

MICHIGAN TRADESMAN

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Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 27, 1920

Number 1936

CAN you name a single, solitary man who has ever achieved a great, big, unqualified success in any line of legitimate business by limiting his mental and physical exertions to eight hours a day?

FLEISCHMANN'S YEAST Helps Success

It is tuning up a lot of good fellows to concert pitch and making them stick.

It seems to make you feel like a dash into the big breakers—a ride over the mountains—and a brisk "rub-down" all in one.

The Way to Take Yeast
Yeast has an appetizing, creamy taste. You eat from one-half to a whole cake 3 times a day before meals; or take it crumbled in water, fruit juices, or milk. Yeast is not a drug or medicine. It is a food and a tonic, and as such should be taken persistently for best results.

Its the vitamine content, and the other beneficial things that Fleischmann's Yeast contains, that does the trick. Tell your customers about it!

THE FLEISCHMANN COMPANY

The Machine
you will
eventually
Buy



VICTOR

is a high class adding and listing machine, scientifically constructed along standard lines and sold at a minimum cost. You can PAY more, but cannot purchase better value.

M. V. Cheesman, State Distributor,
317 Houseman Bldg.
Grand Rapids, Michigan

135.00 ALL MACHINES
FULLY GUARANTEED

Doz. Cost Makes a Difference

You know the best buy—

1 1/4 lb. carton . . . 2 doz. to case @ \$1.25 per doz.
5 lb. sack . . . 10 to bale @ \$3.55 per bale

Guaranteed Quality

Henkel's Pan Cake Flour Self Raising Buckwheat



Smile With Us

Absolutely the Biggest Bargain offered the Trade

From your jobber—or direct.

Commercial Milling Company
DETROIT



Package Sugar Means Efficiency



Grocers who handle Franklin Package Sugars are enabled to have cleaner, neater, more attractive stores because of the elimination of bulk containers, spillage and waste.

They save the clerks' time which can be devoted to window dressing and other store work of the kind that helps sell goods.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Brown, Golden Syrup



Red Crown

Pure Food Products

24 Appetizing Varieties 24

Provide

Quality
Economy
Convenience
Nutrition

TIME and
LABOR
SAVING
for your
Consumers

Acme
Packing Company
Chicago, U. S. A.
Independent Packers



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MICHIGAN TRADESMAN

(Unlike any other paper.)
Frank, Free and Fearless for the Good
That We Can Do.
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.
Published Weekly by
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Rapids under Act of March 3, 1879.

PEERLESS PIRATES.

Complete Disclosure as to Identity of Schemers.

The Tradesman has good news for the near victims of the so-called Peerless Talking Machine Co. Alleged representatives of the concern are now in the State, turning back the alleged illegal notes to the makers and returning the machines to Ohio points—some to Toledo, some to Celina, some to Fremont and some to other places. The methods they are pursuing in taking back the machines are graphically described in the letters published elsewhere in this connection.

The Tradesman has ascertained that the Peerless Talking Machine Co. is evidently a copartnership composed of Abraham Weber and Clarence W. Shaver. Weber is the practical owner of the business and is out on the road most of the time, placing "agencies" (a la promissory notes) for the machines, which are produced in a little manufacturing plant at Celina, Ohio. Shaver is reported to be an attorney and probably drafted the crafty documents which gave Michigan merchants so many sleepless nights and unpleasant days. These schemers were introduced at the National Produce Bank of Chicago by one Jacob Goldman, who appears to stand well at that financial institution. So far as the Tradesman can learn, the notes obtained by alleged fraudulent representations were all sent out for collection and returns through that bank. The Tradesman notified the bank two weeks ago that the notes were obtained by alleged fraud and that no reader of the Tradesman would be likely to honor an obligation obtained under such conditions. Following are some of the letters the Tradesman has received, clearly showing the status the swindle has assumed in this State up to the time of writing:

Deerfield, Oct. 19—We have just read your articles in last Tradesman

relative to Peerless Talkin Machine Co. and as we have had a similar experience with these people, thought best to write you. We signed for eight machines at \$157 each, but the Peerless company we dealt with was from Celina, Ohio. We believe the salesman switched contracts on us, because the contract we signed was not the contract we read before signing. After the machines were delivered at our station a man named Watson called to collect pay in full for them. We were not prepared for anything like this, as we were told that machines were not to be paid for until sold, but Watson had our signed contract which, apparently, was a note to be paid on demand. We took a copy of this to one of the best lawyers in Adrian, who advised us that the contract was collectable and in all probability we would have to pay at the end of a suit. In the meantime we found that a number of other merchants had been swindled in the same manner and we then proposed to get out of the deal as best we could. Watson made several calls on us later to collect the \$1,200. In the meantime we found there was no such company in Celina other than an amusement company, which is in some way connected with the two swindlers.

We "settled" with Watson by giving him a Chicago draft for \$200. He returned the machines to Toledo, but we immediately had our bank stop payment of the draft. As it is now, we have our original contract and our bank is threatened with suit by Watson for stopping payment on the draft. The Chicago bank advises that it will protect the interest of its customer where, apparently, he is being swindled. While this was rather unbusinesslike, yet we believe we did right and if possible will hold off paying the money. In making settlement we were careful to not sign or give Watson anything that would bind us again. All he has now is a Chicago draft made directly to him by our bank. Would you advise our bank to stand suit in case it goes that far? This salesman and Watson were sure polished swindlers and caused a great deal of trouble in our county and we are willing to help in any way to have these men get their just dues.
W. F. Weisinger & Son.

Stanwood, Oct. 21—In reading your issue of Oct. 20, I saw your article, Doings of the Peerless Talking Machine Co., and wish to let you know that I was one of their victims caught in their swindling scheme. I find by reading over the different letters that have been sent to you that they worked their game with me the same as they did those that have written you of their methods of doing business. I was not to pay for the machines until after they were sold and was surprised to receive notice from them that they were sending a sight draft to my honor bank here for collection, which came several days ago.

I will have to admit that I am the sucker this time, but it is a little bit of a consolation to know that I am not alone in this world. To all of those that have been caught in this swindle can count me in to fight it out with them. If the laws of Michigan are such that they will allow a gang of rascals such as those of the Peerless Talking Machine Co. to

come into this State and put across a flim flam game, as they have been doing, and get away with it, then it is about time there should be some law made to put these fellows out of business.

Any advice that you may have to offer me on the above will be welcomed and thank you for the interest that you have shown in exposing these frauds.
W. E. Zank.

Celina, Oct. 23—We have your letter of the 21, addressed to the Mersman Bros. of this city and handed to this company for reply who handles the talking machine end of the business.

All that we know about the Peerless Talking Machine Co. is that two gentlemen came in here some time ago, purporting to be from Maywood, Ill., and contracted for a quantity of machines to be shipped direct to their customers, as they forwarded orders to us.

The gentlemen were of goodly presence and appealed to us as being good business men. Their obligations to us have been met promptly at all times.
H. J. Beam, Sec'y.
The Harponola Co.

Grand Rapids, Oct. 22—One of your associates advised John Roberts, of Dutton, to pay a \$315 note obtained by fraud. I think it was Mr. Hoekstra.

So far as I can learn this is the only money the sharks succeeded in getting out of Michigan, although they secured about 150 notes by their sharp practice. I caught them at the game before the notes fell due, exposed the swindle and advised the merchants not to pay the notes.

As near as I can figure, I have saved my mercantile friends more than \$100,000 by this campaign of exposure. The machines they sent the merchants were junk.

I regret that Mr. Roberts should have obtained the advice he did in your office, because if any of you had called me up I could have told you in a few words that the deal was a swindling game and that the signature thus obtained was worthless.
E. A. Stowe.

Grand Rapids, Oct. 23—Yours of Oct. 22 received and contents noted.

Your communication was the first information I had that Mr. Roberts had been in the office. I immediately took up the matter with the assistant who talked with him. He informed me that he received no information from Mr. Roberts about any fraudulent transaction but, as I recall, was told that Mr. Roberts had signed a note for a couple of phonographs; that the machines were satisfactory and that he had signed a note for them, but seemingly they did not keep their promise that they would come and sell the machines.

My assistant informed me that he knew nothing about any other deals that may have been put through and that the matter simply came to him in the line of the regular calls at this office by one who asks a simple question. He said he had no intimation that there were other deals put through or that any sharp practices had been resorted to in this particular deal or any others, so in his mind it simply simmered down to whether a man should pay a note that he had signed, he having received consideration.

I wish that we had known some-

thing about the campaign you waged against these parties, which goes to show that we are back numbers if we do not read the Michigan Tradesman constantly. I would be glad to have you inform me at any time of these campaigns that you wage and hope to be able to give you the cooperation of this office.

Cornelius Hoffius,
* Prosecuting Attorney.

DeWitt, Oct. 20—I noticed in the Oct. 13 issue of the Tradesman your exposure of the Peerless Talking Machine Co. I do not know yet whether I am a victim or not, but forewarned is forearmed, so I am writing you for the steps of procedure you furnish to the subscribers of the Tradesman. This is my case: H. T. Wallace, of Celina, Ohio, came to me with a year's contract with the Peerless, not Peerless Phonograph Co., of Celina, Ohio. The contract was that I was to store four machines or rather store three and exhibit one. The machines were not to be paid for until sold, they to send on agents to do the selling. The contracts were sent in to be O. K'd by the company and one returned to me, but as they have not been returned I am wondering if this is not the same game you tell about.

To-day four machines arrived at depot, but I have not taken them out, as I have not been asked to receipt for them, so this must be a little different deal than has been worked else where, though it may be the same gang. As I have signed no notes and the machines are not to be paid for until sold, I don't see how they can get me very bad, but send me the information as to manner of dealing with them if you think it is the scheme and accept my thanks for your warning pages in the Tradesman.

C. Harry Moon.

DeWitt, Oct. 25—The nefarious gang have been here and gone without charging me a cent, thanks to the exposure of the Michigan Tradesman. The next morning after I wrote you and before I had a chance to hear from you, two men drove up and enquired if the talking machines had arrived. I replied, "They are at the depot." They wished to know why I had not gotten them up and I told them I had not received my contract back, although they were to send it in a few days and it was now two months. They said we have the contract and the agency. I asked to see it and saw in an instant that it was not like the one I had signed for I had kept a copy of that, unbeknown to the agent when he was here. I signed the contract at that time with a pen as I write a very light hand they had put a carbon in and traced my name and made it appear on this note contract. When they found out I had kept a copy of the contract, they asked me to explain what the agent had asked me to do. I told them and they said the agent had misrepresented things and they did not want any misunderstanding. They said I was supposed to buy the machines outright to get the agency. I asked them if they thought any one would buy four machines of a make never heard of to secure the agency. A man who said his name was Watkins said, We will ship the machines back if you will go to the depot and release them. He gave me
(Continued on page twenty-five)

MENTAL TESTS IN HIRING MEN

Psychology is a portentous word to the layman, implying many weird notions from mental telepathy to the ouija board. Therefore, when there is talk of applying the principles of psychology to industry or business, it is only natural for the average graduate of the school of experience with no fancy looking letters after his name to grow a bit suspicious. If by any chance he was a small and humble unit in the late army of millions, his feelings on the subject of psychological tests might be indicated by a smile a downright guffaw, or else by stars or asterisks. There were few men in the army who had much respect for the methods introduced by college professors to find the highly skilled watchmaker or the lowly ditch digger. The army man's experience, or so he will tell you, was that the selections made worked according to one rule only, and that one a system of opposites. If a man could dig a ditch the army put him at adjusting escapements. Only lawyers made good ditch diggers, according to the A. E. F. This, of course, was not the case though some mistakes surely were made.

If the army personnel tests served no other useful purpose than to acquaint the general business and industrial world with the semblance of a proper method of hiring men and keeping them hired, they were, according to employment experts, of great benefit to business and industry. In short, the seed was sown to be reaped in other fields than the army. The first step adopted by the army in getting information about its personnel was to interview all its new soldiers, and, by the enumeration of some twenty-odd occupations, get at what the "rookie" was qualified to do. Education and religion were set down. This method was considered fairly sound, with the exception that many men professed skill in lines with which they either had only a bowing acquaintance or none at all. Therefore, to supplement the interview, if a man owned up to some skill as a lathe worker, a test was introduced to let him prove it. This was the so-called psychological test, and with it were introduced others designed to indicate the intelligence of the new man. The latter tests went down in army song and tradition as "nut tests" because they consisted of mind-twisting problems, such as crossing out a certain letter as often as it appeared in a sentence or paragraph, of unraveling the links in a chain puzzle, etc. The rating scale was prepared for the officer personnel, and consisted in giving a man a certain number of points for the possession of certain qualities in either greater or lesser degree in comparison with a highly developed type. Thus, an officer would be picked out whose health and bearing were excellent, and the man to be rated compared with him as regards those qualities. When it came to rating initiative, another officer possessing this trait to an admirable extent would be used as a standard of comparison.

Because a rating scale is easy to devise, it is more generally used than psychological tests. Rating scales are

used in industry in great variety, and it is this variety which causes some criticism. The danger, it is explained, is that the qualifications desired may be so broad as to defeat the purpose of the rating scale by reason of indefinite standards. Thus, for a salesman initiative is a highly desired trait, while not so necessary in a foreman, of whom loyalty and organizing ability are demanded. Consequently, when a rating scale is prepared it should, according to the best opinion, be applied to special types of men, and a particular scale devised for each employe group. Salesmen should decide upon the qualifications of brother salesmen, foremen on foremen, etc. Good results are reported to have followed the rating of executives and foremen by the employes under them, as well as having the workers rated by their superiors.

In the army, despite constant insistence by inspectors on the point that proper rating would show only a small variation in the total points scored, there was always the feeling that prejudice might interfere considerably with the results. Thus the "good fellow" type was thought to have the best of it when it came to rating, even if his efficiency was of a questionable type. And what held true in the army is offered as an objection in the rating of business ability. But this criticism is waived aside by those who place faith in rating scales. It is pointed out that prejudice often attaches to a person who may have but one undesirable trait. A review of all the good traits will serve to minimize the undesirable one. In this the rating scale of estimating the worth of a man. It tends to make either his superior or equal—depending upon who does the rating—consider him in a broader light with a consequent elimination of friction which comes of dwelling on one fault.

In a summary of objections raised to the rating scale method the Association of Corporation Training sets down the following:

1. The lack of any fundamental or consistent method by which rating scales are devised.
2. The fact that they are often applied indiscriminately to a wide variety of jobs and persons.
3. The lack of any close relationship between rating scales and job specifications.
4. The vague and indeterminate manner in which qualities on the rating scale are usually defined.
5. The difficulties which the inherent vagueness of the rating scale places in the way of an accurate estimate of the results of its use.

As advantages are cited:

1. It tends to educate executives to observe more closely and accurately the character of their worker.
2. If properly used, it educates the worker in the knowledge of his own shortcomings. At least, it informs him of the opinions which his superiors hold.
3. If systematically used, it promotes a periodic, instead of a sporadic expression of opinion.
4. Because it makes it necessary for the appraiser to check off the various qualities of an individual

against each other, thus producing a balanced result.

5. Because the appraisal made goes on record for or against the man who makes it.

6. Because the ratings by one appraiser can be systematically checked, one against the other.

The rating scale is only a beginning for the concern that wishes to know more fully the qualifications of its employes. While labor was scarce, very little chance to pick and choose the most desirable help was given. Now that the labor market shows signs of easing up, it is thought that a number of concerns will introduce psychological tests in order to be more fully informed not only of the ability of their present employes, but of applicants. Psychological tests, it is pointed out, should not be considered a panacea for all labor troubles. Neither are they relied upon entirely to determine the fitness of employes, present or prospective. In their true application they supplement and do not supplant the usual employment procedure.

Those who are in earnest about the value of the tests have not much use for the pseudo-psychologists who claim everything for their methods. There are many faddists in this line, just as there was a large crop of "efficiency engineers" when efficiency was the magic word of business.

A summary of the position and application of psychological tests in industry made by the association above referred to shows that:

1. The number and variety of instances in which tests have been successfully applied under industrial conditions warrants the belief that they can be successfully extended to other industries.

2. One distinct step in advance is the prevalence in industry of a better understanding of what psychological tests really are.

3. The failure of tests, in a majority of instances, are usually attributable to superficial methods of giving the tests and following up the results, and is not inherent in the principles of the tests themselves.

4. Tests should be used to supplement and not supplant the ordinary employment interview.

5. Tests should be first applied to jobs which have the largest turnover and in which the turnover is most costly.

One of the most important features in connection with the use of tests is the maintenance of a careful and systematic follow-up to determine the value of the results. Such a procedure will not only enhance the value of the tests, but will shed a welcome light on employment methods in general.

7. There is still considerable propaganda abroad as to the efficiency of tests. Any wholesale attempt to introduce tests in industry should be looked upon with distrust.

8. A wider field for tests than merely the acceptance or rejection of applicants for employment is in the economical placement of labor within industry.

It frequently takes sadness to teach us to appreciate gladness.

THE SITUATION IN WOOLENS.

There is getting to be an impression that prices of fine wools have about reached their minimum. One of the things bearing out this assumption is the course of prices at the auction sales in Melbourne, Australia, during the last week. These sales were looked forward to with interest by those in the trade here because the kind of wools offered included such as appealed particularly to the domestic manufacturers of woollens. The Melbourne prices showed, if anything, a slight increase over those recently current. But the coarser grades seem still in slight demand and they are likely to remain low in price because of the much greater quantity available. The English labor troubles have caused an indefinite postponement of the auction sales of colonial wools which were to begin tomorrow in London. Dealings here are as yet curtailed and little impression has thus far been made on the stocks of domestic wool of last Spring's clip now held in storage. The goods market still shows few features. Orders for Spring have not been large despite the fact that concessions in price have been made from those announced at the openings. Clothing manufacturers have been slow to contract for their needs, not being sure as yet how large these will be. They are waiting to hear from the retailers who are having troubles of their own and who have announced that they are disposing of their Fall stocks without any profit. It is all part of the readjustment, which is hitting the retail clothiers harder than any other class unless it be the furnishing goods men. Dress goods sales show more movement than do men's wear fabrics, especially in the cases where low prices have been made.

MEAT VS. RICE.

While it is to be hoped that the meat-eating doughboy will never have to go in arms against the rice-eating Japanese, it is interesting to compare what it is which nourishes two races of high fighting capacity. The American adult meat consumption is 280 pounds annually, contrasted with 2.5 pounds for the Japanese, who get along on 14.1 pounds of sugar, whereas we Yankees seem to think we must consume 120 pounds. Ours is a country with an abundance of fruit, and so we eat or waste 250 pounds a year, and the Japanese have not much more than a good taste with their 30. We use 450 pounds per man of wheat bread and cereals, and the Japanese is nourished mainly by his annual ration of 282 pounds of rice. We are living luxuriously, but this does not mean we could not get on at half the cost by using a greater amount of vegetables and course cereals. When we sent the boys overseas we economized some and their fighting ration showed a big increase in meat as marked by the difference between 280 pounds and 456 pounds. We fight and win on meat. Japan fights and wins on rice.

If you do not want loafers in your store, arrange things so that they will have to stand up. Give them no place to lean or sit, and they will not bother you long.

LEADERSHIP

Deep down in his heart every ambitious wholesale grocer cherishes the same ideal—**Leadership**.

To create sales, to keep up with the rank and file, to meet competition—these alone do not satisfy. He is impelled to bigger things—he seeks to leave all competition far behind, to forge ahead, to dominate.

But many factors enter into leadership. You can “make a better mousetrap than your neighbor” until the end of time, but the world will never make the beaten track to your door until it **knows** that you are making better mousetraps.

Merit alone does not make for leadership. **Public recognition of merit does.** In the end, it all reverts, not to the product alone, but to the public who buy the product.

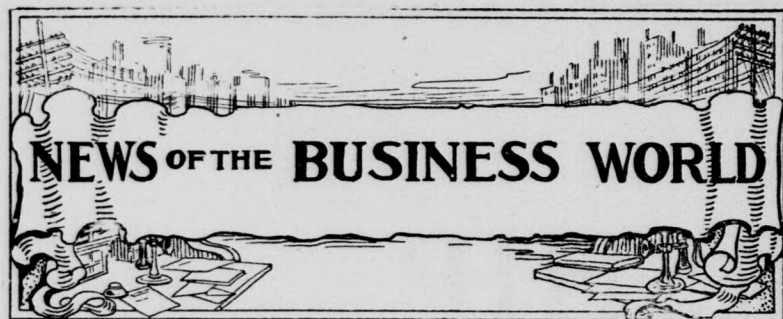
The jobber must furnish the retailer with goods which can be handled at a profit and yet give the consumer entire satisfaction. This is the problem every wholesale grocer must solve before he can attain his dream of leadership.

We believe that the big growth of our business is the result of the right kind of business methods and due to our careful selection of good goods.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Clinton—J. H. Poole succeeds Will Hans in the meat business.

Ewen—The State Bank of Ewen has increased its capital stock from \$20,000 to \$25,000.

Jackson—The Buell Auto Co. has changed its name to the Gilbert Loomis Motors Co.

Saline—The Citizens Bank of Saline has increased its capital stock from \$25,000 to \$50,000.

Big Rapids—The Big Rapids Garage has increased its capital stock from \$25,000 to \$50,000.

Gwinn—George Geiger has taken over the lease of the Swanzy Range hotel and will continue the business.

Charlotte—Sims & Wilson have sold their drug stock to its former owner, F. E. Beard, who has taken possession.

Whitehall—John O. Reed has purchased the White Lake Garage and automobile accessories stock and will continue the business.

Ferry—Mrs. Edwin L. Benton has sold her stock of general merchandise to Jake Ackterhoff, of Shelby, who will continue the business.

Mt. Clemens—Chisholm & Dickerson, dealers in automobiles, accessories, parts, etc., have increased their capital stock from \$10,000 to \$30,000.

Hesperia—A. E. Mills has purchased the interest of E. C. Mills in the general stock of Mills & Wright. The business will be continued under the same style.

Muskegon—B. H. Bloch, coal and wood dealer at Manistee, has purchased yards of the Crescent Coal Co. and will continue the business in connection with his other yards.

Lansing—John Wilson, Jr., has sold a half interest in the Blue Bird confectionery store, East Michigan avenue, to Ernest L. Roscoe and the business will be continued under the same style.

Detroit—The Central Mercantile Co. has been organized to buy and sell stocks of merchandise, with an authorized capital stock of \$15,000, \$14,000 of which has been subscribed and \$7,250 paid in in cash.

Mt. Pleasant—The Coburn-Kauffman Co. has been organized to deal in monuments, cemetery equipment, etc., with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Muskegon—The King Clothing Co. has purchased the two-story building at 38 West Western avenue which it occupies and will remodel it, installing modern fixtures, show cases, etc., and a modern plate glass front.

Bay City—The Young Co. has been incorporated to deal in all kinds of lumber and timber products, with an

authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The C. E. Trombly Co. has been incorporated to deal in electric washing machines, mangles, etc., with an authorized capital stock of \$15,000, all of which has been subscribed and \$1,500 paid in in cash.

Yale—Henry A. Williams has merged his general merchandise business into a stock company under the style of H. A. Williams, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Iron Mountain—The American Security Bank has been organized with an authorized capital stock of \$50,000 and will open its doors for business as soon as the building it has purchased has been thoroughly remodeled.

Hesperia—Husband & Anderson are erecting a new two-story and basement building, 40 x 100 feet in dimensions, which they will utilize to house their hardware stock. The building will be constructed of cement, with ornamental brick front.

Detroit—Edward J. Nebel, dealer in leather, findings, shoemakers' supplies, etc., has merged his business into a stock company under the style of Edward J. Nebel, Inc., with an authorized capital stock of \$35,000, \$30,000 of which has been subscribed and paid in in property.

Grand Rapids—M. J. Elenbaas & Sons have merged their fuel, grain and building material business into a stock company under the same style, with an authorized capital stock of \$25,000, of which amount \$17,000 has been subscribed, \$779.23 paid in in cash and \$12,230.77 in property.

