into a stock company under the same style with an authorized capital stock of \$150,000, \$102,000 of which has been subscribed and \$15,000 paid in in cash.

Seney—Herbert Peterson, of Manistique, has bought the interest of

his partner, U. L. Cook, in the lumbering operations which they have been conducting near Seney and will operate alone next season. They recently purchased a large stock of timber in this section.

Lansing—Page & Harryman, shoe dealers have leased the entire building of which they now only occupy the first floor and will remodel it and occupy the second floor with a stock of children's shoes and devote the entire first floor to men and women's shoes and a complete line of hosiery.

Cedar Springs—The Dick Kimm Furniture Co., of Rockford, has purchased the Nelson building and is remodeling it preparatory to occupying it with a stock of furniture as a branch to its Rockford store. The business will be under the management of E. M. Hubbard, assisted by Jay Gilbert.

Adrian—Westgate & Condra, clothiers, have merged their business into a stock company under the style of Westgate, Condra & Co., to deal in clothing and general merchandise, with an authorized capital stock of \$100,000, of which amount \$69,200 has been subscribed and paid in in cash.

Jackson—The Arrow Clothing Shops, of New York City, has taken a long time lease on the store building at 106 West Main street and after thoroughly remodeling it will occupy it with a stock of clothing and men's furnishing goods. The Jackson store will be the twenty-sixth in the chain of stores controlled by the Arrow Clothing Shops.

Manufacturing Matters.

Bay City—The Northern Oil Co. has increased its capital stock from \$40,000 to \$150,000.

Kalamazoo—The Peck Iron & Steel Works has increased its capital stock from \$30,000 to \$60,000.

Detroit—The Art Stucco Materials Co. has increased its capital stock from \$30,000 to \$50,000.

Escanaba—The Escanaba Paper Co. has increased its capital stock from \$1,650,000 to \$2,100,000.

Detroit—The Senn Tool & Machine Co. has increased its capital stock from \$30,000 to \$100,000.

Eaton Rapids—The Hall Knitting Co. has purchased the Belknap building which they now occupy.

Holland—The Standard Grocer & Milling Co. has increased its capital stock from \$80,000 to \$150,000.

Saginaw—The Wolverine Glass Co. has been incorporated with an authorized capital stock of \$125,000.

Detroit—The F. P. Electric & Manufacturing Co. has increased its capital stock from \$50,000 to \$150,000.

Detroit—The Detroit Insulated

Wire Co. has increased its capital stock from \$1,000,000 to \$2,000,000.

Ontonagon—The Ontonagon Lumber Co. has been incorporated with an authorized capitalization of \$100,000.

Zeeland—The addition to the Michigan Star Furniture Co. plant is nearly finished. It will house the machine department.

Detroit—The Whip-O Corporation, manufacturer of food products, has increased its capital stock from \$10,000 to \$50,000.

Detroit—Thorp, Hawley & Co., manufacturer of confectionery, has increased its capitalization from \$50,000 to \$125,000.

New Dalton—The Cleveland Cliffs Iron Co., of Ishpeming, has purchased the entire plant of the Dalton Lumber Co. at this place and will operate.

Detroit—The Heppenstall Steel Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Peacock Radiator Co., Inc., has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Wayne—The Enot Foundry Co. has been incorporated with an authorized capital stock of \$500,000, all of which has been subscribed and \$500,000 paid in in cash.

Detroit—The Curran Radiator Cap Co., Inc., has been organized with an authorized capital stock of \$25,000, of which amount \$15,500 has been subscribed and \$2,500 paid in in cash.

Detroit—The Alloy Steel Forge Co. has been incorporated with an authorized capital stock of \$35,000, all of which has been subscribed, \$2,250 paid in in cash and \$1,250 in property.

Hillsdale—B. E. Poor has merged his cigar manufacturing and wholesale and retail cigar and tobacco business into a stock company under the style of the Burton E. Poor Co., Inc.

Montague—The White Lake Canning Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Detroit—The Oxford Varnish Corporation has been incorporated with an authorized capital stock of \$200,000, of which amount \$120,000 has been subscribed and \$20,000 paid in in cash.

Detroit—The Charlevoix Machine & Tool Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$4,500 paid in in cash.

Detroit—The Vin-Ade Beverage Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$4,450 in cash and \$550 in property.

Calumet—The Calumet Garment Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$16,000 has been subscribed, \$6,000 paid in in cash and \$2,000 in property.

Detroit—The American Automotive Appliance Corporation has been incorporated with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed and \$3,200 paid in in cash.

Dowagiac—The Howe Automatic Head Light Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in, \$5,000 in cash and \$10,000 in property.

Detroit—The Continental Piston Corporation has been incorporated with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed, \$500 paid in in cash and \$10,000 in property.

Wayland—Ryno & Towne have purchased the cement block business of Fred Wallace and the real estate on the site of the old creamery and will manufacture cement building blocks, cement bricks, etc.

Detroit—The Cochran Corporation has been organized to manufacture and sell automobile accessories, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,000 has been paid in in cash.

Howell—Rufus R. Ross, of Detroit, has leased the concrete factory building formerly occupied by the Steel Truck Co. and will occupy it with a garage, automobile supplies and accessories store and machine shop about April 24.

Detroit—The Tretoys Co. has been incorporated to manufacture and sell toys, novelties, etc., with an authorized capital stock of \$50,000 of which amount \$35,000 has been subscribed and paid in, \$13,500 in cash and \$21,500 in property.

Detroit—The Plywood Products Co. has been organized to manufacture and sell steering wheels, all metal and wood parts, etc., with an authorized capital stock of \$125,000, of which amount \$70,000 has been subscribed and \$12,500 paid in in cash.

St. Johns—The A. W. Stokes Manufacturing Co. has been incorporated to manufacture sheet metal parts, products and stampings, with an authorized capital stock of \$10,000, all of which has been subscribed, \$4,500 paid in in cash and \$3,500 in property.

East Jordan—The Velvet Gum Co. has been incorporated to manufacture and sell chewing gum, confectionery, etc., with an authorized capital stock of \$50,000 common and \$50,000 preferred, all of which has been subscribed and paid in, \$10,000 in cash and \$90,000 in property.

Marquette—The Federal Baking Co., composed of local capital with an authorized capitalization of \$12,000 has been organized and has taken over the Federal Bakery, located here since last November. Thomas P. Burns, recently of Sault Ste. Marie, will be the manager.

Detroit—The Waterhouse Laundry Machinery & Supply Co. has merged its business into a stock company under the style of the Waterhouse Manufacturing Co., with an authorized capital stock of \$40,000, of which amount \$21,000 has been subscribed, \$1,950 paid in in cash and \$12,600 in property.



The Grocery Market.

Sugar—The sugar market is very strong. The raw market is a seller's market and everything offered is eagerly bought at top prices. The beginning of the week finds most sellers out of the market waiting for higher prices. Refined sugar is likewise extremely strong. The main reason is the advancing raw market and the fact that the demand for refined sugar is very much in excess of the supply. Everybody is behind in deliveries, owing partly to the large demand and partly to the limited production. Refined sugar is undoubtedly going to be scarce and firm during the coming season. Arbuckle and the American cane both advanced their price from 15c to 16c, but are not accepting any orders on account of being heavily oversold. Sugar is to be had in New York from second hands on the basis of 20½c. Chicago jobbers are asking 22c for granulated. Grand Rapids jobbers are selling granulated—when they have any—at 17½c up.

Tea—Holders of tea appear to be reasonably confident that the bottom is not going to drop out of the market and from now on the movement of prices will be upward, but business is undoubtedly very dull. All degrees of traders are allowing their stocks to get very low. The undertone, however, is still inclined to be strong, without changes of any kind during the week.

Coffee—The market is still very irregular, especially in options, which have eased off considerably during the week. There are still some rumors that Brazil is getting ready to unload its large supply of coffee and that is having direct effect upon the market. The Brazil strike is settled so that that strengthening element is eliminated. Altogether the coffee situation is in favor of buyers, but is very unsafe to dabble very much in. Prices for the week, both on Rio and Santos, together with mild grades, are about unchanged.

Canned Fruits—Pears are selling steadily and are not so abundant as peaches or apricots. The latter are not wanted at the moment. Pineapple is steady on the better grades and irregular on poor offerings. Apples are in better demand as the season for their heavier consumption is approaching, but cheap evaporated apples interfere with their sale.

Canned Vegetables—Some Maine corn canners have withdrawn from the market, where they have been selling at \$1.60 factory for fancy 1920 pack. Buying is limited. Spot standard and fancy corn is dull. Owing

to the large pack of fancy Maine corn last season there is a surplus, and some spot sales are under the range of \$1.50@1.60 factory at which it is quoted. Standard Southern Maine style is nominally quoted at \$1.10, but it can be had at \$1.07½ on a firm bid. Tomatoes are weak and neglected. The Government has reduced its holdings of No. 2s and No. 10s, but has a block of 2,800,000 No. 3 cans to be sold at Baltimore April 15. Whether this is all of the Government stock the trade is unable to say. Prices all week were close to the following range: No. 2s, \$1.05@1.10; No. 3s, 1.46@1.50; No. 10s, \$5@6. Government No. 2s have sold at \$1.02½ and No. 3s at \$1.42½. California tomatoes are dull at \$1.20@1.30 for No. 2½s and \$4.50@4.75 for No. 10s. There has been a little speculative buying against future needs because of the expected higher costs of the present season's pack. Cheap peas have sold well and there has been some attention given to extra standards, but the demand was about \$1.30, as there is nothing left below that figure. Future peas are not wanted in assortments. Asparagus would be active if enough stock to meet requirements were available, but first hands are out and there is not much left of any grade in other quarters and tips are about all cleaned up. New pack goods are being bought at unnamed prices.

Canned Fish—The feature of the market this week is the announcement of the opening prices on lobster, which is offered at \$4.75 for halves, \$9.25 for pounds and \$2.62½ for quarters, f. o. b. Portland, Me. An advance of 75c is made on quarters and \$1 on halves over the opening last season. Shrimp has been more active of late, as the scarcity of lobster has increased the demand and the light spot stocks are firmly held. Salmon has been dull and not quite so steady. Some Government released has been sold at \$3.41 for Red Alaska. It was of the navy stocks and most of it was 1918 pack, although there was some of the 1917 production. Most of it is out of the road. Last year's production was generally held at \$3.50@3.60, but there was some price shading in some quarters. Medium reds held their own at \$2.85. Pinks were to be had at \$1.80, with some down to \$1.75. Chums sold around \$1.50. Advices indicate a firmer market on the Coast than here. No definite word has reached the trade as to this season's prices. Maine sardines were at a standstill all week. The export outlet is small and there is a restricted domestic call. Some

weak holders are underselling the market at packing points. As the new season will not start on April 15, but more likely well into May, packers are not in a position to name their prices. California sardines are moving in a small way and are steady in tone, except for ovals, which are weak. Imported sardines are not wanted by the jobbing trade, which is well stocked up. Weak holders, which are forced to find a market are cutting their prices. Tuna fish is steady on striped at \$6.50@7.50 for halves. White meat and blue fin are about off the market.

Dried Fruits—All reports from California agree in stating that it is too early to estimate the yield, as any figures now would be merely guesses, as the blossoms have not yet set and it is impossible to forecast the yield. The spot market is not active either on large or small sizes. Buyers favor the former and neglect the latter, although the difference in price of small prunes makes them attractive to some trades. Cheap offerings of small prunes have had a weakening effect on the market, and some dealers in the face of this are not buying heavily at present. A reduction in the surplus held here is to be noted. Raisins have passed the peak of high prices apparently and they are now immune to declines as was the case when the demand was overwhelming. Reshipments from abroad and foreign stocks have taken the edge off of the market, while the demand is not so pressing, probably due at least in part to the unsuccessful attempts to make wine. The demand lacks force for both California and foreign and the market shows an easier tone than in many months. Heavy arrivals recently of currants from Greece have depressed the tone of the market and values as well. Some buying against actual needs is going on all the time, but there is no snap to the trade, as the market parallels that of raisins. Apricots are in better demand as the spring outlet has opened. The call is for the better grades of Northern packs in the absence of Blenheims. Southern apricots are still dull and offered at a wide range of prices. Peaches have not shown much activity at any time during the past week. Package goods are being taken in a small way. Pears are at a standstill. The demand for figs is due to develop in the near future. At present the call is limited.

Sugar Syrups—Prices are nominal in the absence of demand for large lots, but refiners are not trying to force business on the basis of current quotations owing to the high and increasing cost of production.

Nuts—French walnuts have been weakened by the depreciation in the value of the franc, but nuts bought on the basis of pound sterling have shown an advancing tendency. Walnuts, almonds and filberts have all been slow sellers and moved only in a small way. Pecans have been hardly salable. Recent arrivals of new Brazil nuts are cleaning up slowly because of the high asking prices. Next month heavier supplies are expected.

Salt—The local jobbing trade is steadily taking stocks, but the interior cannot be taken care of at present. Incoming shipments are at a standstill due to the railroad strike. Quotations are maintained unchanged.

Cheese—The market is dull, prices about 1c lower than a week ago, with only a fair consumptive demand and the stocks are reported to be much larger than usual. If we do have any change in price in the next few days, it is likely to be a further slight decline. There is considerable under-grade cheese being pressed for sale.

Provisions—Everything in the smoked meat line is firm at ½@1c per pound higher than a week ago, owing to the holiday demand for hams and bacon. Pure lard is firm at prices ranging the same as a week ago, with a light consumptive demand. Owing to the price of lard substitute being higher than the pure product, the market on lard substitute is very slow. Barreled pork, dried beef and canned meats are steady, with a light demand at unchanged prices.

Fireworks—Reminder is issued again to retailers that they should buy what fireworks they may want. Often orders are left until the middle of June when manufacturers have completed their make and jobbers have put in their orders, so there are only fag ends to get. These stocks are not carried over and therefore orders are filled only with the goods that are made up to the expected demands for the season.

Salt Fish—The market on mackerel shows no particular change for the week. Supplies are getting rather low, as the importations are light. Nothing to speak of is coming from anywhere but Ireland. Holders seem to have more confidence in the market, but the demand is not specially active and it is difficult to predict what mackerel will do. It is not a seller's market by any means, but no important change is noted for the week.

Edward A. Atlas, of Detroit, has purchased the property of the Cronh & Roden Company, Ltd., dealers in hides, of Grand Rapids. The consideration is said to have been in excess of \$20,000. The concern's name has been changed to the Roden Leather Co., Inc.

Allegan—Mosier & Weny have sold their Queenola factory together with all of its equipment and stock to Jewett, Bigelow & Brooks, of Detroit, who will continue manufacturing the Queenola talking machine under the same style but on a much larger scale.

The Economy Manufacturing Co. has been organized to manufacture and deal in building materials, etc., with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Sparta—Powers & Finch succeed M. Haas & Co. in the grocery and meat business.

Chase—J. E. Smith succeeds J. E. Smith & Co. in general trade.

Uneasiness Over the Anti-Profitteering Campaign.

New York, April 13—The anti-profitteering campaign of the Department of Justice is causing merchants everywhere to wonder what is to be the outcome. Most merchants are of the opinion that they have nothing to fear from any fair investigation of their methods and profits, yet there is an uneasiness among merchants everywhere as they read of stores just as reputable as their own being charged with profiteering and indicted.

Meanwhile, we urge upon our members the continuance of the policy of co-operation with the Department of Justice and its representatives which was outlined by your Association at the start.

No definite margin of profit has been established by the Department of Justice which retailers are expected to observe. It has been the wish of the Department from the beginning that Fair-Price Committees in which merchants are to have representation should determine in each locality what is fair.

If you have merchandise in your stocks marked at 100 per cent. above cost you may expect trouble. The experience of every merchant ought to suggest to him what is a fair profit and every merchant should recognize the seriousness of the situation. He should endeavor to make his prices as low as possible. This is not a time for abnormal profits. Set your house in order. If your prices are not right lose no time in making them right.

If you possess the same article of merchandise which you have purchased at various times at different prices, the Department of Justice wants you to average your cost and mark your goods on that basis. If investigators from the Department find that you possess merchandise which you purchased at a price lower than the present wholesale market and if you have marked the selling price of such goods as though you had purchased them at the present market prices you are going to have a hard time explaining it. If you follow the policy of averaging you will have no trouble. Multiply the number of articles you have at the old price, do the same with the number you have at the new price, add and divide the total cost by the total number of articles, thus arriving at the average cost.

Many members have been wiring and writing us to determine whether investigators have the right to demand information from their books and invoices. The question really is not whether they have the right to demand such information so much as it is whether retailers can afford to refuse.

So far as the legal right is concerned nobody has a right to demand such information from you except upon proper warrant from a court. This has been decided by the United States Supreme Court on Jan. 26, 1920 in the case of the Silverthorn Lumber Company vs. the United States. The Court's conclusion follows:

"The fourth amendment of the Federal Constitution is violated if Government officers seize, without warrant, documents of defendant named in a pending indictment. Evidence gained by such a seizure may not be used by the Government in any way, and, therefore, refusal by defendant, after return of documents seized, to comply with court order to produce them, is not contempt of court although the order was regularly drawn, if it was based on information gained by the illegal seizure, and not upon knowledge of the facts gained from an independent source."

The question, however, is much broader than your legal rights. If you are requested to show your books and invoices and you decline to do so that may be taken as a confession of guilt for the assumption of the public would be that if you had nothing to conceal you would not hesitate to give any information asked for.

During recent investigations made in Pittsburgh one of the large stores, when requested for information, without the slightest hesitation, allowed the investigators to examine their records; and when the investigators expressed a desire to have a copy of the cost price and selling price of certain items, along with the names of the manufacturers, the time of the purchase, etc., the store immediately permitted this and went even further. It offered to send the actual goods in which the investigators were interested to the investigators and allow them to keep them as evidence if so desired. This offer was declined, but up to the time this is written no complaints have been announced as having been made against that store.

We believe that such dissatisfaction as may exist in the public mind concerning high prices retailers are responsible because they have not kept employes posted so that in their contact with the public they could intelligently impart to customers the reasons why prices are high.

One of the members in a large Eastern city has decided to inform all salespeople concerning the cost of doing business. He wants every person in the store to know just what the consumer's dollar pays for. This is a wise course to pursue.

It might even be suggested that if graphic charts could be prepared showing a circle representing the consumer's dollar with sections marked to show what part of the dollar goes to pay for merchandise at wholesale, the cost of pay-roll the portion which represents mark-downs which have to be taken and of which the public gets the benefit, and the portion which represents rent, light and heat, etc., these charts placed about the store would serve the double purpose of informing the customer and reminding the salesperson if the subject comes up.

The Board of Directors has authorized the holding of our Spring convention in San Francisco. We have a considerable membership along the Pacific Coast and these merchants who have been loyally supporting the Association have repeatedly invited the Association to hold a meeting on the Coast. The time has come when this can be arranged, so the Spring meeting will be held in San Francisco early in June. The dates will be definitely announced as soon as the itinerary for the British merchants has been completed.

Every merchant who can manage to get to San Francisco should be there. Upon those merchants west of the Rocky Mountains there is a very definite obligation to attend. The meeting is to be held especially for their convenience and it is up to them to attend and help make the convention a great success.

The party of British merchants, invited to tour the leading cities of the United States for the purpose of studying American retail distributive methods, will arrive in this country about May 7. There will be twenty in the party and they are the official representatives of the Drapers' Chamber of Trade of the United Kingdom.

The arrangements made with these merchants is that they are to pay their own traveling expenses between cities and the merchants in the cities visited will be their hosts while there. Arrangements have been made with the merchants in the cities that are to be visited and complete details will shortly be sent to all members. It is planned to have the party reach San Francisco in time for the Spring meeting.

The trip of the British merchants will be made in two compartment cars. There are fourteen extra places in one of these cars. That means that if there are fourteen merchants in the East who would like to combine business with pleasure and make the trip with the British party they can have this opportunity. Here is a chance to visit the leading stores of the country under the most favorable auspices possible, to get the point of view of

these British merchants at first hand and to enjoy a trip which perhaps never can again be duplicated, winding up with the Spring meeting of the Association on the Pacific Coast.

Perhaps some merchant who reads this has a son about to go into his business who should have the benefit of a trip of this kind before settling down to work. We can take only fourteen people. If you want to go, or if you want your son to go, write to us to-day.

We want to get rid of the excess profits taxes if possible. There seems to be a general outcry against this tax. In Congress the need of re-

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.

How about FISH BAND SLICKERS, TARP HATS and HANDICOATS?

All popular FISH BAND styles *on the floor.*

"BLUE BUCKLE" and "PACEMAKER"
Overall and Jackets.

You can sell them any day NOW.

EVERYTHING—PRETTY NEARLY—for MEN.

Daniel T. Patton & Company

The Wholesale Men's Furnishing Goods House of Michigan
GRAND RAPIDS

You can buy here a COMPLETE stock of Dry Goods, Draperies, Hosiery, Underwear, etc. All goods first class in every way and up-to-date—the reliable products of dependable mills only. The following lines are shown in great variety, ready for shipment:

Brown Sheetings
Bleached Sheetings
Wide Sheetings
Sheets and Pillow Cases
Cotton Ducks
Tickings
Denims

Storm Serges
Poplins
Suitings
Flannels
Outing Flannels
Wool Blankets
Comfortables

White Goods
Nainsooks
Piques
Bed Spreads
Damasks
Laces
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QUOTATIONS ON REQUEST

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH

PARENTS—ATTENTION

Have you given serious thought to what work, trade or profession your son or daughter will follow for a livelihood?

Some parents and their children are blinded by the high wages now paid for unskilled hand work.

BUT—WHAT ABOUT THE FUTURE?

The time will come when industrial conditions will change. Then the hand workers will be the first to suffer. The young man or woman, who has the foresight to secure a Business Education and become established in a business position during the period of inflated values, will have the knowledge and experience to meet the changed conditions with confidence and success.

Thoughtful parents are more concerned regarding the ultimate success of their children than the few extra dollars picked up during the shortage of unskilled labor, and to such this message is directed.

We offer 10 courses of business training, running from 12 weeks to 85 weeks in length. Each course is a complete unit. These courses range from preparation for the simpler clerical duties to complete secretarial and executive positions. These courses are approved by the National Association of Accredited Commercial Schools, of which the M. B. U. is a member.

A new class in this school starts April 26. School the year 'round.

McLachlan University
BUSINESS

A. E. HOWELL, Manager

vision is realized as well as in business and banking circles and it is necessary for our Association to have a definite policy with regard to taxation. In accordance with the resolution adopted at our ninth annual convention in February our Board of Directors last Friday reappointed our Taxation Committee and authorized the Committee after a study of the situation to propose a taxation plan which is to be submitted to all our members by referendum. The Committee will meet at our New York offices Monday, April 5, and in the shortest possible time you will receive a copy of its proposals on which you will be asked to vote. If the necessary two-thirds majority of those voting favor the plan proposed it will become the policy of our Association and we shall go forward and work for its adoption by Congress.

Congressman Frear, of Wisconsin, has introduced in the House of Representatives a bill known as H. R. 13110, the purpose of which is to enlarge the powers of the Federal Trade Commission. It is very sweeping in its various provisions and includes among other powers that the Commission shall receive and examine complaints of profiteering and unjust prices, that whenever it is charged that any person, partnership or corporation is charging or receiving unreasonable profits on any products or commodities, etc., the Commission may examine the books, reports and statements of such person, etc., and that if the last previous year's financial statement such person, etc., discloses a profit received in excess of 25 per centum per annum, such excess shall be found "usurious, unreasonable and profiteering." Thereafter such person, etc., shall not be permitted to do business except upon license issued by the Commission upon agreement that prices will be reduced to a maximum rate fixed by the Commission. Any person, etc., once convicted of profiteering can do business only upon a license issued for a period of two years. For doing business without this license the person, etc., will be subject to a fine not less than \$100 nor more than \$1,000 per day, or may be imprisoned for not to exceed one year.

There is at present no indication of a disposition to push this measure but it should be watched closely. Several members have been disturbed by an article appearing in a well-known trade publication regarding the requirements of the Bureau of Internal Revenue in the matter of inventories. Members should not be disturbed over this matter. The brief submitted by our Committee to the Bureau of Internal Revenue asking that the retail inventory method be permitted with other methods has not yet been acted upon but we believe there will be issued within a reasonably short time a ruling that will permit the retail method.

There probably will be legislation to raise money for soldiers' bonuses. At present the disposition seems to be to raise the large sum needed through a sales tax instead of by a bond issue. This will be one more burden for business and the public.

Lew Hahn,
Manager National Retail Dry Goods Association.

Haberdasher Arrested for Profiteering
The "flying squadron" operating against profiteers through the Department of Justice, arrested Jos. Nichthausser, a Brooklyn haberdasher, April 10, on a charge that his profits averaged 63 percent. He pleaded not guilty and was held in \$2,500 bail for examination April 21.

The longer time it takes to read your advertisement, the shorter the list of those who will read it. Nobody likes to read long advertisements.

Sparks From the Electric City.

Muskegon, April 13—Mr. and Mrs. Wm. J. Carl, of Muskegon Heights have returned from a trip in sunny Florida.

On account of the shortage of homes in Muskegon Heights, a local corporation has been formed with local capital. Stock to the amount of \$600,000 has been issued. The money will be used to help people finance the building of their homes. We welcome this new company in our midst and ask all local people to subscribe so as to make the twin cities larger and better places to live in.

The Atkins House, at South Boardman will change hands about the 15th, as Mr. Atkins and his family will move to Grand Rapids. We are sorry Mr. Atkins we have no house to offer you or we would ask you to reconsider your move and come to Muskegon.

A. H. Meyer has purchased the grocery store of D. Hannekamp, 24 Southern avenue, Muskegon.

Our brother member, Edward Saslow, of the Muskegon garage has secured the agency of the Studebaker car. Mr. Saslow informs us he has as nice a bus wagon as runs on four wheels.

The breaking of ground for the new theater at Muskegon Heights has commenced. This building will be up-to-date in every respect and a welcome addition to the Heights.

Mr. and Mrs. Glenn De Nise are the proud parents of a baby girl. We are still waiting for the smokes, Glenn.

Joe Doucette, the meat dealer at Shelby, has gone into the fox ranch business and from reports we hear he is doing fine. We hope Joe will enjoy as much success in his new venture as he has in the past in the meat game.

Don't forget the 17th. It is the meeting of the U. C. T. Let us all turn out and show our new officers what we think of them.

J. Mulder, of Fremont, has put in a dry goods stock in the Pearson building, recently purchased by him. The appearance of his store is a credit to the community.

One of our contributors has asked the writer to mention how nice Mr. Verbeck, of Verbeck Tavern, Pentwater, treats the boys. It has been said that he will play rum, buy lemonade and Charles Oviatt is positive there is nothing stronger served. He makes everything pleasant for the boys while they are his guests. We like to hear news of this nature about the hotels and we know the boys appreciate this kindness from Mr. Verbeck. Why are there not more men like Verbeck in the hotel business?

