

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS.

EST. 1883

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 17, 1920

Number 1939

Sowing and Harvesting

There is nothing more true than that "whatsoever a man soweth that shall he also reap;" and we have abundant proof, in the everyday experience of life, that "he that soweth iniquity shall reap iniquity;" that "they that plow iniquity, and sow wickedness, shall reap the same;" and that those who have "sown the wind shall reap the whirlwind." Then, again, we have the comforting assurance that if we "be not weary in well-doing, in due season we shall reap, if we faint not;" and that "to him that soweth righteousness shall be a SURE reward." These are metaphors in which all men are described as husbandmen, sowing the seeds for the harvest and reaping the fruits thereof.

They are sowing their seed in the daylight fair,
They are sowing their seed in the noonday glare,
They are sowing their seed in the soft twilight,
They are sowing their seed in the solemn night;
What shall their HARVEST be?

Some are sowing their seed of pleasant thought;
In the spring's green light they have blithely wrought,
They have brought their fancies from wood and dell,
Where the mosses creep, and the flower-buds swell:
RARE shall the harvest be!

Some are sowing the seeds of word and deed,
Which the cold know not, nor the careless heed,
Of the gentle word and the kindest deed
That have blessed the heart in its sorest need:
SWEET shall the harvest be!

And some are sowing the seeds of pain,
Of late remorse and in maddened brain;
And the stars shall fall and the sun shall wane,
Ere they root the weeds from the soil again:
DARK will the harvest be!

And some are standing with idle hand,
Yet they scatter seeds on their native land;
And some are sowing the seeds of care,
Which their soil has borne and still must bear:
SAD will the harvest be!

And each, in his way, is sowing the seed
Of good or of evil, in word or deed:
With a careless hand o'er the earth they sow,
And the fields are ripening where'er they go;
WHAT shall the harvest be?

Sown in darkness or sown in light,
Sown in weakness or sown in might,
Sown in meekness or sown in wrath,
In the broad work-field or the shadowy path,
SURE will the harvest be!

Teaching the Nation to eat RICE

THINK of a good old staple like rice suddenly jumping into the limelight, and becoming one of the best selling food products on the market. Yet that is just the situation on rice today.

The Associated Rice Millers of America, Incorporated, of New Orleans, have started a big advertising campaign that appears in the large newspapers and foreign language newspapers in the principal cities of America.

This campaign tells what an excellent food rice is. Tells how to cook it. Tells of the three hundred different ways to prepare it. Tells how healthful and economical it is. The advertising teaches the eating of rice every day as a vegetable.

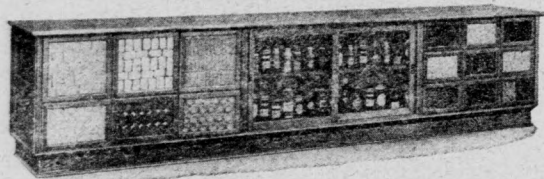
Perhaps you have already seen some of the advertisements. Perhaps you have patted yourself on the back because you realized that you would enjoy increased sales on a product you have always carried in stock.

But you, personally, can help boost the sales still higher. Talk rice to your customers. Work up a window display on rice. Co-operate, and help put your advertising campaign on rice across in the biggest possible way.

THE ASSOCIATED RICE MILLERS OF AMERICA, Inc.
New Orleans, La.

EAT RICE

Sanitation Plus Attractiveness



No. 46.

This special sanitary counter is meeting with universal approval because it is designed properly, built solidly and is priced so that no store can afford to be without one. It is 13 feet long, 34 inches high and 28 1/2 inches wide.

We want every reader of the Michigan Tradesman to send for complete description. A post Card will do.

DETROIT SHOW CASE CO.

499 Fort St. W.

Detroit, Michigan

GRAND RAPIDS SAFE CO.

Agent for the Celebrated YORK MANGANESE BANK SAFE
Taking an insurance rate of 50c per \$1,000 per year. What is your rate?
Particulars mailed. Safe experts.

TRADESMAN BUILDING

GRAND RAPIDS, MICHIGAN

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.J.V. Cheesman, State Distributor,
317 Houseman Bldg.

Grand Rapids, Michigan

135.00 ALL MACHINES
FULLY GUARANTEED



Franklin Golden Syrup



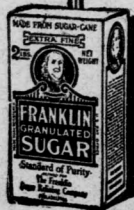
combines flavor and wholesome richness in a cane sugar syrup.

It sells quickly because it is of the same high quality as other Franklin Sugar Products.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



MICHIGAN TRADESMAN

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 17, 1920

Number 1939

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
TRADESMAN COMPANY.

Grand Rapids.

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;

issues a month or more old, 15 cents;

issues a year or more old, 25 cents; issues

five years or more old, 50 cents.

Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.

LET US HAVE PEACE.

This is a time for big men to do big work in a big way. It is a time of crisis when each should be honest with himself and with all other citizens. We have had enough of war. We are all hungry for peace. Let each man ask himself the question, "Do I believe in our form of government and desire it to continue?" For if peace is desired, it can only come to pass when the right of law succeeds to the reign of brute force. Order is maintained under a monarchy by force, under a constitutional democracy by the law-abiding habit of the citizenship. There is no middle ground. Monarchical force, compelling obedience to the rules of the game, entails immense expense, is destructive of all free living or acting, denies the individual his right to a voice in making the laws. We inaugurated here the new idea—the bond or pledge—by fellow freemen to obey laws enacted and interpreted by a clearly defined plan and authority. A law-abiding spirit is the soul of patriotism. Every new citizen from overseas pledges his loyalty to our Constitution and obedience to our laws—makes oath not only to obey the laws he likes or approves of, but the laws as they stand on the statute books.

Is the native-born American relieved of this obligation to obey all the laws? Has he the right to call himself a loyal citizen if he openly breaks and boasts of breaking a law he does not like?