Manufacturing Matters.

Detroit—The McConnell Shoe Co. has increased its capital stock from \$12,000 to \$25,000.

Port Huron—The Miller Drug Co. has increased its capital stock from \$30,000 to \$150,000.

Grand Rapids—The Auto Indicator Co. has changed its name to the Automobile Signal Co.

Jackson—The Nulyne Laboratories has increased its capitalization from \$300,000 to \$2,500,000.

Jackson—The Michigan Catering Co. has increased its capital stock from \$10,000 to \$150,000.

Owosso—The Independent Stove Co. has increased its capital stock from \$350,000 to \$600,000.

Detroit—The Illinois White Metal Co., Inc., has increased its capital stock from \$20,000 to \$30,000.

Wyandotte—The Beals & Selkirk Trunk Co. has increased its capital stock from \$160,000 to \$320,000.

Detroit—The Detroit Sanitary Closet Co. has increased its capital stock from \$100,000 to \$200,000.

Manistee—The W. A. Bates Turning Co. has been organized to manufacture knobs and small articles of wood.

Jackson—The Jackson Stove & Stamping Co. has increased its capital stock from \$200,000 to \$1,750,000.

Lansing—Hugh Lyons & Co., manufacturer of display fixtures and show cases, has increased its capital stock from \$150,000 to \$500,000.

Ovid—William Dickson, formerly engaged in the baking business at Elsie, has installed modern machinery and opened a bakery here.

Lansing—The Lansing Rubber Stamp Co. has engaged in business at 112 East Michigan avenue. The company will solicit business throughout Central Michigan.

Detroit—The P. & G. Stamping Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$3,000 paid in in cash.

Grand Rapids—The B-J Stem Gas Generator Co. has been incorporated with an authorized capital stock of \$50,000, \$41,500 of which has been subscribed and paid in in property.

Detroit—The Markwick Sanitary Food Bag Fastener Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,800 has been subscribed, \$1,500 paid in in cash and \$5,100 in property.

Detroit—The Blue Bird Shop has merged its business into a stock company under the style of the Blue Bird Candy Shops, with an authorized capital stock of \$10,000, \$7,000 of which has been subscribed and paid in in property.

Detroit—The City Candy Co. has been incorporated to manufacture and sell at wholesale and retail, candies, etc., with an authorized capital stock of \$2,400, all of which has been subscribed and paid in, \$2,000 in cash and \$400 in property.

Marquette—The J. S. Davis Motor Co. has merged its business into a stock company under the style of the Upper Michigan Motors Corporation, with an authorized capital stock of \$40,000, of which amount \$20,000 has been subscribed and paid in, \$6,000 in cash and \$14,000 in property.

Ludington—Jacob Bernhart is moving his house furnishing goods stock from the Arbiter hall to his new quarters at 408, 410 and 412 South James street. He recently made a ten strike by purchasing the double brick store on South Washington street, in the Fourth ward. It is 163 x 214 feet in size, two stories and basement, with sidetrack to the railroad. He will use it for a salesroom, storage of surplus stock and the manufacture of upholstered goods.

Two-Cent Letter Rate To Stand.

Washington, Oct. 26—Postal estimates to be submitted to the coming session of Congress, Postmaster General Bursleson said to-day, will not recommend any increase in the two-cent first class letter rate in connection with any plan of taxation revision, and will renew the department's previous recommendations for a one-cent local delivery rate.

The Postmaster General estimates that a reduction of the local delivery rate from two cents to one would probably increase postal revenue rather than decrease it.

Tanners Predict Cheaper Shoes.

Chicago, Oct. 26—Cheaper shoes will soon appear on the market as a result of the greatly lowered price of leather, according to the officials of the Tanners' Council, at the completion of their two days' deliberations this evening. The reduction in leather costs, the stagnant market and accusations of profiteering in leather, which the tanners say are unjust and unwarranted, were the subjects of discussion throughout the meeting.

It was finally decided that a statement should be issued which would clarify the atmosphere. As a result Harry I. Thayer, newly elected president, issued the following statement:

"After two days deliberation the thought was crystallized that, owing to the severe decline in the price of all hides and skins, it should now be possible to give the consuming public a cheaper shoe, which has been generally kept out of the market because of the prevailing idea that prices of shoes were still unfair and above true value. However, it must be recognized that, while a reduction in shoe prices would now be possible, at the same time, owing to the greatly increased cost of all other items entering into the production of leather and shoes, anything near a pre-war price is absolutely precluded."

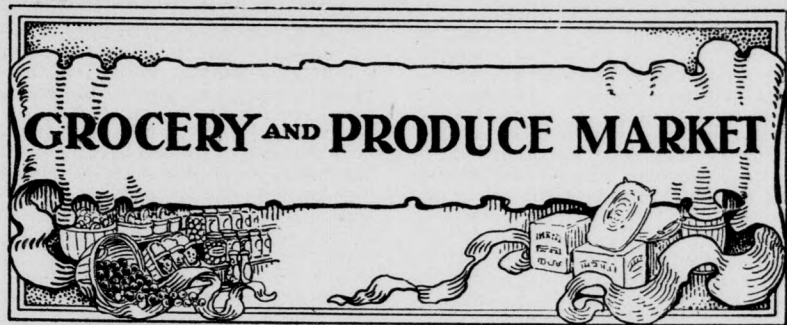
While the tanners were deliberating on ways and means of giving the public the benefit of lower prices their board of directors at a special meeting last night decided that a change in the Income Tax law is absolutely necessary if they are to be saved immense losses, such as might drive many of the weaker concerns to the wall, they say, and would seriously impair the standing of some of the bigger concerns.

They pointed out that their income tax returns were made on the basis of costs of hides and finished materials, that much of this stock has not been disposed of at the higher prices, but will have to be disposed of at a loss, and therefore the profits on which they will have to pay taxes are purely paper profits and not actual. They will appeal to Congress for relief.

Stock Companies Feel Effect of Mutual Competitors.

The time has come when the stock fire insurance companies must necessarily stand together and fight as a unit against the mutual and inter-insurance companies which are pirating on the insurance business and reaping the harvest without contributing to the attendant expense. The stock companies year after year are improving fire protection conditions in an effort to reduce fire losses. They are expending millions to save life and property. The mutuals and inter-insurers are seeking every possible advantage to procure the preferred business. They not only reduce rates and pay commissions in excess of the stock companies, but put forth the additional bait of return premiums in dividends. The results of the insurance business in California are such that these mutuals and inter-insurance pirates are bobbing up at every turn and the representatives of the stock fire insurance companies can only accomplish results by concerted action in working for the general good of the business.—Pacific Underwriter.

Governor Cox has stated repeatedly during the campaign that if he is elected President he will urge Congress to enact a law making it obligatory for retail merchants to brand the wholesale price on every product and article they handle.



Essential Features of the Grocery Staples.

Better feeling all around is manifested in the grocery business. Adjustments of prices have been made, the situation is finding its level, as in the case of sugar. Stocks are getting low everywhere and dealers are beginning to buy again. Wholesalers suggest that dealers need not be afraid to buy enough to fill their wants.

It will be noted that sugar is one of the items that seems at last to have found a stable basis. Settlement of the Cuban situation with the aid of the Eastern bankers—despite the obstacles thrown in their pathway by the food officials at Washington—and final determination of prices at which they can sell and at least get out whole by the beet sugar makers has helped to add to the steadying influence of the fact that the excess sugar has about disappeared from the market.

Milk is one of the commodities whose price seems to be affected downward by the drop of the export movement, or the return of unaccepted goods that were exported. The small condensaries seem to have stocks on hand still that will affect the price while it remains. The situation has resulted in a closing down of many of the smaller factories.

Washington dispatches are to the effect that the sensational campaign conducted solely for political purposes by the Department of Justice against the high cost of living will be ended and the entire fair price organization disbanded Nov. 1. Letters have gone out from the Department to fair price committees and all others engaged in the campaign, advising them of the Department's decision to terminate this fiasco, conceived by cheap politicians and conducted in a spirit of bigotry and unfairness.

Sugar—The market is steady at 12c in New York and 13c in Grand Rapids. There should be a greater disparity between New York and Grand Rapids prices and there will be as soon as the sugar in speculators' hands is all closed out, which is by no means a remote possibility. Stronger news has come from Cuba on account of the American Government's interference into the financial situation down there and in consequence there has been less sugar pushed for sale. Perhaps the market is not quite so full and sluggish as it was, but the little strengthening it has developed is not enough to produce much result. Refiners are more interested in raws and it would not be surprising if prices advanced slightly.

Tea—The market shows no change. There is considerable tea about which can be purchased at almost any price, this being largely distressed assortments which holders do not feel like carrying any longer. The news from the tea markets abroad is also dull and not very firm. The situation is still decidedly in buyers' favor.

Coffee—The market is sick. Rio 7s got down below 7c, green and in a large way, for a day or two, but later came back to about 7c. Santos 4s declined about 1/2c, green and in a large way. Mild coffees were a shade weaker in sympathy, probably 1/2c per pound. The market is still very much depressed. There is considerable talk about Brazil getting into the situation and using some plan to protect the market, but nothing along this line has happened yet. The visible supply of coffee in this country is steadily increasing.

Canned Fruits—Both fruits and jams are decidedly quiet. The tendency of both is toward lower prices to attract a wider outlet, but the developments of the past few weeks have shown that even where the packer will cut his prices there is little or no increase in the total movement. The only business is in the resale of California fruits on spot. Old packs are selling at low prices as the fruit is mostly of low grade. There is no more than a narrow, routine demand for the new arrivals and no additional buying on the Coast for later shipment. Pineapples are steady at opening on a small premium for the Hawaiian pack. Apples are easy and not in demand, either for 1920 or 1919 offerings.

Canned Goods—Tomatoes are dull and dragging. The buyer with cash handy is getting some real bargains at present. The closing range of prices at the factory was: 75@80c on No. 2s, \$1.15 on No. 3s and \$3.75 on No. 10s for the best standard goods. Corn rules low, with a noticeable absence of any free trading even at the low prices of Southern and Western packs. Some of the larger packers are holding their Southern standards at \$1 factory, but sales have been reported down to 85c. Peas are quiet, but practically unchanged as to values. Southern early Junes are offered at \$1.10, sifted \$1.15@1.20 and extra sifted \$1.40@1.45. Western and State are steady on fancy and weak and inactive on other grades. An interesting comparison of prices now and in 1915 at this season is shown. In 1915 No. 10s Southern tomatoe standards of the best Maryland pack were quoted \$1.90 factory, good Southern corn 65c, New York and Southern sifted peas 62 1/2c.

Canned Fish—Salmon shows no

particular change for the week. The prevailing dullness and weakness has even affected red Alaska to some extent, probably about 5 cents a dozen. Pinks and chums are still very weak, chums being the weaker of the two. The demand is light. Sardines are quiet and in very light jobbing demand. Maine market is in favor of the buyer. Imported sardines are about unchanged and quite dull. Buyers are taking them only as they need them.

Dried Fruits—The outstanding feature concerns the sale of 1920 California prunes to Eastern buyers of Associated packs. At first there was talk of repudiation of contracts, rejections and cancellations, but as the attitude of the buyer crystallized, following more or less concerted action among the larger contesting interests, it developed that a call for a revision of prices would be made and, failing to secure that, legal action to compel the California Prune and Apricot Growers, Inc., to reduce its opening prices. As this has been flatly refused by the Association a long drawn out and hotly contested legal battle is in prospect. The outcome is problematical, but disinterested observers are more or less unanimous in their opinion that the "f. o. p." contract upon which the fruit was sold will be upheld by the courts, as it is the same in use this year as in former years. Certain houses have made a demand upon the Association to revise its prices, which it announces it will refuse to do. The step which will bring the matter to a head will be the refusal to pay the drafts on cars covered by "f. o. p." contracts. So far as known no such action has yet been taken. New pack California and Oregon prunes have not been selling of late because of the weakness of the market, and this latest move will add only greater perplexity to the situation. Sales are largely of old prunes at low prices. Raisins are now in free supply from Spain, Australia, Chili and other foreign countries, with the first carloads of new crop California here. While steady and with a fair movement, the market has not been spectacular. Currants are quiet here even at the reduced cost under raisins. Small lot orders predominate. Apricots show weakness in all grades except fancy Blenheims and extra choice. Other types favor the buyer. Peaches have sold in a moderate way, chiefly in small parcels. Pears are practically in no demand.

Corn Syrup—Further price revision? were announced Saturday, each grade being quoted 25c lower with the exception of tanners' solid, which was 16c lower. Demand has been very light in the past week.

Sugar Syrups—A fair business is being done in small lots and prices remain at the same levels, with little prospect of change before the end of the month, although stocks are very heavy.

Molasses—The market has been quite steady with both buyers and sellers committed to a waiting policy. Stocks are heavy, but distributors indicate that there is no likelihood of concessions before the coming in of the new crop stock next month.

Rice—The market in the past week

has been quiet with a downward tendency in all but the Saigon grades. Attention has been concentrated on the domestic grades, as heretofore during the season, the foreign grades being neglected. The volume of business has been light.

Cheese—The market is somewhat easier, quotations having declined about 1c per pound on the various styles. This was brought about very largely by the light consumption in this commodity and a good make. Unless there is a heavier demand prices will show a further decline.

Provisions—The market on lard is steady, quotations being about the same as they were a week ago. There is an ample supply to meet the present demand. The market on lard substitute is slightly easier, prices about 1/2c per pound lower than previous quotations. This commodity is in very good supply and there is a fair demand. The market on smoked meats shows a decline of about 1@2c per pound, due to a light consumptive demand and an ample supply. The market on barreled pork is steady and unchanged. The market on dried beef is steady, with quotations unchanged. The market on canned meats is steady and unchanged.

Salt Fish—Present quotations on mackerel are very much below the former prices, and as a matter of fact, are almost down to pre-war level. Retailers can now sell small mackerel for less than 10 cents each, which, should have considerable effect upon the demand. The movement, however, in mackerel is not yet very active, possibly owing to the delay in fall weather.

Escapes Prune Damage.

Douglas county, Oregon is the only prune-growing district in the State that has not reported losses of this year's crop ranging from 25 to 65 per cent, according to statistics filed in the local offices of the Oregon Growers' Co-operative Association of Salem, Ore. In other sections of Oregon and Clarke county, Washington, from 40 to 75 per cent. of the prune crop was destroyed by the heavy rains.

Due to the continued wet weather, deliveries from private prune evaporating plants to the Oregon Growers' Association headquarters have been slow, and it will be several weeks before the officials will be able to determine the extent of the prune losses in the State.

Bleached Raisins 500 Tons.

President Wylie M. Giffen of the California Associated Raisin Company estimates the bleached raisin crop of California this year at 500 tons. This fruit is produced largely in the Sacramento Valley in the Marysville district and to a very small extent in the San Joaquin Valley. According to the president of the raisin company the prices on bleached raisins named a short time ago show about the same ratio of increase over last year as is shown in other raisins this season, except that extra fancy are higher in proportion. One-fifth of the bleached output will go to the California Packing Corporation.

AROUND THE WORLD.

Impressions Graphically Recorded By
Noted Globe Trotter.

En Route from Singapore to Rangoon, April 2—Hail Britannia! Hong Kong, Singapore and Rangoon in rapid succession, and with Calcutta and the rest of India soon to follow, we awaken to a realization of the power of the Briton and what he has done and is doing toward the civilization of the world. Great Britain's ability to rule and rule successfully is, undoubtedly, due to a policy which carries with it patience and a respect for the customs and homes of the people with whom she has to deal, rather than a policy of rapid and forced assimilation. She conforms herself to the customs of a country, rather than demanding a conformation by its people to those of the newer world, but withal rousing within them great respect for the Crown and the law.

In the places we visited, cleanliness consistent with local conditions, good streets and roads and a general appearance of prosperity, together with marked good behavior of the people seemed to be the rule.

Singapore, the capital of the Straits Settlements, is no exception to this rule. It offers little in point of specific interest, but is well worth the visit of one who finds himself in this part of the world. It has been an English possession since 1827. The population is three hundred and fifty to four hundred thousand—seventy-five per cent. Chinese. If you do not want to take the time to refresh your memory by looking at the map, it may interest you to have me tell you that Singapore appears to be a peninsula at the extreme Southeastern part of Asia just South of Siam. It is, in fact, an island about twenty-seven miles in length, separated from the main land by a very narrow arm of the ocean and separated on the South from the Islands of Sumatra (Dutch) by the straits of Malaka.

The shipping harbor for large vessels is very narrow and the docks several miles from the city proper, although there are extensive harbor facilities for vessels of the smaller type nearer the city. The entrance to the harbor is picturesque, due in the main to its narrowness.

We arrived in port and went alongside our dock early in the morning of March 30. We had no difficulty in securing motors of very fair type and started promptly in order to make some headway before the heat of the day, at which time we now fully realize sight seeing in the tropics or any kind of exertion is not only unpleasant but dangerous.

Immediately to the North of Singapore on the main land is Johore—ruled over by one Imbrahim, the Sultan of Jahore, who is one of the most picturesque figures ever offered for view to non-suspecting and gullible tourists. I say "for view" but, in fact, we did not see him. We heard much of him and this is the substance of what we heard:

His father, extravagant to the extreme, sold or mortgaged his right to succession to the Sultanhip of Johore. This, however, did not hold good in law and upon the death of the old Sultan, the right of succession fell to the present Sultan. He was one of the many sons (the number was stated to be four hundred) at that time was working as a stable boy. It seems that at the time of the old Sultan's death, the fortune had been somewhat patched up, owing to increased value of land, etc., and Imbrahim made the best of the opportunities afforded him. He is only about thirty-five years of age and reported to have an annual income of about four hundred thousand pounds. He maintains five houses or palaces in Singapore, in four of which he has wives. The fifth is undoubtedly for his personal comfort. He has spent much time abroad and is supposed to have married a chorus girl in London less than a year ago. She is not in-

cluded in the count of four; in fact, according to the story this last marriage was of short duration. Among other luxuries, the Sultan maintains a racing stable, race meetings being held twice a year in Singapore, and it is a matter of public knowledge that not very long ago he purchased a well known winning race horse in Australia, brought him to Singapore, entered him under a false name and cleaned up the race meeting. In spite of his faults, he is said to be an excellent business man, having in cultivation and under his personal observation five thousand acres of rubber. The fact that some years ago the present government offered him a fabulous sum annually to give up the Sultanhip and travel, which offer he refused, in itself suggests his sagacity. So the Sultan rules on, at least in name. The British advisor is at his elbow to assist him and the Sultan follows his advice and does not worry himself about the affairs of the government while the government does not have to worry about the Sultan. So Johore, the Province of Imbrahim, was our first objective point.

The drive of about twelve miles over excellent roads, through pineapple plantations, real tropical jungles and rubber plantations, was very pleasant. The pineapple plantations were, in the main, of comparatively recent cultivation, in some cases stubble from the forest growth not having been cleaned away. However, the cultivation of both rubber and pineapples seem to be making rapid strides; in fact, one of our fellow passengers who visited Singapore about ten years ago informed me that great changes had taken place and much progress made during that time and that it was really difficult to reconcile the conditions to-day with what they were at that time. Were no difficulties other than a pleasant drive and a ferry necessary to visit Johore, I should say that a visit there was time well wasted. The ferries being of the passenger variety, our motor cars were left on the Singapore side and we again resorted to rickshaws as a mode of conveyance.

It was planned to visit the Sultan's palace, his mosque and a Chinese gambling house. We visited the palace, but were only permitted to see the state dining room and the audience room. The Sultan does not like Americans and while this seems to be quite true of all Colonial British, from whom he may have gotten his cue, he has a special reason of his own for absolutely refusing them admission to his palace, in brief:

Two years ago, when our excursion ship last cruised in these waters and at which time the palace was visited by Americans, a foolish passenger mistook the Sultan for his chauffeur and addressed his as such. Now it is "a bas" all Americans.

The mosque is undergoing repairs, but it was quite a relief to go through the formality of removing our shoes, as the day had become very hot and the marble floor of the mosque was cool.

The gambling house was the only thing I found of interest. Here was a realization of the fact that when gambling, all people and races seem to lose their individuality, for they all look alike. The gambling expression seemingly overshadows all of the features which usually predominate. Even without this knowledge I could have lived on and the whole party was much pleased to again find ourselves in motor cars and on our way in search of other and more entertaining things.

We found the native villages interesting, although not vastly different from those we had seen in other Oriental countries except for their situation amid wonderful palm trees of many varieties. We drove through cocoanut groves, miles in length on both sides of the road, in fact, our luncheon was taken in a small hotel, literally planted in the center of cocoanut trees.

The Sea View Hotel, as its name

implies, overlooks the ocean. The Sea View Hotel, also as its name implies, is far more particular about the sea view than it is about the food it furnishes to its guests. However, as a goodly amount of sea breeze accompanied the view and as the thermometer was somewhere up in the nineties, we were well satisfied to pass the very hot period of the day under the shade of the sheltering palms.

The late afternoon was spent in a continuation of our drive and I should say that we had fairly covered the Island by the time we were ready to return to the ship for dinner. During the evening the Raffles Hotel offered a special dinner and ball in our honor. The scene was a very attractive one, most of the men and women in evening dress, an excellent military band (belonging to the Sultan) playing in the balcony and the surroundings almost made us forget that we were so many thousand miles away from the places where scenes such as these are almost as common as are the palm trees in Singapore. The Raffles Hotel advertises itself as the Savoy of the Orient and is, I should say, well deserving of its own, as well as the public praise. We left shortly after dinner to drive through the streets of the city, as the night life of Singapore had been pictured to us as one of the chief attractions to strangers. We found that the pictures had not been overdrawn.

While the sights in Yokohama, Tokio and Hong Kong had presented unusually busy and interesting scenes, in Singapore we discovered the real "great white way" of the Orient. Chinese, Japanese, whites—men and women hawkers, peddlers, fakirs, sight seers, people on foot, in rickshaws, in carriages, all seemed to vie with one another in the noise and bustle of the occasion. Even the delicate odor of dried fish and other odors indescribably, but which seem to be a part of Oriental civilization, while louder than usual, did not detract from but rather added to the interest of the scene. At 11:30, when we started back to the hotel, the streets were, if anything, busier than at any earlier hour.

At the hotel we found the ball in full sway. The dancing of the Americans seemed to amuse the Britons as much as the dancing of the Briton amused the American. May be the Americans have mannerisms—it is a sure thing that we can see them in the Britons and they can probably see them in us. Be that as it may, I might again merely suggest that the Colonial Briton, as a class, wastes no love on his American cousin and it is entirely probable that none is wasted on him in return.

On Sunday we spent our time in the city. We visited a few Chinese shops of a very inferior class, drove through the Botanical Gardens and the grounds of the Governor's Palace, finally taking luncheon at the Raffles Hotel, preparatory to sailing at 4 o'clock. In the Botanical Gardens much attention is paid to landscape gardening and the cultivation of rare plants and flowers. It is a very wonderful park, with an advantage over other botanical gardens visited by us in having broad driveways upon which driving is permitted.

At the Raffles Hotel we beheld an interesting scene. We got our first view of the Hindu juggler and snake charmer, also the vendor of precious jewels, so that the time for leaving for our ship came around only too quickly.

Upon our arrival at the dock, we found hundreds of natives, prepared to take a last pull at the purse strings of the ever-willing tourist, the usual money changers ready to change whatever money we might have left, into the coin of other lands at rates not consistent with conservative banking and it took quite a bit of coaxing on the part of the Captain, with the assistance of the ship's whistle, to get the perspiring passengers aboard to make a start for Rangoon.

Julius Fleischman.

Changed Her Mind.

It was an Irish girl of whom the story is told that she refused to marry a most devoted lover until he had amassed a fortune of one thousand pounds. After some expostulation he accepted the decree and went to work. About three months after this the avaricious young lady, meeting her lover, asked:

"Well, Charley, how are you getting along?"