George Hallock 5 Larch avenue, is busy painting his store white and improving the general appearance. Mr. Hallock has purchased a soda fountain and is getting ready for the summer rush. George believes the early bird gets the worm.

Thank you, Charles Oviatt and A. W. Stevenson, for the news that helps to make this column possible.

The Muskegon Chronicle, in one of its recent issues, states that the news print shortage is not the only trouble that editors are up against to-day. It cites the Mears News, where the editor is asking when Ches Brubaker will serve another mushrat supper. Evidently the editor enjoys a mushrat supper for a change.

Two Good Topics to Discuss at Saginaw.

Lansing, April 13—The State of Michigan seems to be a fertile field for the organization of stores that sell goods on the installment plan. These stores offer a schedule of prices for part payment and have a system of collections, involving garnishment of wages, etc.

A very prominent number of our organization has suggested that it would be a good idea for the Fair Price Commission of our State to in-

vestigate the prices which are fixed on goods sold on the installment plan. We would request that our members who have had some experience and observation along this line, communicate with this office regarding the same. Some stores in the State are using the Morris banking system in making collections on contracts made by installment stores. These subjects will be very important ones to discuss at our next convention.

The Common Council of the city of Indianapolis have passed an ordinance requiring traveling salesmen who stop at hotels and offer for sale ladies' ready-to-wear goods and other high class pieces of merchandise to pay to the city government a license fee of \$150 per day. These salesmen stop at prominent hotels, exhibit a line of high-class merchandise and send letters of invitation to well-to-do ladies to call and purchase their goods.

This is another topic which should be discussed freely at our next convention. In the meantime, our members who have ideas on this subject are requested to communicate with this office regarding the same.

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

The home is a great leveler of all rank excepting that of real merit and real worth. Titles, as such, cut very little figure in the home.

Criticism of the Cheap Meat Campaign.

The campaign inaugurated by the Department of Justice to stimulate the consumption of cheaper cuts of meat has drawn caustic criticism from members of the House Agriculture Committee. L. D. H. Weld, of Swift & Co., told the committee the packers were co-operating in the campaign. "If the campaign is successful," he testified, "its effect will be to increase the prices of lower grade cuts and probably decrease the more expensive cuts." "Then in reality the poorer families now using the cheaper cuts of meat will have to pay more because of this campaign," Representative Voight, Republican, Wisconsin, commented, "while the people who use the more expensive cuts will get their's cheaper." Mr. Weld said such a result was possible, although some good might be done by teaching consumers the value of lower priced cuts, adding, "I do not consider, however, that the results of this campaign will be substantial enough to affect the prices of meat materially."

Usually the chronic talker is a chronic kicker.

The net earnings of the
Cities Service Co.

applicable to Common Stock for the month of February were about \$1,500,000, or an increase of over 100% over the earnings of August, 1919, six months prior.

The CITIES SERVICE COMPANY is generally supposed to have a greater reserve of oil lands than any other company in the country, and in view of the fact that crude oil has advanced from \$2.25 a barrel (at which price the oil companies all enjoyed great prosperity) to the present price of \$3.50, the natural inference is that CITIES SERVICE COMPANY should have wonderful possibilities during the next several years.

It is possible today for an investor to have a three-year option on CITIES SERVICE COMMON and PREFERRED and still not be obligated to take the Common and Preferred should they sell at a lower price.

This is possible through the purchase of the

Convertible Three Year Debenture

of the

Toledo Traction, Light & Power Company

(Owned by the Cities Service Company)

—at—

97¼ to net over 8%

The security, through a conversion feature, is in fact the general obligation of the Cities Service Company as well as the Toledo Traction, Light & Power Company.

Through its conversion feature there is a possibility of considerable profit some time during the next three years.

The last issue of Toledo Convertible Debentures showed their holders 26% profit in two years' time, in addition to an interest return of better than 7%.

Our allotment of these is almost exhausted and we suggest that you write us for additional information or send us your orders.

\$100, \$500 and \$1,000 Denominations

PRICE 97¼ YIELDING 8%

HOWE, SNOW, CORRIGAN & BERTLES

INVESTMENT BANKERS

Grand Rapids Savings Bank Bldg.

Grand Rapids, Mich.

FRANCE UNDERSTANDS.

France sits on the edge of the volcano and calls a halt to the rising tide of lava that is bubbling along the German Rhine waiting the first opportunity to spring into eruption and overflow the adjacent country.

The more politic British speak softly, gently warning her colleague to go slow and learn to paddle. This may be all very well, yet the Frenchman knows the bestial German better than any other man in the world; knows of his treachery and deceit; of his brutish devilry when once he is permitted to run amuck among other people.

It was because of this knowledge that Joffre and his legions stood firm at the Marne, stonily declaring "they shall not pass." Ah, that was an epigram that thrilled the world and served notice that a Frenchman could die but never surrender as in the days of the Old Guard at the time of the First Napoleon. The German Huns did not pass. Europe and America have good cause to bless old man Joffre and his stalwarts who shed their blood freely on the Marne for God and native land.

Now that Germany has broken the treaty of Versailles by sending her armed veterans onto neutral ground, using as an excuse some sort of revolt among her own citizens, the entente allies realize that the word of a German is as the drifting sand—not worth powder to blow it to Guinea.

France understands. France has been there before. France knows that once you give an inch to a German that German will take an ell and then some. The only safe way to deal with these brutal and branded outlaws is to treat them to cold steel right at the start. The French are doing this and we honor them for it.

Little Belgium, too, a nation which, next to France, suffered the most for principle during the war, steps into the breach beside her larger cousin, saying, "We are with you, friends, to the death." England may stand mute; Italy may raise a protesting hand, but France, whose fair fields still attest the depths of German depravity, will not remain an idle on-looker while her old enemy intrenches herself anew within gunshot of the border line between the two countries.

That neutral zone should be left as the treaty declared it should be left. By permitting Germany to infringe the smallest iota, for any pretext whatsoever, is to belittle the sanctity of that treaty and play once again into German hands. France will have none of it and for this we honor her.

Look over the field once again. Recall the past and protest, if you dare, the act of the French general in holding fast to treaty agreements. German treachery has been nearly the death of the French nation. A third attempt might prove fatal. It is not safe for France to relax a single advantage she now has over the situation. Every Frenchman can recall those other days when the blood-thirsty and woman ravishing hordes of the Teuton overrun France and

held the nation by the throat until the last franc of an unrighteous indemnity was exacted from the conquered people.

France, with the opportunities at present vouchsafed her, has been exceedingly humane, exceedingly lenient. Transpose conditions, if you please, and conceive, if you can, the uncivilized German ever giving her enemy a fair deal. Whenever the Teuton has been on top he has exacted without mercy the last penny of indemnity possible to squeeze from the hearts and homes of a helpless people.

The French have not forgotten Bismarck, nor the brutal terms exacted by him from a fallen enemy, a part of the spoils demanded being two of the fairest provinces of all France, which, together with a money indemnity, very severely crippled the French nation and held her almost as a vassal at the foot of the German throne.

From the slough and mire of those old days France, by her heroic efforts, combined with those of the friendly powers, drew herself into the sunlight of life and happiness once more. The solemn treaty made at Versailles prohibited Germany from trespassing upon certain reservations along the Rhine. The moment the infernal Hun feels his power he begins the breaking of treaties, as he did at the beginning of the world war in 1914.

England and Italy appear to be a bit timid about enforcing the articles of the treaty to the letter. France, sitting, as she does, on the outer edge of the disputed ground, must needs bear the brunt of whatever may happen should it please her old enemy to break every line of this latest treaty and occupy her old position on the River Rhine.

Once permit the German beast to overstep in one particular, how long will it be before the soldiers of the late kaiser again cross the boundary and once again murder the men, ravish the women and emasculate the children of France?

The time to scotch the serpent is in the incipiency of his undertaking. Procrastinate and it will not be many years—perhaps not many months—before the inch taken will become the ell and France will lie once more at the feet of her enemy, prostrate and helpless.

The events now moving throughout Europe tell too plainly how ineffective for good is this league of nations so loudly tooted by certain men in public life. Events are rapidly exposing the fallacy of a league which can have power to preserve universal peace. France is alive to the true situation, and we trust the other entente allies will bear her out in the stand she has taken for national preservation.

If money is so slippery that you can hardly keep hold of it when you are watching it all the time, how can you expect to get some enormous return for money which you invest in some far-way scheme, which you will probably never see and which is absolutely beyond your control?

REDUCTION OF ACREAGE.

Not since the autumn of 1913 has the planted acreage been so small as this, and the unfavorable winter season which has caused the present low condition of the crop is likely to have resulted also in considerable abandonment of acreage. The Department of Agriculture's provisional estimate of yield, as indicated by present acreage and condition, is 483,617,000 bushels. If realized, this result would fall far below the 721,636,000 bushels of 1919 and the 558,449,000 of 1918. It would exceed the winter harvest of 1917, which was only 412,901,000; but 1917 was a year of admitted deficiency.

It would be premature to predict an unsatisfactory American wheat crop this year, even from these unfavorable indications. It is also, perhaps, too early to conjecture as to the effect on grain supplies and prices of a reduced American yield. Western Europe, where the disbanded armies have in the past year been returning to agricultural labor, ought to raise this year much more wheat than at any time since the war began. Leaving Russia out of account, war influences reduced the yearly yield of France, Belgium and Italy by 260,000,000 bushels, and Central Europe must have suffered almost as heavily.

But why did our own farmers put in so much smaller an acreage for this season's winter crop? The absence of the urgent governmental pressure on farmers to extend their acreage—which was a powerful war-time influence, even on the winter wheat crop harvested in 1919—is one explanation. Doubt among farmers as to whether the price will hold with the Government's guarantee withdrawn, as it will be for this growing crop, is another. But it is also impossible to overlook the fact that scarcity of labor, due to the notorious movement of agricultural workers to the cities, must have been a strong deterrent influence to wheat planting on the war-time scale. Precisely the same influence was visible last year in the planting of the cotton crop. The area sown was 10 per cent. less than the year before. Except for the year 1915, when the very low price had caused voluntary reduction, the acreage was the smallest in nearly a decade. The approaching season on the farms will show whether we may not be in a grasp of a novel economic problem.

INFAMOUS GERMAN METHODS.

One of the greatest problems facing the American farmer to-day is the supply of potash available in this country for agricultural purposes. Heretofore he has looked to Germany with its great mines of natural potash because America has not as yet realized the tremendous significance of potash in its agricultural life and bestirred itself to manufacture a supply sufficient to its demand from its own natural resources. Even the war which brought this ever-present condition to an acute stage has not as yet had the necessary effect.

Now from brutal and debt-ridden Germany comes the report that the Teutonic government intends to nationalize its potash mines. To those who are at all familiar with German

methods this move can be readily interpreted as a convenient mask which the individual owners of the potash mines are about to don to hide the nefarious price-practices of a gigantic syndicate. Another interpretation may be that the pseudo-government will attempt to saddle the war debt on its potash mines by boosting the prices for this valuable element to in credibly exorbitant levels.

If this "nationalization" scheme is put through it will mean that the American farmer will be faced with the tragical dilemma of paying his hard-earned American dollars to the Prussian potash trust at prohibitive prices or doing without the valuable element which is the life-blood of his acreage.

Whichever step he takes, its effect will be quickly felt by every American in a further elevation of the H. C. of L. The subject is one of extremely vital importance and one that should engage the immediate and thorough attention of our Government and the editorial gentlemen throughout the country, who would do well to stimulate the interest of the Administration in this problem, which surpasses many others that our weak and vacillating Governmental departments are trifling with.

SNEAKING WAYS OF GOMPERS

The present strike of union switchmen was precipitated by Gompers and the officers of the switchmen's unions. As soon as they saw the strike was destined to failure, they immediately turned about face and denounced the strikers as "outlaws" and the subservient daily press which wears the dog collar of the unions through their being a party to the closed shop, followed suit.

Obviously, it will get us nowhere if every excess on the part of American labor is at once set down as Bolshevism. That cry may easily be overworked. It may easily result in throwing the mass of labor into a sullen state of mind engendered by the feeling that labor is being denied a fair hearing. That is the mischief arising from the indiscriminate use of "radical" and "red" which has made the two synonymous. There has always in every movement been a Right wing and a Left. There has always been "boring from within." In one sense "boring from within" is an American habit of which we have been proud. Formerly it used to be described as staying with your party and trying to win it to your side. If our labor problems are to be met wisely, it is necessary to ascertain how far left any Left wing is, and whither the boring process tends.

Let not the littleness of people disturb you. Remember that if you have been made big enough to do big things in life, you have been made large enough to overlook little things. So do not imagine you are great so long as by sifting yourself you find jealousy, hatred, malice, or even the spirit which frets in your heart. These and Greatness sleep not in the same soul.

There are no such things as trifles in a great man's creed.

Free Advertising

Make your fruits on a

Dayton Display Fixture

advertise you



That advertising is worth money is shown by the fact that millions of dollars annually are spent for it. Are you throwing away every day dollars' worth of advertising that lie within your fruits and vegetables?

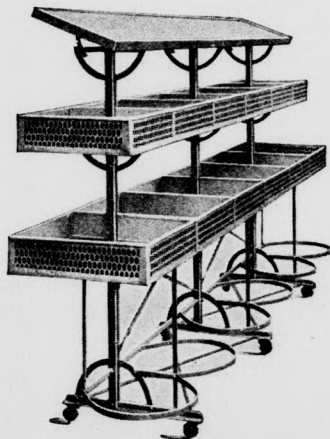
Success depends on using every by-product and taking advantage of every asset. Attractiveness, lure, of your fruit is for you its most important by-product, and advertising contained in its proper display, one of your greatest assets. Bring your fruits and vegetables out from boxes, barrels and crates, and show them to the best advantage on a

Dayton Display Fixture

Make them work for you

They make customers

In addition to this benefit to your general trade they are guaranteed to increase sales in fruit and vegetables. Perforated metal bins in white enamel finish, keep goods clean and prevent decay. Perfect display makes selection and order-filling easy, avoiding delays.



There's a Dayton to meet the need of any store---write today for illustrated catalog and learn more of how it can make and save you money.

The Dayton Display Fixture Company

712 Monument Ave.

Dayton, Ohio

Shoe Dealers and Their Advertising.
Written for the Tradesman.

It is evident to the reader who scans the announcements of leading retail shoe dealers that a new tendency is developing in their advertising. It is apparent that many progressive shoe merchants have quite outgrown the old-time timidity and conservativeness which used to characterize the publicity of the average shoe dealer.

Many of these announcements are not only better in tone and quality, but they are larger, occupy more space on the printed page and make a more positive and plausible bid for the reader's attention.

It would seem that a new spirit of daring has developed or is developing among many shoe dealers who used to advertise in a limited and tentative way.

Not that they have become suddenly reckless and extravagant in their advertising. The writer does not recall reading a single announcement that gave him any such impression. It is rather that shoe dealers are setting for themselves new and more adequate standards of publicity.

They are not afraid of big spreads where facts warrant such investments in newspaper space; and evidently they are spending more time and thought on the preparation of their copy.

This new frame of mind respecting advertising, which is reflected in the arrangements of many progressive retail shoe dealers, has doubtless been encouraged along by the larger profits

which shoe merchants have been getting during recent years.

For a long time the shoe dealer was par excellence the under dog, to use a somewhat paradoxical expression; he wasn't getting a legitimate profit. He was doing business on too narrow a profit basis; and the big element of uncertainty in the game—the inability to choose always the popular sellers, and the practical impossibility of cleaning up everything as he went along, combined to cut down his net profits. All this has been revealed and published by the painstaking investigation of the shoe business as undertaken by Harvard University. But even before that it was a matter of common knowledge to many men of the industry.

Naturally, where the profits of a retailing enterprise are narrow and precarious, the dealer in such lines must hug the shore in his advertising. And that's what most of the shoe dealers were doing quite successfully in their advertising a few years back. They were playing it safe.

And you can't blame them. There is an element of risk in all advertising. You've simply got to take a chance. Every well-informed advertising man will tell you that there is necessarily waste in all big advertising campaigns. But the principle that justifies it is this: "Sow bountifully and you shall reap bountifully." Evidently many retail shoe dealers are learning that the old adage applies in the shoe business as well as in some other enterprises.

For the most part shoe dealers are

GET THIS STRAIGHT

Merchants Conference City Day

April 21, 1920

There is no better chance to kill two birds with one stone than on this day. You cannot afford to miss either one of these large events.

The Merchants Conference will be of remarkable interest to you and you can reap great benefits from it.

The City Day bargains are made as no others can or have been made, you will really be surprised at what is offered.

Also there is no better chance to get personal information regarding the large Hirth Krause shoe campaign.

Remember the date.

April 21, 1920

City Day

Merchants Conference



Tanners and Shoe Manufacturers

Grand Rapids, Michigan

HOOD WURKSHU

Built Like An Auto Tire



BLUCHER

Brown duck upper. Loose lined to toe. Half-bellows tongue. Fibre insole and counter. Leather sock lining. Gray corrugated rubber sole made from tire-tread composition. Rubberized toe box. Pneumatic heel.

For hard work and hard play, where stout, serviceable footwear is needed. Mail-bag duck uppers, joined by live steam pressure to tire-tread soles, give the ideal combination of durability without excess weight. Pneumatic heels ease the feet and a leather sock lining insures cool comfort.

	Sizes	Bal.
Men's E and EE	6 to 12	\$2.50
Boys'	2 1/2 to 6	2.25
Youths'	11 to 2	2.00
Women's	2 1/2 to 8	2.00
Misses' (Spring Heel)	11 to 2	1.75
Child's (Spring Heel)	8 to 10 1/2	1.50

We have thousands of cases of HOOD TENNIS on the Floor. Write for special Tennis Catalogue.

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

Oxfords Will Soon Have the Call



Here Are Two Exceptional Bargains

Note the Prices

946—Men's Chocolate, Genuine Calf, Goodyear Welt, Single Sole, B-C-D \$6.25



945—Men's, Chocolate, Genuine Calf, Goodyear Welt, Single Sole, C-D \$6.00

Order yours early as our stock won't last long.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

now talking style, quality, service and the like, and yet the appeal to the universal money-saving penchant of human nature is still made. While it is more incidental and doesn't bulk so prominently as in former years, it continues to be used. And why not? It is both legitimate and effective.

Here, for example, is a three column, twelve inch newspaper announcement entitled: "Economy Basement Selling Women's Oxfords at \$5.90." The argument is in three paragraphs as follows:

"A moderate price is of consequence only when the article is exactly what you want. In this Economy Basement featuring, the desirability of every style is most pronounced. Five distinct styles include Louis heels, Cuban heels and military heels or walking heels.

"The oxfords with walking heels come in bright kid and gunmetal leather. Stitching at the toes resemble tips. Oxfords with Cuban heels are to be had in dull kid leather with medium round toes and plain vamps. Those with Louis heels are of dull or bright kid with plain vamps and two inch leather heels.

"At all times the shoe section of the Economy Basement is a good place to come for footwear and especially now while this featuring of new spring styles so advantageously priced at \$5.90 the pair is taking place."

The text of the advertisement was set in a good reading type, 14 point.

The better profits which shoe dealers are now getting are enabling them to branch out in many ways and, perhaps, most notable of all in their advertising. Cid McKay.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 13—The United Commercial Travelers held their annual memorial services Sunday afternoon, April 11, in their hall in the Lindquist building. The services were called to order at 2:30 by Senior Counselor J. M. Vandermeer, with all the officers in their chairs and a goodly number of counselors and their friends who came to pay homage to the memories of the departed fraters. Eight brothers, good and true, packed their grips and started on their last journey to that Great Unknown Country during the past year. Their absence has and will be keenly felt by the brothers who have couniled with them in the past. As the names of the following departed brothers were called and their absence declared, Past Senior Counselor Keyes, the oldest Past Senior Counselor of No. 131, presented a lily to the little daughter of A. Borden., for each of the departed brothers. She, in turn, placed them in a receptacle at the Senior Counselor's station: W. T. Callahan, W. L. Nufer, William McCorrison, J. C. Ballard, A. T. Edmonds, George A. Newhall, H. B. Wilcox, and W. G. McKinley. The eulogy, delivered by John D. Martin, very ably eulogized the lives of the departed brothers and brought very vividly to our minds that we should be ready to begin that Great Journey when the Supreme Counselor on High issues His call. The beautiful services, which correspond to the regular ritualistic work of the order, were very ably rendered by the officers in charge. The music, under the direction of A. Borden and Mrs. R. A. Waite, was especially selected for the U. C. T. services and the solos rendered by W. F. Ryden and Mrs. Max Koster, were especially suited to the

occasion. It is with leaden hearts that we assemble to pay these tributes, but constancy on the altar of brotherhood lightens our burden and gives us the grand assurance that our departed fraters are with us in spirit if not in body.

Saturday, April 17, is the annual meeting of Absal Guild, Ancient Mystic order of Bagmen of Bagdad. The meeting will be called to order at 2:30 in U. C. T. hall, Lindquist building. Many matters of importance will come before this meeting, including election of officers, and it is important to the organization that every member who possibly can be present be on hand. After the newly elected officers are installed, a recess will be taken until 7, at which hour every member with his wife, family or sweetheart will assemble at the hall and all will march to the Crathmore Hotel for the banquet. After all the eats are laid away, another march will be taken back to the hall, when the dance will go on.

Gerald F. Cogswell, of the John D. Martin Furniture Co., is in Chicago this week, pertaining to the phonograph department.

J. A. Howden has opened a fine grocery store at 1530 and 1532 Grandville avenue. The National Grocer Company furnished the stock. He is

running a good restaurant in connection.

Tracy Hobbs, formerly engaged in general trade at Kalkaska, is now on the road for the Grand Rapids Dry Goods Company. He handles hosiery and underwear exclusively.

Sherwood Hall has so far recovered from his recent illness that he has left the hospital at Mobile and taken up his abode at the Hotel Ralston Coden, Ala. Coden is on the Gulf of Mexico, about thirty miles from Mobile. His son, Vivian, is with him until he is strong enough to return to Grand Rapids.

Ara E. Motley, (Worden Grocer Company) has received word that his son-in-law, Vaughn Bryant, has been elected business manager of the Trans-Pacific Magazine and the Tokio Advertiser, both published at Tokio, Japan. Before his marriage and removal to Japan, Mr. Bryant was Professor of Journalism at the University of Missouri, at Columbia, Mo. L. F. Shanahan.

You can learn by watching your customer how he likes to be treated, and a careful study of customers will make it easy to treat them all in the way they like.

Homeopathic Costume.

A nervous old beau entered a costumer's and said: "I want a little help in the way of a suggestion. I am going to the French students' masquerade ball to-night, and I want a distinctly original costume—something I can be quite sure no one else will wear. What can you suggest?"

The costumer looked him over attentively, bestowing special notice on his gleaming, bald and shining head.

"Well, I'll tell you," he said, thoughtfully. "Why don't you sugar your head and go as a pill?"

Love is blind and lovers cannot see the pretty follies that themselves commit.

The Talk of the Trade

IN STOCK



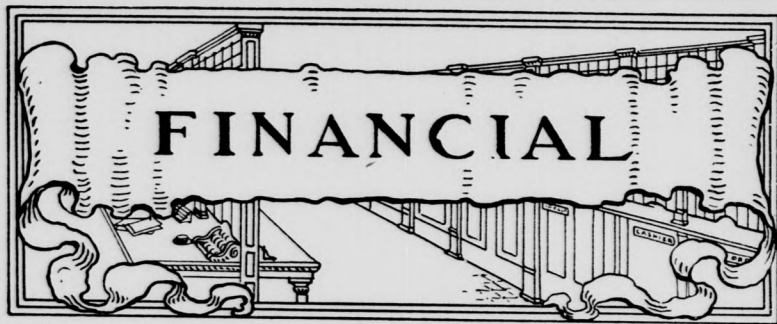
UN-BRANDED

- 8762—Mahogany Calf Bal. Oxford, City Last, A-B-C-D\$8.40
- 8763—Mahog. Full Grain Side Bal. Oxford, City Last, B-C-D-E...\$6.85
- 8749—Gun Metal Veal Bal. Oxford, Tremont Last, C-D-E.....\$7.00

Our oxfords have registered a tremendous hit with discriminating buyers throughout the country. The wonderful fitting qualities of the City Last make a big appeal to the man who wants style plus comfort.

No. 8763, shown here is constructed of carefully selected, full grain mahogany side stock, a grain inner and a nine iron oak outer sole. It has the appearance of a much more costly shoe at a minimum price. Built on the City Last which guarantees style and comfort.

RINDGE, KALMBACH, LOGIE CO.
10 to 22 Ionia Avenue, N. W.
GRAND RAPIDS, MICHIGAN



Fundamentals of European Unrest.

That chronic political disturbances incite financial and economic mismanagement, both in public and in private business affairs, is always too evident for repetition. If this has been the case in the past, it is even more so today, when international transportation is not merely more highly developed than ever before, but international bookkeeping grows daily more and more interwoven with the complicated prosperity with every producing nation.

The present situation in Europe resembles very closely that during the French revolution when that great event was at its height. In 1793 anarchy and official interference so checked the trade in all the necessities of French life that vast budget expenditures had to be undertaken, causing a reckless and wasteful squandering of national resources which reacted on every phase of the national life of France. The rioting which has been going on the past week at Essen and other German industrial centers is simply history repeating itself. In France in 1793, as in Germany in 1920, the yield of indirect taxes fell off through the interruption of business, and direct taxes could not be collected because of no means to enforce payment in many localities. In every part of the world to-day the Government is interfering with many phases of business life and activity. This is possibly less true of the United States than of any other great nation; and it is not merely less true here, but the United States and England seem to be the only countries where government control and interference is constantly, though slowly, diminishing. Continental Europe to-day seems to possess an utter lack of that sense of adaptable detachment, which has so often carried our own government through crises fully as serious as those which confront Europe to-day. There is nothing which astonishes the observant citizen of the United States who travels in Europe more than the lack of attention paid to agricultural instruction. No country in the world spends as much money on the scientific development of agriculture as does the United States, and we are not yet 150 years old as a nation. We understand there are but two agricultural schools in the whole of France as compared with the fifty in this country.

Every political change is fundamentally based on an economic change directly connected with the agricultural prosperity of the country concerned.

The failure of the harvest in France

in 1788 and the lack of any scientific method of improving the crops was a great factor in initiating the French Revolution, just as the years of bad crops in England before 1641 brought Cromwell to power.

The War has immensely stimulated the agricultural development of the United States. Our permanent gains in this respect have been worth everything that was spent on the purely military phase of our war's activity. To-day the fundamental need of Europe is not merely raw material, but much greater scientific adaptation of the soil. Unless the European factories are to receive raw materials, and unless the European laborer can get decent food, conditions in Europe will drag on as present for many, many years, for the simple reason that the rise in the cost of living in Europe since 1914 is not merely on the whole considerably greater than in the United States, but bids fair to increase in even greater proportion than here. Germany needs food, clothing and, above all, raw materials. Petty persecutions and silly official disturbances of economic life will never bring about peaceful conditions. Each additional European upset serves to accentuate not merely our own fortunate position, but our tremendous responsibility as regards the world at large. Our responsibility is all the greater because our points of contact with countries overseas are fundamentally those of commercial interchange. This greatly increases our ability for international helpfulness.