We all want peace, but peace can only come when we accept the great truth that there is no lawful way by which a citizen of the republic can break the law, and that if he breaks the law he forfeits the right to protection under the law, and has then made declaration in part by war measures, or brute force, and has no right to complain of increased lawlessness on the part of others, or increased taxes, born by the necessity to reinforce the police power, in order to make possible the orderly conduct of

social, political and commercial life. Let us have peace through a new growth of the law-abiding spirit in the hearts of all—by the leaders as well as the led. Let us go back to the faith of the fathers and play the game straight as well as strong.

WHAT PRESIDENT SPENDS.

It is frequently said that a poor man cannot be President of the United States, on account of the great expense involved to keep up the dignity of the office. It depends entirely what the President might mean by "dignity." If he is at all prudent he ought to be able to save a considerable sum out of his \$75,000 a year salary and yet lay aside none of the dignity that pertains to the office. Aside from his salary the President is allowed \$25,000 for traveling expenses, which should be quite ample.

In the first place, the President pays no rent and the repairs on his home are paid for by the government. As to furnishings for the home, a request from the President to the superintendent of public buildings and grounds is all that is necessary for them to be forthcoming.

At the White House most of the servants are supplied by the Government, only his personal help, being paid for by the President. Their number is not over six or seven, and includes a cook at about \$100 a month, four maids at \$50 a month and a scullery maid or two at about the same figure.

The innumerable ushers, messengers, watchmen, doorkeepers, ground keepers to attend the White House lawns and repairmen, such as carpenters, upholsterers, plumbers, etc., are on the Government payroll, as are also the secretaries and stenographers utilized by the President.

Automobiles and carriages cost the President nothing. Neither do his gasoline and oils or the repair of his automobiles. The President pays no taxes. He purchases no theater or opera tickets. Every public place of amusement in Washington is glad to admit the President and his party free of charge. Every theater in Washington reserves a special box—the best in the house—for his use without expense to him.

He is not expected to entertain at hotels and restaurants, which costs the private individual so much, for etiquette prevents him from doing this. The President has a palatial yacht, the Mayflower, at his disposal, with the salary of all on board, from the captain down, paid for out of the public treasury. The courtesies of the clubs around Washington are extended to the President and he has no expensive club dues to pay.

The actual expenses incurred by the President are the cost of the food con-

sumed by his family and his personal attendants (most of the White House help live at home and pay for their own food), the salary of the President's personal help and the clothing with which he and his family adorn themselves. The President's personal clothing bill is not usually large. A few good suits are all that is necessary and they are kept pressed and in good repair at the expense of the Government. Why, then, is it not possible for any man to become President, no matter how poor, and if prudent to at least save \$50,000 a year out of his salary?

CANNED FOODS SITUATION.

The canned food market creates no enthusiasm in wholesale circles and there is very little doing in any offering. Prices continue low and irregular. To accomplish anything values must be shaded, and even then the buyer will not go beyond his current needs. It would seem that spot prices contracted to those in effect earlier in the year, would cause a land office business, but such is not the case. There is no big outlet for any product, but just a narrow, easily satisfied demand. Price cutting is going on among the weak sellers and, until this practice is discontinued, no hope for marked improvement can be entertained. Some of the large wholesale grocers are making a wider distribution to their retail trade, but it is in small lots and it has not gained headway enough to cause optimism. The chain stores are selling at lower prices and they are gradually forcing the small grocer to follow suit, but the latter is still reluctant to move his goods at a loss or at reduced profits. While retail distribution through the chain stores is heavier, their buyers are not active. Even the largest of them, with hundreds of stores for outlets, are inactive buyers. The main trouble with the market, therefore, is lack of outlet and turnover of stocks. The question of price is of secondary consideration. That would be automatically corrected if the movement were increased, for, after all, there are no alarming surpluses of stocks to cause depression. As the year draws to a close it looks as if there would be no real increase in buying until after the inventories have been completed, not that the inventories themselves cause postponement of merchandising, but jobbers defer buying now because it is believed that by the middle or end of January the industrial situation will be more settled.

THE CALL OF EUROPE.

The appearance of the Literary Digest's appeal for the starving children of Europe is peculiarly timely. Standing on the threshold of Thanksgiving and then of Christmas, the American people have a notable

chance to deny themselves for the sake of the Famine Relief Fund. We say we "have given and given until there is little left." But, surely, there are few of us who could not simplify our celebrations this year and thus save enough to make a further contribution. Must we not do it? The honor of our religion and of our country lies in our hands. If the church does not rise up and give her all to succor those who are suffering, then let individual Christians expend themselves. If the nation refuses official aid, then let private citizens do their utmost. What a memorable Thanksgiving this might be if, all over the country, American families dined frugally and sent what they saved to Europe! Sweeter than savor of delicacies would the taste of the service be in the mouths of our children, and long would the day be remembered as one of particular beauty.

BONUSES WILL BE FEWER.

From present indications, the cash bonuses which were presented to employees of many concerns during the "boom period" will be missing this year, and poor business and lower prices will be responsible for it. In the textile trades especially will this be true. After several exceedingly "fat" years the cloth industries have come upon a very "lean" one, and, where the proper reserves have not been set aside, employees will be lucky if something worse than losing a bonus does not occur to them before the year is out. In the case of selling, employees of stores, where bonuses are dependent on exceeding specified sales quotas, these rewards also will be fewer this year. With prices lower, consumer buying less active and the employee's quota constant, it will be much harder than it has been to reach the total that must be reached before a bonus can be earned.

The Italians and the Jugo-Slavs have gotten together in a little town in Italy and have settled what was such a big issue in and after the peace conference—the Adriatic question. With a minimum of talk and without any attention to Gabriele d'Annunzio a treaty has been drawn up and signed whereby Fiume is to be a State entirely independent and without any control by the League of Nations. It is expected that President Wilson will have an opportunity to pass upon the settlement. He was very much involved in the controversy, which he made the subject of several strong notes to the different European Powers.

Somebody must take on and train the "green" help. Is there any reason why you should not do your share of this sort of work in order to prevent a shortage of experienced salespeople?