"Oh, very well, indeed," Charley returned cheerfully. "I've saved thirty-five shillings."

The young lady blushed and looked down at the toes of her boots and stabbed the inoffensive earth with the point of her umbrella.

"I think," she said faintly, "I think, Charley, that's about near enough."

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Claim Retailers Want Food Substitutes.

According to a recent address of President John A. Ulmer of the National Association of Retail Grocers at the Food Commissioners' Convention at St. Louis the war-time recourse to substitute foods convinced the grocers that the time has come when a fairer attitude should be displayed toward low grade, but perfectly wholesome food products and open the door to reasonable substitutes which could and would greatly reduce the high cost of living. Mr. Ulmer said in the course of his address:

"We have been passing through a great era of times which can be separated into four periods. First, we had a period of preparedness in which we astonished the world as well as ourselves in changing from a non-combatant nation to one of the greatest fighting machines of all times. The second period, our participation in the World War is now a matter of history, of which we may well be proud. This was followed by a reconstruction period which was equally as trying, and we are now upon the threshold of a period of commercial and financial stabilization in which we must be especially careful, so that the correct conditions can be brought about with the least amount of injury to the industrial and commercial welfare of our country.

"During the last few years the demand for various commodities exceeded all available supplies and created such a condition that prices rose to unheard of heights. The people have perforce been educated to the use of substitutes as a means of conserving food during the war. As a rule, I do not favor substitution, but there are times when it becomes absolutely necessary for some of the people to use some sort of an imitation of the real article. If I cannot afford to purchase an all-wool suit of clothing, in which to cover my nudity, then I can purchase one of inferior quality which will answer the purpose equally as well and still not impair my health. So it is with foods. If butter becomes so scarce that the price of this much-needed commodity puts it out of my reach, then I ought to be permitted to procure a substitute which is within my means, just so that it is pure and wholesome and not injurious to my health and the health of my family. But it never should be permitted to be sold for something which it is not.

"The sale of substitutes ought to be permitted without exacting a license fee or any tax, simply because it can be procured at a lower price than the genuine article which it is intended to replace. If the use of artificial coloring is harmful in oleomargarine then its use ought to be prohibited entirely. The same thing holds good with regard to butter. But if the use of artificial coloring or flavoring improves the appearance or taste of any article of food, without any injurious effects, then the use of same ought to be permitted, with proper restrictions with regard to informing the public as to the use of such coloring or flavoring.

"I believe that it would not be out of place nor improper for this conven-

tion to go on record one way or the other. If articles of food are being sold or being permitted to be sold by the payment of a special tax because of that particular article of food being unwholesome and injurious to the general health of the people then it would be fitting for you to condemn the sale of said commodity because of that fact.

"On the other hand if said article of food is wholesome and not injurious to the general health of the people, then as a means of bringing down the high cost of living it would be no more than proper that you, as the servants of the people, go on record favoring the repeal of any tax on all articles of food, so that the man who labors may be permitted to procure a substitute for the genuine article if such article of food is out of the reach of his pocketbook.

"I am a retail grocer—have been engaged in this business all of my life—and I do not represent any manufacturer of oleomargarine, nor have I had any conversation with any

manufacturer upon this subject. My only interest is that of the retail dealer in articles of food and the consuming public. My only desire to bring this before you gentlemen is by reason of the fact that to me it seems an injustice to the people to place an additional tax of 10c per pound upon an article of food which is so necessary to many of our people. If the use of artificial coloring is harmful in oleomargarine, then it is equally as harmful in butter and its use ought to be prohibited entirely.

"I do not believe that any article of food which is to be used as a substitute for some other article of food ought to be permitted to be sold in bulk. Proper restrictions should be made that the various substitutes be sold in original packages, only by designated weights with properly labeled containers, so that the buying public may know just what they are getting.

"The average housewife desires to procure nothing but the best food obtainable, and the producer of the

genuine article need have no fear that the demand for substitutes will spell 'ruin' for his article. It is only by reason of the fact that there are times when there is an unusual scarcity of a commodity which creates such a demand that the price really becomes prohibitive to many people that a pure, wholesome substitute ought to be available to overcome such a condition.

A Good Salesman

Turns up with a smile and still smiles if he's turned down.

Takes a firm interest in the firm's interest.

Knows that he is looking out for his own interests when he is looking out for the interests of his customers.

Keeps his word, his temper and his friends.

Wins respect by being respectful.

Is courteous in the face of discourtesy.

Has self confidence, but doesn't show it.



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is a flour containing the choicest selection of soft and hard wheat grown in America. Soft wheat improves the flavor and color. It insures the baking of a good looking loaf of bread. The flour is correctly balanced to make as good bread as it does biscuits and pastry.

There is just enough hard wheat in LILY WHITE to make it the ideal all-around flour.

After being cleaned four times it is scoured three times, then actually washed, so that every bit of dirt is removed from the kernels of wheat.

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"Millers for Sixty Years"

Ads like these are being run regularly and continuously in the principal papers throughout Michigan. You will profit by carrying Lily White Flour in stock at all times, thereby being placed in position to supply the demand we are helping to create for Lily White Flour.

ENDING OF GAME OF GRAB.

When the first signs of deflation became evident a few months ago, many engaged in manufacturing began to get disquieted because they feared labor troubles as the result of any efforts to reduce production costs. While the war was on and for sometime thereafter, as much if not more extravagance was shown by civilian producers of merchandise as was by the Government. Everything was at high pressure, and expense was not considered. Quantity production was the essential. Low-grade mines and the poorest equipped of factories were pressed into service to accomplish the purpose aimed at, and the values of products were arbitrarily fixed on the basis of a profit to the weakest among the producing agencies. The necessities of the case, and the withdrawal of so many of the workers for service in the army and navy and in other Government labor, resulting in an under supply of manual laborers, enabled those so employed to make virtually their own terms. Hours were shortened, while wages were raised and the daily output of men was very much reduced. Some of the wage advances, especially those in the textile trades, where a low scale prevailed before the war, were undoubtedly justified. But in many other cases they were not, especially when the reduced output was considered. But employers made no objections to any demands made on them, no matter how outrageous, because they were able to pass them along with the ultimate consumer finally bearing the burden.

That this state of affairs could not continue indefinitely was pretty generally understood. It was a game of grab, the only limit being what the public would stand. And the public was very docile for several years. It stood not only for profiteering by employers and employes, but also for the large toll taken by the horde of speculators who infested every avenue of trade. When it rebelled and refused to buy at the prevailing prices, things began to happen. Among the first to feel the effects were the smaller speculators in different lines. They went to the wall. In silks and furs they were especially numerous, as recent bankruptcy records show. But the depression in these lines was so great as to engulf some very large concerns, which avoided failure only by going into the hands of trustees who are trying to protect creditors and prevent the too great a break in prices which would follow forced sales of large stocks of goods. Cases of this kind sounded the note of warning which was followed by efforts on the part of many to protect themselves from losses. Cancellations of orders came from retailers to the jobbers, who, in turn, refused to take goods from manufacturers, each trying to saddle the loss on the other. Then came reductions of prices in the primary markets for the purpose of trying to determine on what basis goods could be sold. This excitement is still in progress, with somewhat indeterminate results because of the reluctance of those having stocks bought at high prices to stand their share of the loss.

At the producing end there are no delusions. Managers of mills and factories, aware of the fact that they have the alternative of selling their goods at low figures or not at all, are casting about to see how they can reduce the cost of production. The fall in the prices of raw materials—metals, wool, silk, cotton, leather, and the like—has been a great aid in this direction. It has also been found necessary to get rid of wasteful methods, whether in the shop or in the marketing of products. More attention is being paid to labor turnover and the general speeding-up of production, as well as to holding buyers to their orders and the avoidance of extravagant discounts and datings. But, when all this is done, there still remains the labor question, especially as regards the wage scale. It is beyond doubt that the greatest proportionate increase in wages of the recent years has been in those of unskilled labor. This was due to the fact that the supply was not equal to the unprecedented demand. Just now there is a super-abundance of this kind of labor, and the prospects are that this condition will be accentuated, now that the crops have been harvested and hordes of immigrants are coming in. Unemployment is becoming marked and wages are being readjusted. With the unionized trades the case is not so bad, and employers were a little fearful as to how they would look upon propositions for wage reductions. Experiences abroad like those in Italy and Great Britain were not reassuring. Up to date, however, in this country a more tractable disposition has been shown. In a number of mills and factories, employes have voluntarily agreed to reductions of wages rather than have an entire stoppage of work. In New York the action of the cloak, suit and skirt manufacturers in refusing to allow union dictation has been submitted to without a strike, and clothing manufacturers are insisting on a piece-work system instead of a weekly wage.

THE GOOD WILL TRIUMPH.

The United States took much of its trades unionism from Great Britain, because the slimy hand and itching palm of trades unionism developed earlier in England than it did in this country. Also, we imitated much of what England did in the way of industrial reform by law. Here, as well as there, many disheartening incidents occur. No one regrets the burden assumed for the purposes which Lloyd George expressed. Greater burdens could be more easily carried for the same purpose, and more cheerfully, if the objective were realized. But it is pitiful sometimes to learn on what stony ground the seed of benevolence falls. How often have the approaches of well-meaning capital been rejected by union labor with aspersions of hypocrisy and treachery! How often does union labor learn that it has been tricked and betrayed by other sections of itself, and yet without resenting it! Too often labor denies to labor the right to work in peace under the law, which is suspended by labor law. Not sel-

dom labor conspires with capital against other labor and capital. Chapter and verse can be quoted, which nobody can deny, showing that it is a policy of government to suspend laws passed in the general interest for the benefit of sections of it and that lawmakers pass laws designed to confer privilege where votes can be made by that sort of bribery.

And yet the world is not ruined. England shows a bravery under its burdens which ought to be easier for us, at the peak of a prosperity such as the world never saw before, amid a world of distress. Volunteers to better our conditions in the German or Russian manner are worse traitors in effect, whatever the beneficence of their intentions, than the deluded followers of false labor leaders. The sociologists and trade unionists should be allowed to think and talk as they will, but when they attempt to put their ideas into acts in the manner of military strategy, oppressing those whom they cannot convince and making disorder an argument, they should learn that society can practice "direct action" under the law as well as suffer under it outside the law. Society is not made up of labor and capital, but of human beings. There is so much that is good in the worst of us, and so much that is bad in the best of us, that there is no reason for despair or surprise at anything, so various are men and women. They fall into classes as bad and good much more correctly than into the category of labor and capital. The Bolsheviki are producing, not classes of society, but universal poverty. Commonly it is thought that the Bolsheviki are dividing Russians into the haves and the have nots. When the meddlers cease from meddling, society in all lands will stratify according to goodness and badness, rather than according to property or lack of it. In that day the good will triumph, for the seeds of destruction are born with evil as surely as the sparks fly upward. That is not "preachy" nor a counsel of perfection. It is the height of worldly wisdom, born of experience, and is better worth preaching than false morality or humanitarianism.

THE COTTON SITUATION.

* Not so long ago a number of those representing Southern cotton interests were protesting that not less than 40 cents a pound should be accepted for cotton because it cost 37½¢ a pound to produce and they were concocting all kinds of schemes whereby they could keep the material pegged up to their price. The trouble with their calculations was that no two of them seemed to agree on what it really does cost to grow and pick cotton, the price varying even in adjoining fields and being as much dependent on the competency and method of the grower as upon any other circumstance. Then, again, the statements made may not all have been true. Thus, a set of growers complained of paying as high as 1½ to 2 cents a pound for picking, while at the same time in a calculation of costs the price of picking was set at 4½

cents. The course of events seems to have moderated the demands of the cotton holders since they now set their irreducible minimum of price at 30 cents. To hold it to that price they are urging the closing of gins for thirty days beginning Nov. 1 and, in some places, are threatening to destroy the plants of newspapers which do not support the policy of forcing 30 cent cotton. These things, as indicating the lack of demand, have only helped to depress the price. In this matter of price it begins to look as though the bottom had been touched and that any permanent change is not likely to be great. One thing that will help will be the formation and operation of a corporation under the Edge law to finance exports. Anything that will increase demand will aid, and legitimately, the market value of cotton.

In cotton goods the feature of the last week has been the drastic reductions in the prices of both woven and knit goods. Following the large cut in muslins prices of the week before came a slash of 50 per cent. in percales. Other bleached goods and sheetings showed similar declines. The effort on the part of mills is to get business so as to keep the looms in operation. While it cannot be said that the revised prices negative the idea of profits by the mills, it is certain that their managers recognize that the day of extraordinary profits has passed. The reductions in their dividend rates shows this as well as any other circumstance. How much of a volume of business they will be able to secure with the reduced prices remains to be seen. Perhaps the present week, when more jobbers will be in town, will give a good indication of this. A small percentage of profit on a large volume of production is what the mills are seeking. They hope to effect economies further by reductions in wages, some of which have already been put in effect. The market for gray goods, where the prices have been sagging for the last two or three months, showed some signs of price strength here and there during the last week, although the volume of business done was not large. Makers of knit goods are apparently in a quandary. Orders are not coming in and a number of mills have been obliged to suspend operations. Significant in its way was the reduction of balbriggan underwear to \$3.25 per dozen. This is the kind of goods that used to retail before the war at 25 cents. Under the new prices it can be sold at retail at 50 cents a garment. Yarn prices keep dropping under the slackened demand. Hosiery sales are insignificant.

The Treasury Department now holds that sales of carbonated water for use in compounding drinks at soda fountains and similar places of business are taxable under the Revenue Act of 1918, notwithstanding the fact that the water so sold is used by the purchaser in compounding drinks at the fountain for which tax is collected from the customer at the time of sale. This is a reversal of a decision formerly given by the Department.

Many heated discussions come from hot heads.

"VIKO" Aluminum Ware as Thanksgiving Special

H. LEONARD & SONS Commerce Ave. at Fulton Street
GRAND RAPIDS, MICHIGAN

Here is a genuine bargain—We believe this is the lowest price for the best ALUMINUM WARE MADE IN THE WORLD. New ware just received on an old order, and offered while these assortments last at the old prices. Carefully note the prices quoted and the substantial discounts with the assured profit to you—because you will certainly sell all you buy. Order by mail. **DON'T DELAY.**



"SUNBEAM" ASSORTMENT—"VIKO" ALUMINUM WARE.

	Cost Price		Retail Price	
	Each	Total	Each	Total
4 only 5232—2 Qt. Percolator	\$ 1.77	\$ 7.08	\$ 2.80	\$11.20
3 only 5432—2 Qt. Percolator Colonial	2.10	6.30	3.25	9.75
2 only 5035—5 Qt. Tea Kettle	2.95	5.90	4.50	9.00
1 only 5307—7 Qt. Tea Kettle	3.90	3.90	5.85	5.85
1 only 5625—5 Qt. Tea Kettle Colonial	3.10	6.20	4.65	9.30
1 only 5627—7 Qt. Tea Kettle Colonial	4.00	4.00	6.00	6.00
1 only 5122—2 Qt. Double Boiler	2.15	4.30	3.25	6.50
1 only 5602—2 Qt. Double Boiler Colonial	2.25	4.50	3.40	6.80
2 only 5082—2 Qt. Convex Sauce Pan	1.05	2.10	1.50	3.00
2 only 5083—3 Qt. Convex Sauce Pan	1.40	2.80	2.10	4.20
2 only 5084—4 Qt. Convex Sauce Pan	1.80	3.60	2.70	5.40
2 only 5055—5 Qt. Preserve Kettle	1.55	3.10	2.25	4.50
2 only 5056—6 Qt. Preserve Kettle	1.65	3.30	2.50	5.00
2 only 5060—10 Qt. Preserve Kettle	2.30	4.60	3.50	7.00
2 only 5094—4 Qt. Convex Kettle	1.80	3.60	2.70	5.40
2 only 5096—6 Qt. Convex Kettle	2.00	4.00	3.00	6.00
2 only 5097—8 Qt. Convex Kettle	2.50	5.00	3.75	7.50
1 only 5100—10 Qt. Convex Kettle	2.83	2.83	4.25	4.25
		\$77.11		\$116.65
10% Special Discount for Assortment		7.71		
Total Cost of 36 Pieces		\$69.40		

"HONOR BRIGHT" ASSORTMENT—"VIKO" ALUMINUM WARE.

	Cost Price	Retail Price
	Each	Price
1 only 5043—3 Qt. Lip Sauce Pan	\$ 1.15	\$ 1.75
1 only 5044—4 Qt. Lip Sauce Pan	1.35	2.00
1 only 5083—3 Qt. Convex Sauce Pan	1.40	2.10
1 only 5084—4 Qt. Convex Sauce Pan	1.80	2.70
1 only 5055—5 Qt. Preserve Kettle	1.55	2.25
1 only 5056—6 Qt. Preserve Kettle	1.65	2.50
1 only 5094—4 Qt. Convex Kettle	1.80	2.70
1 only 5096—6 Qt. Convex Kettle	2.00	3.00
1 only 5122—2 Qt. Double Boiler	2.15	3.25
1 only 5602—2 Qt. Double Boiled Colonial	2.25	3.40
1 only 5035—5 Qt. Tea Kettle	2.95	4.50
1 only 5625—5 Qt. Tea Kettle Colonial	3.10	4.65
	\$23.15	\$34.80
10% Special Discount for Assortment	2.31	
Total Cost of 12 Pieces	\$20.84	

"RAINBOW" ASSORTMENT—"VIKO" ALUMINUM WARE.

	Cost Price	Retail Price
	Each	Price
1 only 5232—2 Qt. Percolator	\$ 1.77	\$ 2.80
1 only 5432—2 Qt. Percolator Colonial	2.10	3.25
1 only 5035—5 Qt. Tea Kettle	2.95	4.50
1 only 5307—7 Qt. Tea Kettle	3.90	5.85
1 only 5625—5 Qt. Tea Kettle Colonial	3.10	4.65
1 only 5627—7 Qt. Tea Kettle Colonial	4.00	6.00
1 only 5122—2 Qt. Double Boiler	2.15	3.25
1 only 5602—2 Qt. Double Boiler Colonial	2.25	3.40
1 only 5082—2 Qt. Convex Sauce Pan	1.05	1.50
1 only 5083—3 Qt. Convex Sauce Pan	1.40	2.10
1 only 5084—4 Qt. Convex Sauce Pan	1.80	2.70
1 only 5055—5 Qt. Preserve Kettle	1.55	2.25
1 only 5056—6 Qt. Preserve Kettle	1.65	2.50
1 only 5060—10 Qt. Preserve Kettle	2.30	3.50
1 only 5094—4 Qt. Convex Kettle	1.80	2.70
1 only 5096—6 Qt. Convex Kettle	2.00	3.00
1 only 5098—8 Qt. Convex Kettle	2.50	3.75
1 only 5100—10 Qt. Convex Kettle	2.83	4.25
	\$41.10	\$61.95
10% Special Discount for Assortment	4.11	
Total Cost of 18 Pieces	\$36.99	

"APEX" SAUCE PAN, 3 PIECE SET—"VIKO" ALUMINUM WARE.

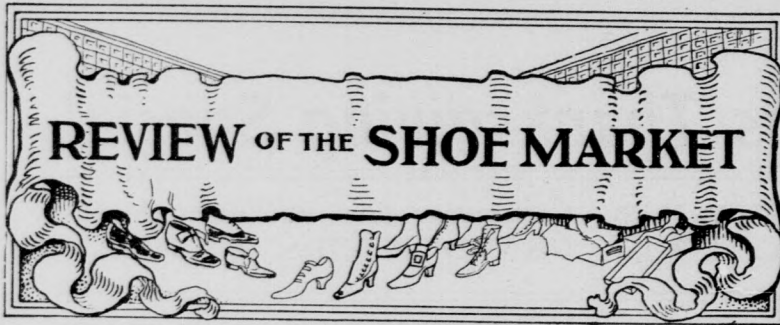
	Cost	Retail
	Price	Price
1 only 5041 —1 Qt. Double Lip Sauce Pan	\$.48	\$.75
1 only 5041½—1½ Qt. Double Lip Sauce Pan	.58	.75
1 only 5042 —2 Qt. Double Lip Sauce Pan	.74	1.10
	\$1.80	\$2.70
Special Price Nest of Three	\$1.30	
For Special Sale at \$1.95 Nest.		

H. LEONARD & SONS,
Commerce Ave. at Fulton St.,
Grand Rapids, Mich. Date _____

You may ship the following order:

Quantity	Description	Price
_____	"Sunbeam" Assortment	\$69.40 per case
_____	"Rainbow" Assortment	36.99 per case
_____	"Honor Bright" Assortment	20.84 per case
_____	"APEX" Sauce Pans, Nested (3)	1.30 per nest

Name _____
P. O. _____
Shipping Point _____



Michigan Retail Shoe Dealers' Association.
 President—J. E. Wilson, Detroit.
 Vice-Presidents—Harry Woodworth, Lansing; James H. Fox, Grand Rapids; Charles Webber, Kalamazoo; A. E. Kellogg, Traverse City.
 Secretary-Treasurer—C. J. Paige, Saginaw.

Clean Out Stocks Before Considering Styles.

As it was—none of us need be reminded, unless we like to dream and dwell upon pleasant remembrances of by-gone days, when everything sold, and the only difficulty was having enough merchandise to supply the unheard of demands.

A year ago competition was a minor detail. There was big business for everyone, and the price of any article was a second consideration. It was with this feeling of absolute confidence that we all bought shoes for last spring delivery—scrambled for merchandise—bought anything—and anything was a good buy. Prices were steadily climbing, and everything pointed to the continued volume of business, and more than what we had just gone through. Like a flash from a clear sky there came a change. Due to the repeated statements of the various papers, advising the public of cheaper shoes in sight, also some very open remarks from some of the largest manufacturers especially of cheaper shoes, our consuming public at once began to demand shoes at prices much lower than merchants were able to buy them themselves. This brings us to the second section of our discussion:

As it is now. Again I say you need not be reminded, but many should be reprimanded.

As shoe men I think you should be considered as the most intelligent class of merchandisers of any line. There is no business that requires so much study, so much detail, so much diplomacy, and so much real labor as shoe merchandising. I think a successful shoe merchant will in the hereafter be awarded a starry crown for his efforts here on earth. But I hate to think of the hereafter of the what I call unsuccessful shoe merchant.

I may be wrong in my assumption, but when a shoe man tells me he is not going to make money this year, I consider he is not a successful merchant. As retailers of shoes, you are entitled to make a profit. I know every one of us can look the world square in the face if we are accused of profiteering, but we are entitled to a legitimate profit. It is upon this ground I want to be heard as being strictly opposed to what is known as the "half price sale." Every one of you know when a man actually sells a shoe for half price, he loses money,

and big money. No new quotations that I have seen will allow him to buy back a shoe of the same value that he sold for half price. We may admit that shoes cost less now than a year ago, or a season ago, but not that much less.

Remember you have only shoes to sell and if you make money from your business, you must sell at a profit.

It seems to have gone so far in this price slashing method of shoe merchandising that some merchants think the more they actually lose and give away, the more successful they are.

The so-called "half price sale" has many other evils in my estimation. First, it is likely to create the suspicion of the public, leading them to believe there is an extreme and enormous profit in shoes, and if there ever was a time when such a thing should not be, it is now. As merchants, you know that no shoe can be sold at half its marked price without a loss, but your customer believes, and he is entitled to think, that you are making a profit even when you sell him at half price. I can't see where you do him a favor in deceiving him, and I know you do yourself a great injustice.

Next: Every store has its regular clientele and followers, and there will be a great percentage of such trade that will wait for your "half price sale." In other words, you sell them only when you sell at a loss.

Of course, the style element figures in, and we all know that we have chased many a rainbow in shoe styles this last year, only to find that the staple styles are the only possible ones to give our trade at the price they want to pay, and leave ourselves a legitimate profit. Naturally, on account of such radical style changes, the Sale! Sale! Sale! cry has been stronger this season than ever. But, gentlemen, don't you think it is time to drop this style chase, and clear our stocks without a loss—only a close markup—and make ready for the style change that is inevitable? I refer to the colored kid boot. We all know that colored kid boots did wonders for the shoe business several years ago, and I firmly believe they will do so again.