But if we are to have this responsibility, we must overcome our lament-

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



CAMPAU SQUARE

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

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

Combined Capital and Surplus	\$ 1,724,300.00
Combined Total Deposits	10,168,700.00
Combined Total Resources	12,157,100.00

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

The
Public Accounting Department
of

**THE
MICHIGAN TRUST
COMPANY**

Prepares Income and Excess Profits
Tax and other Federal Tax
Returns.

Installs General and Cost Account-
ing Systems.

Makes Audits and Investigations for
any purpose desired.

Room 211

Michigan Trust Company Building

Citz. 4271

Bell M. 408

Grand Rapids, Michigan

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

able ignorance as regards international affairs. Our whole scheme of education wherever it touches the making of citizenship should be enlarged to give the citizen of to-morrow at least some analytic idea of our new international position. There are far too few people studying foreign languages in our schools and colleges. We are apt to mistake books and narratives of travel for contribution to international information. We can never realize our international responsibilities until the new generation is trained to them.

A City Livable Before a City Beautiful.

If a man would realize his ambitions, he must recognize his limitations. This rule holds good in the life of a corporation, of a municipality, of a nation. We are fond of dreaming dreams and, frequently, through desire, we make the dream come true; but every man and every community can dream more dreams in a day than they can realize in a century, and none of the dreams will come true unless two things happen. First, that they stop dreaming for a time, and begin work, and second, that they do not try to put all the dreams into operation at once, when they only have ability to create one or two of the projects foreshadowed in their dreams.

Every city is emerging from the shadow of a great world war which arrested normal developments and forced extraordinary expenditure of money, and utilization of energy along lines that did not make for permanent improvement. We must get back to normal. Many things clamor for the doing. Nothing will be done unless we eliminate the non-essentials and concentrate on the essentials. The fundamentals in a great city are streets that can be used for traffic and that are safe for the citizen night and day. Water and drainage that preserve life, the primary source of all prosperity. Transportation which makes possible conservation of energy needed by our great industrial machines. These city builders must function or a city dies. It is no disloyalty to the policy of the city beautiful to give preference, in the present day to the city livable.

The "Peptimist."

An optimist is a man who believes that the seed he plants in his garden will grow and look as good as the pictures on the package.

A pessimist stands beneath the tree of prosperity and grows when the fruit falls on his head.

A "peptimist" (we claim to have invented this) is the happy medium between these two.

He doesn't believe, with the optimist, that the seeds will produce something equal to the picture on the package; but he does believe they will grow and bring some return for his labor.

Should the fruit from the tree of prosperity fall on his head, he rubs the bump and grabs the fruit.

When the weather reports say: "fair and warmer," he believes it—and carries his umbrella.

Like the optimist, he sees the bright

side of things, and goes ahead, but he also sees the dark side and prepares to meet it.

And herein lies his success—looking not alone on the bright side, nor yet on the dark, but seeing both sides clearly—he weighs each situation carefully and is prepared.

In these extravagant days, what is being done to encourage the production of gold and to keep down its consumption in the manufactures and the arts? The production of gold has been discouraged by high prices. In 1919 production failed to equal the gold consumed in industry by over \$21,000,000. Gold is the base of our monetary system and our gold reserves have been hovering around the point of minimum requirements, and yet the actual production of gold as a base for our currency system has shown a marked decrease. Of course, everyone knows that gold mining does not pay with the purchasing power of the gold dollar cut in half. The question of conserving our gold supply is also of equal importance. Shall an embargo be placed on its use in industry and the arts? What incentive can be given to the miners to produce more gold? Shall a premium be paid to producers sufficient to compensate for the increased cost of production due to the depreciated purchasing power of the dollar? These are pertinent questions, and they are important in the interests of sound finance, which is of itself of paramount importance. These matters should be taken up by Congress and a solution, if possible, arrived at.

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.

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

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

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

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

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

11½ Million Dollars

3½ Per Cent

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings



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

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

Guardian and Trustee

In addition to assuming the care of estates, this Company will act as Guardian or Trustee of the property of minors, or others not legally competent to assume charge of their affairs.

A large proportion of the trusts held by the GRAND RAPIDS TRUST COMPANY have been made for the protection and benefit of mothers, wives, daughters or minors. These trusts were made by men who appreciated the necessity of protecting their dependents by making a Will and securing the services of an ideal executive.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

MICHIGAN'S METROPOLIS.

Mercantile News and Changes in Detroit and Environs.

Detroit, April 13—M. Friedman, 263 Bethune avenue, is closing out his stock of women's wear and moving to a new store at Woodward and Parsons, where he will conduct an exclusive men's furnishing goods store.

The wholesalers' branch of the Detroit Board of Commerce will make a special trade promotion trip to Port Huron April 28.

John Liston, of the Liston Dry Goods Co., Royal Oak, and interested in stores in Wayne and Dearborn, is in Orlando, Fla., recuperating from a recent illness.

I. T. Bullis & Co. have closed out their retail confectionery store on Woodward avenue and have moved to 24 Clinton, where they will engage in the wholesale manufacturing of confectionery.

John Putt, manager of the bargain basement for the E. Kern Co., is in New York on a business trip.

Louis Glazer, formerly of Kalkaska, has assumed the management of the dry goods store recently purchased from Harry W. Watson, 862 Kercheval avenue.

The Annis Lunch Room will be opened for business in a few days at the corner of Woodward and Jefferson avenues.

T. E. Lister, formerly of Lum, and Wm. Lehman sales manager for A. Krolik & Co. have purchased the Beattie & Sachse department store, at Pontiac. Mr. Lister will assume the active management of the business. General improvements in the store will be started at once and a bargain basement will be installed in the near future.

Unabashed by the high cost of building Harry Marks of the E. Marks Co. 50 Woodward avenue and one of the local U. C. T. standard bearers has started the construction of a new home on Alexandrine avenue.

J. Kaufman furrier has moved into new quarters at 397 Woodward avenue.

The newly-elected officers of Detroit Council U. C. T., have started their new regime with plenty of zip and a slogan "300 new members," which for the available material in Detroit is a very small objective to reach. A "get acquainted" banquet has been arranged for and a snappy circular apprising the members of the time, Saturday April 17, has been issued by the publicity committee which is working in conjunction with the committee in charge of entertainments. Probably the most gratifying as well as interesting, lines in the circular, is the terse announcement "no speeches." James Jonas will be installed as Secretary-Treasurer to succeed Samuel Rindskoff. I Perry Newton is the new Senior Counselor.

The Linwood Dry Goods Co., 593 Linwood avenue, has opened a new store at 649 Linwood avenue, in the LaSalle theater building, under the style of the LaSalle Shop. The new store has been pronounced one of the finest equipped shops of its kind in that section of the city.

The committee in charge of the candidacy of Stanley J. Hitchings, who will be elected Grand Sentinel of the Grand Lodge, U. C. T. for Michigan next June, is working quietly, nevertheless effectively. Mr. Hitchings' qualifications make him an ideal candidate for an executive position. His election and subsequent promotion will be a great boon to the United Commercial Travelers organization in the State.

P. C. Palmer, department manager for Burnham, Stoepel & Co., is in New York on a business trip this week.

Ray Puffer, former Detroit, was a business visitor in the city last week. Mr. Puffer is manager of the Webster-Anderson Co., department store of Tecumseh.

Mr. Hoffmeyer, representing the William Taylor Sons Co., Cleveland,

was in Detroit in the interests of his house last week.

W. D. Adams, general merchant, Howell, was in Detroit last week.

Mr. Ballentyne, of the Ballentyne Dry Goods Co., Port Huron, was in Detroit last Wednesday en route to San Antonio, Texas, where he will spend a few weeks recuperating from a strenuous season's business.

Mr. Fox, department manager for A. M. Davison, clothier, Flint, visited the local market last week.

S. K. Kahn, of Kahn & Josephson, general merchants of Rogers, was in Detroit on business last week.

Lee Atherton, of the Highway Sign Co., has opened a school of sign painting at 79 Woodward avenue.

Mr. Colum was in Detroit last week in the interests of the Smith, Bridgman Co., proprietor of one of Flint's largest department stores.

Charles Bullen has retired from the live stock commission firm of Bishop, Bullen & Holmes, with offices at Dix and Waterman avenues, and has been succeeded by John Jackson, Jr. Poor health was the cause of Mr. Bullen's retirement. The firm's name has been changed to Bishop, Holmes, Hammond & Jackson.

The Kroger chain of grocery stores continue to pay tribute to Detroit banditry. The latest hold-up occurred in the store at 915 Palmer avenue, E. The amount taken was \$75.

Henry J. Heitkamp, proprietor of a meat market at 1109 Wabash avenue is \$350 minus. Thieves, last Thursday.

George Kramer, formerly with Crowley Bros., and brother, Robert J. Kramer, have engaged in the retail men's and women's furnishing goods business in Adrian. George Kramer will look after the active management of the business. Robert, who holds a responsible position with the Big Rock Knitting Mills, of Eaton Rapids, with headquarters at 240 Jefferson avenue, Detroit, will act in an advisory capacity. His connections with large manufacturing interests will probably prove a big asset to the new firm, which has styled itself Kramer Bros. The store is located at 119 Main street.

The Levine Paper Co., 204 Napoleon street, suffered a loss by fire estimated at \$15,000 last week.

George Tait, of the First and Old National Bank, takes first honors for rushing the vacation season. He left Saturday for a two weeks' sojourn at Wellington, Ont., the home of his parents. April vacationists should be equipped with furs and snow shoes.

The most unsafe place for valuables at this writing is in a safe in Detroit. Four were stolen last week and carted away to secluded spots, opened and abandoned.

William Rus, formerly with M. E. Smith & Co., Omaha has taken charge of the sample department for Burnham, Stoepel & Co.

Joseph Krapp, son of Gustave Krapp, dry goods merchant at 2148 Gratiot avenue, has returned home

A Monthly Cash Income From Cities Service Company Bankers Shares

Amounting, for the past 12 months, to \$5.68
per share, approximately equivalent at the
present market price

To An Annual Yield of 14%

Cities Service Company is one of the most important oil producing, transporting, refining and distributing companies in the United States, in addition to controlling 84 subsidiary electric and gas public utilities.

BANKERS SHARES—Small Units of Investment

Each Bankers Share represents one-tenth interest in a share of Cities Service common stock of \$100 par value. Bankers shares were created for those desiring small units of investment, when the common stock, due to extraordinary earnings rose to a market value several times its par value.

Common stock now pays annual dividends of \$6 cash and 15% in common stock. Monthly the proportionate dividend, in cash, is distributed to each holder of a Bankers Share.

A STRONG COMPANY

During 1919 Cities Service Company produced over 13,000,000 barrels of oil. It owns 3,475 oil wells and has a daily refining capacity of 33,585 barrels of crude oil. It owns 228 distributing stations in this country.

Cities Service net earnings increased from \$922,032.59 in 1911 to \$19,273,715.09 in 1919. Last year the earnings were equivalent to 39.09% on the average common stock outstanding.

The confidence of the public in this company is indicated by the fact that it has 29,667 stockholders and over 59,000 owners of its securities.

ORDERS WILL BE EXECUTED PROMPTLY

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

STOCKS

BONDS



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

Summer Cottage For Sale

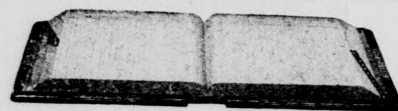
Two-story frame summer home at Traverse Point, adjoining Neahtawanta. House faces beautiful Bower's Harbor in sight of Traverse City. Furnished. Running water in sinks and toilet. Stone sidewalks on two sides. Only a mile from Marion Island, recently purchased by Henry Ford. Will exchange for Grand Rapids City or suburban property.

E. A. STOWE,
Grand Rapids.

TAKING INVENTORY

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

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.



**Flat Opening
Loose Leaf Devices**

We carry in stock and manufacture all styles and sizes in Loose Leaf Devices. We sell direct to you.

**THE PROUDFIT
LOOSE LEAF CO.**

GRAND RAPIDS, MICHIGAN

from the hospital, where he had been confined for several weeks by illness. He is convalescing rapidly and hopes to resume his active duties in the store in a short time.

Messrs. Yocam and Mellroy, of the Grand River Furniture Co., 1385 Grand River avenue, accompanied by their wives, are spending a few weeks in Florida. Mr. Maier is in full charge of the business during the absence of his partners.

Mayor Couzens won a signal (?) victory in putting through the municipal ownership (piecemeal) of car lines. The next signal will be by the people, calling for help.

A. Barnett, 2669 Fort street, West, has disposed of his stock of merchandise to stock brokers and the building to a local bank, which will open a branch at the same location.

Brasch Brothers will open their ninth branch store in the La Salle Theater building on Linwood avenue. The firm deals in men's furnishing goods exclusively.

Ray and Edward Krausman, who have taken over the active management of Krausman's Arcade, 1610 Gratiot avenue, since their return from France, have made marked improvements in the store during the past year and are making a further progressive move to increase the general facilities of the store. The second floor, formerly used for a dance hall, will be remodeled into a women's ready-to-wear and blanket department. The National Cash Register Co. is installing a new cash system throughout the entire store. New fixtures will be added and, when the general improvements are completed, the Krausman store will be one of the largest and best equipped of its kind on the East side.

Lowenberg Brothers have enlarged their department store at 1591 Mt. Elliot avenue and have more than tripled the size of their furniture department. A. Marks, formerly with Weil & Co., has been secured as buyer and general manager of this department.

John Perkowski has moved into his new four story building at 932 Chene street, which will be devoted to a complete furniture and rug stock. Mr. Perkowski's rise in the mercantile business has been remarkable, his business having its inception a few years ago in a small store at 897 Chene street. The new building is owned by him.

A delegation of underwear salesmen, twenty in number, headed by A. L. Brevitz, of Burnham, Stoepel & Co., left Friday night for Piqua, Ohio, where they were the guests of the Atlas Underwear Mills. The salesmen were shown the underwear in the course of construction from the plain yarn to the finished product. Besides the educational features of the trip the salesmen were royally entertained by officials of the company.

Sam J. Cohn, formerly with the Victor-Vassar Knitting Mills, has resigned to accept a position with Ely-Walker Dry Goods Co., of St. Louis, Mo., and will represent the firm in Southern Michigan. William Cornell is in charge of the local office of the house, with the office and sample room at 401 Bowles building.

Joseph J. Krzyzostan has opened a hardware store at 645 Davison boulevard.

Friedman Brothers have succeeded Louis Wasserman in the jewelry business at 2033 Jos. Campau avenue. Mr. Wasserman has been obliged to retire on account of illness in his family.

A. Bulas has opened a meat market at 1296 Harper avenue under the style of the Star Market.

G. A. Michels has remodeled the store building at 2195 E. Grand boulevard and has opened a first class drug store with its modern accessories—a soda fountain and candy department.

F. E. Rybicki has succeeded C. E. Wentworth in the hardware business at 1853 Jos. Campau avenue, Ham-

tramck. Mr. Wentworth is going to make his home on his farm near Dryden.

Honest Groceryman spoke of the St Johns people going to see the Grand Trunk depot where it wasn't. That's where the Detroit edition of the Grand Trunk should be.

James M. Golding.

The successful merchant is he who has learned to do his own thinking. This can be accomplished by "planning ahead." Sit down and write out your idea and plan for the sale of a certain article, then follow the plan and see how you come out. At first you may have to modify the plan as you proceed; but, later you will develop a kind of foresight that will tell you beforehand whether you will accomplish the results or not.

No Sympathy for Strikers in New York.

New York, April 13—There is not any sympathy here with the present strike. It is only one of the efforts which are evidently being made by labor unions to become a labor trust and endeavor to dominate industry through pocketing the key to the port of New York, no consideration whatever being given to consequent suffering in the event of a prolonged strike. When labor becomes predatory, it is just as dangerous to society as capital would be under like conditions. I was beginning to hope that capital and labor were getting together and there is no doubt they eventually will, but not by pursuing methods which savor of sovietism, bolshevism, socialism, anarchism or any other ism, which is foreign born and thus foreign to the tenets and benefits of Americanism, which our boys sacrificed their lives for. There are enough true Americans left by a

large number in our God-blessed country to say and to prove by still further sacrifice that it can't be done. The dignity of labor is lessened by doubtful methods employed in obtaining reasonable return for its wares; the day when bludgeoned methods were necessary to get capital's ear has passed forever. We are living in a new era, made possible by the sacrifice of nearly 14,000,000 men, all over the world, and the torch which they flung down has been picked up, and, let us hope, it shall prove the torch of knowledge to lead the way into peace and serenity and general happiness, but not as an instrument of destruction to blight the hopes and faith of humanity. The dead in Flanders fields can sleep in peace. The sacrifice you made for a better and truly democratic world was not in vain. T. J. Riordan.

A fortune without a man behind it is a misfortune.

Remarkable Opportunity Offered Michigan Investors

Statistics show field for farm light and power equipment offers greatest possibilities since advent of the motor car

THINK of the places outside of reach of electrical power transmission lines where better light is needed; where electrical appliances could lighten work; where saving could be effected by operating all manner of belt driven machinery using small horse-power with a combined light and power plant which will do all these things *at the same time.*

Every farm, camp, cottage, house-boat, suburban home—every place remote from central station electric transmission lines need electric light or electric power or belt drive power, or all three. Moreover, in purchasing equipment that fills all power requirements, the people who live in the country do not need to buy a stationary engine so often considered essential.

The field for equipment to furnish light and power for individual use on the farm is unlimited; it is world-wide. The progress of living conditions in modern cities is crystallizing the desire of the suburbanite to enjoy similar conditions; and prosperity is enabling the rural citizen to fulfill his desire. In addition, familiarity with the automobile, the truck, and the tractor has educated the men in the country to understand how to operate individual farm lighting plants, and utilizing all the power they afford.

statistics which show that one out of every seven people, in Iowa for instance, owns a motor car. This is the farmer's day, and he realizes that gas engine equipment such as the automobile, truck and tractor are not only vital to his business in this day of the vanished hired man, but also actually save him time, effort and money. He appreciates that electric light and power, afforded by a small stationary engine, which also furnishes belt power, saves him money, time and effort as well as furnishing him electric light, running water and modern conveniences. He knows the farm lighting plant will increase his property value, cut his fire hazard and insurance rates; that it will lighten housework and help keep his family happy and at home.

though more simply constructed; because it costs him less to operate and maintain. This is proved by the demand felt by the Litscher Lite Corporation—a demand so pressing and so continually growing that the Litscher Lite Corporation must multiply its production.

What the Litscher Lite Corporation Offers

The Litscher Lite Corporation has world-wide distribution. Its light and power plants have proven their greater usefulness and adaptability everywhere. It has behind it a long history of electric and gas engine experience and operates a modern factory of its own. The Litscher Lite Corporation is capitalized to allow reasonable expansion but the demand for Litscher Lite plants is beyond all estimates which precedent might indicate and more capital is necessary.

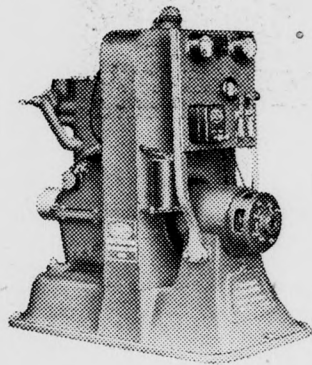
To interested parties the Litscher Lite Corporation offers this unexpected opportunity to enjoy a share in its business by purchasing stock. Litscher Lite stock issue is on the open market for the first time. All data regarding the Litscher Lite Corporation's product and its finances are sent you on request. Bear in mind that the Litscher Lite Corporation is managed by men well known in Grand Rapids financial circles.

Ability to Purchase

There are over 6,000,000 farms in the United States. The value of farm products for 1919 was over \$22,000,000. Thirty-three million Americans (roughly one-third of our population) are more prosperous on the average than ever before as witness the

The Litscher Lite Plant

The Litscher Lite plant is the shrewd farmer's choice because it supplies electricity for light and motor driven equipment, as well as power for belt driven machinery; because it is mechanically superior, al-



Litscher Lite Corporation

GRAND RAPIDS, MICHIGAN

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- C. J. LITSCHER—Pres. Litscher Lite Corporation, Pres. C. J. Litscher Electric Co., Director Morris Plan Bank.
- FRED N. ROWE—Vice-Pres. Litscher Lite Corporation, Secy. Valley City Milling Co., Director Morris Plan Bank.
- A. K. HANCHETT—Vice-Pres. Litscher Lite Corporation, Vice-Pres. Hanchett Swage Works, Big Rapids, Michigan; Director Big Rapids Savings Bank.
- LEWIS W. HEATH—General Manager Litscher Lite Corporation.
- H. J. BENNETT—Secy. Litscher Lite Corporation, Secy. Antrim Iron Co., Vice-Pres. Morris Plan Bank.
- T. J. BARKER—Treas. Litscher Lite Corporation, Treas. Worden Grocer Co.
- E. L. KINSEY—Director Litscher Lite Corporation, Director Morris Plan Bank, Manufacturer and Capitalist.
- DR. WM. NORTHROP—Director Litscher Lite Corporation.

Litscher Lite Corporation,
Grand Rapids, Michigan.

Gentlemen—Kindly send me all facts and figures bearing on the Litscher Lite stock issue.

Name _____
Street Address _____
City and State _____

MEN OF MARK.

W. E. Thompson, Sales Manager Hood Rubber Products Co., Inc.

If business consisted merely in delivery of products to the consumer, most of its transactions could be accomplished by machinery. There would be little need of the human factor in distributing commodities. Coin-operated devices would suffice in a large proportion of cases. Theoretically, it might be feasible to classify the material needs of the people and to apportion the output of shops and factories by a system of delivery as impersonal as that of the postoffice. The result, however, would be disastrous. Initiative would be destroyed. Lacking the tonic of ambition, industry would grow flabby. Listlessness and laggard workmanship would ensue. Gradually the deadly sameness of procedure would act as a sort of economic opiate and the people would sink below the level of our present civilization. The striking advancements in every line of endeavor which signalize the twentieth century may be attributed in a large measure to the personal element of salesmanship. The electric light, telephone, automobile, warm air heater, sanitary plumbing and hundreds of other conveniences had to be introduced into the lives of the people, through the persuasion of salesmanship. Indeed, it may be said without fear of successful contradiction that many of the mechanical comforts of our day would not be in common use were it not for the work of the salesman in creating desire for them. Although there is little difference in the verbal definition of the terms, salesman and vendor are as wide apart as the poles. The vendor is merely a huckster. The salesman is a scientist. His is a profession indispensable to commerce and industry. In a true sense he creates opportunity and opens avenues of progress. Without him, no smoke would pour from the stacks of mills and factories. Production would languish. These are facts obvious and inescapable. To understand them and to apply them is the way to success in business.

William E. Thompson was born at Minneapolis, June 7, 1889. He attended the public schools of Minneapolis, graduating from the high school on the academic course when 16 years of age. His first start in business was as stock clerk for the Grimsrud Shoe Co., of Minneapolis, which was then the Northwestern distributing agent for the Hood Rubber Products Co. Within three years he rose to the position of house salesman. On the absorption of the Grimsrud house by the Pioneer Rubber Shoe Co., which was owned by the Hood Rubber Products Co., he went on the road for the new house, covering the retail trade of Northern Minnesota. He continued in this position six years, when he decided to familiarize himself with the manufacture of rubber shoes and tires. This he did by spending a year in the factory of the Hood Rubber Products Co., at Watertown, Mass. He devoted one year to this work, when he was called by Uncle Sam and trained at Camp Logan, near

Houston, Texas. He sailed for Brest in May, 1918, as a member of Company F., 129th Infantry. He was wounded in action on the Somme Aug. 18 by a piece of a shell which disabled one arm. The next six weeks he was in a hospital. On rejoining his regiment he took part in the battles on the Meuse and in the Argonne woods. He subsequently became a member of the Army of Occupation in Luxemburg, returning to this country in June, 1919, having spent twelve months in France as an American soldier. As soon as he was released he was made Assistant Manager of the Pioneer Rubber Shoe Co., at Minneapolis. On the purchase of the Grand Rapids Shoe and Rubber Co., in Grand Rapids, by the Hood Rubber Products Co., Mr. Thompson was

Michigan, with headquarters in Detroit; B. Egan, Southern Michigan, with headquarters in Detroit; E. A. Teeven, Detroit, with headquarters in Detroit.

The tire department of the Hood Rubber Products Co. is now on a parity with the shoe department, having grown to enormous proportions during the past half dozen years.

Mr. Thompson has joined the B. P. O. E. since coming to Grand Rapids. He has no other fraternal or religious affiliations. He owns up to no hobby except rubber shoes and tires. He hesitates to give any reasons for the success he has achieved in his chosen occupation, but the recital of his connections since leaving school clearly shows how carefully he has trained himself to acquire an accurate knowl-



W. E. Thompson.

promoted to the position of salesmanager of the Grand Rapids house. He assumed the duties of the new position Jan. 1 and has already reorganized the house to meet the requirements of the owner. He has engaged and trained ten road salesmen as follows:

Rubber Shoes: B. Moore, Grand Rapids and environs, with headquarters in Grand Rapids; Charles Atkinson, Northern Michigan, with headquarters in Grand Rapids; M. W. Porter, Saginaw Valley, with headquarters in Grand Rapids; P. F. Crowley, Lansing and Flint, with headquarters in Grand Rapids; C. H. Brown, Kalamazoo and environs, with headquarters in Chicago; E. F. Ballentine, Thumb territory, with headquarters in Port Huron.

Tires: J. W. Baldwin, Western Michigan, with headquarters at Grand Rapids; A. Egan, Northeastern

edge of his business and even chance association with him enables the observer to note the characteristics of a splendid personality, which would alone account for much of the success he has achieved and the remarkable record he has already made for a man of his years.

How to avoid the Army of Idle Youth.

Detroit, April 13—Next to the menace of trades unionism, which threatens to deliver the world over to the I. W. W., one of the greatest evils of the day is the "menacing and dangerous" army of young men between the ages of 16 and 26 who refuse to make an honest living by working.

The public-spirited citizen, looking over the various evening schools, playgrounds, community centers, etc.—which he supports with his taxes must wonder how it is that such things can be. A "menacing army" of young loafers! How is that?

The answer is that all these institutions above named are undermanned. The word is not used in its generic

sense. It should be printed undermanned. The schools and all their correlated activities are being overfeminized, not because the women wish it so, but because economic pressure under low salaries is driving out the men.

When the prospective recruit for this "army of loafers" first quits school ostensibly to go to work, curious as it may seem, he uses the school as headquarters for as much loafing as he dare do in the face of repeated suggestions to look for a job. He dons long trousers and attends the community dances and other activities of the evening at his school. Viciousness has not yet weaned him away. During the day he seeks excuses to hang around the building. The worst he has done so far is to "shoot craps" in the shadow of his Alma Mater. In the words of a well-known advertisement, "there is still time to save" him. A few vigorous menteachers, interested and content in their work, would have saved him—perhaps. It would be worth the municipality's while to try it anyway.