WORK TOLERANCE FAITH

While business is rapidly putting itself on a basis which promises much in the next few years, we are personally finding it a little difficult to adjust ourselves. We are asking just what are going to be the controlling factors in our lives from now on. We have seen intense patriotism; we have seen unpardonable profiteering; we have seen gigantic tasks accomplished and we have seen wilful waste. Our emotions have been given some pretty severe handling and now when there appears to be an opportunity to get them under control again, we have forgotten how the trick was done.

At least until such time as we grow accustomed to handling our own emotions once more, let us think about three words; three words that are going to be written large in the future scheme of things—Work, Tolerance and Faith.

Let us work harder. Nothing great has ever been accomplished without work. The easy paths always lead downwards.

Let us be more tolerant—of other people, and of other methods, of other nations, of other religions. The mind does not stand still. It must grow, either narrower or broader, and a narrow, ingrowing mind is about as unfortunate for the man himself as it is for those with whom he comes in contact.

And above all, let us have more faith. More faith in ourselves, in these United States of ours, in our business, in the decency and common sense of our fellow men.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.

THE PIONEER

Bank of Western Michigan

IN addition to the departments usually maintained by banks for their customers, such as Savings, Commercial, Collection Departments, etc., we have a

**Bond Department,
Foreign Department
and
Safety Deposit
Department**

EVERY reader of the Tradesman should know about the functions of these departments, as probably one or all of them could be made of value to him.

OUR BOND DEPARTMENT offers only high grade, conservative Bonds yielding good returns. A customer can buy of us at all times safe Bonds, in any amount, earning 6% or more. Whether you have \$100 or \$100,000 or more to invest you will receive the same careful attention and will be sold only Bonds suitable for our own investment.

OUR FOREIGN DEPARTMENT, in addition to assisting customers in the financing and developing of Foreign Trade, sells Money Orders, Drafts and Post Remittances on all parts of the world. It also sells Travelers' Letters of Credit—a most convenient and safe way for travelers to carry money. It also sells Food Drafts in co-operation with the American Relief Administration in Europe. Neil Wagenaar, agent for steamship lines to all parts of the world, can be seen at our Foreign Department for the purchase of steamship tickets to or from any foreign country.

OUR SAFETY DEPOSIT DEPARTMENT offers absolute protection for valuables and private papers, against theft, burglary and fire, at very low cost. You can secure this protection for \$3.00 per year. Can you afford to be without this protection when you can rent one of our Safety Deposit compartments for \$3.00 per year?



ESTABLISHED 1853

THE OLD NATIONAL BANK

Grand Rapids

Michigan



Regularly Examined by United States Government Examiners



Movement of Merchants.

Dearborn—Fanning Bros., Inc., has changed its name to F. C. Greenwald & Sons.

Detroit—The John C. Stephens Optical Co. succeeds Nelson K. Standart in business.

Ypsilanti—The Ypsilanti Savings Bank will remove to its new quarters about Dec. 1.

Flint—The Industrial Savings Bank has increased its capital stock from \$500,000 to \$1,000,000.

Kalamazoo—The Dairyman's Milk Co. has increased its capital stock from \$4,000 to \$50,000.

Greenville—Peter L. Johnson has opened a cigar store and billiard parlor in his store building.

Flint—The Edward Sterner Co., plumber, has increased its capital stock from \$60,000 to \$150,000.

Detroit—The Emporium, department store, has increased its capital stock from \$165,000 to \$505,100.

St. Johns—The St. Johns Steam Laundry has been organized with an authorized capital stock of \$7,500.

Perrinton—The Perrinton State Bank has been incorporated with an authorized capital stock of \$20,000.

Mt. Clemens—The Citizens Savings Bank of Mt. Clemens has increased its capital stock from \$50,000 to \$150,000.

Belding—The Ballard-Wicks Co. undertaker and dealer in furniture, has changed its name to the Wicks-Fales Co.

Detroit—The George R. Eldridge Co., butter, eggs and cheese dealer, has increased its capital stock from \$50,000 to \$100,000.

Allegan—The Ross Pipe Co. has a weekly output of about thirty gross of smoking pipes and is five weeks behind in orders at present.

Clare—Stock is being sold to build a new \$100,000 hotel to take the place of the Calkins House, which was destroyed by fire last winter.

Hudsonville—The Hudsonville Vegetable Co. has been organized, with Henry Stegeman as President and Secretary and William Gerrit as Treasurer.

Dighton—Fire destroyed the store building and a part of the drug stock of Dr. George Brooks Nov. 10. Loss, about \$5,000, which is partially covered by insurance.

Springport—The Springport Operative Co. has been incorporated with an authorized capital stock of \$50,000, \$20,000 of which has been subscribed and \$12,500 paid in in cash.

Detroit—The Bush Automotive Sales Corporation has been incorporated with an authorized capital stock of \$25,000, \$14,000 of which has been subscribed and \$3,600 paid in in cash.

Ypsilanti—J. A. Root has sold his

hardware stock to D. D. Webster and Ernest Campbell, who will take possession Dec. 1 and continue the business under the style of the Ypsilanti Hardware Co.

Montgomery—S. R. Fireovid has purchased the Mitchell stock of general merchandise and removed it to the brick store building recently occupied by Hubert Farnsworth, where he will continue the business.

Ishpeming—John Poulos sold his confectionery stock and store fixtures to his brother, James Poulos and Alfred Cousineau, who have formed a copartnership and will continue the business, having taken immediate possession.

Mt. Clemens—The Bannow-Amiel Co. has merged its drug business into a stock company under the style of the Bannow Drug Co., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Bath—La Noble & Sons have put in a new drug stock which they will conduct until H. E. Glass, whose drug stock was recently destroyed by fire can re-establish himself in trade. The Hazeltine & Perkins Drug Co. furnished the stock.

Flint—Austin The Painter, wholesale and retail dealer in wall paper, paints, oils, etc., has merged his business into a stock company under the same style with an authorized capital stock of \$100,000, \$85,000 of which has been subscribed and paid in, \$10,000 in cash and \$75,000 in property.