Let us presume that all stocks are heavy. Do you think it is good judgment to give our shoes away in order to carry this style now? Do you think that with the increasing demands for cheaper shoes, our trade will buy colored boots at the price

Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER
LEATHER CO.

57-59 Division Ave. S. Grand Rapids

Specializing in high grade service shoes for many years has made possible the wonderfully long wearing H. B. HARD PAN (Nailed) service shoe line of to-day.

Your out door customer is asking for this kind of a shoe to-day. Sell him the best—the H. B. HARD PAN service shoe.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Ave.

GRAND RAPIDS, MICH.

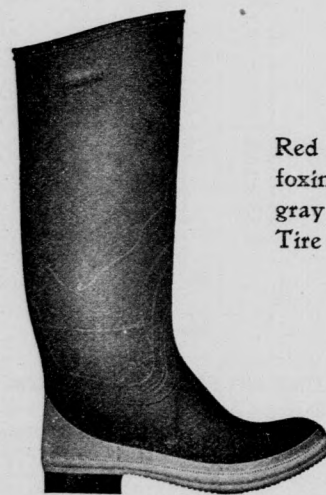
Bullseye Boots

Pressure-Cure

Red and Black Boots

IN STOCK

IMMEDIATE SHIPMENT



Construction

Red or Black. Gum Upper. Gray foxing and plain edge sole. Tough gray sole joined together by Hood Tire process.

Long Wear
Good Looks

Men's Bullseye Red and Black Short Boots	\$4.00
Boys' Bullseye Red and Black Short Boots	3.30
Youths' Bullseye Red and Black Short Boots	2.45
Men's Red and Black Hip and Sporting	6.00

We have thousands of cases of rubber footwear on the floor. Write for special rubber footwear catalog.

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

we shall be compelled to ask? I ask these questions to be enlightened. You undoubtedly understand my attitude. I know colored kid boots are a good bet, but let us clean house first and realize on the merchandise we own.

From now on—or as it will be—we must all work harder, work with more system and accuracy, knowing our stocks as never before.

I firmly believe shoes will cost less money, perhaps not this season, but I think there will be a gradual decline for the next two years, or four seasons. I don't think we will ever see the old \$4 and \$5 days again, and I know none of us want to, but we shall be able to buy shoes for less than we do now. This means we must buy only what we can sell from season to season, and clean our stocks as we go, to avoid sacrifices. We must sell downward on the declining market as we sold upward on the advancing market. We must be prepared to take on any good novelty style that presents itself, and make our profit on such styles.

We shall continue to sell shoes, of course, but the volume of pairs and not dollars should be our guide.

The laboring class, which I think represents our best business, is fully employed at high wages, and such a class are the ones that buy our most extreme novelties or highest priced shoes. Not only do they buy them once, but they buy them again and often, and they usually pay cash.

J. H. Conrad.

The Abolition of Tobacco.

The campaign against tobacco as presented by L. Ames Brown in his article in the October Atlantic entitled "Is a Tobacco Crusade Coming?" is being developed by the Woman's Christian Temperance Union and other organizations along entirely new lines of economic and sociological propaganda. The old attacks on smoking as a "vile habit" and tobacco as a "filthy weed" are abandoned in favor of a more scientific method. While this new attitude views "smoking as the twin evil to drink," yet, as is made clear in the pamphlet, "Nicotine Next," prepared for the W. C. T. U. by Professor Frederick William Roman, of the Chair of Economics, Syracuse University, the anti-tobacco crusaders prefer to handle the prob-

lem as a matter of personal, social and industrial efficiency. This also is the attitude of the attack on tobacco carried on by the Life Extension Institute of New York in a broadside entitled "What It Costs to Smoke Tobacco," the leaflet being one of the "Keep-Well Leaflets" issued by the Institute in the interest of the prolongation of life and its betterment. In this pamphlet, which gives full support to the W. C. T. U. arguments, it is set out as a result of careful investigation that "the man of science and the hard-headed business man on comparing notes arrive at the same conclusion regarding both alcohol and tobacco. According to them, these drugs are not compatible with work; the cigarette smoker is ruled against by most employers." Arguments of this kind presented by the Union and the Institute and by other organizations attacking tobacco are at present met by no counter-replies by the smokers, who are unorganized; and while the tobacco corporations are getting ready to reply to what they call are the "false and misleading statements contained in the anti-tobacco propaganda." Mr. Brown points out that to-day the general issue of personal rights involved in the tobacco question is being looked after only by the recently organized Constitutional Liberty League.

Under the circumstances, while the almost universal use of tobacco in some form seems to present a different situation from that which existed in the matter of the consumption of liquor, those who want to defend this forgivable indulgence and social luxury must realize that everything is not quite so rosy as it looks. For, of course, when it comes to any kind of propaganda, those who believe in it as an article of faith or as a fetish are untiring. They never admit defeat and they never give up their quest. And that the anti-tobacco crusaders are in earnest none can doubt.

Inevitable Result of the Poison Propaganda.

Grandville, Oct. 26—The aftermath of the distributing of tons of poison through Northern Michigan has been of a sadly disappointing nature.

Bee men up around Petoskey complain of the loss of many swarms through the dispensing of grasshopper

poisons through that region. It does seem an unfair method, to say the least, which permits one class of citizens to use poisons for the saving of their own crops, while at the same time the act destroys the crops of a neighbor.

Some way ought to be found out of this grasshopper muddle that will be fair to all concerned and save the State from another grasshopper plague.

No reports have come to us of the number of birds destroyed by the use of these methods sanctioned by the agricultural powers of the State, but there has been a distinct protest from bee men against the destruction of their stock in trade, and it seems to be a protest well taken. One need not wonder that honey is high with a large per cent. of the bees sacrificed in order to save other crops.

If, by distribution of poisons, we slay myriads of birds and destroy a large per cent. of the bees, where do we get off at? The conditions are not pleasant to contemplate, and it is certainly up to our wise entomologists to find a substitute for these deadly poisons used to annihilate grasshoppers.

Michigan, along with many other states, has suffered much from the unwisdom of spraying laws, bird laws, and laws calculated to preserve farm

crops, which, while doing some good in one direction, work untold evils in another.

Not only do bird and bee life suffer, but some very serious "accidents" have taken place in the infested regions. One wealthy farmer, at least, we are informed, paid the penalty of his life because of his preparing poisons for spreading over the fields for the purpose of destroying grasshoppers.

If no more than one human life has fallen a sacrifice to this poison propaganda, that is sufficient to warn the public about dabbling in these State-approved remedies for the cure of the grasshopper evil.

We have geniuses at work solving all sorts of problems, and many of them are successful in operation. Why not then bend the energies of human endeavor toward finding out how to abate the grasshopper in a manner that will in no way endanger human life, destroy myriads of song and insectivorous birds, and wipe out the bee industry, which is as important and legitimate as the raising of a corn or wheat crop? Old Timer.

The advertisements in the trade paper pay two classes; the advertisers who put them there, and the dealers who read them.

Something New and Better

**The HOWARD Line
Boy's Welts That Wear
Celoid Chrome Soles**

**23 to 100% More Wear than
the Finest Oak Sole**

More Wear, Combined with the Flexibility and Fine Finish of Oak Leather.

IT IS Channeled and Finished. It is Waterproof. It Will Not Slip

**The Guaranteed Sole That Will Outwear Any
Oak Sole in the World**

**Eight Sturdy, Stylish Numbers
in Stock Now**

Selected Chrome Side Uppers, Solid Leather Construction
Wing Foot Rubber Heels

A Standardized Product. Two Leathers, Two Lasts, One Pattern.

- 8101 Boy's Dark Tan English Bal. "Little Tad Last"\$4.75
- 8151 Little Men's Dark Tan Eng. Bal. "Little Tad Last" 4.25
- 8103 Boy's Dark Tan Nature Bal. "Youngster Last" 4.75
- 8153 Little Men's Dark Tan Nature Bal. "Youngster Last" 4.25
- 8100 Boy's Gun Metal English Bal. "Little Tad Last" 4.50
- 8150 Little Men's Gun Metal Eng. Bal. "Little Tad Last" 4.00
- 8102 Boy's Gun Metal Nature Bal. "Youngster Last" 4.50
- 8152 Little Men's Gun Metal Nature Bal. "Youngster Last" 4.00

WRITE FOR SAMPLES

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN

MORE FACTS



When you stop to think that you can *honestly* guarantee the quality of the "More Mileage" Shoes now, the same as you always could, and if you will make this one of your talking points when selling these shoes you are going to have a great many more satisfied customers.

HIRTH-KRAUSE

Manufacturers of the "More Mileage Shoes"
Grand Rapids, Michigan



Deplores Carping Criticism of the Reserve System.

At the bankers' convention at New York last week Oscar Wells, president of the First National Bank and member advisory committee, Federal Reserve System, of Birmingham, Ala., discussed the present position of the reserve system as follows:

Perhaps no other legislation in modern times represents the combined efforts of all the interested elements, both in and out of Congress, as does the Glass-Owen bill, which is based on the Aldrich bill and should properly bear the name of its author. As bankers you not only helped in the making of it, but you have been intimately connected with the process of fitting transactions of the Federal Reserve banks to the provisions of the act. It is this familiarity of yours with my subject which caused me to hesitate in undertaking the task assigned to me, and even now, after a few weeks of preparation, I approach it with a great deal of misgiving as to my ability to add anything to your knowledge of it. I feel, however, a sense of professional responsibility in the premises and would lay upon you a similar kind of obligation whenever and wherever the Federal Reserve System is involved, because it is and doubtless shall ever be one of the great fundamentals of your vocational achievements.

As your knowledge and relationship is intimate and peculiar, so your responsibility is correspondingly great. Is the Federal Reserve System reasonably meeting the demands of economic conditions? If not, and you can supply the corrective measures, your plain duty is not only to offer them but to insist upon their being accepted. I have enough faith in you to believe that you have not halted in the expression of your views and that you will not do so. I have no patience with the charge that the bankers of America are under the dominance of the Federal Reserve Board or any other institution, even though it may come from such a high source as that of a United States Senator of my own political faith. If, however, the system is responding to the purposes for which you thought it was created, taking into full account the varying problems that have arisen during its existence, you can render the business of which you are the authentic representatives, an important service by giving to it your whole-hearted stamp of approval. One banker friend of mine expressed himself recently as being 100 per cent. for the system and 95 per cent. for the administration of it. I need not tell you that a great deal of self-sacrificing talent is on the Federal Reserve

Board and among the officers of the Federal Reserve banks, whose labors without your constructive aid become burdens of intolerable proportion.

The vagaries of human nature are no better exemplified than in the difference in the attitude of the public Reserve Act during the period when expansion was the essential function and the time when it became necessary to restrict the use of the expansive power of the Federal Reserve system. Profligacy and extravagance are easily acquired habits, while thrift and accumulation are the results of self-denial and some hardships. Only a few months ago we heard nothing but praise of the new banking system. It was a matter of pride that we had accomplished the unparalleled task of not only financing the war by furnishing the funds required for the direct expenditure of the Treasury, but that we had taken care of the credit needs of commerce and industry to an extent greatly beyond our wildest dreams of volume, and we had given the credit to the functions of the Federal Reserve banks. There was no doubt in our minds but that the old system of an inelastic currency and independent reserves would have suffered a collapse even without the added strain of war. When the Federal Reserve Board and the Federal Reserve banks undertook a policy of a readjustment of credits by appealing to member banks to exercise a somewhat keener discretion in the granting of loans for non-essential purposes and the liquidation in a gradually and orderly manner of existing loans of like character, we began to hear of the injustice done to many quarters,

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and the system as directed by those in charge of its affairs was held responsible for all of the ills of a tight money market.

The criticism of the Federal Reserve system, or it may be more accurate to say the administration of the Federal Reserve system, pertaining to its rediscounting or credit giving function, uttered either by those who were sincere in their opposition to the policies inaugurated and by conviction or temperament held to divergent views, through a lack of understanding the impelling purposes, or those who in willful disobedience of their own conception of soundness had found fault because of selfishness or a desire to pander to the prejudice of the uninitiated, has passed through three distinct stages. The first was when the Federal Reserve banks as well as member banks, began to discourage through a slight increase in rates, the too frequent renewals of loans secured by Liberty Bonds and Victory notes. Very naturally as the need of credit for commercial and productive purposes became more apparent, and bond secured loans grew less liquid, the banks instituted a practice of gradual retirement. The Federal Reserve banks were anxious to reduce the volume of note issues against this bond secured paper, gradually substituting therefore paper of a more liquid nature, that such outstanding issues might be lessened through the payment of the collateral. This was urged by the critics to be a deliberate plan to depress the market of Government war securities, notwithstanding a decline had already set in as a result of the universal demand for credit and the consequent increasing rates upon other securities. They were being sold in large quantities by those who had bought them as an act of patriotism and who were taking their losses as the alternative of paying a high rate for money needed in commercial enterprises. For the Federal Reserve banks to have maintained rates sufficiently low to have held the market up on such securities would have meant not only the carrying of the Government secured loans already in the banks but would have induced the creation of others and defeated the elasticity of their own currency as well as prohibited the needed accommodations to banks for other purposes. It is perhaps only fair to say that if any mistake was made by the Federal Reserve banks in connection with the absorption of war securities by the public and the consequent partially elastic note issue, that it was made much earlier, in an atmosphere of patriotism and at a time when even artificial means of stimulating the sale of Government obligations seemed justified. In the subsequent cold light of analysis, of a declining market, it is easy to conclude that the lower rates on the bonds, as well as those maintained by the banks on bond paper, and the borrow and buy argument of salesmanship were both unwise.

The presentation of only one of the several distinct and important activities of the Federal Reserve System may imply that there are no others, that they do not contain any problems

worthy of mention or that they are insignificant in comparison. As a matter of fact there are many responsibilities to be discharged by, as well as there are many achievements to the credit of the system, and while I do not believe that any of them are as vital to its fundamental soundness or that their roots are so deeply imbedded in its perpetuity, they are interesting and altogether worthy of your study of them.

New View of the Profiteer.

What is a profiteer? Usually the seller is made the guilty party, though during the wartime control the Lever act decisions made both buyer and seller culpable for any excess of reselling or any excess of profit margin on the ground that the agreement was a conspiracy to defeat the law. But now comes a decision in the Federal court at Los Angeles holding that the buyer at an excessive price is the profiteer and not the seller.

It appears that a former grocer named Phillips and an auctioneer named Shapiro were indicted for profiteering because they had sold sugar at auction at an excessive profit to one Frank Hobart. The permitted margin at the time of the sale, last December, was 1½ cents a pound, but in an auction of 800 pounds Phillips bought it at 16¼ cents whereas the Government price was only 12½ cents and the jobbers' prices under 12 cents.

The acquittal for the defendants came through the decision of the jury that while the price received for the sugar in question was excessive they were not responsible, since the sale was made at auction and the bidder therefore established the price at which it was eventually sold.

Bean Growers Hold Crops.

Lansing, Oct. 26—The Michigan dried bean crop was never of better quality than this year. The yield per acre was large, although the acreage in the State was considerably less than it was last year. Harvesting is practically over and not in my twenty-five years experience have I seen harvesting conditions more favorable as to the weather. Labor on the farms was scarce all season, but the automobile plants are not operating to full capacity any longer and the help situation is improving. Michigan beans are cheap compared to the product of California and other producing countries, which has led growers to hold their stock for a later market.

Christian Breisch.

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GRAND RAPIDS, MICHIGAN

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 26—J. Leo Kymer and family have gone to San Antonio, Texas, for the winter. Mr. Kymer and "Had" Beecher have been partners in business for thirty-six consecutive years. They first started together in the book business at Traverse City under the style of Beecher & Kymer. They subsequently purchased a drug store at Elk Rapids, which they continued under the same style. They subsequently became members of the book selling house of Lyon, Beecher & Kymer, Grand Rapids. They are now both members of the firm of Beecher, Kymer & Patterson, booksellers at Kalamazoo.

One of the best kept hotels on the Pentwater branch is the Hotel Shelby, conducted by Claud L. Peifer. The rooms are clean and inviting, the housekeeping is scrupulously good, the service is excellent and the food wholesome and well cooked. Mr. Peifer has recently been elected President of the Shelby Commercial Club, which is a strong tribute to his standing in the community and the esteem in which he is held by his townsmen.

Frank S. Verbeck made a ten strike last spring by erecting an addition to Van's Tavern, at Pentwater, and installing an outdoor dining room therein. Mr. Verbeck had a fine run of custom all summer, due to the enormous volume of tourist travel which goes by his place of business along the West Michigan Pike.

D. F. Hoskins, Sales Promotion Manager for the Hood Rubber Products Co., Watertown, Mass., is in town for a few days, inspecting the Michigan distributing house of that corporation. Mr. Hoskins says that the percentage of growth in the Grand Rapids house is the greatest of any of the branches of the Hood Co.

A large manufacturing establishment in one of Michigan's best cities was employing several hundred men, paying them an average of \$1 per hour. In the face of the business depression, they struck for \$1.25 per hour. The factory immediately closed down all departments, hanging out a notice that all who returned to their jobs before Dec. 1 would be paid 75 cents per hour, while those who held out beyond Dec. 1 would be taken back only on the basis of 50 cents per hour. At last accounts 60 per cent. of the working force were back on the job on the 75 cent basis.

A large factory in this city notified the employes of one of the departments early last week that the factory would be closed indefinitely last Saturday noon. The men in that department had been making an average wage of \$60 per week. They held a meeting and decided to send a spokesman to the superintendent offering to work for \$30 per week during the winter months. The superintendent declined the offer, stating that when the factory started up again, which would be some time in the future, the men would be given an opportunity to work at \$20 per week.

William Thomas, the sturdy superintendent of the Michigan Paper Co., at Plainwell, was in the city one day last week for the purpose of getting the whir of the wheels and the deminution grind of the mill out of his cellular tissue for a few hours. He was taken in tow by a friend and given a passing glimpse of the "greenest and cleanest city in America." Mr. Thomas has recently purchased a large building at Plainwell, which he

proposes to convert into an up-to-date apartment house for the occupation—and enjoyment—of some of his employes in the mill. But for William Thomas and his steadfast determination to furnish steady employment and suitable homes and home surroundings for worthy married men who appreciate the comforts which accompany well-equipped homes, Plainwell would have a very different class of working people than she has. When William Thomas dies—if such a calamity should ever come to pass, which now seems like a very remote possibility—the most appropriate inscription which could be put on his tombstone would be, "He made Plainwell a livable place for working people."

Thomas B. Carlile (Worden Grocer Company), whose home at the corner of Paris avenue and Logan street was destroyed by fire last winter, has completed the rebuilding of the house under the most modern plans and again taken up his residence among the idle rich.

B. Peurung, District Sales Manager for the Climax Grocers Coffee Co., Indianapolis, is in town for a few days, superintending the installation of the lines manufactured by his house with M. Piowaty & Sons, who will handle Climax teas, coffees, spices and baking powders at all of their branches in this State and Indiana. Mr. Peurung has five specialty men at work in this State and expects to increase the number to thirteen before the end of the month.

When you envy another it is because you think he is superior. When you hold bitterness, malice against another, this is, in a way, paying homage to what you regard as superiority.

Believe with all your heart that you will do what you were made to do. Never for an instant harbor a doubt of it. Drive it out of your mind if it seeks entrance. Entertain only the friend thoughts or ideals of the thing you are determined to achieve. Reject all thought enemies, all discouraging moods—everything which would even suggest failure or unhappiness.

Putting off the little odds and ends of work that can be postponed generally results in the unexpected arrival of a big task that has to be done at once.



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TRADESMAN BUILDING

GRAND RAPIDS, MICHIGAN

Facts Regarding Fire Loss Record in Michigan.

Under the law, the fire chiefs of the state report to us every fire, amount of insurance carried, value and kind of building. Then we receive from the National Board of Fire Underwriters the same information, with amount of loss paid by the different insurance companies. At the end of the year we compile the loss. In the year 1917 the loss was \$10,040,193, the number of fires, 9,716 and the value of property insured \$97,343,878. In the year 1918 the loss was \$10,294,918, and the number of fires 10,618, the value \$118,799,005. In 1919 the loss was \$12,340,689 and the number of fires 11,923, the value being \$22,805,628. Owing to the dry weather and there being no snow in the winter of 1919 the number of shingle roof fires was 2,316 against 1,943 in 1918 and 1,383 in 1917. I think that you will agree with me when I say that the fire loss has been materially reduced, when we take into consideration that the valuation of property has advanced over 100 per cent.

The last legislature enacted a law whereby the secretaries of the mutual companies report the fires to us also. This law took effect Aug. 14 last year and the number of fires from that time to Jan. 1, 1920 was 885 and the loss \$1,112,531.

It is interesting to note that the number of fires and amount of loss resulting from cases over which the department has control, shows, in some instances, a substantial decrease over the previous year. There were 247 less fires of "Unknown and In-

cidental" origin than in 1918, with a reduction in loss of \$74,706. The number of fires caused by defective heating plants was reduced by 180 and a reduction of \$773,697 loss under 1918. Although no correct comparison can be made as to the fire losses for which smokers were responsible, because of no separate classification of this cause in reports of previous years, we believe there has been a favorable reduction in the loss of this year, there being only 179 fires with a loss of \$15,279. The number of fires due to gasoline, kerosene and gas has increased slightly, but the loss has decreased almost one-half and practically all of the fires attributed to this cause occurred in dwellings, which means that a reduction in fires of this cause can be reduced only in educating the public. Fires caused by defective wiring have increased, both as to number and the amount of loss. Several of the smaller cities in the State have no ordinance for the regulation and the inspection of the installation of electric wiring, and the department is putting forth an effort to influence these cities in the adoption of such an ordinance. Spontaneous combustion and rubbish caused 53 more fires in 1919 than in 1918 and resulted in a slight increase in the amount of loss. This is another case that can be reduced only by educating the public in the dangers of permitting the accumulation of rubbish and waste.

Much time was devoted to the thorough inspection of public buildings during the year and, although the number of fires increased slightly, the

amount of loss was reduced some \$500,000. During the year 3,548 inspections of buildings were made by the department throughout the State, resulting in the issuance of 533 formal orders by the department and approximately as many verbal orders by the inspectors while on the ground.

The department has continued its thorough investigation of fires of suspicious origin and investigated 72 fires of such nature. Charges were brought against 13 persons, resulting in four convictions, one acquittal, five dismissals and three cases pending; disposition has not been made of the Detroit cases pending from 1918.

Further, 1,267 moving picture theaters were inspected during the year, 1,147 certificates of compliances issued and \$12,730 in fees collected.

Several thousand pieces of literature were distributed, including 280,000 "Why take a chance?" 80,000 "Think fire before it happens," 80,000 "Stop fire waste," 7,000 periodical news bulletins and 25,000 lithographed placards on fire prevention.

Homer Rutledge.

Worried.

"I'm a little bit uneasy," said young Gnutt.

"How come?" asked the interested friend.

"I found out from the village postmaster that on the very day I sent to a mail order house for a saxophone one of the neighbor girls sent for her first lesson in trained nursing and another neighbor began taking a correspondence course in embalming.

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MR. JONES, the grocerman, says that fire insurance to him is just like **BUTTER**
The stronger it gets, the less it's worth

WE are not one of the strongest companies in the state, but we are classed with the **BEST**

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Michigan Bankers and Merchants Mutual Fire Ins. Co. of Fremont, Michigan

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 Main Office: **FREMONT, MICHIGAN**

ALBERT MURRAY Pres. **GEORGE BODE**, Sec'y

RAISING ANIMALS FOR FUR.

New Industry Which Has Developed in Michigan.

Four years ago this October, four lively fox pups frisked about in their cage down in the office of Robert H. Clancy, United States customs appraiser.