Of course, some are hopeless from the start. But it cannot be that an "army" of them are, or it would be better to send them at birth to a farm and scrap the public schools through which they now pass.

With all respect to the fine quality of women teaching boys of the 12 to 16 age there still remains the need to them of inspiration from their own sex during the formative years. Shall we deprive the boys of that inspiration? Somewhere, during these years an "army" of them are acquiring inhibitions against honest work. Perhaps more and better men teachers might help to mold their all too plastic minds into forms filled with honest ambitions. Perhaps. Shall we overlook any possible antidote to the menace of the youthful army of loafers?

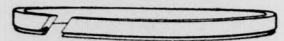
Aside from the question of the lack of men teachers there remains as another possible reason the shattered morale of the survivors of the teaching force, both men and women. It may not be the one panacea for all these ills, but the immediate remedy, the one to bolster up courage of the remnant of both sexes and to bring the men back to the schools, is a substantial raise of teachers' salaries.

The teachers do not ask that their salaries be restored to pre-war purchasing power. They merely ask as salaries, which for most of the men and many of the women have stood about stationary while prices and wages of industry have soared, an increase of 40 per cent. for the lowest paid and 10 per cent. for the highest paid.

Robert N. Stannard.

IF YOU HAVE AN OIL PUMPING MOTOR INSTALL
McQUAY-NORRIS
Superoyl
RINGS

Use one in the top groove of each piston. Allows perfect lubrications—controls excess oil.

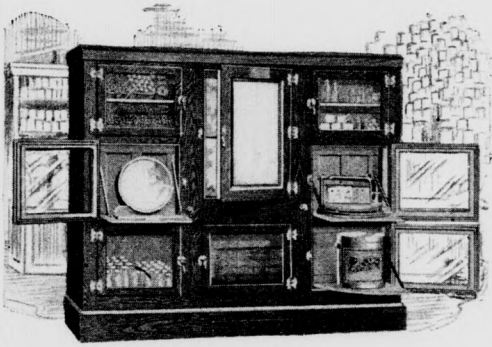


Distributors, SHERWOOD HALL CO., Ltd.
30-32 Ionia Ave., N. W. Grand Rapids, Michigan

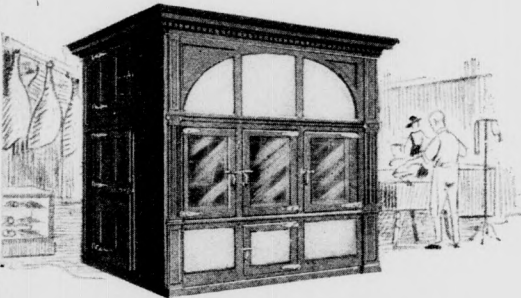
Harness Factory

Business wholesale and retail. Sales about \$500 per day. Conditions and prospects first class. Owes no borrowed money. Discounts all bills. Death of sole owner reason for selling.

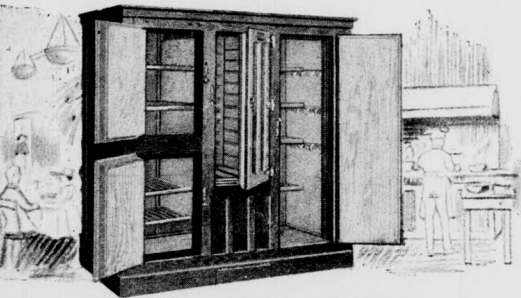
La Porte Loan and Trust Co.
La Porte, Ind.



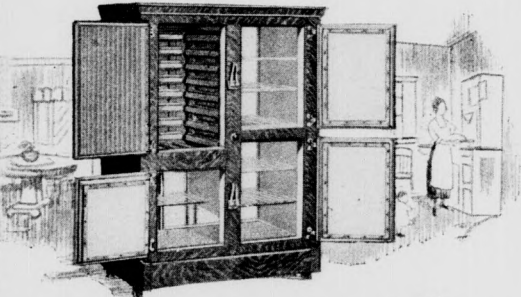
FOR GROCERS



FOR MEAT MARKETS



FOR HOTELS, CLUBS
RESTAURANTS, HOSPITALS,
INSTITUTIONS, ETC.



FOR RESIDENCES



FOR FLORISTS

McCRAY

REFRIGERATORS FOR ALL PURPOSES

McCRAY builds refrigerators for all kinds of business. Thousands of stores, markets, clubs, restaurants, hotels, hospitals, institutions, homes and florist shops depend on McCrays for efficient, economical refrigerator service.

For Grocery Stores—the McCray means more profits due to the saving of food products. Spoilage is one of the biggest losses the grocer has to meet and the McCray stops all such wastage.

For Meat Markets—every successful market is absolutely dependent on refrigerator equipment—it means success or failure. The McCray Cooler will perfectly preserve your meats.

Remember—Thirty years of continuous development have resulted in the perfected McCray System—by which fresh, cold air is kept in constant circulation through the storage chambers. Only in McCray are you certain to obtain years and years of satisfactory refrigerator service. Our position of leadership is a tribute to McCray quality.

Our Payment Plan enables any Grocer or Butcher to secure a refrigerator or cooler and pay for it while in use. Increase your profits by saving food—make this saving pay for a refrigerator or cooler.

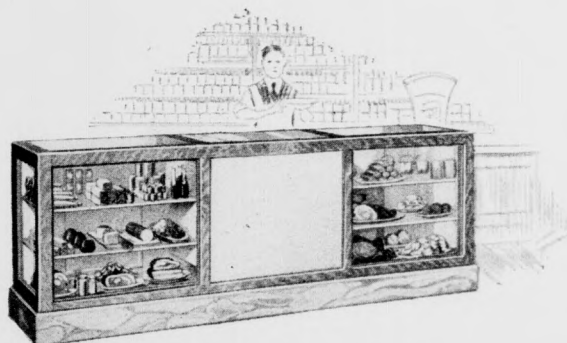
Send for Catalog—Let us send you a catalog that describes a great variety of designs—one to suit every requirement: No. 71 for Grocers and Delicatessens; No. 63 for Meat Markets and General Stores; No. 95 for Residences; No. 52 for Hotels and Restaurants.

McCRAY REFRIGERATOR CO.

3044 Lake Street

Kendallville, Indiana

Salesrooms in all Principal Cities



FOR DELICATESSEN STORES

How to Prevent Discount Slipping by Your Salesmen.

A few days ago a salesman, whom the house had always set down as a business getter, was discharged. In spite of the fact that his volume of sales had been big for years and his earnings proportionately sizable, he was discharged because he had contracted so many small bills over the territory that finally merchants and hotels began to pester the house about them and the house discharged the man.

When the new man started over the territory his first daily report brought in this statement: "Smith got fully 60 per cent. of his business by offering all the way from 1 to 5 per cent. The discounts that he owes right now and which he would have had to cover on this trip if he had continued with the house are almost as much as my salary for a month."

And in talking the thing over, it was recalled that two or three years ago a friendly competitor mentioned to this particular house that Smith was buying business, but the house figured that Smith was selling good volume, was collecting his bills and that was what he was there for.

The house in question is a national advertiser, making a comparatively well-known trademarked line of real merit. In spite of the facts that its products could and do sell on their merits, this particular territory is now "shot to pieces" and it is going to take a long time for the trade to be rebuilt.

Our proposition, then, is this: What

are all the evils resulting from a salesman's slipping inside discounts? How important is it for the sales manager to be on the lookout for this insidious, treacherous and deceptive business? And, is it ever advisable to tolerate this state of affairs when it is known to exist?

Let us take them up backwards.

"Is it ever advisable to tolerate this state of affairs when it is known to exist?"

Obviously, "no."

And yet I believe it is safe to say that nine sales managers out of ten do wink at the practice. I have one particular man in mind who has three or four men that are notorious discount slippers—men who actually get and hold a large portion of their trade by this means. He shrugs his shoulders and takes the stand that after all is said and done, the man gets the business and if he is foolish enough and weak enough to give away his salary to buy business, so much the worse for him. But so long as he gets the business, the matter can rest.

Another case in mind is that of the local manager of a chain of branches. This man had working for him for many years a great business getter who finally worked himself out of a job because he had to pay higher and higher prices for his business until finally the difference between what he drew in commissions and what he paid out for the business was not enough to make him a living. This branch manager knew that his salesman bought business, but he figured this way. "I'm here to make a show-

ing. This fellow is a fool of the first magnitude and one of these days he will drop out, but in the meantime, I need the business he is turning in to enable me to make the showing I must make."

The ability deliberately to cut off a good corner from the gross sales when the matter can, on the face of it, be indefinitely postponed is something which tests the nerve of most sales managers and many owners who are their own sales managers.

In spite of the fact that we all recognize that discount slipping is a disease which is invariably fatal sooner or later, it is equally a fact that the great majority of sales managers can not definitely say to themselves that they rigorously investigate every report of discount slipping and, if they find it true, discharge the salesman on the spot. The very fact that mighty few men will admit this, even to themselves, is what keeps this thing going on, year after year. Salesmen on the road know that a good deal of this sort of thing exists. But it goes on under cover, winked at by dealers, by sales managers and by many owners. It is a condition which seems to go on because, in the end, the men who stand out against it in their own organizations, do not take the trouble to bring it home to houses who practice it, knowing that sooner or later the natural boomerang will clean the thing up and do it more thoroughly than anything else would do it.

At the same time, while in open meeting the attitude against discount

slipping is invariably antagonistic, it does exist to a considerable extent. It is one of the carry-overs of the old school of salesmanship which went out and got the business "any old way to get it."

The importance of the sales manager being constantly on the lookout to break up discount slipping is tremendously evident when the evils which ultimately result from this practice are considered.

The outstanding evils of the system are two. In the first place the practice is fundamentally dishonest and the man who practices it is primarily crooked, and while the slipping of discounts will not in itself deprive the house of money to which it is entitled, the man who practices it sooner or later gets into hot water and it is only a step to cheating the house or the customer. In addition to that, is the fact that the goods are not properly sold. They are bought primarily because of the special discount which the salesman slips to the dealer and not on the merits of the goods.

A certain house was breaking into local advertising. It was a small house, traveling six salesmen over a purely local territory, but it had ambitions to spread. It began doing business with an advertising agency worked out a trade-mark and a plan of advertising and copy began to appear. The salesmen were supplied with bulletins and arguments for "selling" the advertising to the dealer. Apparently, the advertising was exactly right and was hitting the spot because sales came along nicely

POST TOASTIES

Have the *Call*
Among Corn Flakes
Because



- They are superior in flavor and quality—they please and hold trade.
- The sale is guaranteed by steady forceful advertising.
- Post Toasties are backed by a fair, liberal sales policy that insures good profit to grocers.

Stock Well on Post Toasties to Meet the Big Demand Ahead

POSTUM CEREAL COMPANY, Inc., Battle Creek, Michigan

on the branded piece of goods. On the strength of a two-year showing the house sold some stock and turned the proceeds into a large advertising appropriation, extended its field of operations over a much wider zone, put on six more salesmen and obligated itself for a great many thousand dollars extra space bills.

When the thing had gone along for almost a year and sales failed to materialize as they should and repeat business proved even slower, the house began to investigate, but the showing of the majority of the old sales force in the old territory seemed to warrant a continuation.

It was not until, a few months later it developed that four out of the six old men were and had been slipping discounts that it became evident that the business was being purchased illegitimately and that the advertising campaign was primarily wrong and that the business which was ostensibly obtained on the strength of the advertising was really obtained by discount slipping.

A great many thousand dollars and much valuable time and good will were lost, due to the fact that neglect whether wilful or otherwise, to break up a pernicious practice permitted it to go on until its ultimate breakdown came near to dragging the whole business with it.

If there is any one house which must, for its own sake, be continually on the lookout for this habit of buying business, it is plainly the house which depends on consumer advertising to create demand. If the house

is getting business for one reason when it thinks it is getting it on account of another, it is fooling itself, often disastrously.

When a particular territory is going strong and the house pats itself on the back that it is due to merchandise and advertising and possibly bases work in other territories on that particular showing, it is, to say the least, tremendously annoying to find some time or other that the business was being bought. At best, it means long uphill work to rebuild the territory and it is mighty nearly a heart-breaking job for the new man who tackles the proposition.

And when the smash-up does come, as it is bound to come sooner or later, the wreck is generally so bad that any momentary gains are more than offset.

Sometimes the methods employed by competing salesmen to break up the game for the discount slipper are of a decidedly humorous tendency, especially for the man who can sit back and watch it. I remember two cracker men working the same territory for competing houses. We all knew that one of the two was slipping all the way from 2 to 6 and 7 per cent. when he had to do it. He was working on 10 per cent. commission. His name was Perette and we had for a long time nicknamed him Pirate.

Joe Gorman was working the rival line and had a hard time getting around that little inside discount because neither line was branded and one was about as good as the other. Really the only difference was that

one salesman was willing to work on the basis of giving away half of what he made while the other boy was not.

Finally Gorman got to the point where he realized that drastic methods and probably an immediate and temporary loss of business was necessary in order to smoke Perette out altogether.

So he went into a particular store and the dealer turned him down. "Just how much is Perette slipping you?" he would ask. And, being friendly with most of the trade, he nearly always got the answer he wanted.

"Only 2 per cent., Dick? Now, let me tell you something. I'm not getting your business, but you're a good fellow and if anybody gets an inside price, it ought to be you. Perette is slipping you 2 and giving Watson & Earle 6. When he comes around again, stick him for 10. Bluff him out and settle for 7 or 8, or better yet, go over your purchases for the last six months and make him cough up 3 or 4 per cent. on the total. Just try it. And if you make \$50 on the bluff, buy me a new hat."

As Gorman explained to us in the hotel lobby, he wouldn't cut but if Perette wanted to split, he would help his game along. And it wasn't many weeks until business came high for Perette and six months later he was through.

The competing salesman who really wants to do it, can easily break up the practice on the part of the bare-faced "splitter." From all angles, the competing concern has an advantage

over the one for whom the discount slipper works. In addition to demoralizing the standing of the house on his territory, he is fundamentally dishonest and sooner or later he will "get" the house in one way or another. But while any sort of house is injured by the practice, it is plain that the house which markets a trademarked, advertised line suffers the most.

Of course, any thinking sales manager realizes the false position into which he can work himself when a few of his men get to "slipping" discounts, but for obvious reasons there are few of us who try to go out and look for trouble.

In fact, one of the particularly bad elements in this disease, if we may call it by that name, is that it is so hard to detect until it has proved fatal.

The men on the road who practice this vice are generally rather adept in the method of "slipping," while the dealers are, for evident reasons, inclined to keep quiet about it.

A few weeks ago a group of sales managers were discussing this practice and none seemed to have a good working plan for breaking it up. Continued vigilance seems to be the best remedy so far evolved. The sales manager who knows it exists and is constantly in the lookout for the thing, without degrading his men by openly accusing them or questioning them, is going to be reasonably sure of keeping the practice at a minimum. In fact, houses who openly and strongly oppose the practice seem

INCREASE YOUR BISCUIT PROFITS



Advantages of an
IDEAL SUNSHINE BISCUIT DEPARTMENT
Perfect Display—Clean—Neat—Attractive
 A Complete Stock with Smallest Investment
 It Creates Interest and Consumer's Demand
 Ask the Sunshine Salesman—He Knows

LOOSE-WILES BISCUIT COMPANY
 Bakers of Sunshine Biscuits
 CHICAGO

to have least difficulty with it. The houses in which it is oftenest found are houses who through carelessness or short-sighted negligence either pay no attention at all or even, in some cases, "wink" at the practice.

About the sanest method for keeping the practice out of the sales force was mentioned by the sales manager of a force of some thirty cracker salesmen.

"I am with my men a good part of the time," he explained. "About half the time I travel with one or another in various territories. This not gives me a close personal insight into the man's actions on the road and his relations with the trade, but I also meet many men from other houses and other lines. As often as possible I get into personal conversation with some salesman working a non-competing line because I am anxious to get his unbiased opinions of our line. Very often the non-competing road man does not know me or my position. Among men on the road there is a sort of secret masonry, implied rather than expressed, and many things are discussed which are never mentioned in the houses, or, in fact, hardly any place else than on the trains or in hotel dining rooms or lobbies. To get a real good line on a man get the unbiased views of six or eight non-competing salesmen and the little 'dark secrets' seem to pop out. Road gossip is often as valueless as any other kind of general chatter, but underneath it all you will find there drifts an element of truth which is worth listening to. What the road men think of other road men, especially non-competing men, is a good indication of what the man really is. And if a man is becoming a flagrant discount 'slipper' somebody or other on the road soon seems to know about it.

Which brings us around to our pet hobby that the good sales manager's place is pretty close to the road, where the business is done and that the man who can work with his men on the road and work right alongside salesmen from other houses and be a genuine sales manager as well as a real salesman has a wonderful advantage. But that's getting back to another and pretty old story.

Rush to Buy Apples for Cider.

"Cider is worth watching," said a wholesale grocer the other day. "I look for a big increase in its consumption in lieu of something with more of a kick to it." This is in line with the idea of an upstate newspaper man who recently wrote:

"Old John Barleycorn may wag a leg and wink jovially at the apple tree in a most significant wink. Cider makers may talk of a great vinegar year, but the barrels and vats are singing an anthem against prohibition which grows stronger with the days."

Followed Copy Too Closely.

"I hear your nephew is sick," said a man to his neighbor. "What's the matter with him?"

"Oh, he prescribed for himself out of a doctor book," said the second, "and nearly killed himself with a misprint."

Pathfinder Which Leads People Into the Wilderness.

Cadillac, April 13—One of my good friends and townsmen recently called my attention to an advertisement in the Pathfinder of Jan. 17. This little paper is a weekly published at Washington, D. C., and was entered as second-class matter Jan. 27, 1894. It enjoys the privilege of passing out to the public such advertisements as it contains at a very low postage rate. The advertisement referred to below contained articles of common use in every household and for the information of the friend who handed me the paper I wrote him the following letter:

My dear Sir: It pleases me to have a copy of the Pathfinder containing the advertisement of the Big 4 Grocery Co. and I am exceedingly glad of the opportunity of placing the following data in your hands, as I feel sure you can make the very best use of the information in your visits with the men whom you meet in your work.

There is no way that the improvement of conditions in the smaller towns and villages can be brought about so well as by keeping the money that is really earned in every community right at home, where it will be used to build better schools, employ better teachers and for the improvement of streets, churches, public buildings, etc., but this can only be accomplished by a united effort on the part of public spirited men combining their efforts in spreading news pertaining to matters that are ruinous to the community and the ways to overcome them.

The company making the offer in the advertisement is a concern operating in Chicago, its president being William L. Pohn. It is a mail order house and I might say that a few days before Christmas, 1919, a complaint was made before the Federal Authorities by the Illinois Fair Price Committee, charging this company with deceptive practices. I have not learned the nature of the charge or the result of the investigation, but will have the information in a short time and will be glad to transmit it to you.

Referring to their prices as advertised, as compared with the store where you and I deal, the following comparisons may be of interest:

	Ad Cadillac Price	Price
3 lbs. Granulated Sugar	\$.13	\$.48
1 bar Fels Naphtha Soap	.02	.10
1 large pkg. Quaker Oats	.04	.35
1 lb. Pure Baking Powder	.42	.16
1 bot. 4 oz. Vanilla Flav. Ext.	.49	.30
1 lb. Pure Cocoa	.12	.08
1 pkg. Big 4 Brand Best Tea	.35	.10
1 Box Powdering Bluing	.25	.20
		.05
Cost of Goods	\$1.99	\$1.82
Freight		None
Cartage	.25	None
Money Order	.03	None
Postage	.02	None
Total	\$3.01	\$1.82

Other conditions enter into the deal; for example, the advertisement says Pure Vanilla Flavor Extract. This may mean that it has only the flavor of Vanilla and not Pure Vanilla Extract, in which case the value would be much more than double; again, Powdered Bluing is rarely every called for any more. Most ladies now ask for liquid bluing, the powdered being more apt to leave spots on goods than the liquid.

This particular grocery company is little known and their offerings do not have much influence with the average buyer, but it is a notable fact that the same variation in price is seen with other concerns that are better known, and we cannot very well consider ourselves good faithful citizens unless we at least show our fidelity to the community where we live, first by giving the dealers an opportunity to quote prices, then, if it proves a traitor to our progress and success, we might have a just excuse for seeking such aid from some other community.

It will please me very much to discuss any angle of the buy-at-home

campaign and reasons why it pays.

I fully believe that the time is at hand when this particular matter must be brought to meetings of women's clubs and societies, for, after all, they can do more to spread the facts when they have learned them than can men, and I am now working on some plan that may bring about the chance to place facts and figures before them.

Merchants, this is a vital question and, now that we have extended the franchise to our mothers, wives, sisters and sweethearts, it is but fair that we also get them in on the actual transactions that provides their daily bread as well as ours. We surely cannot deny them this privilege, knowing that their faithfulness to any trust equals, yea surpasses our own, and their help is what we need in order to counteract the mail order propaganda.

The united efforts of the retail trade operating through the offices of the Retail Grocers and General Merchants' Association of Michigan can and will produce good results if readers who are interested will get into communication with the Secretary.
J. M. Bothwell, Sec'y.

Shortage of Sugar Booms Sale of Honey.

The value of honey to bakers and confectioners as a result of the shortage of sugar has raised the price during 1918 and 1919 to the highest figures of recent years. The total production of honey is now estimated to be 250,000,000 pounds. Recent prices would place the value of this crop at fully \$50,000,000.

The more commonly recognized grades of extracted honey are water white, white, light amber, amber and dark. Quotations are frequently seen on extra light amber.

For a few months after the United States entered the war the jobbing price of light amber extracted continued low, dropping to 9c per pound in cans, in St. Louis, during July, 1917. Values increased rapidly that autumn and winter, reaching 18@19c per pound central and western cities. The 1918 season opened strongly at 18 @23c per pound and maintained a generally steady rise until December, when light amber sold at 27@28c per pound in St. Louis and New York, with lighter colored stock bringing as high as 29@30c in Cincinnati.

The past season has been characterized by wide irregularity of price ranges. St. Louis held to 18@20c per pound for honey in cans until April, sagged gradually to 13@16c in the summer, and since August has kept a steady level of 15@16c per pound.

The market for light amber in New York city broke sharply in the spring, striking low point of 13c in May, recovering to 22c in November, and is now weak at 18c per pound. All other markets showed a drop in prices as the new crop of honey came on in late spring, with a varying degree of recovery in the fall.

The extraction of honey, allowing as it does for the return of the comb to the hive, permits the bees to put more effort into actual honey making and results in a greater honey production. Extraction, therefore, was encouraged strongly during the war and sale of comb honey fell off correspondingly.

It is a Disgrace

To be lazy, indolent, indifferent.
To do poor, slipshod, botched work.

To have crude, brutish, repulsive manners.

To hide a talent because you have only one.

To live half a life when a whole life is possible.

To acknowledge a fault and make no effort to overcome it.

Not to be scrupulously clean in person and surroundings.

To be grossly ignorant of the customs and usages of good society.

To kick over the ladder upon which you have climbed to your position.

Not to be able to carry on intelligently a conversation upon current topics.

Not to know enough about the laws of health to live healthy and sanely.

To know practically nothing scientifically of the things we see, handle and enjoy every day of our lives.

Not to have intelligent knowledge of the general affairs of the world, and the inter-relations of nations.

Where the Farmer Buys.

In an investigation made by the Extension Division of the University of Minnesota to ascertain where farmers did their buying, inquiries of several thousand farmers' homes showed that 76 per cent. of the groceries were purchased at stores in the nearest community, 16 per cent was personally bought in towns farther away because the storekeeper in this town carried a larger assortment or gave a better price on quantity orders, while 8 per cent. of the groceries were bought from mail order concerns.

Blue Buckle Overalls Union Made



"Strong-for-Work"

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

We carry them in stock for immediate shipment.

BROWN & SEHLER CO.

Wholesale Distributors

GRAND RAPIDS

MICHIGAN

Blue Buckle

Union Made

Overalls

Blue Buckle sales certainly are growing bigger every day. More men wear Blue Buckles and more men learn about them. It costs less sales-effort to move Blue Buckle Overalls off your shelves! Quick turnovers and steady profits are assured by Blue Buckles' supreme quality.

Persistent advertising is working in every sales-field to help make Blue Buckle business even bigger. Magazines, farm papers, newspapers, brotherhood journals, trade papers, and bill boards in over 1500 towns and cities are carrying the story of Blue Buckles extra wear-quality and work-quality.

Reap the results this greatest overall advertising campaign ever put in print. Order through your jobbers.

Jobbers OverAll Co., Inc.
Lynchburg, Virginia

*Largest Manufacturers of Overalls
in the World*

New York Office: 63 Leonard Street
Wm. T. Stewart, Representative

**“Strong
for
Work”**



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



SALVATION OF THE WORLD

Rests on Men Whose Trousers Bag at Knees.

One of the chief counts in the indictment against civilization is its penchant for overdoing things. The multiplication table figures in every human endeavor. Our newspapers are too big and the price for print paper is too high. We use too much space for advertising. We revel in totals, thrive on bigness and boast of gains. Extravagance is in the saddle, and the old virtue of economy is no longer in vogue.

Perhaps we get our cue from Nature, for she seems intent on giving us either too much rain or too little, too much cold or too much warmth, too many bugs, bacteria, grasshoppers and so on. A sort of general average would be preferable, but neither we nor Nature seems to think so.

It is to be hoped that the tendency to overdo things will not be carried over into prayer for deliverance. There are several precedents showing the unwisdom of such strategy. Kansas and Nebraska supply two striking examples that happened many years ago. The first instance was where drought hit Kansas between the eyes, in the solar plexus and below the belt. Things were simply drying up and blowing away. It was so dry that the wind carried farms around in the air and dropped them wherever it was most convenient. And so a minister of the Gospel summoned the people to pray, and the people came by hundreds in covered wagons and camped out along the roadsides. For three days, on bended knees, they sent up a fervent plea for tears from the skies and implored Pluvius to open wide the faucets. He did. He opened up the heavens, and forth came so much wet water that everything was flooded. Bridges were washed away, homes and barns floated off and the very old deuce was to pay all around. It was a week or more before the campers could get back home, and when they got there most of their possessions had drifted off into the bottoms. A local paper, whose editor was more inclined to humor than to religion, suggested that hereafter, when the good minister prayed for rain, he put on the soft pedal and not overdo the thing. Too much rain was really worse than none at all.