Detroit—The Trask-Kennedy Co. has been incorporated to deal in used and new motor cars, trucks, tractors, supplies and accessories, with an authorized capital stock of \$40,000, common and \$10,000 preferred, of which amount \$26,350 has been subscribed, \$5,070 paid in in cash and \$8,370 in property.

Manufacturing Matters.

Detroit—The Gabriel Steel Co. has increased its capital stock from \$250,000 to \$375,000.

Detroit—The Detroit Graphite Co. has increased its capital stock from \$1,100,000 to \$2,000,000.

Grand Haven—The Peerless Novelty Co. has increased its capital stock from \$25,000 to \$75,000.

Jonesville—The Universal Body Co. has opened its plant after a suspension of several months.

Watervliet—The Watervliet Paper Co. has increased its capital stock from \$600,000 to \$820,000.

Benton Harbor—The Crary Machine Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Bluelight Electric Appliance Co. has increased its capital stock from \$10,000 to \$100,000.

Grand Rapids—The Western Electric Products Co., Inc., has increased its capital stock from \$10,000 to \$30,000.

Monroe—The Hood Motor Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$37,950 has been subscribed and \$8,000 paid in in cash.

Kawkawlin—The Town Line Creamery Co. has been incorporated with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Pontiac—The Quick Change Auto Rim Co. has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in, \$3,000 in cash and \$2,000 in property.

Constantine—The A. P. Randall Co. lost its flour mill by fire Nov. 12. The loss is partially covered by insurance. It is estimated that the cost of rebuilding and equipping the mill will be at least \$75,000.

Detroit—The Marvel Machine Corporation has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed, \$7,000 of which has been paid in in cash and \$3,000 in property.

Detroit—The Universal Co. has been incorporated to manufacture and install all kinds of machine shop products, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

River Rouge—The Rouge Manufacturing Co. has been incorporated to manufacture sash, doors and interior finish for the wholesale and retail trade with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed, \$5,835 paid in in cash and \$4,165 in property.

Detroit—W. P. Fleming, Inc., manufacturer of garage equipment, and dealer in automobile supplies and accessories, has merged its business into a stock company under the style of Fleming & Miller, Inc., with an authorized capital stock of \$10,000, of which amount \$5,210 has been subscribed, \$779 paid in in cash and \$4,430 in property.

Review of the Produce Market.

Apples—The market is still weak and lifeless. Tallman Sweets, \$1.25; Wagners and Baldwins, \$1.35; Northern Spys, \$1.40@1.75; Snows and Jonathans, \$1.60.

Bagas—Canadian, \$1.75 per 100 lb. sack.

Butter—The make of butter is about normal for the season. The percentage of fancy butter is very light and the market is very firm on a little stronger basis than a week ago. Undergrades are meeting with slow sale at considerable reductions from the best. Storage butter is in very slow sale. We do not look for much change in the present conditions in the near future. Local jobbers hold extra creamery at 59c and firsts at 56c. Prints 2c per lb. additional. Jobbers pay 31c for packing stock.

Beets—85c 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@30c per gal.

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

Cranberries—Early Blacks from Cape Cod command \$10.50 per bbl. and \$5.50 per half bbl.; late Howes, \$13.50 per bbl., and \$7 per ½ bbl.

Cucumbers—Illinois hot house, \$2.50 per doz.

Eggs—New-laid are very scarce. The market is about 1c higher than a week ago. Fancy storage eggs are also meeting with slow sale at an advance of about 2c over last week. The production now is about the lightest of the year and we do not look for any relief for at least a month. Jobbers pay 68c 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 57c
Candled Seconds 51c
Checks 43c

Grapes—California stock 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—Sharlots, \$1.50 per doz.

Lemons—Extra fancy California sell as follows:

300 size, per box 5.50
270 size, per box 5.50
240 size, per box 5.00

Fancy Californias sell as follows:

300 size, per box \$5.00
270 size, per box 5.00
240 size, per box 4.50

Lettuce—19c per lb. for leaf; Iceberg, \$7 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 \$11.50
126 11.50
150 11.50
176 11.50
200 11.50
216 11.50
250 11.00
288 10.00
324 9.75

Parsley—50c per doz. bunches.

Parsnips—\$1.50 per bu.

Pears—Kieffer's, 75c per bu. for small and \$1.25 for large.

Peppers—Green from Florida, \$1.75 per small basket.

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

Potatoes—Home grown, \$1@1.25 per bu. The scarcity of refrigerator cars is still holding up shipments.

Pumpkin—\$1.50 per doz.

Quinces—\$2.50@2.75 per bu.

Rabbits—Local handlers pay 15c per lb.

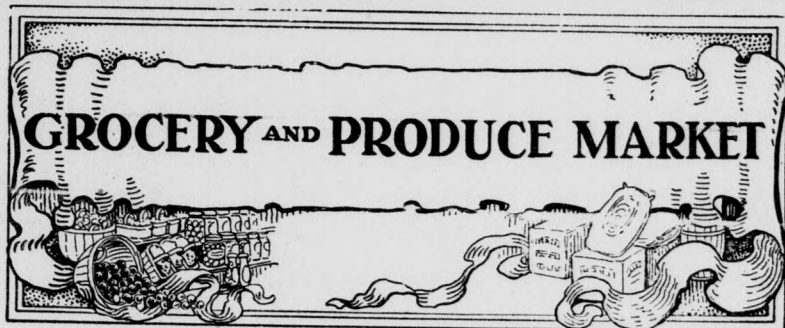
Radishes—Hot house, large bunches \$1.10 per doz.

Squash—Hubbard, \$1.75 per 100 lbs.

Sweet Potatoes—Virginias command \$1.85 per 50 lb. hamper and \$4.75 per bbl.

Turnips—\$1.25 per bu.

New families are constantly coming into your territory. What are you doing to bring them to your store?



Essential Features of the Grocery Staples.

Better feeling is evident in the commercial world since the election is over and done. There is a stronger buying movement in groceries. For a time many retail merchants seemed to be frightened and tried to return goods without any agreement to that effect with the wholesalers and to cancel future orders.