These pups were making the long journey from Prince Edward's Island to Gaylord, where they were to make their new home on Michigan's first fur ranch that started the fur ball rolling in the state.

That was in 1916, but the fox pups in the crop for 1920 would have a hard time crowding into one cage, as there are now 2,500 of them, which means, in terms of dollars and cents, enough money to put a family on a very easy, easy street, as the skins are worth from \$600 to \$1,000 or more apiece.

And if the pups are allowed to live for a year, when they become breeders, they can be sold for as much as \$50,000 a pair.

To-day there is more than \$2,000,000 invested in fox farming alone in this state, and Muskegon county controls 60 per cent. of all the foxes in captivity, or 700 breeding pairs.

The latest fur census for Michigan shows there are as many as 48 fur farms in the state. Of these, 29 are black silver fox ranches, 1 is a red cross fox ranch, 8 are skunk farms, 3 raccoon, 2 beaver, 2 muskrat, 2 fox squirrel and 1 mink.

The nearest fur farm to Detroit is at Clarenceville, where a 10 pair fox ranch will be opened this fall. The others are scattered throughout every portion of the state.

All this has been accomplished in four years. What will the Wolverine State do in the next forty years, if the industry continues to thrive and develop, as the United States Government hopes it will?

Just now fur farming is only beginning to peep over Michigan's industrial horizon, according to F. C. Feierabend, of Gaylord, vice-president of the National Silver Fox Breeders' Association, and the one to whom the four fox pups were consigned in 1916.

Mr. Feierabend is a pioneer fur farmer in the State, and one of the first to see big possibilities in this industry in Michigan. He tells an interesting story of how the big idea struck him, and when it first hit.

In 1910 he was engaged in the theatrical profession and was singing at one of the theaters in Montreal. One night just before he left the hotel to fulfil his singing engagement, he stopped for a moment at the clerk's desk, and while he waited there, a surly half-breed bustled his way to the front and deposited a shabby suit case on the clerk's counter.

"Put zis bag in ze vault," he gruffly commanded the clerk, who laughingly told him they put only valuables in the vault. But the man insisted and the clerk finally demanded to know its contents before he consented to open the vault for so worthless looking an old bag.

But when the big fellow opened it and displayed ten silver fox skins, valued, he said, at \$15,000, both the

clerk and Mr. Feierabend became interested. The man, a fur breeder from Labrador, was not at all unwilling to talk about his business, and it was this conversation that gave Mr. Feierabend his inspiration.

From then on, he began to make a comprehensive study of fur and fur farming. He not only studied it, but he thought about it, dreamed about it and talked about it. At first his listeners were skeptical, and, he says, were not at all enthusiastic about his plans.

So it was not until 1916 that he saw his way clear to open a fur ranch in the State, and then he did it with an heroic effort and only \$500 capital. As a nucleus for his farm, he purchased the fox pups from Prince Edward's Island, and his first year's crop yielded him a good profit.

At about this time two other ranches were started at Muskegon, one by W. H. Smith with three pairs of fox and the other by Frank Tuplin with seven pairs. These two ranches still operating side by side in the town of Muskegon, own together more than 1,000 animals, and they are all quartered on one city block.

Not only are individuals interested in fur farming, but the United States Government is also giving the matter much consideration as a possible resource to stave off a coming crisis.

For the day of the hunter-trapper is nearly done. He has, each year, to push further and further into the interior and still the demand continues to be greater than the supply. There is an immediate need for new methods, more economical and more dependable than the old system, to increase the country's fur supply.

The only solution to this problem is obviously the domestication of fur bearing animals. Realizing this fact, the Department of Agriculture has made a survey of climatic and other conditions in various states, and discovered that Michigan is one of the most favorable for this purpose.

Consequently, the Government has taken several steps to encourage and promote the industry. One of the most important is the establishing of a government owned and operated fur ranch at Keesville, N. Y., which is to be the forerunner of other ranches of this kind.

Right now the Department of Agriculture is seriously considering opening a fur ranch like the one at Keesville somewhere in Michigan, and Congressman McLoughlin, of Muskegon, is co-operating with a committee of the National Silver Fox Breeders' Association to convince the department of the advisability of this plan.

As far as Michigan is concerned, the Government has done this much to promote the industry here. It has made a thorough study of the State's climate, soil, waste areas, in different sections and has divided it into fur zones according to the kind of animal to be raised. Then it has taken a complete census of all the fur farms in Michigan, and published a pamphlet containing the list for the information of prospective fur farmers who want to know where they can make their purchases and their nearest fur-farmer neighbors are located. These

booklets are furnished on request by the Department of Agriculture, and the National Silver Fox Breeders' Association will supplement this data by any other facts or figures desired.

As a result of the Government surveys, it has been found Michigan is an ideal territory for fur cultivation in every respect. The climate is particularly well suited to the breeding of animals, especially in the Northern part of the State where it is cool and moist. The soil, too, is another favorable feature as it is comparatively free from lime and alkali, minerals having an injurious effect on fur.

According to the divisions made by authorities, that part of the State North of an imaginary line drawn from Traverse City to Bay City is a part of what is called the Canadian Fur Zone, and the best territory in the State for fur ranches.

Then there is another zone between Traverse City-Bay City line and one drawn from Benton Harbor to Toledo. This is called the transition zone where conditions are favorable for the fur industry but not quite as good as the zone farther North.

In lands that are high, dry and cool, the fox, marten, fisher, skunk and wolverines thrive better than under other conditions, but in lands where there are swamps or marshy places such animals as the mink, muskrat, beaver and others may be raised successfully.

They were ill winds indeed, that fanned the forest fires of the North and destroyed the giant trees, but these same ill winds also blew their proverbial good. For the jack pine and cut-over lands of this Northern country, experts say, make excellent fur farms. There must be in the Northern part of the lower, and in the upper peninsula, tens of thousands of cutover areas practically of no economical value at the present time.

Much as the State has lamented the possession of so many acres of uninhabited, uncultivated, almost useless and worthless land, in the past nothing could be done about it. The soil is not fit for farming, and the timber too much depleted to be of commercial value. But here is a solution to the waste land problem in the fur farming industry.

The climate is right, the soil, as long as there is not too much lime and alkali in it, does not matter, and the wild state of the country is most desirable, breeders say, for the nearer the ranch comes to being like the wild habitat, the better the animal thrives in captivity. For it has been found wooded areas, high enough to prevent flooding, and where snow does not drift in the winter time are best adapted for ranch sites.

But trees in the fox runs there must be to give shade in the summer, and shelter in the stormy winter months. As for the kind of trees, birch spruce, fir and cedar are preferable because they grow in a hardpan soil, difficult for the animals to burrow through. Northern Michigan certainly seems adapted in every way, and the lands up there have not reached the sub-division stage yet, so they sell for a mere song at the present time.

One of the most important argu-

ments in favor of cultivating fur bearing animals instead of trapping them is because of the superior quality of the fur produced in captivity. Then, too, breeding them on farms eliminates the inhuman process of catching the poor animals in traps.

Perhaps few women realize when they wrap their luxurious furs around them in the winter what pitiful stories could be told about the sufferings of the little beasts when trapped and left to die in the forest.

There are organizations for the prevention of cruelty to domestic animals, but the methods employed to kill these, when necessary, are humane. There are laws legislating against vivisection, but little thought has been given to the fur bearing animals who lie for days at a time with their feet caught in the firm jaws of a merciless steel trap, without any food or protection from biting cold of the Northern woods. They must die of agony and starvation because Queen Fashion has demanded their precious skins.

Apart from the inhuman side of trapping animals, there are other reasons which prove this method a wrong one from an economic point of view. For when the trapper sets his trap, he must go away and take his chances of catching animals of value, or finding anything in the trap when he returns. Many times the animal caught is torn to pieces by its enemies of the forest before the trapper comes back to claim the skin.

Then, too, the animal caught may be too young to make its pelt of value or again the pelt may be far past the prime stage. Because just as there is a proper time to harvest fruit, or grain or vegetables when they are ripe, there is a certain period when animal skins are in the best of condition, and this is called primeness.

The trapper must take his chance, but the fur farmer doesn't need to. He knows definitely just when the pelt will be prime, and when he can obtain it, and he also knows that nothing can destroy his treasure before he can claim it. The pelts are at

Guterrall

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The Economy Garment



Michigan Motor Garment Co.
Greenville, Mich.
6 Factories—8 Branches

MERCANTILE CO.

SELL IT NOW OR -
REGRET LATER



NOW BOOKING 280 MEN FOR
IMMEDIATE SALES

T.K.KELLY SALES SYSTEM
MINNEAPOLIS, MINNESOTA

their best about the first of the year, around in January and February, and when the farmer is ready to harvest his crop, he just leads the animals into little boxes where with the aid of chloroform, they fall asleep without any pain or struggle.

Then there is another argument against the trapping system. When the animal is caught, if the skin is not absolutely prime, the blood rushes to the pelt where it destroys the roots of the hair and of course this lessens the durability of the fur. Often in the death struggle, the fur becomes matted and stained which also spoils it to a considerable extent, but when the chloroform method is used the pelt is taken in perfect condition.

At the present time there are more fox farms in the state than other kinds of fur ranches, and this is because the silver fox was one of the first animals to be raised in captivity, and the fox farming business has passed the experimental stage.

Silver fox skins have always been at a premium, and silver fox fur is to the fur dealer what gold is to the miner. Fashion has favored it; it is the fur de luxe. The demand for silver fox has always exceeded the supply. In the vicinity of Muskegon, the only silver foxes on the market are young pups, and in many cases these are sold before they are born.

There are two ways of placing valuation on fur-bearing animals, as breeders and as pelts. Sold for breeding purposes, foxes bring from \$300 to \$1,000 more on a pair than when they are sold for fur.

At the present time animals are being raised in Michigan mostly for breeding purposes. As a general rule they live to be about 15 years old, and the breeding time covers a period of 12 years. Each year a mated pair, for foxes are strictly monogamous, produce a litter of from 3 to 6 pups, sometimes more, but that is a fair average. And here is a simple arithmetic problem for the fur farmer to solve. If a pair of foxes had three pups a year for twelve years, they would have raised a family of thirty-six in their lifetime.

Then if the farmer sold each of the thirty-six pelts for \$1,000 he would realize a profit of \$36,000 in twelve years. But this is figuring on one pair only. Suppose he had five pairs, how much would the farmer make in five years in one year? Of course, there might be more in the litters than three, then his profits would be larger but this is calculating on a conservative scale.

Or he could sell his 36 pups for breeders, he would get more money, or again, he could keep them for breeders to increase his own stock. Foxes are costly animals to buy, but they are not expensive boarders on a ranch. They are quartered in pens made of woven wire on posts about eleven feet from the ground with the wire extending about two feet under the ground to prevent the animals from digging out, and the top is covered with a heavy wire netting. In each pen there is a kennel to shelter the animals, and there is also a special apartment for Madame Fox and the youngsters.

As for their diet, the little ones are

fed milk, eggs and biscuits, but the full grown animals are allowed fresh meats, fish, chicken and some fruit. However, fresh meats does not mean sirloin steak and lamb chops, but horse meat, which has proved very good food for foxes. But to keep a supply of it on hand throughout the winter, many farmers have found it necessary to install cold storage plants, at considerable expense.

George Knisely, of Bay City, who will open a \$50,000 fox ranch at Cheboygan next year has a scheme to take the place of the cold storage plant however. He will raise white rabbits for fox-food instead of horse meat, and will market the skins for fur.

Up to this time, few people have realized the wonderful possibilities for the fur industry in this State. Michigan promises to be one of the greatest fur-producing localities in the world, and even in this early stage of the game has made a remarkable record in the history of the fur industry.

Early Christmas Shopping Campaign

Detroit, Oct. 26—For the first time in the history of that city retail merchants have combined this year in a campaign for early Christmas shopping. Already preliminary publicity has been had and the campaign will continue with gathering force until November 1, when a month's forceful drive will start. The early start in the campaign is due to two reasons. First, through the re-organized and enlarged Retail Merchants' Bureau of the Board of Commerce closer co-operation among retailers has been made possible. Second, it was decided that an early campaign would do much to bolster a trade that for several weeks past has been declining.

Early publicity has been obtained through advance stories in the daily press regarding how the campaign is to be run. These have included a poster design campaign now under way and which will close Monday. It is open to the art and advertising departments of the various stores and \$250 will be given to the designer of the best poster. As soon as the prize poster is chosen a city-wide contest, open to everyone, will be started. This will be for the six best reasons why Christmas shopping should be done early. Co-operation of the board of education has been obtained and this contest will be featured in all of the schools of the city. It will close Oct. 31. Publicity matter, both for advertising space and in the news columns will be made available by this contest and will, in the opinion of the retailers, not only prepare the way for the November drive, but will also encourage Christmas buying this month.

During the drive each retailer will be assigned a certain space in his regular advertising to be used to foster the early shopping program. This space allotment will be made on a basis proportionate to the amount used by the various retailers. In conjunction with this retailers' ads will carry a reproduction of the winning poster. This will also be displayed in all store windows and will be used in street car advertising. Stickers containing miniature reproductions of the poster will be used on all packages and mail matter of the retailers. The winning six best reasons for early shopping also will be featured in the advertising. The various store advertising departments will be given a free hand as to the copy to be used in the space to be devoted by their establishment to the campaign, thus providing the individual touch of the different stores.

Way of Optimist Hard These Days.

Some progress is being made in the sale of bleached cottons and wide sheetings at the new levels of prices. The distribution in some houses is reported as better than any seen for a long time and certainly more widespread than at any time since the decline in gray goods and cotton became marked. The temptation to get goods for immediate sale with the privilege of having four months in which to pay the bill has proved too strong to be resisted by some buyers who know how to handle low priced merchandise quickly. No large sales are reported in any spot and the chief feature that gives satisfaction is the demand that is coming from many small users who want a few cases as soon as they can be shipped.

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



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

Get Prepared for Cold Weather Now

We carry the highest grades of GLOVES and MITTENS such as Eisendrath's Asbestol and Helmet Brands.

Come in and see our line or let us submit samples. We have a complete stock.

Quality Merchandise—Right Prices—Prompt Service

Paul Stekete & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Exceptional Quality

is found in genuine horsehide gloves. Gloves for work should be soft and pliable. Our gloves are tanned in our own tannery and we know the quality of leather from which they are made.

HIRTH-KRAUSE

Manufacturers of Genuine Horsehide Gloves

GRAND RAPIDS

MICHIGAN

Keep Your Stock Well Sized Up

WHEN YOU NEED

MEN'S FURNISHINGS

WRITE US

Our Stock is Complete
Our Qualities and Styles Attractive
OUR PRICES RIGHT

Daniel T. Patton & Company

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

Percalés are reported as not selling freely owing to the doubt existing concerning what the large printers may do when they finally decide upon prices for their lines. Some few converters who have percales to offer say they have not yet received a satisfactory response from offers to meet the low price of 15c for 4-4 64x60s. In certain instances they have admitted that they are not pressing goods for sale and are not seeking future orders at the price they will accept for spot goods.

The gray goods markets continue quiet. Indifference on the part of buyers becomes manifest just as soon as mills try to get a price in keeping with costs of production as they now stand. Although many prices are under cost, the opinion is not uncommon that still lower cloth prices are possible unless there is a great stiffening in raw cotton and an early relief from financial pressure. Curtailment of production by mills, offered as a warning to buyers, does not seem to affect them.

The hopelessness of some sellers of wash fabrics for spring is noticeable. Some of them have put off all thought of an active business until after the turn of the year. Others say it will be March before any business worth while will be done. Still others say they do not know whether they care to sell goods to old customers any more, the objection being that it is impossible to get perfect goods, and buyers will not even accept those now. Claims, large and small, are being made by buyers who are getting goods on order, and these claims are based upon every conceivable cause for rejection. Importers and domestic sellers are suffering alike from cancellations, and claims that mean rejections.

A new source of market nightmares is found in the constant reports of lower wages being accepted in isolated plants making textiles. Buyers say they will not operate so long as mills are able to go on producing goods at lower cost. Some converters in the markets stated that they would make no contracts now until after it is settled that new and lower wage schedules go into effect in the mills for the spring months by which time they expect to hear the last word on what low prices will be accepted. With election hardly ten days away, this new source of food for the market bears serves to make all efforts to stimulate trade seem hopeless.

Reports of financial strain within the trade become more general and open, and whenever attempts are made to stir up interest in goods that are below cost, and represent substantial losses for the sellers, the question comes up of how long it is going to take to cover in the shrinkage of values that has occurred in the last few months. These and many other suggestions heard in nearly every quarter indicate that merchants are still far from agreed that the time has come to buy. It is in such times that the wise buyer gets his low priced goods in hand and prepares for the sure arrival of a better distribution that is at hand.

If you want to convince the other fellow, start in convincing yourself.

Belgium Now Makes Toys.

Toy making in Belgium is in its first stages of development. Prejudice against all "made-in-Germany" articles induced the manufacturers, points out Consul General Henry H. Morgan at Brussels, to become rivals of the country which for many years had been the predominant producer of playthings for children. Factories have been equipped, workers have been trained, toys have been perfected, and Belgium now seeks to place its products in the world's markets.

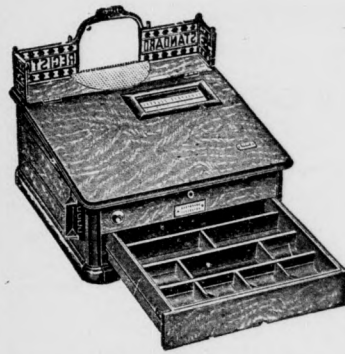
Efforts are being made to produce Belgian toys on an ever-increasing scale, one factory already having prepared to double its working force. Already several firms have accumulated stocks and are offering goods for export for the forthcoming Christmas season. The manufacturers have decided not to limit themselves to the making of particular kinds of playthings, but plan to produce everything in the nature of toys, including dolls, wooden toys, propeller novelties and all sorts of metal toys. The variety is quite large.

Although Belgium is a country where home industries prevail to a large extent, toy making is carried on in factories. This fact, it is said, is owing to the bulk of the output when toys are made in quantity production and the consequent unsuitability of homes. In addition, special power-driven machinery is often necessary. Inasmuch as toy manufacturing is a new industry in Belgium and that it was necessary to train employes, Belgian manufacturers are pleased with the results thus far obtained.

The present depreciated franc and the comparatively low price of labor are factors in putting manufacturers in a favorable position to compete with other countries. While the price of labor in Belgium has increased considerably compared with what it was before the war, it is still relatively cheap. Two francs an hour is called a good average wage in toy making. In some cases it is higher. Women and children form a large percentage of the employes, though there are a number of men, including wounded soldiers. They work generally 50 hours a week. Although a bill has been introduced to make the eight-hour day legal in Belgium it has not yet become a law. Nevertheless, eight hours constitute the working day in many industries. The piece work system is also in effect, although unionism in Belgium is seeking to have it abolished wherever possible. Toy workers in the shops in the Brussels district are non-union.

It is stated that the Belgian toy makers do not need to depend on other countries for their raw material. The wood, paints and varnishes, metal and all other supplies necessary may be locally obtained. Tin, however, is imported from England. Some cardboard is imported from the Netherlands, as the quality of the stock obtained from that country is said to be very good.

Instead of being grouchy with customers who are cantankerous, finicky, and cranky, give them the best treatment you know how, and secure their trade.



Standard Cash Register

Compels you to be **SYSTEMATIC**

**IT TELLS YOU
IT TELLS YOU
IT TELLS YOU
IT TELLS YOU**

Which clerk sold for cash, and the amount.
Who paid in money, to which clerk, and the amount.
Who paid out money, the amount and what for.
Who bought goods on credit, which clerk sold them, and the amount; three checks on this transaction.

The Secret of the Great Success of
The "STANDARD"
Is, **IT Compels You to Make a Written Statement of the Transaction at the Time of the Sale**

IT Gives You a Complete Statement of your Whole Day's Business
IT makes clerks careful. Detects carelessness. Detects dishonesty
A Postal Card Will Bring One of Our Handbooks. Send for it. It is Full of Good Things

STANDARD RECORDING CO.

SUCCESSOR TO
STANDARD CASH REGISTER CO.

7 College Avenue

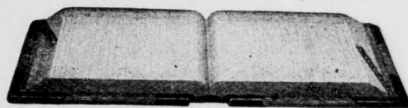
North Manchester, Indiana

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

In Getting **COSTS** Write to **BARLOW BROS.** GRAND RAPIDS, MICH.
 SHORT CUTS



Flat Opening Loose Leaf Devices

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



GRAND RAPIDS, MICHIGAN

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

Merchant Millers

Owned by Merchants
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Brand Recommended by Merchants



New Perfection Flour

Packed in **SAXOLIN** Paper-lined Cotton, Sanitary Sacks

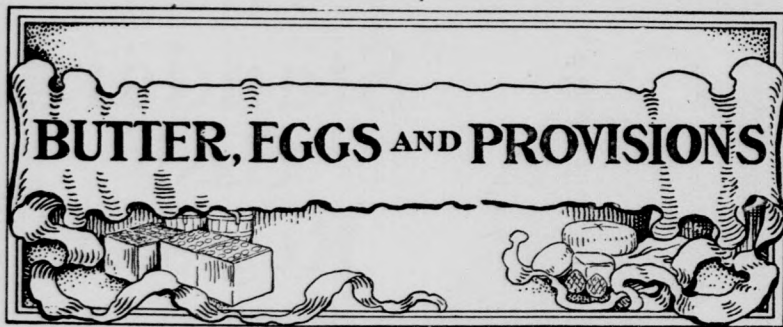
You Make **Satisfied Customers** when you sell

"SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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



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.

Grocers May Strike Back at California.

St. Louis, Oct. 26—It is quite evident that the wholesale grocery business needs readjustment. We have had our dose. We have been in range with every shot fired since the armistice was signed. As a commercial body we are the only one still in war with the Imperial Government of Germany. In other words the wholesale grocers are now fighting alone the war with Germany.

That of course is due to the regulations of the Food Administration and the desertion thereof before we got out of the woods. So the country has left us and the poor old Lever Act to still carry on hostilities. Therefore we must look after ourselves. It may be true that the jobber, still exalted with the intoxicating music of the past, may take fire quickly and perhaps he may grow cool just as speedily, but I personally think he just now is in a state of frigid calculation and I believe his spleen is going to be invoked first on the producers of California who have been the most boisterous braggars of all producers.

For several past years with head depressed and with faltering voice and with many abject genuflections the jobbers have laid their orders as a sacrifice at the feet of him who is cylept the "seller" and in this the jobber has chafed under and resented, yes, and hated this tinge of servitude. He now finds himself the arbiter of fate—a condition long sought and desired. And, believe me, he will ask for judgment. I do not advocate retaliation and I do not want the jobbers to shackle the progress of trade. I ask that considerate judgment may act as a bridle to desire. But let it be said here that the jobber under the stress and guns of war who submitted to the terms of the California producer will have in the future something to say about contracts, and that he will say it in a loud tone of voice.

It is a matter of record that in spite of conferences, committee meetings, appeals, pleadings and representations, that the California producers through their organizations have ridden roughshod over the wholesale grocers of the country. They have not alone been responsible for disturbing the traditional customs of trade, but they have instituted new, obnoxious and unheard of customs which should never have been submitted to and never would have been except for the war. No one wants to ride his own horse to death, but they have ridden their critter to a finish. No use to ask them now for a ray of joy from their distant shore. They have run out of joy.

The jobber is wounded in his pride by their insistent demand for money. When a car is in Trinidad or Denver it is a commercial insult to ask for money in Wichita, Kansas, or Cleveland, Ohio. We may as well understand that. God has given him, in common with the California prodigy, some discernment. We may have

homogenous principles but not on selling terms. In that they have been in an offensive class by themselves from apricots to walnuts, XYZ.

They have as you all know, demonstrated something which is not alone a hardship, nor as mild as an innovation but in so far as fair trading is concerned they have instigated ignoble contracts and terms which have been the bane of buyers, and which were impossible to fasten permanently on trade. For this they must suffer.