The other instance swings around a plague of grasshoppers that sorely tried the farmers of Nebraska. The grasshoppers were present in battalions, regiments and companies. They ate up every vegetable substance that showed above the ground, including jimson weeds and skunk cabbages. They piled high on the railroad tracks, so that the drive wheels on the engines spun round and round as though immersed in cup grease. The Governor issued a proclamation for universal prayer to be delivered from these awful pests whose capacity to eat seemed to have completely submerged their capacity to hop. And the people prayed long, loud and lachrymosely. They prayed in English, German, French, Italian, Scan-

dinavian, Croatian and Choctaw. Whether it was prayer or something else, anyhow a high wind came out of the North and blew every blooming grasshopper over the State line into Kansas, where the pests proceeded to eat that Commonwealth out of houses, homes and rail fences. Gruff Tom Morgan was then Governor of Kansas, and when the grasshoppers appeared in his balliwick he sent a wire to Governor of Nebraska worded about to this effect: "If you don't quit praying your damned grasshoppers down into Kansas, I'll come up to Nebraska and kill you."

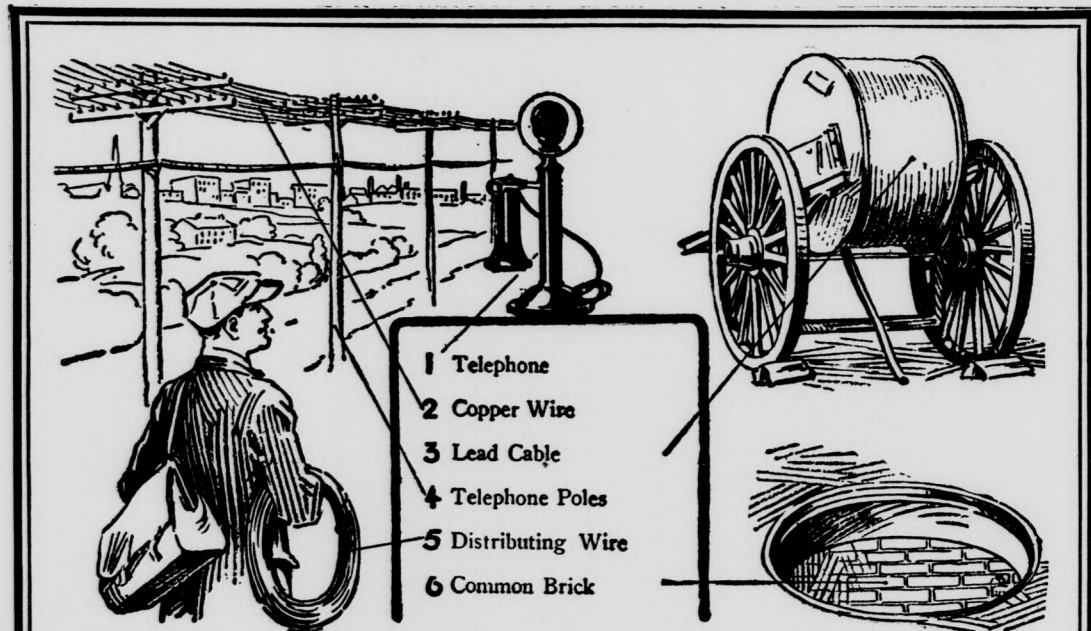
One of the things this country might adopt to advantage is moderation. Safety lies somewhere in between the extremes. Too little prayer is not apt to bring the desired results, while too much prayer may produce a deluge. We go to extremes in everything because we have lost our senses over bigness. This craze extends from commerce over into fashions and everything else. It used to be stylish for women to display small

portions of the anatomy, and in those days there was a sort of itch to see more. Now fashion has gone the limit and displayed everything, and, having nothing more to see, we are getting tired of the exhibition. The switch back to the other extreme is sure to come, and then there will be too much covering. As between seeing everything and seeing nothing, there is little choice. Piquancy proceeds from seeing just enough, whatever that may be. Fashion can be depended upon for one thing always, and that is to provide styles that run into much ready money. The time will probably come when we can be fashionable for a reasonable sum of cash. Fashion is manipulated, not to make human beings presentable, but to make them come across with the coin as frequently as the thing can be worked out.

Magazines and newspapers are the real creators of style. They are the power utilized by the men who control fashion. Women are always greedy for something new upon

which to squander their supporters' wages. I use the word "wages" because it means so much more than "salary." Nobody can afford to work for a salary any more. If the papers told the lady folks it was stylish to wear only a smile, a wrist watch and garters, they would appear next day in that sort of garb, and crowd the department stores looking for the most costly garters and wrist watches to be had. The smiles costing nothing the other apparel would have to bear all the expense. It might as well be admitted that the cause of most of our extravagances can be traced straight to the publishers, and it is to them we must go for our remedies. The public is whatever the newspapers make it. If there is to be a return to moderation and sanity, the editors of the country are the only ones who can bring that reform about.

In a previous essay in the Tradesman I pointed out that advertisers profligacy that is sweeping over the country. The advertising columns



A Losing Proposition

The materials that go into telephone instruments and switchboards, including steel, platinum, tin and other metals, have increased more than 100 per cent; copper wire 55 per cent; outside wire 45 to 55 per cent, and so on.

Telephone poles that cost us \$5.43 in 1915 are now \$13.05 each, while lead cable has risen from \$1.10 to \$1.55 a foot, brick from \$7.00 to \$22.00 per 1,000, cement from 45c to \$1.00 per sack, cross-arms from 54c to \$1.37 each, clay conduit from 2.9 cents to 7.5 cents a foot and teaming from \$4.00 to \$12.00 a day.

Staples used and dealt in every day have risen enormously, of course. Corn in 1915 was 76c a bushel and now is \$1.60; wheat was \$1.25 a bushel and now is selling at \$2.52, while beef sold five years ago at \$11.42 per 100 lbs. compared to \$17.77 today. The retailer of these products has advanced his selling prices to meet increased costs.

The Telephone Company, on the other hand, has been unable to follow this plan. Costs have risen rapidly but rates are regulated by law and have not kept pace, so we have come to a point where we cannot meet the bill. Our income is not sufficient.

**WE MUST HAVE
YOUR SUPPORT
IF YOU ARE
TO HAVE THE
TELEPHONE**

MICHIGAN STATE



TELEPHONE COMPANY

teem with announcements of every sort of luxury that the inventors have been able to squeeze out of their brains. Many things are alluringly advertised that in no respect whatever are required for orderly and happy existence. Men of gifted pens are employed to so string words together that the average intellect cannot resist the temptation to buy things that cannot be afforded. People are systematically tempted into debt. They sign papers tying them up for months on the installment plan, and in countless homes are many articles which are absolutely unnecessary for the pursuit of life, liberty and happiness, all purchased through the dollar-down-and-a-dime-a-day bait. Such things are all right, perhaps, in ordinary times, but these times are extraordinary. The world is burdened with debt and with an inflated currency. There is a spirit of woeful waste running riot. Taxes are heavy and nobody seems to give a damn about anything.

There is a day of reckoning coming and over the horizon can be seen a long bread line. You can shut your eyes and plainly see the soup kitchen doling out spoonfuls of thin sustenance to men, women and children. Want and woe and calamity are at our heels, sniffing the harvest that always follows debauch. In degree the severity of the coming pinch can be lessened by preaching a reasonable degree of moderation in all things. I am not at all in sympathy with those who think this artificial prosperity can be prolonged indefinitely and who decry those who point a warning finger at the calamity to come. I do not believe in artificial enthusiasm or artificial optimism at all. Nothing endures but the natural. Things must resume the orderly procession of normal times before we shall really settle down and get somewhere.

Many reforms are needed. The first is moderation in all things. The second is freedom of opinion and of speech. We have had quite a sufficiency of one man autocracy and trades union and I. W. W. propaganda. We know what loyalty is without having it supplied in canned form. Then come common decency, fewer laws, more production, more statesmanship, more sense, less extravagance in public affairs, with consequently less taxation. The spirit of intolerance now so prevalent must be modified. In summing it all up, what is needed is the exercise of the plainest kind of common sense as exemplified by our greatest American, Abraham Lincoln. The salvation of the world rests upon men whose trousers bag at the knees. The high-brow and efficiency expert have had their day, and the way they have balled things up makes us think that it is better to know a little, and know it well, than to know so much and still know nothing. Extravagance, indecency and high taxes have wrecked every nation that tried to get away with them. Read history—and remember that history always repeats. This time it may repeat while you are alive.

Frank Stowell.

Be just before you are generous.

Is Your Store Efficient?

A well-known manufacturer of a nationally advertised brand has prepared the following efficiency chart for retailers. By sizing up his answers to the following questions any retailer can form a pretty close idea as to whether his store is efficiently conducted:

How Efficient Is Your Store?

Do you like your work?

Are you open to suggestions?

Is the total percentage of expense of sales less than 20 per cent? (Include as expense items: Rent, salaries, advertising losses on loaders, heat and light, delivery supplies, insurance and taxes, general expense, depreciation and shrinkage and bad debts.)

Is your turn-over at least five times a year?

Are you doing all the business possible with your present overhead expense?

Do you overcome sales-resistance by selling nationally advertised goods?

Do you conduct your business on the one-price plan?

Are your goods marked in plain figures?

Do you keep a record of sales by departments?

Is there any "soldiering" or time-wasting by your employes?

Do you make easy and immediate adjustment of complaints?

Do you make special efforts to sell big-price articles?

Do you advertise in any way—newspapers, form letters, handbills, etc?

Have you a system for getting facts about your customers that may help make more sales?

Do you try to enlarge your selling territory?

Do you use the personal canvass to help sales?

Do you constantly use manufacturers' dealer helps?

Is your stock clean and displays attractive?

Do you make it a point to know thoroughly the goods you sell?

Do you regularly read some business efficiency literature?

Do you dress your window at least once a week?

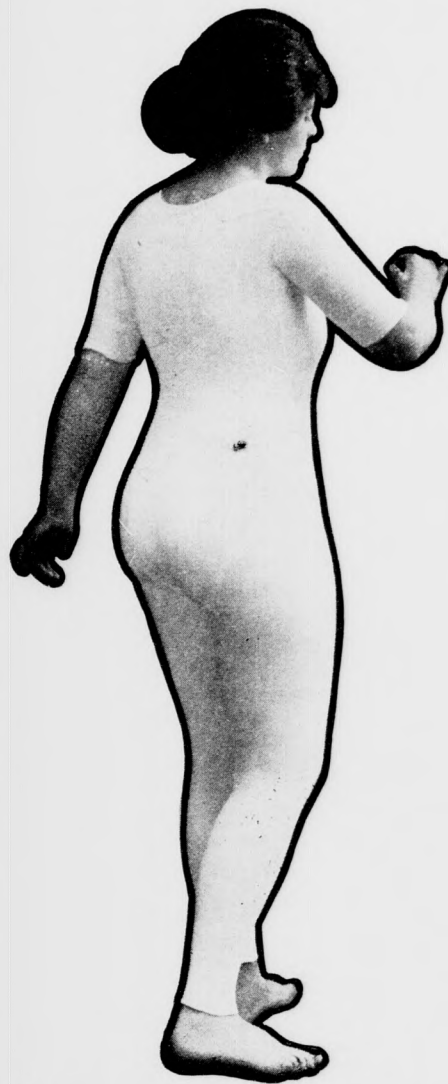
Total per cent.

The Oldest Confection.

The greater part of black licorice is derived from Spain, where it is made from the juice of the plant and mixed with starch to prevent it from melting in hot weather. The licorice plant is a shrub that attains a height of three feet and it grows wild where its roots reach the water. It flourishes especially on the banks of the Tigris and Euphrates rivers.

Since the valley of the Euphrates contained one of the earliest civilizations in the world, the probability is that licorice is about the oldest confection in the world, and the taste which the boys and girls of to-day like so well was enjoyed by the youngsters of three thousand years ago.

Use your little hammer for nailing lies, but don't be a knocker.



"APEX"

**U
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Is Snug Fitting and Comfortable

Your customers will appreciate the fitting and wearing qualities offered in "APEX." Every garment conforms to the most exacting requirements of the woman who cares.

"APEX" UNDERWEAR

for

Men, Women and Children

It is the high-standard quality coupled with superior style construction value and wear that makes "APEX" so dependable.

"APEX" is tailored to fit.

"APEX" Samples Gladly Submitted



**The Adrian Knitting Company
ADRIAN, MICHIGAN**

Carelessness in the Use of Matches.

It is wicked carelessness to leave matches lying about, because they are so easily lighted. The sun's rays coming through a bubble in the window glass, a fish globe, a water bottle, a round paper weight, or grandma's spectacles will light the match they shine upon. If matches are loose in drawers or on desks, they may take fire from something hitting or rubbing them. The heat from a stove or grate may light them if they are left on the mantle. They may be brushed off a shelf or mantle and be stepped upon and lighted.

The head of the match is made of phosphorus, chlorate of potash, rosin, whiting and powdered flint, held together by glue. The rubbing of the flint makes enough heat to fire the phosphorus; the chlorate lets go of the oxygen in it with an explosion and great heat. This heat fires the rosin, and then the paraffin in which the match stick was soaked takes fire and the stick begins to burn. If either saltpeter or sulphur is used in place of chlorate of potash, a silent and slow match is made which does not snap and fly. When the chlorate or "parlor match" is stepped upon it sounds its own fire alarm. This is the only good thing about it.

In Europe matches are found only in their proper places, and the sale and use of the dangerous kinds are usually forbidden by law. In most European countries only safety matches can be used. These matches are made in the same way as that of the parlor match, except that the

phosphorus is omitted from the head of the match and is placed, in combination with other elements, on the side of the box. These matches can only be scratched on the box and are reasonably safe, and the only kind that should be used by a careful, painstaking housewife. — Adapted from Illinois Fire Marshal Bulletin.

Americanization and Mutual Fire Insurance.

Much is being said these days about Americanization. From all sections of the country we are being bombarded with posters and dodgers and pamphlets telling us how and when and where to Americanize the elements in our midst that have not yet gone through the gastric juices of our free institutions. This is all very fine. But mutual fire insurance is one institution that has always been and always will be American to the backbone. It is based on the American principle that those who bear the burden of taxation are entitled to representation and a list of its membership will show that it appeals most strongly to those who are the staunchest supporters of our form of government. From the day that Benjamin Franklin and his neighbors organized the Philadelphia Contributionship for insuring their dwellings mutual fire insurance has been considered a necessary part of the social organization of every American community. The church the school, the court house and the mutual insurance company are the institutions that the American pioneer turned his attention to after he had staked his claim.

The Socialist and the Bolshevik with their insistence upon state domination have always looked upon cooperative organizations with suspicion. They are logical enough to know that the man who builds his own institutions will not stand much spoon feeding. Wherever you find an American community, you will find a mutual insurance company. It is a part of the bone and sinew of our great Commonwealth. J. J. Fitzgerald.

Tragedies.

He stepped on the throttle to see if he could beat the train to the crossing.

He couldn't.

He struck a match to see if his gasoline tank was empty.

It wasn't.

He patted a strange bull-dog on the head to see if the critter was affectionate.

It wasn't.

He looked down the barrel of a gun to see if it was loaded.

It was.

He touched an electric wire to see if it was alive.

It was.

He thought he could get along without a live trade journal.

He couldn't.

You will see in life just what you are looking for. It depends upon the lenses of your mental vision. If they are black and smoky, you will see the shadows, the gloom; if they are clear and crystalline, you will see the rainbow of beauty.

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

HAVE YOU A GOOD MEMORY?

THEN REMEMBER THIS NAME:

Michigan Bankers and Merchants Fire Insurance Co.

OF FREMONT, MICHIGAN

THEN REMEMBER THIS ALSO:

That they make you an immediate saving of 25 to 45% on cost of your Fire Insurance. Repeat this advertisement word for word. If you can't, read it over until you can. It will help you mentally as well as financially.

Wm. N. SENF, Secretary.

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
F R E M O N T,

A. T. MONSON, Secretary
M I C H I G A N

Foundation of the California Navel Orange Industry.

Nation-wide interest has been aroused by the news flashed over the country last month that the two original orange trees brought to this country by the Government from Brazil forty-five years ago are doomed to die. From these patriarchs have sprung all the Navel orange trees in California, and a movement is being inaugurated to erect bronze tablets on their sites to mark the birthplace of a vast American industry.

These ancestral trees are of the Washington Navel variety brought from Brazil in 1874 by the Department of Agriculture, and from them, by process of budding into seedling stock, have sprung the entire race of Navel orange trees, which cover the larger part of 175,000 acres of orange groves in California.

One of them stands at the head of Magnolia avenue, near the beautiful city of Riverside, California. The other tree stands in the court of Mission Inn, a noted landmark, where President Roosevelt replanted it in 1902 as a token of esteem for this venerable enemy of race suicide.

These trees have long been tottering on the verge of senility, and the fear has finally been expressed that their days are over.

Forty-five years of useful activity form a proud record for any living being, vegetable, animal or even human. Considering that their progeny bore over a \$40,000,000 crop of fruit last year, according to the estimate of the California Fruit Growers Exchange, these trees must be viewed with a degree of veneration and praise.

Not all California orange trees are of Navel variety. This is a winter growth. The Valencia product, introduced from the Azores and improved to meet California standards, flourish in summer. Of the forty-five thousand carloads of California oranges shipped in a normal year, about one-half are Navels.

The California Navel orange is shipped from December to May, and the California Valencia orange is shipped from May until December. This means that one or the other of these varieties is on the market every day in the year. The Navel oranges in Central California, owing to the warmer days and nights in the summer, mature earlier than the Navels in the southern part of the state near the sea coast, and arrive on the market shortly before Christmas. The Navel crop in the southern belt is ready for first shipments to be made at about the time the movement of northern fruit is completed.

Occasionally dealers find customers who believe that the California oranges received in the summer time (Valencias) are simply winter oranges (Navels) which have been picked in the winter and kept in cold storage. This is not the case. The fact that the Valencia is naturally of a more pale color than the Navel leads some people to wrongly believe that the fruit was picked before it was fully ripe. Of course no experienced fruit merchant is deceived by these differences.

The California Washington Navel orange is easily distinguishable from the California Valencia orange by the peculiar navel formation opposite the stem end and which is not possessed by the Valencia. The color of the Valencia skin when fully matured is generally lighter than that of the Navel, although the pulp is of a rich, bright, orange color. Often in displaying California Valencias it is a good practice to cut a Valencia in half and place it conspicuously on the pile of fruit so that customers may see plainly that the fruit is fully ripe and not be misled by the natural paleness of the skin. The Valencia has made friends rapidly, but it has not have grown in large quantities until recent years and its characteristics are not so well known as are those of the Navel which it very closely resembles in eating quality.

Do You Know This About Cheese?

Cheese is being used in larger quantities since the housewife has learned that it may be successfully alternated with fish and meat in the menu. A good American cheese is one in which the texture is close and compact. If of good texture, a sample rubbed between the fingers feels smooth and waxy. If a cheese contains many irregular pin-shaped holes, it collects moisture and fat particles upon standing, and these cause it to deteriorate, thereby causing material loss to the grocer. Cheese should have an even color, and in order to be attractive to the buyer should have a smooth, waxy finish. Smaller cheeses may seem economical from the grocer's viewpoint, but the larger varieties made may be equally so, with the proper care. If wrapped in a damp cloth and then in paper and put into the refrigerator, cheese may be kept moist and fresh for any length of time. If cheese is displayed in a glass container, the air should not be wholly excluded, for cheese moulds when shut off from an air supply. Food value and price are not comparable in cheese selection. Cheaper priced cheese contains just as much food value.

Detroit—The Jordan & Cole Sales Co. has been organized to deal in automobiles, trailers, parts, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and \$10,000 paid in in cash.

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

DICKINSON'S



SEEDS

The Albert Dickinson Co.
MINNEAPOLIS CHICAGO

MATCHES

All Types and Sizes to Suit Every Requirement

American Safety Strike Anywhere Match

The Most Popular Home and Smoker's Match

American Strike-on-Box Match
Both square and round splints

Diamond Book Match

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

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

We pay City, County, State and Federal Taxes.

Why not patronize Home Industry?

The Diamond Match Co.

TURN-OVER IN THE GROCERY.

Can Be Augmented By Pushing Fruits and Vegetables.

Dayton, Ohio, April 13—In nine cases out of ten, turn-over is a true indication of good management and deserved profits. To put it in a little different way, a relatively big volume for the invested capital represents the sum total of all things that are done to build up sales and protect the business.

Even in small communities I do not believe that any grocer should be content with a stock turn-over of less than ten or twelve times a year and in the larger and more thickly populated locations, he should strive for and obtain stock turn-over of eighteen or twenty times a year. The actual net profits where the turn-over is approximately made once a month, will mostly show net earnings two and one-half to three times as much as where the turn-over is only six or eight per year. This represents the difference between success and mere living or failure. Expenses will be less and the hold on your trade much more secure.

In an average sized store with an investment of \$6,000 in stock the annual sales total should be \$60,000 to \$72,000 and upward. With an average gross profit approximating 18 per cent, a quick turn-over will widen the margin some three or four per cent., thus you can raise your average net profit, based on sales, from two and one-half to three to between five and six per cent. This figured on ten turn-overs a year means from fifty to sixty per cent. earnings on the invested capital, after proper allowances have been made for interest on the investment, salary to the proprietor and such like items which many grocers neglect to take into consideration. The proprietor is entitled to a salary of 1 1/4 or 2 per cent. of the gross sales, thus on a volume of \$60,000 he should personally draw about \$60 per week salary for living expenses. He earns this by the time and effort he devotes to the general management and buying.

Mere volume alone does not mean quick turn-over; for the small grocer this fact is a clear indication of his best means of competing with the larger and better established store. Under present conditions competition is strong and in no other phase of retailing do we find the gross profits and operating expenses so low. These are almost untold opportunities for costly, unseen leaks and losses from waste, spoilage, theft, slow moving items, sacrifices of stale goods, etc., and everything possible should be done to buy systematically and in a manner that will assist rapid movement of the goods through the store.

One of the surest and most direct ways of solving many of the problems in store arrangement, management, buying and selling, is to give special attention to your green goods. They should be concentrated and clearly departmentized. Continuing our arithmetic on a \$6,000 stock and sales of \$60,000 it will be found that the average store will have approximately 30 per cent. of this total represented in the sales of fruit and vegetables.

On fruits and vegetables, instead of a turn-over of from ten to twelve times a year, you can easily boost this up to fifty or more times with a large part of the stock turned daily. To a very great extent this merchandise can be turned into cash with profit long before the wholesaler's bill must be paid. Your investment probably will not exceed three to three and one-half per cent. of your total stock—\$180 to \$200—but yielding a monthly sale of \$1,500 with a net profit around \$300. From these figures the value of close attention to fruit and vegetables is apparent, in fact, no other department of your business is so important or yields anything like the percentage of profit on the money invested.

Fruits and vegetables constitute your most attractive merchandise and when properly displayed, will not only attract much business and get more sales from regular customers, but can be made to show a marked increase in the sales of all departments. Investigation has proven that the most successful stores have found it profitable—in fact, necessary—to concentrate their fruits and vegetables in a neat, compact department in the very front of the store where all passers-by and customers in the store can readily see every item carried. It is fatal, however, to do this and then jumble up your displays on a window ledge, or to permit confusion or untidiness resulting from picking over the stock. The various items must be kept separate and distinct, not only for the purpose of attractiveness, but for preventing waste and spoilage, making it easy for the customer to select and because of the modern method will save 50 per cent. of the time of the customer and of the clerk putting up the order.

This arrangement gives a clear passage to the main sales counter, eliminates congestion, takes off the floor and counters crude and ugly crates, baskets, boxes and barrels, makes the store neat and clean, results in the full display of merchandise, economizes floor space, makes the whole store visible from the sidewalk and enables the clerk to wait on the trade or put up orders quickly without running around all over the store. With scales right by your fruit and vegetable fixture a further saving of time and labor will be effected.

About \$16,000 per sales person annually represents the average, but this store arrangement, through increasing your volume and turn-over, will greatly raise the amount of business each clerk can do, reducing your costs and widening the margin of net profit. In many well managed stores it will be frequently found that a clerk will do a \$30,000 business each year.

With your frequently called for package goods on the shelves directly back of the main sales counter, bulk staples in the bins at the same location and your green goods, originally scattered all over the store, in a modern fixture at the front of the store, the clerk will be able to get most of the items the customer wants at the very beginning and can therefore handle almost twice as many people during the day. This good service means satisfaction to the customer, particularly during the rush hours and enables you to make deliveries in better time.

Window display is the best advertising a grocer can do and fruits and vegetables make the finest window display. With their wonderful natural colors and beauty, they appeal above all the items in the store and have a lure and an attraction that can scarcely be resisted. Bring from the store room frequently fresh stock to keep your fixtures well filled and your displays attractive. This keeps the whole department alive and prevents overlooking items that will quickly perish.

Remember that the more conveniently you can arrange your store the better it will be for both customer and you. It is a prime rule to arrange your entire stock, so that each article will be found at one place only; do not bring surplus stock into the store itself and thereby have small lots located in three or four different places, but keep your reserve in the store room. It is not necessary to crowd the shelves and counters with more than the average days needs but make the various lines of merchandise individual and distinct, then to maintain the good appearance, replenish the shelves or fixtures for your fruits and vegetables, better the store arrangement and make possible special displays of slow moving goods, seasonal merchandise and items on which you may have made a quantity purchase.

No matter how much you may have

put into modern counters, refrigerator, cash register, scales, electric coffee grinder, etc., the whole effect of these may be lost unless you avoid the old unsanitary method of showing your fruits and vegetables in the original shipping containers scattered over the floor. Treat this most important and productive department of your business in the manner which it deserves; provide the modern equipment that will save floor space, time and labor, prevent waste and spoiling, give more attractive displays of fruits and vegetables, give free aisles and counters and plenty of working and display room. By doing this you will make a long stride forward and will be able to handle a greater variety of fresher goods, which, because of the better arrangement and display, will appear to be even worth more. Moreover, this arrangement complies with the fundamental characteristic of women which is that they must compare values and actually see and handle merchandise when buying. To cover up goods, even though you leave them visible, will not produce sales, on the contrary you will decrease the business—but by having every item in plain sight where its quality may be seen and tested, you will find a very gratifying increase in volume with lessened expenses and greater profit.

J. H. Latchford.

Arbitrary Methods Adopted to Placate Butter Producers.

Grandville, April 13—Back in the days of the Civil War substitutes for drafted men were in frequent demand. The Government accepted such as filling the requirements of the military law, but to-day the word substitute refers rather to foodstuffs than to men.

A certain scientific investigator has reasoned it out through experimenting with rats that animal life can only be maintained for a short time without the use of vitamins contained in milk and butter. This is a somewhat revolutionary as well as startling announcement.

While a boy on the farm the writer remembers that some specimens of the rodent family lived to a great age without the consumption of either butter or milk. It was thought in that benighted age that rats could manage very well on a menu of grain and other edibles in which the vitamins of modern science had no part.

It is barely possible that modern life is so far removed from the ethics of the past as to require a more balanced ration.

Of one thing we are assured: Since the opening guns of the kaiser's war the American people have learned, in a very forcible manner, the full meaning of the word "substitute." Nor have they as a people fallen in love with the manner and kind of substitutes sold to them at unheard of prices over the counters of the dealers.