In fact, the executive committee on credit co-operation and credit methods found that one of the most serious questions in the commercial field, reported recently to the National Association of Credit Men, was the enormous sums of orders canceled when they had been placed in good faith and were accepted as legitimate business. Cancellations were a strong contributing cause to business hesitation, and have required the shutting down of some industrial plants, the report read.

On an approximate estimate the return of merchandise costs the nation annually at least \$100,000,000, a loss usually borne by the consumer, as the costs are customarily provided for in the overhead of business enterprises.

Optimism again prevails and the trade abuses are expected to become eliminated at least gradually as the dealers are brought face to face with the knowledge that all trade abuses are reactive and have a bearing on a merchant's future standing in the mercantile world.

Grocers have the opportunity of the year to make much just now of their window displays. The trade can be brought face to face with the recollection that the holiday season approaches. Thanksgiving is at hand. Similar eatables are bought for both events. A window can display to advantage so many seasonable eatables that it is almost superfluous to recall them on this page: Such as candies, dried fruits, peels, candied fruits, grapes, prunes, raisins, mince meat, currants, cranberries, olives, etc.

Declines are becoming more numerous, but grocers must remember that in some lines advances may be expected for readjustment. Many articles are selling below cost of production and with the new settlement as to labor costs, etc., there must be a return to profitable basis on those lines that are still selling under cost, due to lack of demand, failure of export, and so on. Many declines have been due to need of manufacturers to get money, and when this passes a firming will take place undoubtedly in the affected merchandise.

Sugar—The market on raws is still very weak. The Cuban loan has not yet gone through and this may be the

reason, but the available supply of sugar is very large and it is hard to see how any decided advance can be forced. Refined sugar also shows further weakness and it is believed that as soon as the refiners begin to work on the low-priced raws still further declines in refined will come. Granulated is getting close to 10 cents when sold from second hands. Demand for sugar is very poor. Local jobbers hold granulated this week at 11½c.

Tea—Some operators appear to think there is a slight improvement in the tea situation, but if so it is very slight indeed. A few more buyers are interested in the very low prices and are coming into the market, but are very cautious. Trade, however, are buying right along for immediate wants and the aggregate of this business is fair. News from the East is that the Formosa crop will be less than half of the normal average. Ordinarily this would unquestionably advance the price, but there is no telling what it will do this year.

Coffee—The market for Rio and Santos coffees has lost almost all the strength that it gained during the last two weeks. Rio showed the greater part of this drop and it is off ½c for the week. Santos is off ¼c. Both prices are still a trifle above the lowest point reached. The slump appears to have been caused by the failure on the part of the Brazil coffee men to get anything through which would help them to support the market. Some operators regard it as hopelessly soft, so soft, in fact, that nothing but a miracle can put it up again. As to milds, they are about unchanged for the week, although some grades show a slight advance.

Canned Fruits—Resales on spot are the only form of trading. California new and old buying demand is not heavy. No interest is shown in Coast offerings. Pineapple is steady but not active. The preferred grades are in short supply in first hands. Apples are moving here and there in small blocks, but they are at a wide range and favor the buyer.

Canned Vegetables—The vegetable line shows weakness and inaction. Tomatoes move on spot in small parcels at irregular prices. A high test means that the buyer must pay close to the highest figure quoted. Corn is the slowest seller of the major vegetables and has been for several weeks. Cuts in prices fail to expand the demand. Peas show a better tone than corn, but they are not active. Most jobbers are supplied and need no further goods at the moment. Lines like pumpkin and squash are in moderate request.

Dried Fruits—Dried fruit operators are largely living on hope, for while

there is an expansion in spot buying of holiday items caused by the approach of Thanksgiving, the expansion in the demand is not what it should be and it is not marked enough to remove the control of the market from the jobber. To sell goods low prices must be named involving losses, but even when the buyer has been favored with his own price he is not taking long lines. He is buying from day to day and almost entirely on the spot. Efforts during the past few weeks to create a Coast demand have failed. Packers are greatly concerned over the lack of normal outlet, but they have found that declines had not helped the situation and they are inclined to let the market right itself by not forcing their goods upon reluctant buyers. The improvement must come from the retail end by a larger turn over of stocks through the medium of lower prices to the consumer, while also the more liberal flow of money through the banks is required. At present it is decidedly a buyer's market in nearly all lines. This is perhaps most strikingly illustrated in prunes which are slow sellers in both new and old packs. Extensive local consumer advertising starts to-day on behalf of the California Association and it is hoped that the results will soon be apparent in the wholesale market. Old crop California are selling at low prices in a limited way and new goods are moving in a disappointing fashion as they feel the competition of last year's goods. Some complaint has also been made at the pack of some of the 1920 crop. Oregon old crop are most active in 30s, less so in 40s, and dull in the smaller sizes. The expected shortage of new crop 30s has not affected that size in the 1919 yield as might be expected. Raisins are holding their own as the holiday demand has increased the outlet for package stocks, while beverage making takes care of the loose kinds, in addition to the normal outlet. So far no fears have been entertained that the beverage making demand will be curtailed through the action of the Government. Foreign raisins are moving steadily on spot and show increased firmness at primary points. Currants are also in fair request. The better grades are firm. Apricots, peaches and pears are all quiet. They are saleable in a routine way. Figs and dates are selling better on account of the holiday demand.

Canned Fish—The situation in Maine sardines is quite unfavorable, but the market shows no material decline during the week; demand is light. Holders are not especially pressing for sale and the market is as steady as it could well be. In imported sardines the feeling is rather weak and the market is in buyer's favor. Salmon is moving very slowly, with nobody showing much confidence in the market. Even red Alaska, which has been steady to firm throughout all the weakness in the other grades, is feeling the present condition.

Rice—Domestic stocks are moving steadily but in a narrow way, for there is no large buying. The market shows a better tone, reflecting conditions at primary points. Foreign types are unchanged.