I understand prunes are being offered now on consignment. I am told that the salmon packing business, as a whole, is in bad shape and that the country may look for a repetition of 1903-4. I am told that conditions on the Coast with regard to canned fruits have not changed in the least and in fact that there has been a steady decline with offers of 10 per cent. to 20 per cent. off opening prices. No one likes to see a declining market if he is in the trade except when common sense shows prices abnormally too high.

But when any section of this country makes under duress, not alone the highest price ever known but practically impossible terms, why, then, when the turn comes it is "Katy, bar the door!" so far as sympathy comes in. And bear in mind that this sentiment has not been born on account of or as a result of prices. Prices could be condoned under conditions. The resentment comes from the arrogant and autocratic attitude on terms which prevailed in California alone and which have no place in American trade, American customs or American citizenship. It only means one thing and that is that "from now on" the jobber will insist upon his own contract when he risks his money.

The Case of the A. & P. Co.

That chain stores are growing in their control of the situation no one can deny; even if one denies that the independent retailer is "on the toboggan." Take the recent Atlantic & Pacific System. In sixty years it has grown from small beginnings until it is credited with operating over 4,500 stores, with almost 17,000 employees, and doing business at the rate of more than a quarter of a billion dollars a year, mostly in the Eastern portion of the country. Its system includes fifteen general superintendents, 244 assistant superintendents, 4,544 store managers, 8,552 clerks and 3,422 warehouse employees.

What individual can compete with this? Yet if even a handful of retailers were to pool issues, or a wholesaler should combine his customers in a frank out-and-out unity of action they would be adjudged in a restraint of trade. Which is worse for the consumer in the long run?

TOLEDO SCALES

Automatic—No Springs

For Stores, Factories, Warehouses, Mills, Banks, in fact a Scale for every need. Both new and second hand. No. 20 Fulton St., West. Repairs kept in stock.



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



WE ARE
EXCLUSIVE
DISTRIBUTORS
FOR

"Dinner Bell"

ALWAYS FRESH AND SWEET

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

"WORCESTER SALT"

Takes the "Cus" Out of Customers

SEND US YOUR ORDERS



BUTTER
CHEESE
IVORY Non-hardening
TABLE
SPECIAL FARM
BLOCK STOCK

SALT

It Pays the
To Sell the **BEST**

KENT STORAGE CO., Grand Rapids, Michigan
DISTRIBUTORS

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

SEND US ORDERS **FIELD SEEDS**

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.

The Adventures of Two Deer Hunters.

Anota, Oct. 26—Within the past few years it has been my pleasure to "meet up" with many men who have the good fortune to spend a few days of each year in the woods and on the waters of the North country. I have in mind two of these men who are high grade fellows, both at home and abroad.

Many summers ago they chartered a single masted fishing boat manned by its owner, a well-known French hunter, guide and boatman. With their families of women and children they sailed out of Shelter Bay and made course to the Pictured Rocks, fifty miles away. It was before the days of the gasoline motor boat and there were times when they used the white ash breeze and seldom broke the speed laws.

After a long day's run they made a landing on a bit of sandy beach, cut some rollers, got out a rope and tackle block and hauled the boat up on the beach out of danger of possible storm. The women and children hauled on the rope. Then all had a hand in getting up the tents and making the beds of spruce and hemlock boughs.

The captain of the boat was meat hungry, as fishermen usually are, and that night, followed by my two friends, he led the way across the jack pine plains about two miles to a small inland lake formed by a sag in a little river, where upside down in a clump of alders he had a skiff suspended, well up out of the way of the porcupines so numerous in that country.

Nearly all the meat this fisherman fed his family came from this "market." He used for a light a common old time bull's eye, such as policemen used in my boyhood days in their hunts for boys who cooned apples and watermelons.

The skiff was fitted with a staff for the light. One of my friends took his seat under the light, the other took the paddle in the back, while the fisherman sat out a seat in the middle, each with rifle ready for use. Now, by all the rules of the game, one gun to do the shooting was enough. The man under the light should do the shooting. It was a night in the full moon. The water gave up bunches of fog that floated about in the high grass and bushes in such a wandering, creepy way that the man with the paddle did not know whether he was going somewhere or had already been there. The weirdness of the night got on the nerves; the startled notes of night birds sent chills chasing up their backs. A mile of this haunted woods and waters and then plainly to all came the sounds of steps in the shallow water of the river, a deer directly ahead of the boat. Bunches of fog floated by. Other bunches settled down on the headlight. They seemed the things that dreams are made of, as they came out of the lily pads wafted about by the faint currents of air cooled by the waters of the great lake coming in touch with the warm waters of the shallow river. All the time the splash of the deer's steps. If it turned its eyes on the headlight their fire lost in the wandering fogs and was not seen by the man under the bulls eye.

The fisherman in the middle of the boat saw nothing but ghosts and he was brought up to believe in haunted houses. In this strained situation the boat caught by a cross current, turned out of its course slightly and there came into view of the man in the stern the full outlines of a deer with antlers. The rays of the moon coming through the open course of the river

made him as plain a target as any of the wandering fogs that had so mystified the party. Noiselessly the paddler pushed his paddle into the sandy river bottom to hold the boat in place, raised his rifle and fired. Then the unexpected happened. The man in the bow went out head first carrying the headlight with him. The fisherman went over the side tipping the boat half full of water. In the surprise of it both lost their guns and, standing in three feet of water, they cursed the man who did the shooting, at the same time feeling about with their feet until both guns and light were recovered. The fisherman cursed in both Indian and French, which had no effect on the others, as neither understood the lingo. After their safety valves had blown out, they came aboard and the paddler turned the boat's bow to the shore where the cause of all the trouble was found where he had dropped in his tracks.

A real sportsman sheds trouble as easily as duck does water. A fire of birch bark was soon blazing. While the two wet men were drying out, the wretch who had broken all the rules of the game hung up the meat.

Along after midnight three stragglers came into the camp, hunting a bed in the fragrant spruce boughs. At sun up the fisherman was broiling for the entire party great plates of Lake Superior mutton.

Charles E. Belknap.

You may be as clever as you think you are, and yet not clever enough to fool customers so well that they will stay fooled until the goods have served their purpose.

Don't be afraid to ask a customer about the purchase he made last time. Show him that your interest continues, and you will retain his good will.

Package Sugars Save The Grocer's Time

There is no need for the grocer to waste his time and his customer's in scooping, weighing and wrapping sugar. He can fill his orders instantly with the ready-wrapped

Domino Package Sugars

They save the grocer paper and twine. They stop waste of sugar through spillage and through broken paper bags.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown, Golden Syrup.

OCCIDENT FLOUR



If you believe in quality—you are selling OCCIDENT FLOUR.

W. S. CANFIELD FLOUR CO.
205 Godfrey Bldg., Grand Rapids, Mich.
Cit. 65618 Wholesale Distributors Bell M 1465



In all sizes airtight tin packages from 8 oz. to 100 lbs.

Bel-Car-Mo Peanut Butter

A highly nutritious pure food staple that conscientious grocers like to recommend to their trade. Its purity guarantee is one that you can emphasize to the limit with the knowledge that the maker is back of you.

—Order from your Jobber

Whether you need a carload of Apples or less, to boost

National Apple Day
Saturday, Oct. 30th

you can get the choicest of them from

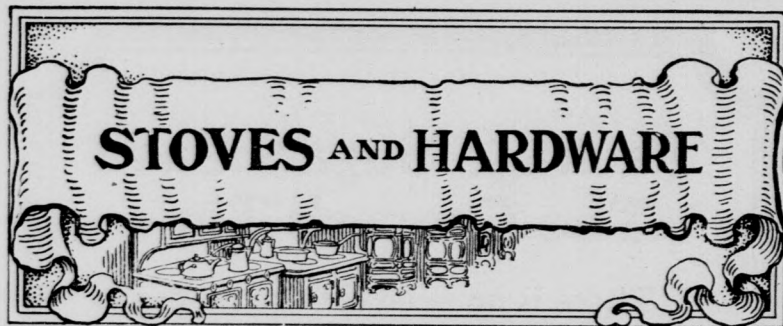
The Vinkemulder Co.
Grand Rapids, Michigan

Grand Rapids
49 Market
St., S. W.

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1361
Bell
M. 1361

EGGS AND PRODUCE



Michigan Retail Hardware Association.
President—J. H. Lee, Muskegon.
Vice-President—Norman G. Fopp, Saginaw.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Helping the Implement Purchaser to Get Results.

For the hardware dealer who also handles farm implements—and most small town hardware dealers come within that category—it is worth while to remember that future business depends to a large extent upon the satisfactory operation of the implements sold.

This principle, by the way, applies in respect to the various labor-saving devices, such as washing machines, vacuum cleaners, etc., that make up so large a portion of the hardware stock in trade nowadays.

In the implement trade, farmers, implement dealers and implement manufacturers all benefit when a costly implement gives the maximum of service. No one benefits when, on the other hand, the life of a costly piece of farm machinery is cut short through careless exposure to the weather, or neglectful handling.

In many rural districts the carelessness of farmers in regard to their machinery is a byword. The farmer objects, and with justice, that he is on the go every minute of the time as it is, and that he has little time for providing implement sheds, re-painting implements, and similar items. On the other hand, the implement equipment of even a small farm runs into a lot of money; and what is carelessly allowed to go to ruin has to be replaced, often at added cost. And after all when once shed room has been provided, the care of the implements calls for relatively little work.

Enquiry shows that generally in mixed farming communities where barn room is available the implements are fairly well cared for, and usually housed in the winter. In the grain growing districts of the Canadian West, on the other hand, most of the machinery is usually left out of doors during the winter. Investigation shows that in such districts the average life of a binder was only seven years; while in the older settled portions of Canada and the United States the average life of a binder is between 16 and 17 years, and many binders were reported still in good running order after 20 years service.

Now, what the farmer buys when he buys an implement is, not so much wood and metal and paint, but so much service. Yet the service a farmer gets from a piece of machinery depends, not solely upon the excellence of the implement in the first instance, but to a large extent upon the care

given the machinery after it is purchased.

In a great many instances the machinery is blamed for the results of neglect; in other instances it gets credit for what are really the results of care.

To a large extent the success of the dealer in the implement trade depends on the reputation of the line he handles. This in turn depends on the sort of satisfaction that line gives the purchasers. So, it will pay him to put forth a little extra effort to induce his patrons to give the implements they purchase from him that sort of care which will insure satisfaction.

At first thought, the action of the dealer in educating the purchaser of a farm implement to postpone the day of replacement may seem contrary to his own business interests. "The quicker an implement wears out, the sooner it must be replaced," is a plausible enough argument.

To that, however, there are three answers.

First, the farmer after a piece of machinery has gone to pieces years before its proper time does not go back to the same dealer with his replacement order. No; he blames the machinery for the unsatisfactory results really due to his own carelessness—and he takes his replacement order to a competitor.

Second, good service is necessary to maintain the reputation of the make of machinery you handle. If, by a little extra effort, you can make the machinery you sell last 20 per cent. longer and do its work 20 per cent. more efficiently, the farmers who find it necessary to replace other makes of implements will come to you.

Third, the farmer who does not have to replace his earlier purchases of machinery will have the money to add other labor-saving devices to his equipment. This will make for more efficient farming, and help you to introduce new devices in your community—for the farmer who has got satisfaction from, say, the binder you

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Makes Structures Beautiful
No Painting
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Fire Proof
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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.

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Michigan Jobbers:
Symons & Moffett Co., Flint
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Ask for "Comet," "Banker,"
"Mohawk" or "Pioneer"
brands.

Krekel-Goetz Sales & Supply Co.
Grand Rapids, Mich.
Michigan Representatives

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Grand Rapids, Mich.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS, MICHIGAN

handle, will be pretty certain to come to you for a corn shredder.

In the matter of satisfactory service, the great thing from the farmer's standpoint is to have his implements always ready for instant use. In a wet season, for instance, when it is absolutely necessary to make the most of every day, the farmer who had to tinker for hours with a binder before he can get it going will appreciate the fact that taking care of implements is a real labor saver.

With winter approaching, the hardware dealer can do quite a bit toward educating his implement patrons as to the proper care of their farm machinery.

Winter, when farm work is slack, affords an opportunity for overhauling the equipment. Then, worn and weakened parts can be attended to and replaced. Thorough cleaning should be given the implements to eliminate dust and grease. This cleaning will disclose defects; and in the winter months there will be lots of time to remedy defects before the machinery is again needed. Another essential is to take precautions against rust before placing the machinery in the implement shed.

Were such an annual winter overhauling of machinery a feature on every farm in your community, it would bring considerable business to the hardware store. Quite a few repair parts would be required. There should, too, be a chance to sell implement paint, for regular repainting is an important factor in prolonging the life of an implement.

An idea that some dealers have tried with pretty good success is to send out a circular letter to farm patrons in the fall or early winter, suggesting just such an overhauling of their machinery. Such a letter would point out the advisability of checking up any weak or defective parts and replacing them instead of waiting for the breakdown when the spring or summer work is at its height and every moment counts. Then, too, re-painting of implements can be urged in this circular. Finally, the suggestion can be made that the farmer consider the matter of replacements, or of adding new items to his equipment.

Other suggestions which the hardware dealer can make are that the overhauling should take the machinery as it comes from its season's work and leave it ready to begin work next season. Use tends to disorganize the best machinery; the fixed parts are loosened by vibration; the moving parts become clogged and fail to act as efficiently as they should. A thorough inspection and cleaning will disclose nuts that should be tightened and bolts that should be renewed. Suggest keeping on hand a supply of bolts, nuts, screws and cotter-pins; and an equipment of wrenches, particularly socket wrenches and extensions.

As a protection against rust, all moving metal parts should be greased. The quickest way to remove rust is to keep it off; oil does that. For ordinary metal vaseline is good; for fine tools caoutchouc oil can be spread on in a very thin layer with a piece of flannel. This will have to

be removed by a second oiling, followed by washing after 24 hours. For woodwork, paint is the best preservative; this applies, too, to most of the stationary metal parts.

These suggestions should bring considerable business to the hardware store; it is small stuff, perhaps, but it all counts in the winter months. The great thing is to get your farmer patrons into the habit of overhauling their machinery every winter. Besides the incidental and immediate business, it is eminently worth while to do everything you can to insure service and satisfaction to your patrons. In the average small town store the implement business occupies a considerable place; and no effort should be neglected to build up a reputation for your line.

Victor Lauriston.

You Will Never Be Sorry For—

- Keeping fit.
 - Being thrifty.
 - Not yielding to temptation.
 - Being cheerful and optimistic.
 - Being hopeful and courageous.
 - Having grit and determination.
 - Taking time to make friends.
 - Cultivating a love for the beautiful.
 - Being reliable and absolutely honest.
 - Being straight and clean in your life.
 - Doing your duty cheerfully and willingly.
 - Taking time for needed rest and recreation.
 - Doing your level best in every situation in life.
 - Learning everything possible about your business.
 - Having worked hard to prepare for your life work.
 - Doing to others as you would have them do unto you.
 - Having learned to be self-reliant, to trust in your own power.
 - Establishing a good name and keeping your integrity above suspicion.
 - Living up to your highest ideal, measuring up to your highest standard.
 - Helping those who need your help; lighting another's candle with your own.
 - Assuming great responsibility, no matter how distasteful it may at first be to you.
- By sparing ourselves the daily task we dig the grave of our higher possibilities.

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SANITARY REFRIGERATORS

**For All Purposes
Send for Catalog**

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Users say—

"Display on a Dayton Fixture doubles sales in fruit and vegetables"

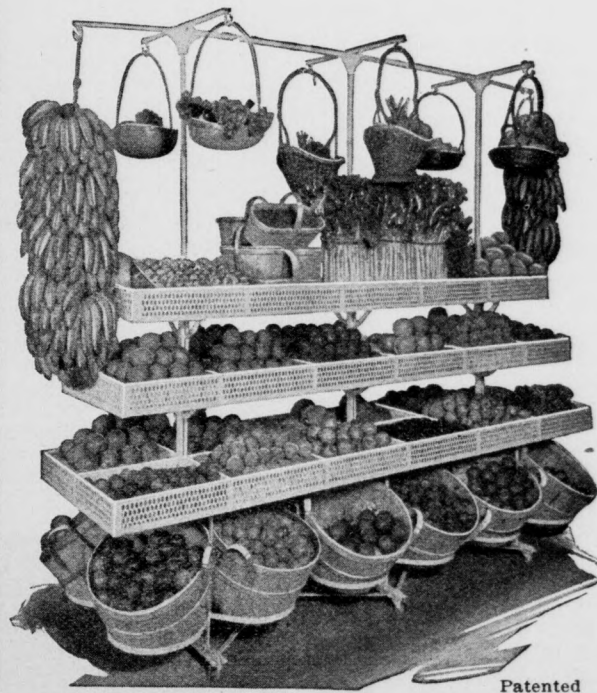
Use a Dayton Display Fixture for your fruit and vegetables and your stock is held up attractively to the gaze of every customer. Its charm attracts not only those who want to buy but those who didn't know they wanted to until they saw how delicious it all looked. Fruit attractively displayed is its own best sales argument. It has a lure all its own that is hard to resist. A

Dayton Display Fixture

gets all of this value out of your fruits and vegetables. Grapes and bananas hang enticingly, basket fruit is effectively displayed in perforated white enameled bins, vegetables in bins and baskets showing off the good points of all of them at once.

The evidence of cleanliness, sanitation, and care in storage and display, make goods on a Dayton appear to the customer to be of higher grade than those shown in the old way. Selection and order filling are made easy—customers may have goods all picked out while awaiting attention, further quickening service. That's why more customers buy and most customers buy more off a Dayton.

There's a Dayton to meet the need of any store—write today for illustrated catalog.



THE DAYTON DISPLAY FIXTURE COMPANY

Dayton, Ohio

Patented



Grand Council of Michigan U. C. T.
 Grand Counsellor—H. D. Ranney, Saginaw.
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 Grand Treasurer—Harry Hurley, Traverse City.
 Grand Conductor—H. D. Bullen, Lansing.
 Grand Page—George E. Kelly, Kalamazoo.
 Grand Sentinel—C. C. Carlisle, Marquette.

Coming Crusade Against Commercial Bribery.

Granting that tipping is a blameworthy practice, the public is partly in fault. In every city there is a considerable number of persons who like to spread-eagle themselves by giving extravagant tips. They set the pace and others, usually not so well endowed with this world's goods, form the body of the procession.—Buffalo Times.

The line of demarcation between tips and commercial bribery is not very distinct, argues a new periodical that has appeared with the sole purpose of fighting both forms of graft, but whether this "gratuitous" money is called a "tip" or a "bribe," the practice of giving it has grown to such an extent that it threatens American business life with a kind of moral dry-rot. The man who complains loudest against the tip he is obliged to give to get a special table at a cafe will think nothing of accepting a tip ten times as large for giving "special consideration" to some order for merchandise, or passing on some building specifications, or "fixing" a buying department, as the case may be.—Literary Digest.

The wail of Mr. Coleridge's ancient mariner would sound like a victorious college yell compared to that of the stewards on the Mauretania, following its docking here from Europe recently. 'Nary one of 'em got a single tip. It was a case of union hours against the dance craze. Union hours won, at the time, but the dancers came back strong at the finish. It all happened on the high seas. The passengers wanted to dance, and called on the stewards to remove the saloon tables. The stewards would not do it. They said it was after union hours. "Oh, very well," said the passengers, and took the tables out themselves. But later, when the boat tied to its pier, and the stewards were lined up, all smiling and expectant and everything, the passengers walked right by. Not only that, but the entertainment for the men on board usually given by the passengers in port, will be omitted this trip. Instead of long green receipts the stewards will get nothing but time

for retrospection.—Washington Herald.

The following statement of the policy of Marshall Field and Company, of Chicago, with regard to commercial bribery, originally appeared in this periodical last April. It is reprinted as a particularly inspiring ideal adopted voluntarily by one of America's greatest business institutions.

"The ideals of our business are such that the character of our employees is of the utmost importance. We feel that the greatest responsibility we have toward our customers is that we serve them only that merchandise which will give them the greatest value for the money expended, and we demand of our buyers that they follow this policy to the letter.

"The acceptance of commissions, gratuities and bribes by buyers cannot help but weaken their character, and it would only be a question of time before our buyers would be influenced away from the great responsibility that we feel we owe our customers in the merchandise that we sell. We therefore make it a positive rule in our business that they must not accept any form of gratuity as it would mean dismissal from our service.

"It may interest you to know that our wholesale house operates nearly 500 traveling salesmen and that we are constantly impressing these salesmen with the fact that their sales record should depend solely upon the standards of quality in our merchandise, and that it is contrary to our principles to have them offer gratuities to the buyers of other retail stores. We feel very keenly that a salesman weakens not only his character but his ability if he operates on any other basis than that described."

Detroit Merchants Fight "Garage Stores."

The "garage store" has invaded Detroit in such numbers that reputable merchants in the Eastern section are up in arms against what they declare is unfair competition.

The "garage store" is a shop opened in sheet-metal portable garages located on vacant lots. City officials are now searching for a law to close up such establishments.



Bell Phone 596 City. Phone 61366

Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
 Expert Merchandising

200-210-211 Murray Bldg.
 GRAND RAPIDS, MICHIGAN

Beach's Restaurant

Four doors from Tradesman office
 QUALITY THE BEST

CODY HOTEL

GRAND RAPIDS

RATES \$1 up 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

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

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.

PEERLESS PIRATES.

(Concluded from page one)

the contract and we went to the depot. He paid the freight, re-shipped them to Clyde, Ohio, instead of to Celina, and said the company will write you. Tell them the same as you have me and all will be alright. So I got rid of the machines, got the contract back without even a jolt, although I have lost some sleep in the meantime. I realize, however, that it was due in no small part to the exposure and publicity you gave them that I got off so easily. So I want to thank you most heartily for your courage and promptness in getting after these schemers. I shall always take the Tradesman while in business or you remain at the head of it.
C. Harry Moon.

Amble, Oct. 25—I read the article in the Tradesman about the crooked game played by the Peerless Talking Machine Co., of Chicago, I am a victim caught in the same net.

Your article intimated that there might be concerted action by those victimized to defend themselves.

Would like to hear from you in regard to it.

What should I do in the case and what disposal should be made of the machines?

I would think from the form of their letters that all the deals were put over in the same manner.

Gilbert Olsen.

Perry, Oct. 20—Received yours of Oct. 18 and in reply would say that this morning their agent appeared (not the one that was here before) and brought a signed agreement, but altogether different than the one I signed they have forged my name to this one. I was not at home, but my wife told him it was not the one and he tried to make her believe it was. This contract or agreement called for four talking machines and agreed to pay the Peerless Talkin Machine Co. or order six hundred and thirty-five dollars on demand. She told him that I would call on an attorney and would not pay it unless the law compelled me to and he did not come near me, but went to Morrice and shipped the machines to the Peerless Talking Machine Co., Fremont, Ohio.

He claimed this company did not know anything about the company in Chicago. Their company is in Celina, Ohio.

We consulted the banker at Morrice and he thinks we will hear nothing more from them, as they shipped them back and we had not refused to take them from the depot. He said he would call me by phone to see what decision we made. If I hear anything more will let you know.

Ira Hempsted.

Bridgeton, Oct. 20—I understand you give information about the Peerless Talking Machine Co., of Chicago. I will give you the outline of the deal between the agent of the Peerless Talking Machine Co. and myself. He came here and asked if I was interested in talking machines and I told him no, that we had one in our home and I didn't care to take in any more and he said he wasn't trying to sell me a machine, but he wanted to send me a couple for me to sell on commission. He told me I could keep the first 25 per cent, and send the company the remainder when I received it from the sale. He told me the price run from \$100 to \$200. I didn't ask him any further about the price, because I took it that they would make the retail price and send it with the machines. I finally told him he could send along two machines, but I would not be responsible for them in case of fire or I wouldn't put any money in them myself. Then he asked me to sign a contract and I read the contract over and couldn't see as it was holding me responsible for anything and I signed same.