The name butter still lingers in the minds of a majority of our citizens as something of a delectable nature once spread upon bread for giving it a more pleasing taste, regardless of the vitamins. Providing this discovery of the scientist is true, and men and women really cannot thrive without cow butter, then there are a surprising number of people still holding to life on this planet who have not known the taste of butter vitamins in many moons, some even in years.

Substitutes for cow butter are as numerous as the leaves of the trees, many of them of very palatable texture for the purchaser to do his ure, the one drawback being the nec-own coloring and mixing. This is something fierce when you have to warm up the mixture in order to soften it sufficiently to work into an edible mass.

The one senseless idea is that of the Government refusing to permit these substitutes being colored by the manufacturer. It is a part of the red tapeism at headquarters and a sop thrown to the farmers who, by the way, are permitted to color their own

butter products to the extent of sometimes giving that rich orange hue which really differentiates against the quality of the genuine article. Of course, this color scheme was a sop thrown to the farmers back in days before the war when all substitutes for butter were taxed 10 cents per pound in order to discourage their manufacture, thus serving to give the agriculturist a monopoly of the butter trade. Possibly well and good. The farmer, no doubt, is deserving of much coddling by Government, but that this should be carried to the extreme of taxing other foods, in order that the farmer may monopolize a certain production, is not a sort of logic that will hold water.

The United States was not builded among the nations of the earth for the express benefit of any one class of citizens, but rather to cater to the life, liberty and the pursuit of happiness of all classes.

It is as plain as a pikestaff that if the various margarines on the market are not detrimental to health the Government is in small business seeking to tax them out of existence. If they are detrimental to health their manufacture should be absolutely forbidden.

Butter is good in its place, but because of this unrighteous war on eight-tenths of our citizenry by the other two-tenths, wherein the cost of living has been boosted beyond anything ever before known in the history of the world, it is not right to continue to legislate in favor of one wholesome article of diet as against another.

Hundreds of families in Kent county to-day haven't known the taste of cow butter in a year. The substitutes come onto their tables in its place. Some of these substitutes will compare favorably with creamery butter, and are in every way superior to the output of much of the cow product of careless farm housewives who labor under the delusion that anything in the line of butter will pass muster.

There is little doubt that most of the substitutes are more wholesome for human consumption than some of the real farm butter put upon the market to-day at unreachable prices.

The effect of so many edible butter substitutes is sure to work a revolution in the eating habits of many of our people, so that when the world and the United States of America in particular returns to a normal condition with regard to the cost of living, the farmers' butter will find that the tastes of a large one-time clientele have undergone a change and the substitutes will be continued while poor dairy butter goes begging in the market place.

When this time arrives it is to be hoped that the various palatable substitutes for butter, made in a cleanly way, safeguarded by strict supervision, may have the coloring matter included at the factory, so that all butter and butter substitutes shall stand on the same footing.

This coloring your own butter is one of the petty annoyances forced upon the public because of the Government's desire to placate the cow butter producers of America.

Old Timer.

The man who buys from farmers must learn how to take the farmer into his confidence. His accounting system should be so complete that he can show the farmer just exactly what it cost to do business last year. If this is not done, the farmer will think you are getting rich at his expense and as he broods upon this subject, it will grow in his mind until he takes steps to give you competition. The safest way would be to figure these things on a cost percentage basis and be satisfied with small, but sure, profits.



Grasp it!

Seize Your Chance!

HERE is the Inspection Seal of the National Cannery Association.

This Seal will appear on the 1920 pack of canned fruit, vegetables, fish and other products, passed by the Inspection Service of the Association.

A national advertising campaign will make this Seal familiar to American women.

The housewives of the country will be told of the high class methods of the canners to whom the privilege of using the Seal is granted.

They will be told to look for the Seal and be guided by it in selecting brands.

This is not a campaign for a single or even a few brands. It represents a great forward movement by the Canning Industry itself.

Any canner subscribing to the Inspection Service can secure the Seal if the product is up to Association Requirements.

Why not ask your wholesaler? Make sure when you buy that you are stocking Inspected brands, which have all the force of the National Cannery Association's powerful advertising campaign back of them.

This is the greatest thing that ever happened for the retailer of canned food. Don't miss your chance.

National Cannery Association

Washington, D. C.

Note Carefully

1st

The National Cannery Association, representing a large part of all the canned foods packed annually in the United States, has an efficiently organized inspection service for the purpose of assuring satisfactory canned foods prepared under strictly sanitary conditions.

2nd

Any canner can subscribe to this Inspection and Advertising Service and thereby secure the privilege of placing the Seal on each can of his produce which meets the Association requirements.

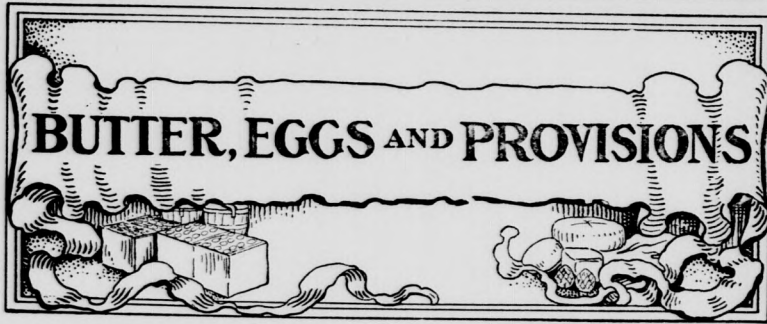
3rd

Already arrangements have been made for twenty-five million cases of the 1920 pack to come under this inspection; many more are certain to be added.

A nation-wide organization formed in 1907, consisting of producers of all varieties of hermetically sealed canned foods which have been sterilized by heat. It neither produces, buys, nor sells. Its purpose is to assure for the mutual benefit of the industry and the public, the best canned foods that scientific knowledge and human skill can produce.

*Canned Food - the Miracle
on Your
Table*





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.

Progress by Michigan Horticultural Society During 1880..

Written for the Tradesman.

The year 1880 was a memorable one in the annals of the Michigan Horticultural Society. There had been a growing sentiment that the organization which was reaching out and making itself useful in other fields than the growing of fruits should have a name that comported with the range of its activities. The subject of changing from "Pomological" to "Horticultural" had been broached many times, but the technical fruit growers were so assertive and so wedded to the name under which we were incorporated that, up to the year 1880, all efforts of those who advocated the change in name to comport with the services of the Society were unavailing. At the mid-summer meeting of this year, the controversy came to a showdown and the change was made by a significant majority.

The matters under serious discussion at the quarterly sessions of 1880 demonstrated the rapid growth and usefulness of the Society in the whole field of horticulture. Among the scholarly papers presented I note the following titles: Evergreens for Protection; The Science of Canning; Improvement of Rural School Grounds; Children's Education in Horticulture; The Oaks of Michigan and the World; Migration of Birds; What is Wrapped in a Seed; The Home Vegetable Garden; Memorial Trees; Classification of Exhibits at Fairs; Value of School Gardens.

The death of the venerable and beloved former President and Secretary J. P. Thompson, occurred during this year and the tribute paid to his memory by Hon. S. L. Fuller, so long the Treasurer, was the voice of the entire Society. Mr. Thompson's scholarship, enthusiasm and gift of expression were great assets to the young Society during its formative career.

There are a few names of men whose equipment and experience were given freely and effectively about this period to the work of popularizing horticulture among the farmers as well as the residents of cities, whom we ought to take delight in recalling, because of their conspicuous services: David Woodward and S. B. Mann, of Lenawee county; Charles Coryell, of Hillsdale; H. Dale Adams and J. N. Stearns, of Kalamazoo; William Rowe

and S. M. Pearsall, of Kent, Robert and Frank Kedzie, of Ingham; G. H. La Fleur, Allegan.

Among the distinguished gentlemen from outside the State who brought enthusiasm, inspiration and valued experience to us were Professor William Saunders, of Ontario, J. S. Woodward, New York; Dr. John A. Warder, of Ohio, and Secretary Ragan, of Indiana.

The University of Michigan joined with the Agricultural College in 1880 in rendering valuable assistance to the Society through the presentation of learned papers at the meetings. I recall particularly the contribution of Professors Prescott and Winchell.

Two things accomplished by the Secretary of the Society during this year added greatly to the prestige of the organization in public libraries and other state and district associations engaged in similar undertakings. Our volumes, issued each year, were valued because of the high character of the contributions and were sought by libraries throughout the country. Their value, however, was hampered by the fact that no attention had been given hitherto to the indexing of the volumes and complaints came from all sides that the good things which gave character to the Society transactions were not available to busy people because it required so much time to find the desired information. A comprehensive and carefully analyzed index of the ten volumes, including 1880, was made a part of the last volume. This proved to be of inestimable value and increased the demand for complete sets of the volumes to such an extent that the Society, in order to meet the requests, sought the country over for stray copies to complete sets for libraries and studious horticulturists.

For fourteen years, two young men

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



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

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

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

of Hubbardston, Michigan, Charles F. Wheeler and Erwin F. Smith, had, as an expression of their loving devotion to an idea, gathered material for the compilation of real value of the flora of Michigan. This painstaking work was brought to the attention of the distinguished botanist, Professor W. J. Beal. After careful examination of the work, it received his unqualified approval. As the young men had no means for placing their work before the public, the Secretary laid the situation before the executive board of the State Horticultural Society in a persuasive communication, urging that to give publicity to this admirable compilation would be perfectly germane to the activities of the organization if it would undertake, through the publication of the "Michigan Flora," to carry to the horticulturist the message that there was an intimate relationship between a knowledge of botany and success in practical horticulture. A favorable decision was rendered and "Michigan Flora" became a valuable contribution to the annual report of 1880. The authors were enabled, through the issuing of a considerable edition of reprints, to secure valuable publicity for their labor of love at a very small expense.

These young men attained fame in both botany and horticulture and, through their unusual service in the National Department of Agriculture, demonstrated the wisdom of the encouragement given them in their first important contribution to botanical science.

In this year (1880) the Secretary began gathering the material for the "History of Michigan Horticulture" and in this earlier publication took the initial steps which led to an admirable compendium, made by President T. T. Lyon, which is written into the permanent history of our State.

It was during this year that the organization of local horticultural societies reached its climax and the Secretary was receiving constant calls to various localities in the promotion of this work. An urgent invitation was extended to him to lend a hand at Coldwater on a set date, saying he would be met at the station by Deacon Selover who would pilot him to the place of meeting. It was a beautiful June day and, as the Secretary alighted from the coach, an elderly gentleman spotted him at once and conducted him to a one horse rig of very modest appointment standing at the curb. He remarked, "It will be a couple of hours before our meeting will commence at one of our country homes and I thought you would like to jog around town and see what kind of a city we have. We are proud of our homes and perhaps you do not know we have made quite a reputation in breeding fine driving horses. You needn't take my old nag as a sample, however."

We leisurely sauntered about the city and, finally, the Secretary was asked if he would like to see the fair ground, to which suggestion he gave hearty acquiescence. After inspecting the buildings, Mr. Selover remarked, "It is said we have the best track in the State for testing trotting stock.

I will drive through this opening as I see the bar is down and you can pass your judgment on it." At this point he tightened his reins. The "old nag" was suddenly transformed into a race horse and was traveling about the track at a three minute gait. The Secretary grabbed his hat, gripped a hold upon the buggy seat, held his breath until the round of the track was finished and the race horse assumed the original role of an "old nag."

"Did I understand correctly," remarked the Secretary, after recovering from the shock, "that it was "Deacon" Selover who was to meet me at the train?"

"Yes, my son, but deacons in Coldwater are fond of good horses."

Charles W. Garfield.

The Two Sides.

At 5 o'clock the other day I overtook two neighbors of mine. One was a carpenter, on the way home after eight hours of work and under obligation to work no more at his trade that day. The other was an instructor of English, also on the way home after eight hours work, but about to work four hours more. They were discussing the usual subject. "Before the war," said the carpenter, "I got 35 cents an hour for my work, and it bought me a pound of butter; now I get 70 cents an hour for my work, and it still buys me a pound of butter."

The instructor smiled. "Before the war," he said, "I got 35 cents an hour for my work, and it bought me a pound of butter; now I get 38 cents an hour for my work, and it buys me a pound of oleomargarine."

Frank Stowell.

This Time of Year.

Now we must read of food for chickens That makes them lay eggs like the dickens.

If money is so slippery that you can hardly keep hold of it when you are watching it all the time, how can you expect to get some enormous return for money which you invest in some far-away scheme, which you will probably never see and which is absolutely beyond your control?

When winter dies spring will furnish the flowers.

GROCERS and BUTCHERS

The 20th Century Computing Scale
World's Best.
Liberal exchange allowances for old scales. Write for details.
W. J. Kling
843 Sigsbee St., Grand Rapids, Mich.



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

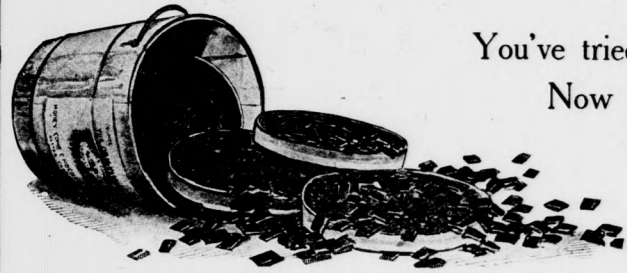
Salesbooks
THAT GIVE
100 PER CENT PLUS SERVICE
ALL KINDS, SIZES, COLORS, AND GRADES. ASK FOR SAMPLES AND PRICES.

THE MCCASKEY REGISTER CO.
ALLIANCE, OHIO

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

"ECLIPSE" STANDS

for

Berries, Fruits and Vegetables



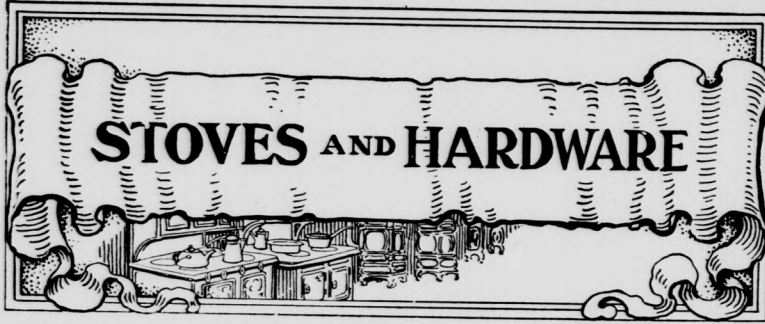
These Stands are Steel Sectional Revolving Ball Bearing.

Occupy 60 inches floor space—save two-thirds the space now used.

Manufactured by

The Wellston Manufacturing Co.

WELLSTON, OHIO, U. S. A.



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.

Persistence is Essential in the Paint Department.

Written for the Tradesman

The paint department is one of the most important factors in the hardware dealer's spring trade. With the general slackening in building operations, there are fewer new buildings to be painted; but the tendency of the past few years to postpone painting old buildings on account of price conditions has resulted in the accumulation in every community of a host of frame structures that are fairly hollering for paint and lots of it.

These prospects are, according to some hardware dealers, difficult to sell. According to others, they are not so difficult to sell provided you go after the business along the right line.

A big factor in landing paint orders—particularly orders for exterior paint—is persistence. Most dealers at the outset of the season see bright prospects ahead for the success of their spring paint campaigns. They jump into the game with enthusiasm, and their earliest efforts are fully up to the mark. But a little later, when sales perhaps do not come as readily and as quickly as had been anticipated, their efforts lag; and before the season is half over they are engrossed in waiting on regular customers and are making no special efforts to push paint.

Now, that is not the way to get paint business. To sell paint, you must not merely go after the trade, but you must keep after it. It is no business for the quitter; but for the man who sticks to it, paint selling is a paying proposition.

Take your advertising campaign. You have, perhaps, mapped up a follow-up scheme on a comprehensive scale, involving the distribution of advertising literature over the counter and through the mails, newspaper advertising and window display. Now, a single display or a single advertisement doesn't constitute a campaign; much less the sending out of a single circular. You must follow up your first effort with others.

For paint selling is, after all, largely a matter of educating the customer. You must prove to him that paint is not merely a luxury but a necessity; that it protects his property; that it saves his money and that it is worth while from a sanitary point of view. You can't prove this in a single letter or booklet or in a single personal talk. From the initial point where his lagging interest is aroused to the

concluding stage where you "sell" him, is often a long and tedious process.

There is another point that it will pay the discouraged dealer to bear in mind; the man whose best efforts have apparently elicited only a limited response. The immediate returns from paint advertising are by no means all the returns. The customers who come this week, or this month, or even this season, are not all the customers your spring paint campaign will bring you. A lot of people interested this spring will perhaps not buy until next fall; perhaps not until next spring. Yet you have paved the way for selling them by this spring's advertising. The moral is: keep after your prospects from week to week, from month to month, from season to season and from year to year.

The results of paint advertising are cumulative. The longer you keep at it, the bigger and surer your returns become. Each sale you make helps you to secure additional customers. When you educate a prospect regarding the actual value of paint, you educate him for the immediate sale; but you also make it easier to sell him when, a few years hence, he needs to paint again.

It is my firm conviction that good advertising is never wasted; and particularly is this true of good paint advertising. I have known instances where one dealer's advertising has failed to land a man's first order but has landed his business for a second job, years later.

This point ought to be encouraging to the dealers who, finding the response to their efforts a little slack, are apt to exclaim: "Oh, what's the use!" and to quit cold when what they ought to do is to push paint all the harder.

It will pay you to keep tab as closely



Store and Window

AWNINGS

made to order of white or khaki duck, plain and fancy stripes.

Auto Tents, Cots, Chairs, Etc.
 Send for booklet.

CHAS. A. COYE, Inc.
 GRAND RAPIDS, MICHIGAN

as possible upon individual prospects, and to go over your list from time to time. You are advertising generally, of course; your window display and your newspaper space is designed to appeal to the general public; but you also have your special prospect list of individuals who, to your knowledge are likely to paint this season.

Refresh your memory by glancing over this list from time to time. Then if you happen to meet one of the individuals listed as a particular prospect, snatch the opportunity to can-

vass him personally. If a prospect comes into the store for something else, take a few minutes to talk paint. A percentage of the people to whom you are mailing advertising matter are interested to a certain extent, but they don't like to broach the subject to you for fear you'll sell them. It is a curious state of mind to be in, but it exists. If you know a customer for a paint prospect, don't hesitate to talk paint. Sales are often made in this way that otherwise might be postponed or entirely lost.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.



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

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

Catalog—to merchants

Wilmarth Show Case Company

1542 Jefferson Avenue

Grand Rapids, Michigan

Made In Grand Rapids

Then, take the customers who have come in and secured estimates, and looked over color cards, and yet have refused to be led up to the buying point. These people especially should be followed up.

In the first place, never let a customer go unsold until you have at least his promise to see you again before he buys. It is no uncommon thing for a salesman—and particularly an inexperienced clerk—after showing a customer color cards, and making estimates, and quoting prices and doing his level best to make a sale, to get peeved when the customer concludes by saying: "Well, I guess I'll have to talk it over with the wife first." It is an annoying termination to a splendid effort in salesmanship. For the salesman knows that consulting the wife is a mere subterfuge, designed to cover retreat. In such a case the salesman is apt to let the customer go with a curt "Good-bye!" or a rather snappy "Anything more to-day?"

Now, that is merely human and natural; but it isn't salesmanship. Salesmanship aims always to retain the good will of the customer. So, when the prospect explains that he will have to see his wife first, why not suggest in the friendliest way imaginable that you'll be glad to call at any time and show the wife your color cards and explain the matter to her; or to have them both come in and go over the entire ground again. And, above all, get the man's promise to see you before he does buy. That will in many cases prevent him going elsewhere without giving you another chance.

Keep an eye, anyway, on the prospect who has been "almost sold." If he doesn't come back, don't sit back and wait for him; telephone him or write him personally or call on him. The man who has got estimates and perhaps actually selected a desirable combination should not be left to his own resources. Keep right after him until you land the business—or until he flies for refuge to some other dealer. And if he does the latter, look him up and jolly him into the frame of mind where, next time he orders paint, he will feel that you are entitled to the preference.

In the paint department it pays to work your hardest right now and at the same time to look to the future. For the work you do now will continue to bring you returns in a greater or less degree as long as you remain in the business. In return for your efforts you secure, not merely the immediate business that can be directly traced, but the indirect results that make it easier for you to sell again, and that influence, not merely the prospect on whom you are working, but a host of others whom his satisfactory experience with your brand of paint will influence.

So, having started your spring paint campaign, keep at it. That is the keynote of success in paint selling.

Victor Lauriston.

Your show window tells a story every day to the passing public. If that story is one that inclines them to buy, well and good. If not, it is your own fault.

Attention, Mr. Retailer, please

Do your Books show, in connection with your Annual Inventory, Exact Gross Profits on Merchandise Sold? Income Tax Returns require this fact.

THE ELY'S COMPLETE BUSINESS RECORD
(Price \$5.00. Cash with order)

Furnishes not only this, but other essential details of your business, ready to hand, for Ten years, which are worth more than the book costs.

L. A. ELY, 262 Grand Boulevard, West,
Detroit, Michigan.

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., River Junction

**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

The John Seven Co.
Grand Rapids, Michigan

Wholesale

**Paints and
Wall Paper**

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

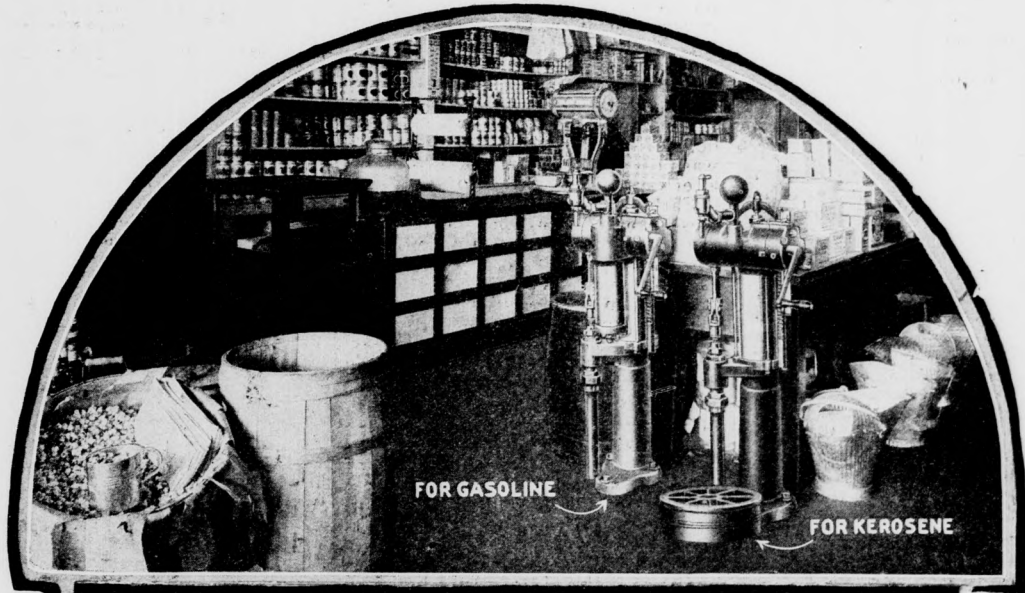
The J. B. Pearce Co.'s Wall Papers
Columbus Architechural and
Automobile Varnishes

WHOLESALE ONLY

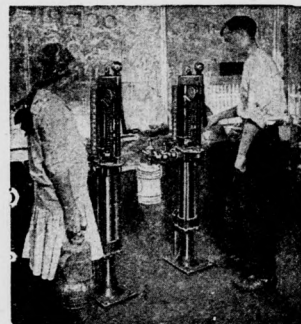
OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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



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?

BOWSER
ESTABLISHED 1883
SYSTEMS

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.

Decided Never to Wear Borrowed Clothes Again.

Grandville, April 13—There were two stores at Wingdam at the time.

The battle royal between Sim Roper and Jack McDaniels was fund for more than a nine day wonder and discussion among the feminine portion of the Wingdam population.

There was a "four hundred" all right in the town, and to this belonged the two young men who created all the excitement.

There was a girl in the case, as there very naturally would be. Daisy Seacomb was the daughter of well-to-do parents, the belle of the backwoods metropolis as well, and she and Mr. McDaniels were very much in love.

Jack clerked in the general store of Ivison & Pinnew, Muskegon lumbermen, who did a thriving business in pine lands and mercantile pursuits, the headquarters for the firm being at the Sawdust City.

Sim Roper had long been enamored of Daisy and tried his best to get the inside track as against Jack McDaniels. The latter, however, seemed to have a cinch on the pretty Miss Seacomb's affections until an incident happened that came near making a mess of the matrimonial hopes of two as fine young people as the Muskegon valley ever boasted.

Roper boasted his blue blooded pedigree, sported a cane and hailed recently from the then wonderful city of Chicago, from whence it was whispered his wealthy parents had wisely shipped their son to the wilds of Michigan to tame down his propensity to sow too many wild oats.

The moment he got his eye on fluffy-haired, dimpling little Miss Daisy, the Chicago blueblood set about making a conquest. It was this resolve on his part that led to the encounter on the dam about which my story revolves.

Jack McDaniels was the light and life of the numerous parties held at Wingdam. These sociable affairs were not infrequent, consisting of "bussing bees", dancing, spelling schools, sleighing and coasting gatherings at which Jack shone, and to which Roper devoted himself in order to meet Miss Seacomb.

"I'll make that bump-on-a-log take a back seat before I get through," chuckled the Chicago blood in the hearing of Jim, the clerk in the other store. Jack and Jim were friends in a way, although rival merchant clerks, and Jim really wanted Jack to make good with his girl.

There was no such neat dresser in town as Jack, for which there was good reason, as the sequel will show.

One day Roper entered the Ivison & Pinney store, engaged the clerk in conversation—not Jack, but an extra hand who had come from Muskegon to help out—and finally settled on buying a suit of clothes of the smartest pattern.

"You'll look swell in that all right," ventured the clerk.

"That's what I'm aiming at," chuckled Roper, as he paid for the suit and strutted out of the store sucking his cane.

"A plumb fool!" was the thought of the clerk, and then Jack came along. On learning that his rival had purchased a suit of clothing, he could not help wondering why he had patronized the backwoods store.

That night a party was given at the big boarding house of one of the mills and, of course, all the young folks were out, Jack among them. He shone resplendant in a spick and span new suit, the best the store afforded. The clerk seemed to be extravagant where clothes were concerned, wearing to Jim's certain knowledge half a dozen different suits during the winter, when one, or two at the outside, was considered even by the four hundred as about right.

"Jack's robbing his employers, that's what he's doing," suggested big Bill Bentler, one of the mill hands. "How

can he wear such good clothes on his salary, I'd like to know, if he isn't?"

This suggestion of Bentlers came to the ears of Daisy. She seemed a little troubled after that. Jack, serenely innocent of the whispered suspicions of his neighbors, went about his business as blithe and happy as an engaged man is supposed to be.

Jack and Daisy were engaged and everything was going smoothly until the eventful party at the boarding house. Daisy had a severe headache and was unable to go. Jack went, however, and there encountered Roper exhibiting a picture to some of his friends, chuckling and making merry about, "his latest girl."