Nuts—Almonds are easy as to new and old stocks for future use. Walnuts are selling more freely, but like almonds, domestic and foreign offerings compete keenly. Filberts are easy and neglected. Large washed Brazil nuts are firm, while mediums are steadier in tone. Pecans are unchanged.

Cheese—The market is steady at prices ranging about 1c per pound higher than a week ago, with a limited consumptive demand. Stocks in storage are reported to be heavier than usual for the season and we do not look for much change in the market conditions in the near future.

Provisions—Everything in the smoked meat market is in slow sale at prices ranging about the same as a week ago. Pure lard and lard substitute are in light demand at prices ranging about 1c per pound lower than a week ago. Dried beef, barreled pork and canned meats are dull at unchanged prices.

Syrup and Molasses—Glucose is weak and dull. Depressed corn situation, which shows a drop of about 50 per cent. within a short time, is having a dulling influence upon the demand. Compound syrup is unchanged and the market is in the buyer's favor. Sugar syrup is weak throughout and very dull. Molasses is steady, with light demand.

Salt Fish—The offerings of Norwegian and Irish mackerel have increased during the week and the result is \$1 to \$2 decline. The demand is light, even at the drop. Mackerel are getting pretty well down and the trade ought to be willing to take hold of them soon.

Novelties in Millinery.

A number of unusual things in women's hats and trimmings for them were discovered by the "official observer" of the Retail Millinery Association of America in a recent trip through various establishments where they are made and sold. One of the things found, according to the bulletin of the organization, was a hat which, for trimming, had pointed leaves of felt, edged with lame, twined around the crown. Another showed the unusual combination of felt and georgette. A third, which was a turban of pheasant-colored duvetyn, had a broad band of Persian brocade placed around it to give the effect of an off-the-face brim.

A wreath of flowers and bright-colored grapes was seen twined around the crown of a natty model in such a way that the clusters of grapes dangled over each side of the brim. Thistles of velvet and fur were found among the other novel trimmings. Velvet was corded to make the stems, and the leaves were also formed of velvet. The fuzzy part of the thistle was made of gray and white fur. Dangling ornaments of crystal in the form of pins with pendant drops, some heart-shaped and some pear-shaped, were seen, as were long pins of crystal. A hat of bright orange velvet was decorated with a vivid green band made of parrot tails placed around the crown.

Can you expect to attract the best class of trade with anything less than the best type of store?

GONE TO HIS REWARD.

Death of S. A. Sears, the Well-Known Baker.

Steven A. Sears, one of the most expert exponents of the baking industry this country has ever produced, died last Thursday. The funeral was held at the family residence, 42 Terrace avenue, Monday afternoon, the service being conducted by Bishop McCormick. Interment was in Oak-hill cemetery. The floral tributes from relatives, friends and business associates betokened the esteem in which he was held by all who knew him.

Biographical.

Mr. Sears was born Oct. 3, 1853. He was educated in the public schools of Grand Rapids. He entered the employ of William Sears & Co. when quite a young man and learned every branch of the business, including the manufacturing, selling and managerial departments. For many years he traveled on the road, where he was so popular and successful that he came to be known everywhere as a prince of good nature and good fellowship. On the sale of the Sears bakery to the New York Biscuit Co., Mr. Sears was made manager of the local branch and placed in charge of all the other plants in Michigan. On the merger of the New York Biscuit Co. into the National Biscuit Co., he was made a director of the latter corporation and given charge of the manufacturing department. This took him away from Grand Rapids, remaining long periods at Chicago, Boston, Kansas City, Milwaukee, Indianapolis and Cincinnati, during which time he re-organized the plants in those cities, changing everything from the ground up. He was hampered several times by strikes—mostly on the part of union teamsters—but handled them so expeditiously and effectively that he came to be looked upon as the diplomat of the system. He was at one time manager of the Western department, with headquarters at Chicago, and for some years was "close to the throne" at the executive offices of the company in New York. Mr. Sears voluntarily retired from active connection with the corporation about seven years ago, since which time he has devoted his entire attention to recreation and restoring his health, which was shattered by too close application to business.

Mr. Sears was married Nov. 10, 1880, to Miss May Godfrey. Two children blessed the union—Stephen and Harold. Mrs. Sears died Oct. 16, 1892, and two years later he married Miss Marion Davis, who died about four years later. William Sears, who died about three years ago while a member of the U. S. Navy, was a son of this marriage. Mr. Sears subsequently married Mrs. Austin K. Wheeler, who survives him.

Mr. Sears was a Mason up to and including the Shrine and K. T. degrees. He was a member of St. Mark's (Episcopal) church and always did his share in the prosecution of work of a charitable or philanthropic character. He was genial in disposition, loyal in his friendships and true to himself in all the relations of life.

Appreciation.

Once more the sheaf of flowers tied with lavender ribbon is attached to the door of a friend. Once again the funeral car is backed to the curb. Once more we are reminded that the man of 60 cannot make new friends as rapidly as the old friends take their departure.

Steven Sears, our friend, everybody's friend, has started on that journey which in youth we seldom mentioned and never thought of except with a feeling of abhorrence and dread. He has started on a journey which those in middle-life contemplate with at least some degree of calmness, but which those in advanced years frequently hail with delight, not only because it brings relief from physical ills, but because it also in-

own feet and to order his own course. His independence, however, was not more evident than was his stern integrity. For hypocrites and humbugs, such as he regarded too many of his fellow-beings to be, he had a constant and often explosive scorn. "Mostly fools," was his estimate of the multitude. But once convinced of a man's sincerity he would go to any length to render him needed assistance. This was the key to his heart.

Steven Sears was every inch a man. Strong of physique and broad of mind, he stood for the loftiest ideals, and he inculcated in his associates and employees a deep sense of loyalty, love of righteousness and high business ethics that were so characteristic of his life.

A man of great heart, of sympathy



Steven A. Sears.

sure them a longed for reunion with loved ones gone before.

It is a regrettable fact that the perverseness of our human natures or, perhaps—and more likely—the push, the hurry, the grind of our busy every day lives prevent us from expressing to our friends while living the love we bear them and so as the man of God repeats, "Dust to dust and ashes to ashes," we resolve in our hearts to express to those who are left our feelings for those who have gone.