The machines came later and then they sent me an invoice asking me to pay \$315 and then I began to think there was something wrong, but I didn't send any check and in a few days they sent me a notice that they had sent the note I had signed to the bank here for collection, but as I had not signed any note I have not paid it yet and it seems they have got my name on a different paper than I thought I was signing, as I am positive the paper I signed didn't read like the one they sent to the bank for collection.

Now if you can give me any information in this deal I will greatly appreciate same. Wallace F. Scott.

Bottom Facts From Booming Boyne City.

Boyne City, Oct. 26—Boyne City expects the State Park employees here the latter part of the week to begin operations on cleaning up the site lately secured by the Chamber of Commerce. Ninety acres of the site along the shore of beautiful Pine Lake, north of the city limits, was donated by G. von Platen, of Grand Rapids, and Adolph Young, of Detroit. It is a very attractive piece of land, facing Southwest, with good water and a splendid bathing beach of fine white sand. The land is covered by an indiginous growth of valuable and beautiful native shrubs and trees. The park is bordered on the land side by the fine Boyne City-Charlevoix road and will make a very delightful stopping place for tourists during the summer, besides furnishing Boyne City with a good convenient playground. The city is to be congratulated on securing the location of so desirable an addition to its already full quota of attractions.

Our sawmills are now ready for another reason's work, having had a complete overhauling in preparation for the winter. Boyne City is very little affected, so far, by the widespread slowing down of employment. Its industries are basic—leather, lumber and iron—and it will be some time, even with hard times, before our plants will be seriously affected.

The writer feels like expressing his mind about the idiotic shifting of the clocks of the State, following out a fad that was imported from Europe. If the state or National Government, in the interest of conservation of fuel, had turned the clocks ahead in the fall, when the normal day so far as operation of industries, especially outdoor work, runs into the dark hours of the evening, something would have been accomplished, but to set the time ahead in summer, when in the latitude of Michigan, even the longest working day by standard time, has at least two hours of day light in the morning and one hour in the evening, outside of the regular hours of work, is sheer foolishness. Any "Old Timer" can give lots of good reasons for the opposite course, but space forbids. Why change the clocks anyway and muddle the time idea all up? Why not go to work at 6 or 7 o'clock as well as 7 or 8 o'clock, when it is actually the same time of day by the sun or stars? Maxy.

Letter Twenty Months Going Half Mile.

The Tradesman this week received a letter through the Grand Rapids postoffice that bore the postmark of the Grand Rapids office, Feb. 15, 1919. This means that the letter was twenty months in reaching its destination, a distance of less than half a mile. While, of course, this is an exceptional case, it is by no means unusual for letters to be delayed from two to four weeks in going one to two miles while in the custody of the Grand Rapids postoffice.

Review of the Produce Market.

Apples—The market is still weak and unsatisfactory. Tallman Sweets, \$1.25; Wagners and Baldwins, \$1.35; Northern Spys, \$1.40@1.50; Snows and Jonathans, \$1.60.

Butter—The receipts are about normal for this time of year and there is a slightly easier feeling, due to a moderate falling off in the consumptive demand. Undergrade butter is more plentiful than fancy butter, due to the fact that the consumptive demand has been using the finest grades. Local jobbers hold extra creamery at 55c and firsts at 53c. Prints 2c per lb. additional. Jobbers pay 30c for packing stock.

Beets—65c per bu.

Cabbage—60c per bu. and \$1.50 per bbl.

Carrots—75c per bu.

Celery—40c per bunch.

Chestnuts—Ohio or Michigan, 30c per lb.

Cider—Fancy commands 25@40c per gal.

Cocoanuts—\$1.20 per doz. or \$9 per sack of 100.

Crab Apples—\$3 per bu. for Hy-slops.

Cranberries—Early Blacks from Cape Cod command \$10 per bbl. and \$5.50 per half bbl. Cranberry picking on Cape Cod is pretty well ended. It looks now as though the crop would total about 270,000 bbls., which is a trifle less than 100,000 bbls. short of last season. This shortage has been anticipated, but is somewhat in excess of earlier estimates. About two-thirds of the Early Blacks have been shipped from the Cape. Some late berries have been shipped for the Thanksgiving trade but no prices have been named on them as yet. The f. o. b. market on Cape advanced this week to \$9 on Early Blacks and the fruit is moving fairly well at this figure. This is an advance of 50c per bbl. from the opening price. There has been more or less complaint on the part of some operators on the Cape and in New Jersey that the opening price was placed at \$8.50. It has been far from easy to move the crop at this figure and those who are best posted say that if they had attempted to get \$10, f. o. b., that they would still have the berries on their hands as it would have been impossible to make the trade in the interior markets take them at this figure.

Cucumbers—Illinois hot house, \$3 per doz.

Eggs—The market is firm, with receipts of strictly fancy stock being fairly light. The receipts are about normal and there is a fair consumptive demand. The market depends very largely on weather conditions throughout the producing sections. Jobbers pay 60c f. o. b. shipping point for fresh candled, including cases. Storage operators are feeding out their April and May eggs on the following basis:

Candled Extras ----- 55c
Candled Seconds ----- 49c
Checks ----- 42c

Egg Plant—\$1.50 per doz.

Grapes—Table grapes command \$2.50@\$3 per bu.; wine grapes fetch \$1.50@\$2. California stock has come

in this week and sells as follows: Tokays, \$3.50; Emperors, \$4.

Grape Fruit—\$5.75@6 for all sizes Florida stock.

Grape Juice—\$1.25 per gal. in bulk. Green Onions—20c per doz. bunches for home grown.

Lemons—Extra fancy California sell as follows:

300 size, per box ----- \$6.50
270 size, per box ----- 6.50
240 size, per box ----- 6.00

Fancy Californias sell as follows:

300 size, per box ----- \$6.00
270 size, per box ----- 6.00
240 size, per box ----- 5.50

Lettuce—Home grown, \$2.50 for head and 15c per lb. for leaf; Iceberg, \$6.50 per crate.

Lima Beans—20c per qt.

Onions—Spanish, \$2.75 per crate; home grown in 100 lb. sacks, \$1.25@1.50 for either yellow or red.

Oranges—Fancy California Valencia now sell as follows:

100 ----- \$9.50
126 ----- 9.50
150 ----- 9.50
176 ----- 9.50
200 ----- 9.50
216 ----- 9.50
250 ----- 9.00
288 ----- 8.50
324 ----- 8.25

Parsley—50c per doz. bunches.

Parsnips—\$1.50 per bu.

Pears—Kieffer's, 75c per bu.

Peppers—Red, 30c per doz.; Green, \$1.75 per bu.

Pickling Onions—\$1.50 per box of 16 lbs.

Potatoes—Home grown, \$1@1.25 per bu.

Poultry—It is impossible for us or anybody else at this time to make any prediction or forecast as to what Thanksgiving turkeys will sell for, simply for the reason that at this time nobody knows. Our advices from producing sections indicate that the supply of turkeys will be fully as large, and possibly a little larger from some sections, than last year. The quality of the few turkeys coming at the present time compares favorably with the quality of other years at this period. A great deal depends on the weather conditions between now and Thanksgiving. It takes cold weather to fatten turkeys. If the weather is cool and favorable the quality will improve much more rapidly. We have no conception at this time as to the probable prices for Thanksgiving, as that will depend entirely on the question of supply and receipts. It is our opinion, however, that prices should rule higher than last year. However, as already stated, nobody knows what the prices will be, as this will be regulated entirely by supply and demand.

Pumpkin—\$1.50 per doz.

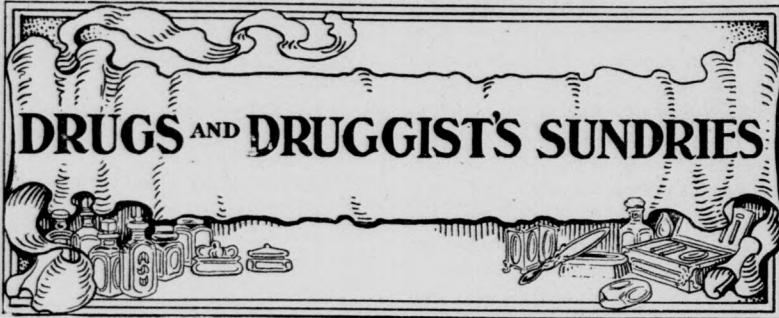
Quinces—\$2.50@2.75 per bu.

Radishes—20c per doz. bunches.

Squash—Hubbard, \$1.75 per 100 lbs. Sweet Potatoes—Virginias command \$1.85 per 50 lb. hamper and \$4.50 per bbl.

Turnips—60c per bu.

The Hazeltine & Perkins Drug Co. has increased its capital stock from \$250,000 to \$600,000.



Michigan Board of Pharmacy.

President—H. H. Hoffman, Sandusky.
Secretary and Treasurer—Charles S. Koon, Muskegon.

Other Members—E. T. Boden, Bay City; James E. Way, Jackson; F. C. Cahow, Reading.

Next Examination Session—Grand Rapids, Nov. 16, 17 and 18.

Don't Put On Airs in the Drug Store.

As I vigorously and energetically scratched the label of a competitor from a bottle which was handed to me to be refilled with Oil of Peppermint by a customer who was a newcomer into our establishment, the same thrill filled me as we all feel at any evidence of new business, the reward of our honest and faithful efforts along the right lines in our profession. The pleasure we have in knowing that our energetic strivings, the vim and pep we are instilling into the little store is bringing its results by way of remunerative reward. It makes no difference to the right kind of a clerk that the store belongs to someone else. He should have the same interest if he will some day own his own establishment, and there must have been something that was really good about our store to attract the customer who now gave me his order for the Oleum Gaultheria. Having him at hand it was up to me to satisfy him in the best manner possible. To treat him so that he would call again. That is the stuff. To make him want to come again.

As I went about my task, which was in this case a pleasure, some look of mine, some word drew the following comment from this patron, who, while he was to all appearance a real dyed-in-the-wool Hayseed, felt boots, corduroy trousers, blue woolen shirt, mitts, heavy cap and all, proved himself to possess the usual good common sense, always found in these folks. They see enough of nature and things that are real not to be fooled by things which are very liable to fool some of us, at that. He remarked:

"My dad and maw always done their tradin' at Cary O. Phyllum's Drug store. When I was a kid, I follered them in thar, too. The folks, all go thar yet, but I ses to myself, ses I, 'When you see a feller puttin' on airs, a-buyin' two or three automobiles, buildin' a fine new house, spendin' his time a-foolin' aroun' with them social goin's-on and the newspapers all filled up with readin' about them, you can just bet that the customers, like you an' me, is doin' the payin' for it.' Now mark my word, I won't be one of the payers. No, sir-ee; not I."

We who read his words may have our own opinion on some of the points but his thinking is pretty level for the most part. At any rate, right here

let us try to get at the best side of it.

It seems to be true, at the first evidence of a man's success be he farmer or pharmacist, there are those who have within themselves at once a jealous envy, which amounts to real downright hate. We can think of no part of life as disagreeable as that part which brings the day and hour wherein some one we well know as "poor and struggling" climbs upward to success and leaves us to vainly watch and wish as he goes on and up ahead of us to share the better things in life. We are not apt to weigh the price he paid, the long hours of discouraging failures, the diligent struggle through the days that brought hard knocks. Do we fail to give the proper credit for his extraordinary talent which was never known to us until the day he reached the top and tipped success? Some of us can never forget, it seems, that he was "Old Man" Cloves's son. So the answer comes as we set our teeth, "I suppose he is going to put on airs. Better not around me, for I know the whole tribe, kit and kin." These words come from the lips of those who should be first to congratulate, first to praise the fellow who has met success. If we are prone to entertain such ideas, "rotten," jealous thoughts, how can we hope for something different from the laity? First of all, that farmer was jealous of the druggist's success. He did not say so, but he was. Jealousy, that greatest evil, was there, as it is liable to be in us.

Was there in his remark so freely given, an answer to the old question, a solution for us of the problem, so long in our minds, which is this, we all have pondered over it: "If I install new fixtures and put on a big front, will I be able to make a certain class of my trade, those who are in themselves humble, feel at home?" And if we take this customer's remark as the voice of the majority we must answer for ourselves, "Yes, I will have to go easy with plans which would tend to make anyone think, 'He is trying to put on airs.'"

I maintain that a business man is like a politician inasmuch as he should always "feel out" his constituents. Our customers are our constituents. It is a pretty good form to live up to our customers' expectations as to what we should be. To always prove well worthy of the trust they place upon us. No place to put on airs, in the drugstore. The reaction caused by this manner on each unit of our trade may be compared to the mixing of a Sedlitz Powder—there is something doing. I always feel that in filling a customer's wants in a haughty

arrogant manner, or allowing any act of my life to reflect a "putting on airs" attitude, like the politician who passes his ragged supporter the day after election, with face turned the other way. "All-fired" uncomfortable. Trying to put on airs.

How does the customer feel? Just like the unnoticed in passing voter: "Sore." And what does he do? He plans at once how he will pay back. Do we want a single inhabitant of our community to have that feeling for us and our pharmacy? No. Not at all. It is not an attitude, a prospect that one can figure to cash in on.

George Niles Hoffman.

The Value of Loyalty.

The longer we live, the more I value loyalty.

When I was young I had the silly notion that loyalty meant being obedient to someone else.

In those blundering days of youth, I thought that the greatest thing was independence.

To-day, after many hard lessons, I know that loyalty—sympathetic, intelligent loyalty, is one of the most valuable virtues that a man can have.

Unless you are loyal to others, no one will be loyal to you.

If you are an employer, you must be loyal to your workers.

If you are a worker, you must be loyal to your employer.

No success—no lasting success, can come to any firm unless there is loyalty on both sides.

Herbert N. Casson.

If you are a victim of your moods, push right into the swim of things, and take an active part, with a real interest in what is going on around you. Associate with people. Be glad and happy, and interest yourself in others. Keep your mind off yourself. Get away from yourself by entering with zest into the family plans, or the plans and pleasures of others about you.

COMPUTING SCALES

overhauled and adjusted to be sensitive and accurate, will weigh as good as new. A few for sale at discount prices.

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

Don't Be Fooled

This summer weather can't be everlasting.

You must prepare for the cold snaps that are on their way.

You don't want to order valuable merchandise and have it arrive in a spoiled condition—due to freezing.

This is the season at which to order your freezables, such as Lyko-Hostetters Bitters, Inks of all sorts, etc.

Don't run the risks which delay entails. Order today for your winter campaign.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

HIDES AND PELTS

Table listing various hide and pelt types such as Green, Calfskin, Horse, and their respective prices per unit.

HONEY

Table listing different grades of honey like Airline, No. 10, 15, 25 and their prices.

HORSE RADISH

Table listing horse radish prices per dozen.

JELLY

Table listing jelly prices per pail.

JELLY GLASSES

Table listing jelly glasses prices per dozen.

MAPLEINE

Table listing mapleine prices in various bottle sizes.

MINCE MEAT

Table listing mince meat prices per case.

MOLASSES

Table listing molasses prices for New Orleans and Fancy Open Kettle.

NUTS—Whole

Table listing prices for various whole nuts like Almonds, Brazil, Pecans, and Walnuts.

Shelled

Table listing prices for shelled nuts such as Almonds, Peanuts, and Walnuts.

OLIVES

Table listing prices for various types of olives.

PEANUT BUTTER



Bel-Car-Mo Brand

Table listing prices for Bel-Car-Mo Brand Peanut Butter in various quantities.

PETROLEUM PRODUCTS

Table listing petroleum products like Iron Barrels, Gasoline, and Oil.

PICKLES

Table listing prices for different sizes of pickle barrels.

Small

Table listing prices for small pickle barrels.

Gherkins

Table listing prices for gherkin barrels.

Sweet Small

Table listing prices for sweet small pickle barrels.

PIPES

Table listing prices for pipes.

PLAYING CARDS

Table listing prices for different types of playing cards.

POTASH

Table listing prices for potash.

PROVISIONS

Table listing prices for various provisions like Barreled Pork and Clear Back.

Dry Salt Meats

Table listing prices for dry salt meats.

Lard

Table listing prices for different grades of lard.

Smoked Meats

Table listing prices for various smoked meats like Hams and Bacon.

Sausages

Table listing prices for different types of sausages.

Beef

Table listing prices for different cuts of beef.

Pig's Feet

Table listing prices for pig's feet.

Canned Meats

Table listing prices for various canned meats like Corned Beef and Sliced Bacon.

Mince Meat

Table listing prices for mince meat.

Tripe

Table listing prices for tripe.

Casings

Table listing prices for tripe casings.

Uncolored Oleomargarine

Table listing prices for uncolored oleomargarine.

RICE

Table listing prices for different types of rice.

ROLLED OATS

Table listing prices for rolled oats.

SALAD DRESSING

Table listing prices for various salad dressings.

SALERATUS

Table listing prices for saleratus.

SAL SODA

Table listing prices for sal soda.

SALT

Table listing prices for different types of salt.



Table listing prices for Morton's salt.

SALT FISH

Table listing prices for salt fish.

Holland Herring

Table listing prices for Holland herring.

Herring

Table listing prices for herring.

Trout

Table listing prices for trout.

Mackerel

Table listing prices for mackerel.

Lake Herring

Table listing prices for lake herring.

SEEDS

Table listing prices for various types of seeds.

SHOE BLACKING

Table listing prices for shoe blacking.

SNUFF

Table listing prices for snuff.

SOAP

Table listing prices for various brands of soap.

Lautz Bros. & Co.

Table listing prices for Lautz Bros. & Co. products.

Tradesman Company

Table listing prices for Tradesman Company products.

Scouring Powders

Table listing prices for scouring powders.

Washing Powders

Table listing prices for washing powders.

Soap Powders

Table listing prices for soap powders.

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

SODA

Table listing prices for soda.

SPICES

Table listing prices for various spices.

Pure Ground in Bulk

Table listing prices for pure ground spices in bulk.

Seasoning

Table listing prices for various seasonings.

STARCH

Table listing prices for starch.

Kingsford

Table listing prices for Kingsford products.

Gloss

Table listing prices for gloss products.

Muzzy

Table listing prices for Muzzy products.

SYRUPS

Table listing prices for syrups.

Pure Cane

Table listing prices for pure cane products.

TABLE SAUCES

Table listing prices for table sauces.

TEA

Table listing prices for tea.

Table listing prices for Gunpowder.

Table listing prices for Young Hyson.

Table listing prices for Oolong.

Table listing prices for English Breakfast.

Ceylon

Table listing prices for Ceylon tea.

TWINE

Table listing prices for twine.

VINEGAR

Table listing prices for vinegar.

Table listing prices for Oakland Vinegar & Pickle Co.'s Brands.

WICKING

Table listing prices for wicking.

WOODENWARE

Table listing prices for various woodenware items like Baskets and Churns.

Butter Plates

Table listing prices for butter plates.

Table listing prices for various sizes of extra small cartons.

Churns

Table listing prices for churns.

Clothes Pins

Table listing prices for clothes pins.

Egg Cases

Table listing prices for egg cases.

Faucets

Table listing prices for faucets.

Mop Sticks

Table listing prices for mop sticks.

Pails

Table listing prices for pails.

Toothpicks

Table listing prices for toothpicks.

Traps

Table listing prices for traps.

Tubs

Table listing prices for tubs.

Washboards

Table listing prices for washboards.

Window Cleaners

Table listing prices for window cleaners.

Wood Bowls

Table listing prices for wood bowls.

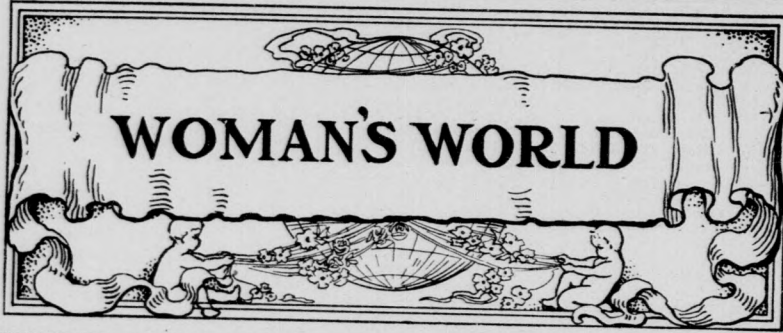
WRAPPING PAPER

Table listing prices for wrapping paper.

YEAST CAKE

Table listing prices for yeast cake.

Table listing prices for yeast-compressed Fleischman.



Nature-Study in City, Home and Streets.

Written for the Tradesman.

"Oh, I do so love nature myself!" exclaimed a mother to me last summer. "But I do not know how to teach it to my children.

"And in the city, where we are all winter," she added, "of course, there is no nature."

She was so far afield. She did not "love nature" herself, else her enthusiasm surely would have bubbled over to her children—without any teaching.

A great deal of "nature" is to be found in the city, even in winter. Nature study in the modern use of the phrase is not science, or what we used to call "natural history." It need not be confined to birds or insects, plants or trees. The whole universe is composed of "nature." Everything you touch is a part and manifestation of nature, and full of interest if you study back to origins. "Nature study," says Liberty H. Bailey, "is nature sympathy"—sympathy with all phases of life and existence; never so keenly sympathetic as when a little child is studying something in which he is vitally interested.

It may be he is watching a kitten or puppy at play, a fly walking toward the sugar bowl, ants at work about an anthill; or just letting the sand run through his fingers at the sea shore, or trying to trace man-made materials, cotton, wool, silk, back to their original sources. When he sees in the natural wood that is used so much now for "trim" casing or the baseboard along the floor, the material that came of a growing tree—the oak or pine that he knew in the woods—he is engaged in "nature study."

You can carry this on in your own city home. Plant a sweet potato, stem up, and set it on a sunny window sill. Put half of an ordinary potato or a beet or carrot on pebbles in a dish of water, and watch what happens. Don't you think your child will be interested to see it grow? Seeds of almost any kind will sprout in a pot of earth—yes, grapefruit, oranges, lemons, nuts will do it. They need not grow large; but you will have a chance to "tell" or "teach" the children all you know, and have to hustle to keep up with their questions. Never fear but that they will be interested.

No "nature" in the city! Haven't you ever thought that stones were "nature?" A flagstone in the sidewalk in front of your house, a pebble picked up in the park, stones in a wall or gatepost; iron, bricks—where did they come from? You might even find a fossil shell or leaf, or the footprint of a bird or animal in a stone even in the city. Isn't that "nature"

enough for you? You cannot turn around anywhere with open eyes without seeing more than you can possibly understand; without finding oceans of material for expression of your "nature sympathy" if you have any; without observing the interdependence of all things upon each other.

Last summer in Penobscot Bay, in Maine, sailing about among the islands we landed upon one bleak and rocky one where there was a wonderful quarry of granite, where huge blocks of the beautiful stone had been cut and lay there ready to be shipped.

"Why," said one of the bays, "that stone is just like that in the new cathedral near our house. It is the same color and all."

Forthwith we found out that that was the very quarry from which actually had come the granite for that very church. What wonderful flights of imagination might follow the tracing of one of those great granite columns, back to the rocky island in Maine, where the sea washes the shores and the fir trees watch as they have been doing since the Indians paddled by in their canoes before the white man came. Before there were even any Indians, and the strange animals, now extinct, lived their lives in the sea and air and on the land.

"What is the use of this so-called 'nature study?'" one mother demanded of me. "Why should I study birds with my son?"

Well, her son, at twenty-two, has just graduated from college with a mind as tight shut as a clam; narrow, unintelligent, and bigoted; he has perfectly normal eyes but sees nothing of the world about him. He never will see; it is too late now.

The old idea of "teaching" or "telling" children, of pouring a lot of useless or even useful information upon their poor little heads, is past. The successful teacher draws out the child, seeks to find his spontaneous interests and answers his questions as intelligently as possible, adding just a bit here and there to broaden knowledge and quicken enthusiasm. When you discuss with him the granite, the potato, the brick, let him see and handle, talk it over, help him to think about the reasons and relations; supplementing his own thought carefully, interpreting truthfully, but never forcing his mind until it is ready.