One glance and Jack McDaniels went white. The tintype so glibly exhibited was a picture of Daisy Seacomb. How did this fop from Chicago come by her picture? When opportunity offered Jack mentioned it to Roper, and the latter boasted that the girl had given it to him earlier in the day.

Jack went home glum with a suddenly aroused fear. He went to call the next day and was told that Daisy was too ill to see him. After that Jack and Roper met on the milldam in front of the Merritt sawmill and "had it out." The lie was passed and a scrap followed. Men rushed from the mill when Jack had the other down and was pummeling him vigorously.

Jack had one eye dressed in mourning while the other party to the unpleasantness quit the town and was never seen afterward.

A week later, after his eye had recovered its wonted appearance, Jack called at the Seacomb residence only to learn that Daisy had left town for an indefinite visit with relatives way down in the State of Maine. Jack wasn't quite himself for some time afterward.

Early in the Spring, while Jim was closing up, putting on the blinds to the front doors and windows, preparatory to going home, who should call but Jack McDaniels.

"Hold up a minute, Jim, I want to tell you something," said he.

The two clerks sat down and Jack told the sequel to that fight on the dam which had so excited Wingdam some weeks before.

It seemed that Jack came to believe that Daisy had given the other man her tintype, and that it was all off between the girl and himself, when a sudden flash of memory illumined his brain and placed a new meaning to the event.

"It was that suit of clothes Bob sold Roper," explained he. And then Jack confessed that he had been in the habit of borrowing a suit to wear at parties, from the store, replacing them nicely folded the next morning. It was a reprehensible habit, he admitted, and that suit Roper had purchased was one he—Jack—had worn on a previous occasion. While wearing it Daisy had presented him with her picture which he had thrust into the inner pocket, forgetting all about it, and this was where his rival had found the tintype later, using it to annoy and disturb two loving hearts.

"I'll never wear borrowed clothes again," declared Jack at the conclusion of his explanation. He had written to Daisy explaining, and a forgiving letter from her received that morning had sent him over to me with the little story as I give it to the reader.

Old Timer.

He Was Unlike the Lawyer.

The lawyer was cross-examining a witness to a robbery. "When did the robbery take place?" he asked.

"I think—" began the witness.

"We don't care what you think, sir. We want to know what you know."

"Then if you don't want to know what I think, I may as well leave the stand. I can't talk without thinking. I'm no lawyer."

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

Boston Straight and Trans Michigan Cigars

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

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

New Hotel Mertens

Rates, \$1.50 up; with shower, \$2 up.
Meals, 75 cents or a la carte.
Wire for Reservation.

A Hotel to which a man may send his family.

OCCIDENTAL HOTEL

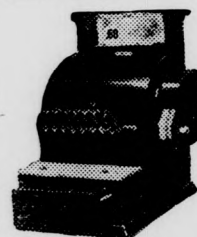
FIRE PROOF
CENTRALLY LOCATED
Rates \$1.00 and up

EDWARD R. SWETT, Mgr.
Muskegon :-: Michigan

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.

Livingston Hotel and Cafeteria

GRAND RAPIDS

Nearer than anything to everything.
Opposite Monument Square.
New progressive management.

Rates \$1.00 to \$2.50

BERT A. HAYES, Propr.

RED CROWN Gasoline line is made especially for automobiles. It will deliver all the power your engine is capable of developing. It starts quickly, it accelerates smoothly, it will run your car at the least cost per mile, and it is easily procurable everywhere you go.

Standard Oil Company
(Indiana)
Chicago, Ill.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 13—Geo. A. Case, formerly buyer for Beese & Porter, dry goods dealers of Petoskey, has taken the position of traveling representative for the Grand Rapids Dry Goods Company, with headquarters at Flint. He will cover the trade of Flint and environs.

Glenn Hamill, head clerk in the store of the Michigan Tanning & Extract Co., at Petoskey, has been appointed manager, to fill the vacancy created by the resignation of H. L. Monteith.

Erwin DeYoung, book-keeper for the Michigan Hardware Co., underwent an operation for appendicitis at Butterworth hospital Monday. At last accounts the patient was doing well.

Frank E. Leonard (H. Leonard & Sons) has been confined to his home by illness for several days.

H. L. Monteith, who has been manager of the general store of the Michigan Tanning & Extract Co., at Petoskey, has taken the position of Upper Peninsula traveling representative for the Grand Rapids Dry Goods Company, with headquarters at the Soo. Mr. Monteith was a resident of the Soo several years ago.

A day or two ago I had working with me a candidate for a place with us as salesman. This man hunts deer every year in the Upper Peninsula. He says deer hunting and salesmanship are closely allied and reasons thus: To be a good deer hunter one must be patient and wait, perhaps one full day, two or three days, before he gets a sight of a buck. And to be a good salesman, he says, requires as much patience as is necessary to bring in the antlers when the snow lies deep in the forests north of the Straits. Sounds as though there is something in this philosophy.

Some of us seem to have a mistaken impression of our relations with our employers. Some of us write to the sales department in a fashion that would lead to our forcible ejection if the language used were delivered orally. I had occasion recently to correct a salesman for his misuse of language to the sales department and was told that he felt privileged to write as he did because he worked on commission. Aside from the fact that a gentleman writes as he speaks, sugar still catches more flies than vinegar ever did.

Charlie Chaplin, replying to his wife's nonsupport charge, says he gave her \$102,000 last year. Evidently Mr. Chaplin doesn't take into account the manner in which women are now accustomed to be supported.

The anthracite workers demand a thirty-hour week. As a result, members of coal arbitration boards will continue to work seventy-two hours a week.

The doctors are beginning to hedge a little. Now one of them says kissing is not harmful unless done so early in the day that the "sun's purifying rays have not cleansed and sterilized the lips." This, considering the average person's distaste for beer phonograph music and kissing early in the morning, practically amounts to a complete retreat on the part of the doctor.

Douglas Malloch writes as follows: We already have called the attention of the politicians to the fact that the great public questions that confront the American people in the elections about to come will be settled by people who say "a little piece" instead of a short distance, who call a magazine a "book," who stick their heads out of car windows, who manicure their teeth in public, who call a dog a "dawg," who read Snappy Stories, blame the Y. M. C. A., who think that higher wages is the cure for the high cost of living, who believe public officers are crooked et cetera et cetera et cetera. But now they must remember that these questions are going to be settled also by the people who chew gum, who wear hosiery of a

color different from the color of their skirts, who like jazz "music," who giggle when a child says something embarrassing, who discuss what "he" said, who visit over the 'phone, who think they ought to borrow some money and buy a car et cetera et cetera et cetera.

J. Harvey Mann (Foster, Stevens & Co.) was taken to Blodgett hospital one day last week in the belief that he would have to be operated on for appendicitis. He improved so rapidly, however, that the plan of subjecting him to an operation was abandoned. He is resting up for a few days preparatory to resuming his regular duties in the store.

Louis J. Koster is now on his forty-first year with Edson, Moore & Co., all but four of which he has spent on the road. His eyes are as bright and his step is as springy as they were back in 1883, when he had to climb two flights of stairs to pay his respects to the Tradesman and leave his grips out in the hall, because of the meager dimensions of the office. Now that we are located on the ground floor, he drops in on the least provocation, throws his grips around promiscuously, puts his feet on the editor's desk, orders the janitor to bring him a drink of water (all we have on tap now) and otherwise conducts himself as though he owned the establishment and the present occupants of the office to hold their positions as a special favor granted to them by himself.

I am still looking for the foolishest sight in the world. Up to date it is a woman leading a pet dog. There are so many children who need mothering that it seems the lap dog ought to be left to worry along.

I never see a store with the sign "We Sell Below Cost" that the store isn't vacant; and the store was a failure for one of two reasons; either it did sell below cost, or it didn't. The public found out the truth and broke it one way or the other.

Truth is not only often spoken in jest, but sometimes by accident. For example I heard a lecturer begin the other night in this wise: "Before I deliver my lecture, I have something to say."

One on Brother Beets.

Rev. Henry Beets, the well-known Dutch clergyman, makes it a point to welcome any strangers cordially, and one evening after the completion of the service he hurried down the aisle to station himself at the door.

A Swedish girl was one of the strangers in the congregation. She is employed as a domestic in one of the fashionable homes, and the minister, noting that she was a stranger, stretched out his hand.

He welcomed her to the church and expressed the hope that she would be a regular attendant. Finally he said that if she would be at home some evening during the week he would call.

"Thank you," she murmured bashfully, "but Ay have a fella."

Mr. Hoover is now definitely in the Republican camp. By this crisp reply to the enquiry from Boston he makes explicit what has been implied more and more strongly in his successive statements regarding his position. He will not accept a nomination at San Francisco, even if he should lose at Chicago. He has already said that he will not bolt. Party regularity cannot go further. His clear-cut pronouncement, while disappointing to many Democrats and independents, will in the nature of things benefit his candidacy for the Republican nomination.

General Conditions in Wheat and Flour.

Written for the Tradesman.

There has been no change in the trend of wheat and flour prices during the past week; both have shown advances over a week ago and appear to be in a very strong position with further advances probable.

Export buying of both wheat and flour continues in fair volume and fairly good business is anticipated for the next sixty to ninety days.

There has been one bright spot in the crop outlook; that is the report from the spring wheat country where seeding conditions are favorable.

The loss of approximately 300,000,000 bushels of winter wheat on this year's crop compared to last year's, as estimated by showing, must be made up as much as possible in seeding of spring wheat, for we never needed a big crop more than we do this year and prospects thus far have been unfavorable as a whole.

Of course, flour at \$16.00 to \$18.00 per barrel is practically the cheapest food stuff on the market to-day and the public can well afford to pay the producer \$2.50 per bushel for wheat for the sake of having extra effort placed on this crop.

A serious crop failure is going to result in a much higher price than this without benefit to the producers as a whole, for without a crop high prices do not benefit the farmer and are a detriment to the consumer, but a price showing the producer a reasonable profit even though it be \$2.50 per bushel or a trifle more will not be an excessive charge for the consumer to pay and will encourage production of the grain.

Lack of efficient farm help, or for that matter, farm help of any kind, is bound to be a factor in the price of food stuffs, as it is steadily interfering with production.

We believe the public should not expect to buy wheat or flour at low prices for the next year or two, nor in fact, until labor can be purchased at a price that will return a profit to the producer on a lower basis.

We are unable to discern anything in the wheat and flour situation that looks like lower prices for some time to come. There may be temporary slumps, but on the long pull, we believe we must expect, and will have, rather high prices on both wheat and flour.

Lloyd E. Smith.

Picked for Standard Oil Place at Shanghai.

Lansing, April 13—Reed Stuart Hammond, son of Jason E. Hammond, and well known in this city, has sailed for Shanghai, China, where he will be in the foreign market service of the Standard Oil Co., as assistant to the man in charge of the work at that place. He will stop for a few days at Yokohama, Tokio and other Japanese points before the final lap of his trip to Shanghai.

Mr. Hammond, Jr., who is 23 years of age, was graduated from Hillsdale college in 1918, and during the past fall and winter spent one semester in the department of business administration at Harvard. He was recommended by the faculty of that department to the Standard Oil company for its foreign market service, and since the first of this year has received a training course at New York in a school conducted by the company.

Out of a class of twenty-seven Mr. Hammond was one of the first four men to be recommended for actual service with the company, and was assigned to Shanghai. For a young man of his age he receives a most complimentary salary in addition to a generous allowance for expenses.

Mr. Hammond was in the army service from April, 1918, until March of the following year, being located at Camp Kearney in the ordnance department, having charge of a company store.

Grand Rapids Bankruptcy Court.

In the matter of Samuel Tannenbaum a first dividend of 5 per cent. was declared and ordered paid herein.

In the matter of Ernest Strouse the sale of the automobile was confirmed to William Kaser for \$350.

In the matter of Frederick Neureither a hearing on offer for sale has been called for April 20.

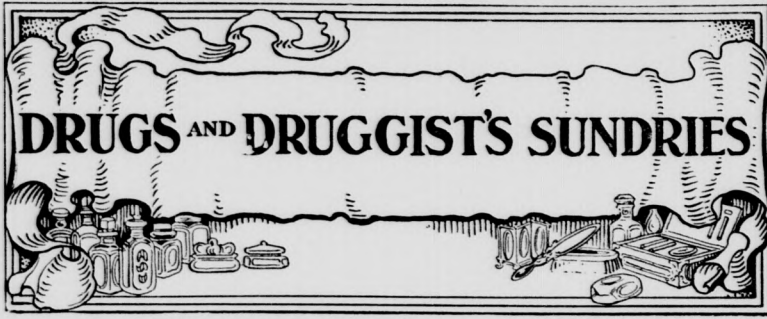
In the matter of Metry Bros. final meeting has been held, in which time an order for the payment of administration expenses was made and a final dividend of 5 per cent. declared and ordered paid.

In the matter of Walter Lynch a special meeting was held at which time an order was made for the payment of administration expenses and a first dividend of 10 per cent. declared.

To Prohibit Coin Mutilation.

A bill has been introduced into Congress by Representative Louis T. McFadden making it a criminal offense to destroy gold and silver coins in the United States. There is grave danger, he declared, of a depletion of the gold reserve of the country through the action of small manufacturers who are not able to purchase gold from the mint in small quantities and therefore, resort to the destruction of coins. In the case of silver the danger is greater, with the price of the coin content higher than the face value of the coin.

Regarding the return of the bodies of American soldiers who died in France, it seems to the Tradesman that if the parents were to go to France and see how tenderly the graves of our heroes are cared for by the French people they would want to leave the remains of their loved ones in French soil. Especially is this true when we consider that many bodies were buried together in trenches and cannot now be definitely identified. We have had several unfortunate substitutions in the return of the bodies of Grand Rapids soldiers who died in camps in this country. It would seem that this trouble would be greatly augmented in returning bodies from overseas. It is stated by people who resided near Gettysburg that hundreds of fathers, mothers, brothers and sisters visited the Gettysburg cemetery after the Civil war for the purpose of removing the bodies of loved ones to their former homes, but when they saw how beautifully the Federal Government was caring for the graves of the fallen heroes and how appropriate it was that the remains should find eternal rest where they fell, they invariably returned home without the bodies.



Michigan Board of Pharmacy.
 President—H. H. Hoffman, Sandusky.
 Secretary and Treasurer—E. T. Boden,
 Bay City.
 Other Members—Charles S. Koon,
 Muskegon; Geo. F. Snyder, Detroit;
 James E. Way, Jackson.

Holding a Customer in the Drug Business.

When you're in the drug business, or in any other business, for that matter, certain problems arise continually, and it is just as well to think out a plan of procedure. A druggist operating with none too much help has one problem that bobs up nearly every day. Every clerk is busy with a customer, let us say, and another customer comes in and shows signs of impatience. How to hold him—there's the problem. We don't like to see a man walk out of the store without getting any attention. It leaves a bad feeling in the air.

It's a cinch he isn't pleased. The proprietor would rather not have this happen. Yet sometimes it does happen and there doesn't seem to be any remedy for it.

"The shoe man has the advantage," says one writer. "He places them in a row, takes off their shoes, hides their shoes, then they've got to stay until they are waited on. They can't walk out." These remarks are in a humorous vein, of course, but maybe the shoe man does have an advantage. The purchase of a pair of shoes is not made every day, and the customer is willing to devote some time to the transaction. The druggist, on the contrary, has so many customers who merely want a small article, a cigar or even a postage stamp. At the same time every customer must be treated with consideration, the amount of the purchase not entering into the transaction. The druggist wants permanent customers. He wants a man's regular cigar business, and even the occasional customer who buys a small article to-day may buy a good sized bill to-morrow. Particularly does the "uptown" man want to grapple his customers to him. He has few transients and cannot afford to offend anybody who lives in his neighborhood.

A live soda boy can be of great help. If a customer merely wants a cigar he can wait on him. If it's a postage stamp, the boy can make the sale just as well as anybody. He can hand out soap, tooth paste, ink, vaseline, and a multiplicity of small articles. We know one druggist who has his boy trained in this manner. If a customer comes in and there is no clerk disengaged, the boy goes up to the customer and asks what can be done for him. If it is some small article that the boy can handle, he does so, and that problem is solved

for the time being. If it is something that the boy can't handle, he retires to the rear of the store, behind the prescription counter. A hurried consultation is held with the boy. If a word of instruction will help him complete the sale, he is permitted to do so. If not, the boy goes back to the customer and says "Mr. X. will be with you in a moment."

Even this may not hold the customer, but generally it does.

Anyhow, he can't go out and say no attention was paid to him. The dealer has this point in his favor. The average individual, after entering a store, is reluctant to walk out without giving the merchant a chance, and as a rule will not do so. Most people will wait a few moments and some of them will wait quite a long time. There are stores doing such a large business that a customer must take his chances on getting a clerk's attention at almost any hour of the day. These stores advertise extensively and apparently have inducements strong enough to make their customers willing to wait, just as you see them waiting in a department store. There is a rush all day long and happy is the customer who knows a clerk well enough to sidle up to him with a whispered request for half a dozen of this, or a dozen of that. For these stores sell goods in quantity.

That people will wait under certain conditions is an assured fact. This includes rich people and important people. You have seen them waiting in crowds for a department store to open. You have seen them six deep before a certain counter. It is not a question of salesmanship on the clerk's part. The people are clamoring for the goods. The clerk's problem is to hand the stuff out fast enough. People have been known to wait all night in order to be in line to purchase tickets for a baseball game or an operatic performance. They will wait, all right, if the inducements are sufficient, but these conditions do not apply to ordinary life in the average drug store.

Now mark what an old timer says: "My experience is that most people will wait if you can only get a word to them. A man who comes in, stands around for a decent interval, and has no attention paid to him, seems to feel at liberty to go out. But if you can get a word to him, a certain bond or tie is established and a certain obligation seems to be formed on his part. Anyhow, he'll wait twice as long for you."

There is something worth remembering and worth adopting. What you can say depends a great deal on

conditions. Much depends on the customer who has your attention at the moment. If he is a famous grouch, you have to be very careful. We have known a man to get sore because the druggist said to another customer: "I'll wait on you, Mr. Blank, in a moment." He drew the inference that he was to be turned adrift at the end of that length of time, which was not at all what the druggist meant, a "moment" under these conditions being a term most elastic.

One druggist of our acquaintance always says in a hearty manner: "You're right next, sir." And his manner says much more than his words. If the two customers happen to know each other, things are greatly simplified. Provided the purchase is not of a confidential nature, you can get them together at the counter. Often one will call to the other to come over and give his opinion. If you are just completing the sale to customer number one, the likelihood is that you can really be with customer number two in a "moment." Sometimes it is practicable to cross the store on some pretext, say of getting out other goods for inspection. Then you can sell a cigar or some small article in passing. We have seen a clerk wait on two or even three people at a time, this being made possible by the fact that customer number one was looking over a lot of goods spread out before him. But it takes finesse.

But it seems advisable to say something, if only "Good morning." And

we think these few words will tend to hold a customer. The psychology of the thing is worth considering. If nothing is said to a man he may think: "Oh, well, these people don't care for my business." Whereas one may easily establish a tie of good-fellowship, even with a stranger, by means of a cordial "Good morning." If you're alone in the store, you can't always hold him. But, during war times people got into the habit of demanding less from merchants. Everybody was more or less shorthanded. And we think most people are human. You can do a lot with them by using a little judgment.

Look Out for Ginger Ale.

Federal inspectors have been instructed to watch shipments of ginger ale coming within the jurisdiction of the Federal Food and Drugs Act to see that the bottles are labeled in accordance with the provisions of the law as outlined in Food Inspection Decision 177, according to a statement of the officials of the Bureau of Chemistry, United States Department of Agriculture, who are charged with the enforcement of the law. That decision provides that if capsicum, which is the extract of red pepper, is present in ginger ale, it must be declared upon the label. All interstate shipments of ginger ale found on or after March 16 which are not properly labeled in this particular will be seized, say the officials, and shipments from foreign countries will be denied entry into the United States unless correctly labeled.

It's Pure, That's Sure



PIPER ICE CREAM CO.

Kalamazoo

:::

Michigan

GROCERY PRICE CURRENT

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

Table with columns: ADVANCED, DECLINED. Lists items like Chocolate, Cocoa, Milk, Rolled Oats.

AMMONIA Arctic Brand. 12 oz. 16c, 2 doz. box 2 70. Moore's Household Brand. 12 oz., 2 doz. to case 2 70.

AXLE GREASE. Includes an image of a tin of Mica Axle Grease. 25 lb. pails, per doz. 18 80.

BAKED GOODS Loose-Wiles Brands. Krispy Crackers 18. L. W. Soda Crackers 16.

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

BREAKFAST FOODS Cracked Wheat, 24-2 4 60. Cream of Wheat 9 00.

BROOMS Standard Parlor 23 lb. 5 75. Fancy Parlor, 23 lb. 8 00.

BRUSHES Scrub Solid Back, 8 in. 1 50. Solid Back, 11 in. 1 75.

BUTTER COLOR Dandelion, 25c size 2 00. Perfection, per doz. 1 75.

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

CANNED GOODS Apples 3 lb. Standards @2 25. No. 10 @7 00.

Blackberries 3 lb. Standards No. 10 @13 00. Beans-Baked Brown Beauty, No. 2 1 35.

Beans-Canned Red Kidney 1 35@1 45. String 1 35@2 70. Wax 1 35@2 70.

Clam Bouillon Burnham's 7 oz. 2 50. Corn Standard 1 45@1 65.

Hominy Van Camp 1 35. Jackson 1 30. Lobster 1/4 lb. 2 45.

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

Mushrooms Buttons, 1s, per can 1 40. Hotels, 1s, per can 1 00. Plums California, No. 3 2 40.

Pears in Syrup Michigan 4 50. California 5 50. Peas Marrowfat 1 60@1 90.

Peaches California, No. 2 1/2 4 75. California, No. 1 2 40. Michigan, No. 2 4 25.

Pineapple Grated, No. 2 4 00. Sliced No. 2 Extra 4 75. Pumpkin Van Camp, No. 3 1 60.

Sauerkraut Hackmuth, No. 3 1 50. Silver Fleece, No. 3 1 60. Shrimps Dunbar, 1s doz. 2 10.

Strawberries Standard No. 2 4 50. Fancy, No. 2 5 50. Tomatoes No. 2 1 35@1 75.

CATSUP Snider's 8 oz. 1 85. Snider's 16 oz. 3 10. Royal Red, 10 oz. 1 35.

CHEESE Brick Wisconsin Flats 31. Wisconsin Flats 33. Longhorn 35.

COFFEE ROASTED Bulk Rio 25@28. Santos 37@40. Maracabo 43.

CHOCOLATE Walter Baker & Co. Caracas 43. Premium, 1/4s or 1/2s 56.

CIGARS National Grocer Co. Brands Antonella, 50 foil 37 50. Antonella, 100 foil 37 50.

Worden Grocer Co. Brands Harvester (Shade Brown) Record Breaker, 50s foil 75 00.

Milk Compound Hebe, Tall, 6 doz. 4 20. Hebe, Baby, 8 doz. 4 00.

Confectionery Stick Candy Pails Horehound 30. Standard 30.

Chocolate Assorted Choc. 37. Champion 35. Honeysuckle Chips 50.

CLOTHES LINE Hemp, 50 ft. 3 00. Twisted Cotton, 50 ft. 3 25.

COCOA Baker's Bunte, 15c size 53. Bunte, 1 1/2 lb. 55.

Gum Drops Champion 28. Raspberry 28. Favorite 30.

Lozenges A A Pep. Lozenges 32. A A Pinn Lozenges 32.

Hard Goods Lemon Drops 32. O. F. Horehound Drps 32.

COUPON BOOKS 50 Economic grade 2 50. 100 Economic grade 4 50.

CREAM OF TARTAR 6 lb. boxes 75. 3 lb. boxes 76.

DRIED FRUITS Apples Evap'd, Choice, blk 22. Apricots Evaporated, Choice 33.

CONDENSED MILK Eagle, 4 doz. 11 00. Leader, 4 doz. 8 00.

EVAPORATED MILK Carnation, Tall, 4 doz. 6 25. Carnation, Baby, 8 dz. 5 75.

MILK COMPOUND Hebe, Tall, 6 doz. 4 20. Hebe, Baby, 8 doz. 4 00.

CONFECTIONERY Stick Candy Pails Horehound 30. Standard 30.

Mixed Candy Broken 31. Cut Loaf 31. Grocers 24.

Chocolate Assorted Choc. 37. Champion 35. Honeysuckle Chips 50.

Gum Drops Champion 28. Raspberry 28. Favorite 30.

Lozenges A A Pep. Lozenges 32. A A Pinn Lozenges 32.

Hard Goods Lemon Drops 32. O. F. Horehound Drps 32.

COOKING COMPOUNDS Mazola Pints, tin, 2 doz. 7 75.

COUPON BOOKS 50 Economic grade 2 50. 100 Economic grade 4 50.

CREAM OF TARTAR 6 lb. boxes 75. 3 lb. boxes 76.

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Mixed Candy Broken 31. Cut Loaf 31. Grocers 24.

Chocolate Assorted Choc. 37. Champion 35. Honeysuckle Chips 50.

FISHING TACKLE Cotton Lines No. 2, 15 feet 1 45.

Linen Lines Small, per 100 yards 6 65. Medium, per 100 yards 7 25.

Floats No. 1 1/2, per gross 1 50. No. 2, per gross 1 75.

Hooks-Kirby Size 1-12, per 1,000 84. Size 1-0, per 1,000 96.

SINKERS No. 1, per gross 65. No. 2, per gross 72.

FLAVORING EXTRACTS Jennings Pure Food Vanilla Terpenless.

FLOUR AND FEED Lily White 14 80. Graham 25 lb. per cwt. 5 80.

Wheat No. 1 Red 2 45. No. 1 White 2 43.

Oats Michigan Carlots 1 05. Less than Carlots 1 10.

Corn Carlots 1 70. Less than Carlots 1 80.

Hay Carlots 34 00. Less than Carlots 36 00.

FRUIT JARS Mason, 1/2 pints, gro 8 00. Mason, pts., per gross 8 40.

GELATINE Cox's 1 doz. large 1 45. Cox's 1 doz. small 90.

Sago East India 11. Tapioca Pearl, 100 lb. sacks 11.

HIDES AND PELTS

Table listing various hide and pelts such as Green, Calfskin, and Horse, with their respective prices.

Table listing Tallow and Wool products, including Prime Tallow and Unwashed wool.

Table listing Honey products, including Airline and Horse Radish.

Table listing Jelly and Jelly Glasses products.

Table listing Mapleine products.

Table listing Mince Meat products.

Table listing Molasses products.

Table listing Nuts—Whole products.

Table listing Shelled nuts products.

Table listing Olives products.

Table listing Peanut Butter products.

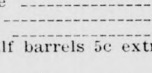


Table listing Bel-Car-Mo Brand Peanut Butter products.

Table listing Olive Chow products.

Table listing Mince Meat products.

Table listing Moist in glass products.