Steven Sears, as we knew him—and we knew him well—was a man in every sense a man and a personage to be reckoned with. From the condition of his birth and youth he developed himself upon individualistic lines, caring nothing for adventitious aid such as might come from ordinary associates in business or in civic life. He preferred to stand upon his

and justice, and of genuine affection for "his boys," and "his girls," as he delighted to refer to his associates whose work came under his supervision and whose successes always received hearty commendation.

Steven Sears was genuinely loved by his co-workers and by all who had the privilege of enjoying business or personal relations with him. His sterling qualities, his frankness of manner, his squareness of dealing and, above all, his broad, sympathetic nature, which will always remain as a loving memory of one who strove to serve honestly and well, builded for him a monument in the hearts of his friends that will remain as long as life lasts.

A special offer or a special sale will not amount to much if the selling force puts no enthusiasm behind it. The public will not be more enthusiastic than the salespeople.

The Striker's Dream.

The other day carpenters in a certain city went on strike.

One of them, Henry Brown, went home happy because he was on strike, and was going to have a vacation at the expense of the union.

Henry grinned when he told the wife and kids he was out on strike. He seemed surprised when they failed to show signs of joy.

That night Henry Brown had a realistic, vivid dream.

He thought he was taken suddenly very sick and the wife summoned a doctor.

The medical man examined him and told him that unless he was operated upon by 11 o'clock the next day he would die.

"But," said the doctor, "I don't know who will operate, for we doctors go on strike at 6 o'clock to-night."

In vain Henry pleaded and begged.

"I am sorry if innocent persons have to suffer," he said, "but that is not my lookout. It is a matter of loyalty to our union. If I operate on you I will lose my union card and what do a few human lives amount to compared to such a calamity as that?"

Poor Henry Brown awoke, with a yell of terror, to find the wife shaking him and telling him it was time for breakfast.

With the memory of that awful dream fresh in his mind, Henry at his morning meal demanded his dinner-pail.

"Why, I thought you were on strike," said the wife.

"Strike nothing!" answered Henry, "I am going to work!"

Thus the open shop gained another convert.

The open shop is the American way.

The closed shop is the creation of sneaks, cowards, slackers and slovens.

Forced Against His Will to Strike.

A negro plasterer—and a very good one, too,—in a Southern town, who is making \$8 a day, writes that the union has called a strike, and that while he is entirely satisfied and does not want to strike he will have to do so because the officials have ordered a strike.

Here is mental and physical slavery. This man, a good, honest workingman, getting large wages, wants to keep on working, but is being forced into idleness by the command of walking delegates or officers whose hold on office depends upon stirring up strife.

Against such an accursed system this country must unite for the open shop and fight the whole matter out once and forever.

Wants Tradesman Pending Re-engaging in Business.

Muskegon, Nov. 4.—We have sold our grocery business to Geo. F. Giroux about two months ago and would like to have you send the paper to my address at 3 Hoyt street, Muskegon, instead of 279 Apple street, until our subscription expires. Now, in regards to the paper, I must say that it is the cleanest and best help a merchant could have in his business. I heartily recommend it to every business man. I have been running the whole business myself, my partner (father-in-law) being foreman at the Enterprise Brass Works. I am as yet undecided what to go into at the present time. James Roebeke.

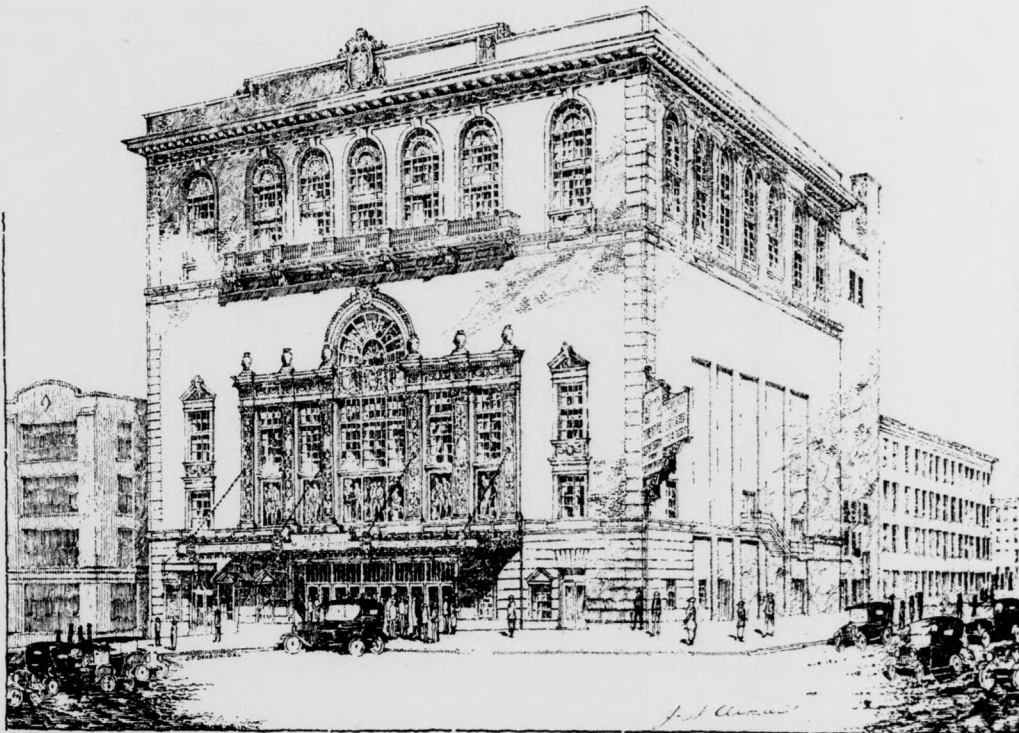
An unusual offering. This is the first opportunity offered to the public in recent years to obtain a 7% First Mortgage Real Estate Investment secured by land and building owned in fee simple and located in the heart of Grand Rapids.