The result of real nature study is real education, development of mental powers, broadening of mental horizon, opening of mind, and the sympathies. Developing the intellectual affections is what I like to think happens when you encourage in a child his natural interest in birds, bees, plants, stones, and running brooks, and the ways in which they react upon the life of man-

kind. It surely makes him more responsive and resourceful to all that goes on about him, and enriches his happiness as long as he lives.

Prudence Bradish.
(Copyrighted 1920.)

The Grocer's Litany.

Deliver us
From all leaks.
From dead beats.
From hold-up men.
From counterfeits.
From chain stores.
From laggard clerks.
From Government sales.
From ants in the sugar.
From tricky wholesalers.
From consumers' returns.
From combination sales.
From bum household scales.
From inventories and taxes.
From misapplied egg tax.
From time-stealing salesmen.
From food-sampling customers.
From unworthy ticket sellers.
From gift-offering competitors.
From price decline guarantees.
From high cost of living blame.
From fair (?) price of commissions.
From housewives' investigations.
From change-borrowing customers.
From the gosh dinged alarm clock.
From discount-accepting competitors.

From infant customers who "forget what mama said."

From the woman who "can buy it cheaper on the next block."

From the party who owes a bill and goes elsewhere with cash.

From manufacturers' and wholesalers' pet patronage system.

From all idiots who forget the grocers' overhead expenses.

From those who accuse him of hoarding sugar when his family is using molasses.

From officials and others who figure the grocers' profits on cost price.

The sign on the front of your store is the link that connects your place of business with your advertising, especially in the case of people who are strangers to you.

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

BLUE BELL and FOREX Peanut Butter



Blue Bell the incomparable, made only from No. 1 Virginia peanuts, hand-sorted—the peanut butter for customers demanding the best. Forex is a low priced high grade article, from selected Virginia stock, bitter skins and hearts removed.
BLUE BELL PEANUT BUTTER CO.
Grand Rapids, Mich.



Distributors
Boyland Creamery Co., A. Casabianca & Son, Ellis Brothers Co., Henry Meyer, M. Piowaty & Sons, I. Van Westen-Brugge, Vinkemulder Co.

Its Superior Quality is
recognized everywhere

Ceresota Flour

Its reputation is the best

JUDSON GROCER CO.
GRAND RAPIDS MICHIGAN

Where Our Coffee Imports Come From.

The people of the world annually consumed more than two and one-half billion pounds of coffee in pre-war days—enough to load a train of cars reaching from Philadelphia to Pittsburgh.

This consumption is now nearer three billion pounds, and in the United States alone 42 per cent. more coffee was drunk during the fiscal year 1919-20 than in the preceding twelve months.

Three-fourths of the world's coffee is grown in Brazil, a country that has become rich from its coffee industry alone. Europe and North America bear approximately the same relation to the consumption of coffee that Brazil does to its production, these two continents using nearly four-fifths of all the coffee the world produces.

Holland is the greatest coffee-drinking nation on the globe. It uses 15 1/8 pounds per capita annually, while we use 13 pounds, Germany 5 1/2 pounds, Austria-Hungary 2 2-5 pounds, and the United Kingdom two-thirds of a pound. On the other hand, we use less than one pound of tea per capita, where the United Kingdom uses nearly seven pounds, Canada is about two-thirds English and one-third American in its use of coffee and tea; it shows a decided preference for the tea, but drinks less of it than the mother country, making up the difference with coffee. The Germans and the Austro-Hungarians use only a negligible quantity of tea.

The coffee plant is a shrub which, under cultivation, grows from four to six feet high. In its wild state it grows three or four times as high as in its cultivated state. The dwarfing of the plant increases the crop and facilitates picking. The leaves are of a fresh green color; the flowers are white and have an odor strongly resembling jasmine.

The green coffee berry of commerce is nothing more nor less than the seed of the coffee "cherry." These "cherries" turn crimson on ripening. They are then picked, the pulp is taken off by machinery, and the two husks which lie between the pulp and the seeds themselves are removed. The coffee has to be thoroughly dried before the husks can be taken off, and on many plantations there are whole acres of concrete floors for this drying process.

When run through the machinery for the removal of the husks, these latter are blown away like chaff, and the coffee grains are run over sieves so arranged as to grade them and bag them according to size, ready to be shipped to the world's markets.

When—

Written for the Tradesman.

When did you inspect your insurance policies last?

When did you last inventory?

When did you refresh your mind by comparison of profits made?

When did you make it a point to assemble your helpers in a business meeting?

When did you last encourage your help and say, "Well done?"

When did you go carefully through your duplicate stock?

When did you last clean and polish show fixtures?

When did you last examine fire buckets and equipment, so if fire should break out you will be prepared to fight it?

When did you last raise the salary of the deserving clerks?

When did you last examine the window curtains, awnings and signs of your store, so they will not reflect on the cleanliness of your establishment?

When do you recall using paint inside your store?

When last did you remove soiled drapery in the windows?

When last did you charge off a certain sum for depreciation?

When did you last examine lighting, telephone and heating contracts, and are you sure you are getting the best rates on all?

When did you last read your business journal or trade paper from cover to cover?

When did you last go over your books?

When did you exercise last, and do you expect the human machine to go on forever without attention?

When last did you say a cheery word to the beggar on the corner and drop a dime in his battered hat?

When, oh when, did you forget business is still conducted by the Golden Rule?

A Winner for Light Cars and Trucks

30 x 3 1/2 and 32 x 3 1/2



Braender Bulldog Giant 5-Ply Molded Fabric Tire

Made only in these two sizes, which fit 75% of all the cars in use. Oversize, 25% stronger, molded on airbag, extra heavy tread, reinforced side wall, require oversize tubes.

Have famous Braender Dual Non-skid Tread.

A fast seller and a money maker.

Michigan Hardware Company
Grand Rapids, Mich.

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, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

If you want to sell or exchange your business or other property, no matter where located, write me. John J. Black, 130th St., Chippewa Falls, Wisconsin. 76

FOR SALE—Small stock of general merchandise and fixtures. Good location, small town. Address No. 103, care Michigan Tradesman. 103

Experienced general store salesman, married, desires position. Prefer town under 5,000. R. A. Burch, Mount Morris, Mich. 104

WANTED—Experienced retail salesman for following departments: paints, mill supplies, and stoves and housefurnishing. Must be thoroughly experienced, of good character and well recommended. Apply in own handwriting. State age, married or single, experience and salary you are willing to start on to prove your worth. Applications not in accordance with the above will receive no consideration. The EDWARDS & CHAMBERLIN HARDWARE CO., KALAMAZOO, MICHIGAN. 105

FOR SALE—A BUSINESS BLOCK containing two stores, one of which is WELL RENTED. Splendid location for general store, in the best town of its size in Michigan. Price, \$5,000; terms, \$1,000 cash, balance on easy terms. Dr. Drake, Breckenridge, Mich. 106

WANTED—A lady clerk to take care of dry goods department in a general store. Must have experience. Address No. 107, care Michigan Tradesman. 107

FOR LEASE—LARGE STORE BUILDING in one of Michigan's best rural towns, on State trunk line highway and railroad. Town is a fixture with fine rural agricultural school. Has two new saw mills and other industries. Clothing dry goods and shoes especially needed. Address No. 108, care of Michigan Tradesman. 108

FOR SALE—General store, stock about \$3,500. In rich farming community. Small town on Burlington Railroad in Nodaway County, Missouri. Eight miles to nearest town. Will sell stock and building together or separate. A bargain if taken soon. Address Harry Henrich, Arkoe, Missouri. 109

HAY—ALL GRADES, any quantity, delivered anywhere. Let us quote you prices. Or we will buy. W. A. BUNTING & CO., Jackson, Mich. Numerous branch offices. 110

Cash buyer of general stores or parts. Nothing too large or small. Address No. 111, care Michigan Tradesman. 111

For Sale—Meat market doing good business, only shop in town. Exceptional chance for someone. If you are interested, take this up with us. Must be sold at once. Herren Bros., Thompsonville, Mich. 95

For Sale—Chandler & Price 10 x 12 Gordon for \$200. In use every day, but wish to install larger machine. Tradesman Company.

Wanted—Business investment, Michigan or any Middle-West state; retail general merchandise, confectionery or drug store, or manufacturing business. Give particulars and price. Address No. 96, Michigan Tradesman. 96

CASH REGISTERS

REBUILT CASH REGISTER CO. (Inc.)

122 North Washington Ave., Saginaw, Mich.

We buy sell and exchange repair and rebuild all makes. Parts and supplies for all makes.

For Sale—The best grocery business in the Thumb. Location central, nice light store. Rent reasonable. O. B. Griffin, Vassar, Mich. 98

FOR SALE—Hotel property at Hudsonville, Michigan. Steam heat, water, lights, etc. Good location; more business to be had than can be taken care of. Fine opportunity for right party. For further particulars inquire of F. F. McEachron, State Bank, Hudsonville, Mich. Both phones. 99

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.

Meat Cutter Wanted—For good retail store in South Central Michigan town of about 1,000 population. Write experience and salary wanted to F. A. Loomis, 225 North Michigan Ave., Chicago, Ill. 100

GET OUR PRICES—on counter sales books and credit registers. Battle Creek Sales Book Co., Battle Creek, Mich. 102

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

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.

DON'T SACRIFICE YOUR STOCK. LET US CONDUCT A SPECIAL SALE FOR YOU. YOU WILL HARDLY BELIEVE THE RESULTS. A WONDERFUL SURPRISE AWAITS YOU.

THREE STAR SALE SYSTEM
253 E. Main St., Jackson, Mich.

For Sale—Stock of general merchandise consisting of groceries, dry goods, men's furnishings, rubber footwear. Will sell or rent building. A mighty good proposition to the right party. W. W. Almond, Dansville, Mich. 89

FOR SALE—General store. Been in business nine years and have good GOING BUSINESS. Located in one of the BEST FARMING TOWNS in Michigan. \$8,000 to \$9,000 stock. Will sell building or rent. I want to retire to country life as I am single. For further information address Abe Koffman, Owendale, Mich. 92

Will pay cash for whole stores or part stocks of merchandise. Louis Levinsohn, Saginaw, Mich. 998

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.

150 acre improved farm near Cadillac; 40 near Holland exchange for general or hardware stock or rentable property. Reed Realty Co., Carsonville, Mich. 84



W. S. CANFIELD FLOUR CO.

205 Godfrey Building

GRAND RAPIDS, MICH.

City 65618 Wholesale Distributors Bell M 146

EVEREADY STORAGE BATTERY

PEP

Guaranteed 1 1/2 years and a size for

YOUR car

SHERWOOD HALL CO., LTD.,

Distributors

Local Service Station, Quality Tire Shop,

117 Island Street, Grand Rapids, Michigan.

CANNED FOODS MARKET.

An expansion in the demand for canned foods would ordinarily be accepted as a favorable sign, but while there is more business under way now than formerly the situation is even more distressing, for a growth in sales merely tells half of the story. The reason behind this movement is the key to the market situation. Goods are selling better because prices are more favorable to the buyer and less to the packer or seller. Disregard to the cost and probable replacement value later on are lost sight of in an effort to keep the market in motion. The entire line is in the same position without a single exception. Ordinarily declines in the past have led to a point where a speculation or at least a legitimate buying ahead for legitimate trade wants has occurred, but so far in the present market no such point has been reached, and there has not been any strengthening tendency to counteract the universal effort on the part of the buyer to put the market lower. No one so far has been a heavy beneficiary following the declines, for retail prices in many stores are still at high levels and consumption has not felt the impetus of lower prices. Tomatoes can be secured on spot to better advantage than at factory points by reason of the rejection of shipments on contracts on point of quality, technically, but probably in reality on account of prices. While some concessions have been made to the buyer by the packer to make his sale stick, other lots are turned down and they are forced to sale. The buyer is able to pick and choose what he wants on spot, and because he is not in urgent need of goods he can get all he wants. This has kept the market in a constant state of weakness, with irregular values obtaining. Added to the troubles of the seller is the fact that brokers often quote below the generally accepted prices, and even if they cannot deliver the goods, they create even greater weakness than would otherwise prevail.

LINEN MARKET UPSET.

The linen trade is still upset by reductions and rumors of reductions. In the minds of some of the merchants the distribution possibilities for one complete season have been lost, while in the minds of others there is a wider opportunity for business at the reduced quotations than there has been for a number of years. There is some business passing with the stock houses, but few new orders are going across to Belfast.

One of the shocks from which the trade is still suffering is the revision of the minimum yarn list by the spinners in Belfast early this month, after the trade had thought that the July revision was fixed and guaranteed until May, 1921. American importers who have been looking over their correspondence relative to that first downward revision find that many references to it are qualified to the effect that the full acceptance of the list was contingent upon further action. It was first published in the official trade paper of Belfast as the "suggested" minimum list. The de-

scription was later changed to "fixed" minimum list, and it ran unchanged and apparently undented in that form for almost two months.

Report of the fact that shipment of goods from Belfast was being held up by request of the importers on this side, which has been previously noted in these columns, does not in every case mean that the American buyer is sidestepping his responsibility in accepting and paying for what he has ordered. It is explained in some instances by the fact that delay of a few weeks may effect a saving in the import duty paid here. These duties are levied on the basis of the Belfast market at time of shipment, and the prospect of a decline there in harmony with the reduced yarn list, makes many importers here anxious to benefit by the difference, and willing to wait a few weeks if necessary.

SCHEMERS ON THE RUN.

It naturally affords the Tradesman much pleasure and satisfaction to realize that it has gotten the Peerless Talking Machine Co. swindlers on the run and thus served its mercantile friends another good turn—probably saving them not less than \$100,000 in cash, besides the annoyance and disgust they would feel every time they looked at the machines which were the innocent cause of their discomfiture.

It is not a pleasant duty for the Tradesman to go after men of this stripe and expose their nefarious schemes to attempt to extort money by disreputable and dishonorable methods, but it is a duty nevertheless and in pursuance of this policy the Tradesman has saved the merchants of the Middle West millions of dollars during the past thirty-eight years.

THE OBNOXIOUS WORD.

Notwithstanding their agreement to discontinue the use of the word "concurrent" in their riders, the stock insurance companies are again putting out riders containing this obnoxious term.

The Tradesman advises its readers to refuse to accept any policy having this word in the rider. Under existing conditions no harm would probably come to the average policy holder who holds a policy with the superfluous word, but its presence in the policy gives the unscrupulous adjuster a license to hammer down the amount due the insured.

UNEMPLOYMENT INCREASES.

While there are no adequate statistics of the changes in employment that occur from week to week there is abundant evidence that the volume of unemployed is steadily increasing. There are many trades about which little is said in the daily press where large numbers of workers have been turned off, wholly or in part. The situation is regarded by the agencies who give such matters their continuous attention as becoming increasingly acute.

William Foote, formerly engaged in general trade at Cedar Lake, has re-engaged in the grocery business at that place. The Worden Grocer Company furnished the stock.

General Conditions in Wheat and Flour.

Written for the Tradesman.

Foreigners are beginning to buy our wheat again and this coupled with the tendency of the farmer to hold his wheat for higher prices is causing values to go higher. In fact, December wheat advanced 10c a bushel yesterday and is higher again this morning.

From a statistical standpoint, wheat has been in a very strong position right along. Every bushel of our wheat will be wanted before another harvest is here.

The Chicago Trade Bulletin estimated the stocks of wheat after October 1 available for export during the next nine months and for carry-over to July 1, 1920 amounted to 235,000,000 bushels. If we carry over the same amount of wheat next year as we did this year, about 150,000,000 bushels, there will be only 85,000,000 bushels available for export during the next nine months.

If foreigners continue to buy wheat as freely as they have, this will hardly be a "drop in the bucket." Many well informed grain people are expressing the opinion that wheat has struck bottom for the crop; that it will not go below \$2 again this year.

Germany's requirements will be considerably in excess of the 40,000,000 bushels estimated she will use, but with the present rate of exchange, Germany will not be able to provide herself with all the wheat she really needs. The German mark at the present time is worth only about 1-12 its pre-war value, so it can be readily understood that while our price is not high in United States money, it is exorbitantly high based on the value of the German mark to the German people.

The same condition is true in a measure with reference to France, England and Belgium; although, they are better off financially than Germany.

Approximately 1,500,000 bushels have been sold for export to Great Britain this week so far and around 1,000,000 bushels to France, so it will be seen the market from that standpoint appears to be in a very strong position and higher prices probable. On the other hand, however, we have been importing large quantities of wheat from Canada. It is estimated 40,000,000 bushels have come into the United States from that source, and every bushel imported, of course, increases our supply just that much.

Canadian mills are still under-selling American mills, and Canadian wheat can be purchased at a lower price than the American product, but undoubtedly these conditions will not continue very much longer.

Another bearish factor is the lack of buying in volume by domestic trade. The flour buyer is hesitating because of his experience with sugar and other products. The larger buyers are purchasing one carload where they normally buy ten this time of the year. The same thing is true with the retail merchant, who is buying one barrel where he buys ten normally, and the consumer is following the same course of action, buying only

in a hand to mouth fashion. Even the farmer, who has been in the habit of buying his year's supply of flour in the fall, is purchasing this year in $\frac{1}{8}$ and $\frac{1}{4}$ barrel lots at a time.

In this respect the farmer is rather illogical, as he is holding his wheat for \$2.50 to \$3 expecting it to advance, at least hoping it will, yet still refuses to buy flour except in a very limited way because of the possibility of its being lower. Even a novice knows that flour cannot decline if wheat advances.

The producer is holding his wheat in accordance with the suggestion made by farm organizations and if there were a good domestic demand for flour and export business should hold up too, there is no question but that he would be able to realize a much better price on wheat than it is bringing at the present time, but the producer must not only hold his wheat to create a higher value; there must be a demand for that wheat.

There is no gainsaying the fact that wheat is selling too cheaply based on the cost of producing this crop and world supplies of wheat and flour. In fact, James A. Patten in a recent letter to a Toledo broker stated, "I was inclined to be bullish on the ground that the demand was greater than the supply, but it has turned out that I was wrong. The general pessimistic feeling that has prevailed all over the country regarding every article has invaded the wheat pit," etc.

So it will be seen that the farmer is not only up against a very slack domestic demand for his product on account of the slack demand for flour, but also run into a deflation period when the prices of all commodities are declining.

It is true, however, that the American people are going to need just as much flour this year as last year; in fact, more, as there are more of them, and although they may continue to buy in a hand to mouth way, if the farmer really sits tight and holds his wheat, we will very likely see considerably higher prices, but in our opinion, heavy domestic flour buying must develop to force the price of wheat to \$3, the figure the producer has stated he must have for his grain.

Conservatism should still be practiced; although, sentiment is changing from the bearish to the bull side on both wheat and flour, and the trade should watch conditions very closely. It may be flour is selling right now as low as it will on this crop; it is possible that considerably higher prices may prevail. Lloyd E. Smith.

An old fable tells how the monkey coaxed the cat to pull hot roast chestnuts out of the fire. The monkey ate the chestnuts and the cat licked sore paws. Many an honest working man has been "burnt" by being a "cat's paw" for some smooth guy who was too clever with his tongue to work with his hands.

No matter how much you know about your business, pretty nearly every customer can tell you something about it that you don't know.

Ten minutes at the close of each day in solitude, quietly sizing up your actions of the day, will help a lot.

DIAMOND CRYSTAL

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We Create the Demand

During the last twenty years we have spent millions of dollars creating a demand for

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but much of the money spent in advertising is wasted unless we can be sure of the co-operation of our five hundred thousand distributors in all parts of the United States and Canada. A pure, clean, wholesome whole wheat product, combined with a fair-selling policy, have insured the co-operation of our distributors. Shredded Wheat is now the standard cereal food of the world, eaten in all countries and in all climes.

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Vegetables—Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets, Saur Kraut, Squash.

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SPECIAL PRICES FOR AT ONCE ORDERS ONLY

The NAVY offers some exceptional values for immediate acceptance. These goods are all made in accordance with the rigid specifications required by the NAVY and are guaranteed to be in good condition.

Samples may be seen at any of the NAVY YARDS, addresses of which are given below, or samples will be sent upon receipt of prices specified for samples in this advertisement.

Purchasers are requested to make a physical examination of the actual merchandise wherever possible. All goods are sold "as is." Prices named are for goods f. o. b. point of location and are subject to change without notice. All goods are offered subject to prior sale.

TERMS: 10% with order (checks must be certified) remainder when shipment is made.

MINIMUM ORDER ACCEPTED OF ANY ONE COMMODITY IS \$250.00

BLANKETS

\$6²⁷ Each
net

Approximately 150,000 blankets, strictly all wool, size 66 x 44, colors light and dark grays, weight about 4½ lbs. each. These blankets are all new, clean, made of high grade first quality wool, have no raw edges and no seams. They are offered at this special price for a limited time only. The retail value is easily \$20.00 per pair.

Price for sample blanket \$2.23 and postage. No order for less than \$250.00 will be accepted at the net price.

MELTON

18 oz — 54 in., \$3.23²³ YD. NET

18 oz. 54 in. all wool Melton and Kersey; color, navy blue. These cloths were made by Wendell & Fay, Farnsworth & Talmadge, Rickett & Shaw, American Woolen Mills and Phoenix Mills. No order for less than \$250.00 will be accepted.

30 oz.—54 in., \$3.80⁸⁰ YD. NET

30 oz. 54 in. all wool Melton and Kersey; color, navy blue. These cloths were made by Rickett & Shaw, The Duval, American, Phoenix, Worumbro and Milbrook Mills. Only high grade wools were used in the production of these fabrics. Manufacturers of ladies suits and coats, as well as manufacturers of men's apparel, should purchase liberally of these cloths. No order for less than \$250.00 will be accepted. Sample sent on request.

ARCTICS

Six Buckle \$2.50 Pair

Subject to Table of Discounts for Quantity Purchases

75,000 pair of Six Buckle All Rubber Arctics lined front and back with heavy wool lining, sizes from 6 to 12. Prices for sample arctics, \$2.50 per pair and postage. No order for less than \$250.00 will be accepted.

UNDERWEAR

200,000 undershirts of 50% Merino wool; heavy weight; color, gray; pull-over style with double thickness breast and back; full length sleeves with ribbed cuffs.

Price, \$1.25 Each

200,000 pairs of drawers of 50% Merino wool; heavy weight; color, gray; made in regular commercial style; ribbed anklets and double crotch, pearl button trimmed.

Price \$1.25 Pair

The above underwear is packed fifty garments to a bale, 25 shirts and 25 drawers; sizes as follows: Drawers, 5-32, 10-34, 7-36, 3-40. Undershirts: 5-34, 10-36, 7-38, 3-42. They are packed in burlap bales with steel bands and are protected by heavy wrapping paper.

No order for less than \$250.00 will be accepted. Price for sample garment \$1.25 and postage.

DISCOUNT TABLE

For Quantity Purchases of Arctics or Underwear

\$2,000.00 and over—	2 per cent discount.
5,000.00 and over—	5 per cent discount.
10,000.00 and over—	10 per cent discount.
25,000.00 and over—	15 per cent discount.
50,000.00 and over—	20 per cent discount.

Prices F. O. B. point of location are subject to change without notice.

Send your orders to
SENIOR MEMBER,

Board of Survey, Appraisal and Sale at any of the
following addresses:

Navy Yard, Boston, Mass.
Navy Yard, Philadelphia, Pa.
Navy Yard, Charleston, S. C.
Navy Yard, Mare Island, Calif.
Navy Yard, Puget Sound, Wash.
Navy Yard, Washington, D. C.
Third Naval District, Fleet Supply Base,
South Brooklyn, N. Y.
Naval Training Station, Great Lakes, Ill.
Navy Yard, Norfolk, Va.

BUY FROM THE NAVY