PETROLEUM PRODUCTS

Table listing Petroleum products like Iron Barrels, Gasoline, and Motor Oil.

Table listing Pickles products.

Table listing Small barrels and gherkins.

Table listing Sweet Small barrels.

Table listing Pipes products.

Table listing Playing Cards products.

Table listing Potash products.

Table listing Provisions like Barreled Pork.

Table listing Dry Salt Meats products.

Table listing Lard products.

Table listing Smoked Meats products.

Table listing Sausages products.

Table listing Beef products.

Table listing Pig's Feet products.

Table listing Canned Meats products.

Table listing Corned Beef products.

Table listing Cooked Lunch Tongue products.

Table listing Cooked Ox Tongues products.

Table listing Chili Con Carne products.

Table listing Sliced Bacon products.

Table listing Sliced Beef products.

Table listing Mince Meat products.

Table listing Condensed Bakers brick products.

Table listing Moist in glass products.

TRIPE

Table listing Tripe products like Kits and Casings.

Table listing Uncolored Oleomargarine products.

Table listing Rice products.

Table listing Rolled Oats products.

Table listing Salad Dressing products.

Table listing Saleratus products.

Table listing Soap Soda products.

Table listing SALT products.

Table listing Common SALT products.

Table listing Soap Powders products.

Table listing Washing Powders products.

Table listing SALT FISH products.

Table listing Holland Herring products.

Table listing Herring products.

Table listing Trout products.

Table listing Mackerel products.

Table listing Lake Herring products.

Table listing SEEDS products.

Table listing SHOE BLACKING products.

Table listing Mince Meat products.

Table listing Condensed Bakers brick products.

Table listing Moist in glass products.

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Table listing Condensed Bakers brick products.

Table listing Moist in glass products.

Table listing Mince Meat products.

Table listing Condensed Bakers brick products.

SNUFF

Table listing Snuff products like Swedish Rapee.

Table listing SOAP products.

Table listing Lantz Bros. & Co. products.

Table listing Swift & Company products.

Table listing Tradesman Company products.

Table listing Scouring Powders products.

Table listing Washing Powders products.

Table listing Soap Powders products.

Table listing TABLE SAUCES products.

Table listing TEA products.

Table listing Oolong products.

Table listing English Breakfast products.

Table listing SPICES products.

Table listing Whole Spices products.

Table listing Pure Ground in Bulk products.

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Seasoning

Table listing Seasoning products like Chili Powder.

Table listing STARCH products.

Table listing Kingsford products.

Table listing Gloss products.

Table listing Muzzy products.

Table listing SYRUPS products.

Table listing Pure Cane products.

Table listing TABLE SAUCES products.

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WOODENWARE

Table listing Basket products.

Table listing Butter Plates products.

Table listing Clothes Pins products.

Table listing Egg Cases products.

Table listing Faucets products.

Table listing Mop Sticks products.

Table listing Pails products.

Table listing Toothpicks products.

Table listing Traps products.

Table listing Tub products.

Table listing Washboards products.

Table listing Window Cleaners products.

Table listing Wood Bowls products.

Table listing WRAPPING PAPER products.

Table listing YEAST CAKE products.

Table listing WICKING products.

Table listing YEAST-COMPRESSED products.

Table listing Mince Meat products.

Table listing Condensed Bakers brick products.

Table listing Moist in glass products.

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Charges Jobbers With Disloyalty to Retail Grocer.

Toledo, April 13—One of the menacing problems confronting the retailer of to-day is the establishment of so-called commissaries in manufacturing plants. The average manufacturer is not going into this matter from any philanthropic motive, but, instead, it is one of the most selfish propositions yet conceived, regardless of the statements made by them in justification of their entering this business.

These corporations are impelled by selfish motives, pure and simple, as a sort of sop to their workmen to reduce the high cost of living, when the real facts are that they are trying to secure a more firm grip on labor. If through this scheme they can satisfy labor, then they will be in their glory, because they will have labor where they want it—under their thumb, as they did years ago, when the workers worked in a factory, traded in a country store and lived in a company house and looked upon the company as a god from whom they received the right to live.

While the corporations are pocketing labor in this way what will happen in the grocery trade? First, the retailer will feel the pinch, because of the company selling their employees the most profitable merchandise—the cream—while the retailer gets the skimmed milk of the business. Then, through loss of trade, because of corporations increasing their service and monopolizing most of the business. Thus the business will be made unprofitable for the retailer, and he is literally forced out of business.

What will happen to the jobber who is supplying these concerns? For a time things go along by leaps and bounds. He is selling the corporations in large quantities and reaping big profits because of less overhead. Does he believe that his business will go on? If he does then it is upon the retailer to accept the challenge to work out his own salvation. The attitude of the wholesaler has been such that I cannot blame the retailer for looking to the jobber with suspicion, as it is very little that he can expect from him. I hold that the jobbers are largely responsible for this present condition. They are in a measure responsible because they should discourage this practice, but in their anxiety to grab off all the business in sight they are overlooking what the future holds in store for them.

I am a firm believer that all merchandise should travel through the well established channels of distribution, and I still hold that to be the sound and logical method—from manufacturer and producer to wholesaler, to retailer, to consumer; but to my observation quite a large number of wholesalers have ceased to function as jobbers, as I find that some jobbers have also adopted the role of being manufacturers as well as jobbers and also selling direct to the consumer. If such conditions exist—and we all know they do—why should we look to the jobber for relief? Yet it is true that they expect you and me to remain loyal to them.

I have no quarrel with the jobber. Some of my best and most intimate friends are in the wholesale business, but as a whole the jobbers of this great country of ours have not been loyal to their own customers, and the retail trade is fast awakening to this fact and it won't be long until the jobber will sit up and take notice, but I am afraid it will be too late. It is up to the wholesalers.

J. A. Ulmer,

President National Association of Retail Grocers.

Items From the Cloverland of Michigan.

Sault Ste Marie, April 13—M. Maz-crow expects to open a new clothing store on Ashmun street in the Everett building. The store is being redecorated and the opening will take place about the middle of May. Mr. Maz-

crow is one of the best clothing men in the business, having been connected with the Boston store for a number of years and having a large acquaintance throughout Chippewa county.

Charles Goppelt, the popular representative for H. O. Wilbur & Sons, is calling on the trade this week. He reports business as unusually good at this season of the year.

Some people are always looking for a new kind of a mistake to make.

Charles Farm, formerly in the manufacturing soft drinks business, is now traveling for the Victor Oil Co., of Cleveland, covering the Upper Peninsula.

Jos. Fuoco, of Pontiac, is a business visitor here this week. Mr. Fuoco was formerly in the grocery business here and has still some property in the Soo.

T. B. McClelland returned from Detroit, where he has been working during the winter. He is opening a bicycle and repair shop on Ashmun street.

Others may make us happy, but we make the most of our unhappiness ourselves.

A. E. Marriot, formerly manager of the Park Hotel, has returned after spending the winter in the South. He expects to move to his summer home on Sugar Island in the near future.

The Civic and Commercial Club gave another one of their monthly dinners at the Soo Club last Friday and made some very interesting reports regarding new developments which are expected to materialize in the near future. A very interesting talk was also given by Prof. Hayden, of Ann Arbor, on the National Budget.

Much activity is noticed around the locks for the past week, getting things ready for the opening of navigation, which from present conditions will be in the very near future, as boats are getting into Detour this week and the ice is reported very thin in most places around Mud Lake.

If gasoline is going up to 40c per gallon there are some auto owning men who are going to cut down on the amount their wives use for cleaning gloves. William G. Tapert.

Merchants Victimized By New Swindle Scheme.

Retailers in several Wisconsin cities have been victimized by a new form of check swindle. The process is as follows:

The swindler buys merchandise on which he wants some alterations made. He leaves the merchandise with the dealer and, declaring his desire to pay for it in advance, leaves a check also.

In due course the merchant deposits the check and finds out that while his new customer actually has an account at the bank on which the check is drawn, it is not sufficient to cover the check. When the swindler-customer calls for his goods a few days later the merchant mentions this with regret, whereat the S. C. is much annoyed that his "stenographer should have failed to make the deposit he told her to." Of course, he wouldn't dream of asking the merchant to accept the check, however, and he insists on paying cash for the merchandise, and the merchant returns his check.

So far the transaction hasn't hurt the merchant a bit. But—

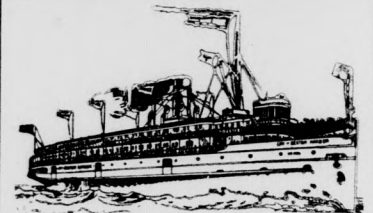
The stranger now has a check bearing the merchant's indorsement. He proceeds to cash it forthwith, raising the amount if he thinks the merchant's account is big, and evaporates to another city to repeat his operation.

Serious Trade Abuse That You Can Stop.

Do you, as a dry goods merchant, think you are getting a fair deal from the manufacturer who has been forcing you for the last three years to place your orders with him "At Opening Prices" and for indefinite and uncertain delivery?

Is it your opinion that your interests are being decently considered by a producer who, because merchandise has been scarce and at an immense premium, will only continue his business relations with you if you consent to buy blindly before you have had a hint of what the advance on his merchandise will be when he does get ready to open his prices?

Can you make yourself believe that such a producer will ever feel the necessity for putting prices on his merchandise that represent rock bottom cost plus a fair profit, when he knows before he has made his prices to you that his production has all been taken at whatever he cares to mark it?



THE SHORT LINE BETWEEN
GRAND RAPIDS AND
CHICAGO

FARE—\$3.85 one way
via

MICHIGAN RAILWAY CO.
(Steel Cars—Double Track)

Graham & Morton Line
(Steel Steamers)

Boat Train CONNECTING
FOR THE BOAT
Leaves Grand Rapids Station
Rear Pantlind Hotel

REGULAR SERVICES WILL
START SOON.

Bel-Car-Mo



The clean, smooth, healthful Peanut Butter that makes regular customers out of the casual visitors.

Order from
Your Jobber

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

Are you able to convince yourself that the order you place at an open price and without definite understanding as to delivery, will be shipped to you in full, within a reasonable time, when it is so simple a matter to ship a part of your order and cancel the rest subject to its re-instatement at a higher price?

You will answer every one of these questions with a very determined negative, no doubt, and you will in turn ask what you are going to do to avoid running your business in just the manner that has been suggested above. You do not want to place large orders in an automatic way, allowing the seller to do all your thinking for you. But you probably are convinced that unless you go along in the way you have been going for several years, you will not get merchandise that is essential to the success of your business.

Stop and consider for a moment the possibility that you are submitting to a trade practice that you might end if you were willing to try. At least one retailer has had the courage to take the right stand to protect his own interests. There may be more but we know of one large store that has taken the step alone and we know what the results have been. You should read them carefully and make your own inferences as to the wisdom of adopting such a plan yourself.

Experience goes to show that the selling value of a window does not depend upon the amount of goods shown in it.



The Tourist Motor Coat

Brought out only a few weeks ago, this Tourist Motor Coat can already be found at the leading auto accessory stores in most cities. The immediate widespread demand which greeted it is one of the reasons for the opening of our fourth Michigan factory recently at Lakeview.

MICHIGAN MOTOR GARMENT CO.
GREENVILLE, MICHIGAN—8 Branches

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$5 per inch. Payment with order is required, as amounts are too small to open accounts.

YOUNG MEN, ATTENTION!

We have several openings for live, ambitious, young men who are willing to apply themselves to learning and improving themselves in the dry goods business.

Real opportunities for hustlers. Remuneration limited only by ability to show results.

O. M. SMITH & CO.
FLINT, MICH.

If you want to sell or exchange your business, no matter where located, write me. John J. Black, 130th St., Chippewa Falls, Wisconsin. 725

Stock shoes and dry goods, inventory \$4,500 (old cost). Sacrifice account sickness. Established business in good town. Particulars, Butler & Butler, Lake View, Mich. 824

Position wanted by experienced man, in grocery or general store. Address R. F. D. 2, box 159, Grand Haven, Mich. 826

Wanted—A good stock general merchandise in exchange for my farm. Groceries, general merchandise, dry goods, clothing, shoes. I must trade this farm quick. J. P. Phillips, Manchester, Tenn. 829

For Sale—The old established Perham drug stock and fixtures. Business established forty years ago. M. E. Lawton, Administrator, Spring Lake, Mich. 830

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—Eight-family steam-heated brick flat, five minute walk from center of business section. Located across from Crescent Park, Grand Rapids, Michigan. A high grade investment for some family who will occupy one flat themselves. Will accept stock of merchandise or property for part payment. Consideration \$15,000. A 10% income property. Write Story & Grosvenor, Greenville, Mich. 835

For Sale—Grocery stock located in best county seat town in Central Western Michigan. Big manufacturing interests and strong country trade. Cash basis. No dead stock. Stock and fixtures about \$2,500. Address No. 838 c-o Michigan Tradesman. 838

Silko Typewriter Ribbons—Last longer, will not fill type or dry out. Regular \$1—each grade, 2 for \$1; dozen, \$5. Full length sample, 60 cents, postpaid. Guaranteed to please or money back. State typewriter used. Office Specialty Co., Dep't. MT, Birmingham, Alabama. 810

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

For Sale in Detroit—Clean staple stock of men's and ladies' furnishing goods and shoes. \$15,000 and fixtures. Excellent location, within one-mile from city hall. Established nine years. Must sell at once. Address No. 813, care Michigan Tradesman. 813

WANTED—Experienced man or woman as buyer of laces, trimmings, leather goods, neckwear, jewelry, etc. In answering give details of business experience, present position, and expected salary. Charles Trankla & Co., Grand Rapids, Michigan. 815

For Sale—Good retail bakery, fully equipped with good machinery, in hustling town of 10,000. Good business location. Excellent for window bakery. Did 20,000 business last year. Invoice stock about \$1,500. Terms cash. Reason for selling, ill health. Address No. 821 care Michigan Tradesman. 821

For Sale—Illinois, Rock Island County, \$9,000 stock hardware, groceries, dry goods, shoes. Postoffice in store. Ten miles from station. Village 75 people. Best farming district in state. Good opportunity for country merchant. Enquire Frank S. Childs, Buffalo Prairie, Ill. 840

For Sale—Grocery and bakery in a good live town, population 2,800. Want to sell on account of health. Will sell or lease building. Address No. 841 care Michigan Tradesman. 841

Wanted—To buy one or more large automatic Caille's coin paying machines, nickel or quarter play. Must be cheap for cash. Address No. 842 care Michigan Tradesman. 842

For Sale—Quartered oak clothes cabinet. Three double deck and one single deck. Made by the Welch Mfg. Co., Grand Rapids. Address Faber Bros., Rosebush, Mich. 843

For Sale—\$15,000 interest in a going corporation to one that is willing to take a working interest as general secretary. If interested, write at once. Address No. 844, care Michigan Tradesman. 844

Partner Wanted—A wholesale flour, feed and produce dealer with an established business requires additional capital to carry on an expanding trade. This is a good opportunity for the right party and will pay big returns on the investment. Address No. 845 care Michigan Tradesman. 845

For Sale at a Great Bargain—Having consolidated our two stores, we offer for sale the following articles: Stimpson Computing Scale, 170 Acct. File, 4 drawer National Cash Register, Premier Cash Register, 1/4 horse power electric motor, coffee mill for hand or power, two Bowser Lift Pumps and 175 gallon tanks, 4 ft. floor umbrella case, 110 gallon galvanized iron oil tank, ten counter show cases from two feet to ten feet, barrel truck, spool cabinet, tobacco cutters, two sugar barrel holders, twine and paper holders. Write at once, or come and see. The Rackett Store, Carson City, Mich. 846

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, 311 South Saginaw St., Flint, Michigan. 726

Wanted—To find good business for sale. State what you got. Address No. 836 c-o Michigan Tradesman. 836

MERCHANTS—FOR REDUCTION or CLOSING OUT sales write Arthur E. Greene, Jackson, Mich. 808

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.

For Sale—A patent on a combination belt loop and button. Reasonable if sold at once. Patent No. 1,315,856. Write for particulars to Jas. H. Otto, Kellogg, Idaho. 817

For Sale—Meat market, grocer, notion, dry goods stock and fixtures. Doing good business but wish to change. Wish to sell within 30 or 60 days. Write No. 792 care Michigan Tradesman. 792

For Sale—One Ligonier grocer refrigerator, one Ligonier display refrigerator. First-class condition. One Toledo butcher scale. Cash only. R. S. Knepp, Schoolcraft, Mich. 793

WANTED—Lady clerk for general store. References required, good wages. Wm. P. McGregor, Birch Run, Mich. 796

BANISH THE RATS—Order a can of Rat and Mouse Embalmer and get rid of the pests in one night Price \$3. Tradesman Company, Grand Rapids, Michigan.

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

WHY TAKE CHANCES when you can have our guaranteed check protector for only one dollar. Eddo Specialty Co., Saginaw, Mich. 804

BEST WHITE WAXED PAPER LUNCH ROLLS 5 & 10c

Write us for samples and prices. Standard Paper Specialty Co. Plainwell, Mich.

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.



Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



Toilet and Bath

FANTASTIC LINEN PRICES.

Many of the large linen buyers from this country are abroad trying to hasten deliveries and to pick up any odd lots of linens that may be available for the fall trade.

Recent reports show that fantastic prices prevail at Belfast. Buyers will bid any figure to get goods. The mills are running only twenty-five hours per week because of the dearth of flax and yarns and there has been a wild scramble to pay anything that will induce a manufacturer to guarantee a delivery. Many of the largest manufacturers are out of the market and will not undertake any further business until they know they can get flax. It is not a question of price of goods for buyers are more than willing to pay well.

Late last week a tow yarn that sold a month ago for 62s brought 80s and it has been no uncommon thing to hear of prices ten times normal of linens. It is reported that the Cambrie Combine will advance its December list 60 per cent. This is the base list for handkerchief cloths. Substitutes of many kinds are being bought, but many United States buyers want all linen goods and do not care to handle the substitutes if they can avoid it. Some Scotch weavers are offering very handsome samples of cotton damasks and mixtures of flax and hemp. But to the buyer who wants all linens and under choice brands these things have only passing interest.

The January imports of linens amounted to 4,420,633 square yards, compared with 647,051 a year ago. The seven months' receipts of linens reached 17,983,698 yards, compared with 6,513,777 a year ago. Belgium and France have begun to send in linens again in a small way, most of the importations coming from Great Britain.

CANNED GOODS CONDITIONS.

The canned food distributor is pessimistic about the cleanup of last season's pack in the face of the numerous handicaps which are continually encountered, while the canner is openly discouraged in meeting the problems which confront him and which make him favor a short pack. Heavy losses are being sustained on the sale of large blocks of goods, notably California fruits, and the buyer is not to be interested except at great sacrifices under the jobbing quotations. The listed quotations given cover the sale of small and medium sized jobbing orders and do not reflect the market on the forced movement of export or bankrupt stocks which are sold in large blocks. The banks are forcing the owners to reduce their loans, which means in many cases liquidation of the entire blocks. With an apathetic buying outlet, reduced prices are inevitable. To add to the troubles the railroad strike cut down the out-of-town movement of goods and forced many jobbers to withhold shipment on pressing shipments. In the face of these conditions the canner is not inclined to pack high priced foods with the possibility of losses such as are being sustained on last year's production and the jobber is

not buying futures for the same reason.

MEAT MARGINS TOO LOW.

Reports from fair price commissioners and United States attorneys indicate that the campaign to teach the value, economy and palatability of the less expensive cuts of meat, particularly those of the forequarter, has proceeded very successfully. A National official of a large association of retail meat dealers telegraphed to the Department a complaint that some fair price commissioners have fixed retail prices and margins too low during the campaign.

Reports from commissioners clearly indicate that never before has meat been sold by retailers at so small a rate of profit. Some commissioners are allowing only one or two cents profit on cuts bought at wholesale from 20@25c per pound, and the retailers themselves have shown a disposition to make their profit exceptionally small. In some instances a margin has been set below a profitable rate.

Review of the Produce Market.

Apples—Baldwins, \$3.75; Russets, \$3.25; Starks, \$3; Western box fruit commands \$4.50@5; bulk, \$3.75@4 per bu.

Asparagus—California commands 90c for large bunch.

Bananas—8c per lb.

Beets—New, \$2.75 per hamper.

Butter—The market is steady at a decline of about 1c per pound over a week ago. The quality arriving is about as usual for the season. The consumptive demand is only moderate and storage stocks are being rapidly reduced. We look for an increase in the make from now on and if we do have any change in price in the near future, it is likely to be a further slight decline. Local jobbers hold extra creamery at 62c and first at 60c. Prints, 2c per lb. additional. Jobbers pay 48c for No. 1 dairy in jars, 50c for prints and 33c for packing stock.

Cabbage—\$7 per 100 lbs. for Texas; California, \$5.25 per crate of 70 lbs.

Carrots—New, \$3.25 per hamper.

Cauliflower—\$3.25 per doz. for California.

Celery—California, \$1.25 per doz.; Florida, \$6.50 per crate of 3, 4 or 6 doz.; \$5.50 per crate for 8 and 10 doz.

Cocoanuts—\$1.50 per doz. or \$10 per sack of 100.

Cucumbers—Hot house, \$3 per doz.

Eggs—Receipts are heavy, despite the embargo due to the strike of union switchmen. Local jobbers pay 36c for fresh, cases included.

Grape Fruits—Extra Fancy sells as follows:

36 size, per box	-----	\$4.00
46 size, per box	-----	4.25
54 size, per box	-----	4.75
64 size, per box	-----	5.00
70 size, per box	-----	5.00
80 size, per box	-----	5.00
96 size, per box	-----	4.75

Fancy sells as follows:

36 size, per box	-----	\$3.75
46 size, per box	-----	4.00
54 size, per box	-----	4.50
64 size, per box	-----	4.75
70 size, per box	-----	4.75

80 size, per box	-----	4.75
96 size, per box	-----	4.25
Green Onions—Shallots, \$1.40 per doz.		

Green Peppers—\$1.60 per basket.

Lemons—California, \$5.50 for 300s and \$5 for 240s and 360s.

Lettuce—Iceberg \$6 per crate of 3 or 4 doz. heads; hot house leaf, 18c per lb.

Onions — California Australian Brown, \$7.50 per 100 lb. sack; Spanish, \$2.25 per crate for either 50s or 72s; home grown, \$6.50@7 per 100 lb. sack.

Onion Sets—White \$4.75 per bu.; yellow, \$4.25 per bu.

Oranges—Fancy California Navals sell as follows:

80	-----	\$4.50
100	-----	5.00
126	-----	6.00
150	-----	7.00
176	-----	7.75
200	-----	8.00
216	-----	8.00
250	-----	8.00
288	-----	8.00

Choice sell as follows:

80	-----	\$4.25
100	-----	4.75
126	-----	5.50
150	-----	6.50
176	-----	7.25
200	-----	7.50
216	-----	7.50
252	-----	7.50
288	-----	7.50

Parsley—60c per doz. bunches.

Pieplant—California, 15c per lb.

Potatoes—Home grown, \$5 per bu. Baking from Idaho, \$5.50 per box.

Radishes—Hot house, 45c per doz. bunches; large bunches, \$1.10.

Spinach—Texas, \$3.25 per bu.

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

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

Want Price Stated and Delivery Guaranteed.

Lansing, April 13—Two months ago W. L. Milner & Company of Toledo, Ohio, gave instructions to its buyers that "no more orders could be placed unless prices were explicitly stated and ultimate delivery guaranteed." Not a purchase could be made no matter how badly the goods were needed unless the seller made a definite quotation and agreed to deliver the whole amount of the order during the course of the season. The manufacturer was thus forced to carry the risk of an advance in costs while the retailer carried his rightful risk of a decline in values. The manufacturer was committed to a definite price for his product and was compelled to keep the cost of production within the margin of safety allowed by that price.

Not a single valid reason, that we can see, exists to prevent every retailer in the country from following this wise policy. W. L. Milner & Co. are still doing business and are getting their merchandise in an entirely satisfactory manner. H. L. Fisher, their manager, assures us that despite the entire lack of support from other merchants his store has succeeded admirably in its experiment in independence.

With the proper support from the trade, the movement started by Milner's would gain sufficient impetus to end finally all the abuses that we have described and put the initiative in placing orders for staple merchandise back in the hands of the retailer where it belongs. The idea has been

passed on to you because we believe that if only enough retailers adopt it, real results will follow and not because we have any design to effect a combination of merchants against manufacturers. It is high time that a general independent movement is started to put the retail trade on the basis of confidence where it was so firmly entrenched before the great war.

On my trip during the past week, I called at Allegan and observed in the front windows of the big store of Burrell Tripp some "Going Out Of Business" posters. I secured one of them and from it quote as follows: "Closing out sale of everything in all four stores at a big reduction in price to make them go quickly. Any and all of our stores will be offered for sale as a whole or in units to suit the purchaser. If not sold as a going business, the fixtures will be sold and the buildings offered for rent. Here is a splendid chance to secure a big, paying, cash business with a reputation second to none in America."

This is signed by Burr H. Tripp, who is well known all over Southwestern Michigan as a very successful merchant of twenty-five years experience. I was not requested by Mr. Tripp to issue this bulletin, but I am doing it for the benefit of our members who may wish to investigate for themselves.

Jason E. Hammond,

Tribute to the Genius of O. H. Richmond.

Kenton, April 13—I certainly was very much interested in your reference to O. H. Richmond in the Tradesman and have read it over several times. I have always considered Mr. Richmond the most remarkable man I ever met. When I purchased his drug business, at Pierson, he contracted to stay and assist and teach me for three months, so I had a chance to study him from every angle. I found he was not only a druggist and chemist, but a learned astrologer and astronomer, a great mathematician, a writer, a deep thinker and, I think, the most wonderful checker player ever known. I had the pleasure of seeing him play a set of checker games with me then champion of Canada and the Canadian proved to be just simply an easy mark for O. H. He has often showed me how easy it was to beat a fairly good checker player by taking six men himself, while his opponent used twelve, and would not let the other fellow even get to the bag row. Richmond had a most wonderful memory, without which he could never have become the greatest checker player in the world. He was also a strong believer in spiritualism and a good fellow. I have often wished I had kept the Solomon Snooks articles. I would enjoy reading them again. They were certainly fine.

It has been several years since I visited Grand Rapids, but I hope I will be able to get away this year and see what few old friends I have there yet. Shall certainly make it a point to see you anyway, and will take pleasure in telling you some very interesting things regarding O. H. R. and his astrology and spiritualism. You have certainly been "on the job" faithfully and for a long time, and have justly earned your success. I take great pleasure and satisfaction in reading your strong articles against anarchism, socialism and all other kinds of shysterism. We need just such red blooded Americans in office all over the United States and especially at Washington, and I sincerely hope I may have the great pleasure of voting for E. A. Stowe for United States Senator. J. D. F. Pierson.

A. Van Eerdman succeeds B. Houseman in the grocery and meat business at 955 Kalamazoo avenue.

DeYoung Bros. succeed the Bashara Grocery at 103 Division avenue, South.