7% and SAFETY

First Mortgage Real Estate Serial Gold Bonds

ON GRAND RAPIDS' NEWEST THEATER

The Regent



APPROVED BY THE MICHIGAN SECURITIES COMMISSION

These bonds are the direct obligation of The Regent Theater Co. of Grand Rapids, a corporation consisting of 500 stockholders and of which WM. M. WURZBURG of The Wurzburg Department Store is President and FRANK D. McKAY, of the Akron Tire Co. and associated with the Circuit Court of Kent County, is Secretary. The theater is now being constructed at the corner of Bond ave. and Crescent st., and will seat 2,500 people on the main floor and balcony. THE NEW REGENT THEATER WILL BE THE MOST BEAUTIFUL THEATER IN THE STATE OF MICHIGAN. In height it will be equivalent to 8 stories.

A High-Class Investment on Down-Town Real Estate Security Including the Land

This issue is safeguarded in every manner possible. The bonds are redeemable in reverse numerical order at 101. A guarantee policy has been issued for the title. Interest payable April 1st and November 1st at the office of

THE MICHIGAN TRUST COMPANY,
TRUSTEE.

An Attractive Security for Careful and Conservative Investors

The net earnings of the theater and building after deducting operating expense, interest and maturing bonds is estimated at more than 5 times the greatest interest charge. We suggest that reservations be made now for immediate or future settlement, in order to insure the particular maturity desired.

NORMAL FEDERAL INCOME TAX UP TO 4% PAID
EXEMPT FROM STATE TAX

BONDS IN DENOMINATIONS OF \$100, \$500, \$1,000
Yielding 7%.

A complete detailed circular will be furnished upon request.

For Sale by

The Regent Theater Co.

JOS. A. SHAFER, Manager.

Citz. Phone 68310

Bond Ave. and Crescent St.

Grand Rapids.

REGENT THEATER CO.,
Grand Rapids, Mich.

Kindly reserve for me Bonds of \$500 Denomination.
\$100 \$1,000

Bonds mature from 1923 to 1930.

Name

Address

A PERIOD OF UNCERTAINTY.

What may be termed a dead-lock in buying continues to be the condition in very many mercantile lines, despite the efforts to change it by means of quite drastic cuts in prices. The reasons for this are not far to seek. To begin with, confidence is needed in the stability of values even at the lower levels made, and confidence is a plant of slow growth. Then, again, it is becoming increasingly evident that the general public is not going to buy profusely, no matter how low prices get, and, therefore, there will be no lack of merchandise when it will be called for. The prospect of such a lack was put forward in the recent past as a pretext for hustling buyers. It only served to make them bid against one another, and so hoist prices and encourage speculation. Just now, appeals of the kind are not heeded. While the preaching of economy has stopped, the practice has become quite fixed, and as a matter of necessity in many cases. Unemployment has reached the point of becoming noticeable and part-time work is fairly common in many industrial lines. Those dependent for their incomes on the yields of grain and cotton are also finding their resources restricted by the lower prices obtainable for these products and their buying power correspondingly lessened. The inequalities in the shrinkage of values are impressing themselves, likewise, more on virtually all classes of the community. Reductions in the cost of living have thus far mainly been confined to the matter of apparel. In the foodstuffs there is shown especial resistance to lowering of prices for meat and dairy products in spite of the fact that feeds are plentiful and cheap. Such prices must come down, but until they do there will be less money available for other needs. Taking all the circumstances into account, therefore, it is not at all surprising that buyers are confining their purchases to immediate needs except when they can manage to secure some "distress" goods to advantage.

These things being patent to everyone, the enquiry naturally arises how long a state of affairs so unsatisfactory to every one is likely to continue. The general impression seems to be that this will depend on the length of time it will take for the readjustment now in progress to work itself out. This period will be more or less prolonged, depending on certain factors abroad as well as here. It is recognized that there can be no stability here while affairs in Europe remain unsettled with industries partially paralyzed, finances in a state of chaos and with thousands of persons on the brink of starvation. An increase in the prosperity of those countries will be speedily reflected here. On the domestic side some changes are called for. The first of these is a reduction in the too high cost of living. If the existing agencies fail to bring this about, new and less expensive methods of distribution will have to be devised. Too great a toll is taken on the road between producer and consumer. While this was not seriously objected to when wages were high and jobs were many, it has become an intolerable burden now that

conditions have changed. There is an insistent call now for an increase in production on the part of wage-earners. In return, the latter have a right to demand that their wages shall have added buying power, measured in the things they consume. Readjustment in this respect is a matter that will take time. So it seems to be taken for granted that no great change in buying conditions is apt to be noticed before next Spring at least. The intervening period, except for the usual spurt of holiday buying, is looked forward to with a great deal of concern by merchants. From present indications, it will be marked with efforts to push sales by the offering of bargains at very much reduced prices in order to encourage activity.

FARM BUREAU FOOLISHNESS.

An Onkama merchant sends the Tradesman a clipping from the Onkama Lake Breeze written by the local representative of the Michigan State Farm Bureau, in which the writer asserts that the notorious "Committee of Seventeen" is planning a convention where 5,000,000 farmers will be represented by delegates who will "frame extinction of the profit making merchant."

This sort of bombastic talk reminds the writer of the crusade along the same lines which was conducted by the Patrons of Husbandry—better known as the grange—back in 1872 and 1873. He was then a clerk in a retail store at Reed City, working from 6 o'clock in the morning until 10 o'clock at night. There was no labor union in those days to inform him that he was being abused. He drew down the extravagant sum of \$10 per month and was mighty glad to get that much. Farmers came in from day to day and assured him his job was in jeopardy; that within a few months the grange would start a store in Reed City and sell goods at such low prices that all the other stores would have to go out of business. The writer was nearly scared stiff—this was forty-eight years ago—and applied for a position in a shingle mill at Nirvana in the event of his being deprived of his \$10 per month job as clerk in a retail store. The pet hobby of the grange (a co-operative store) never materialized in Reed City but 1,200 stores of this character were subsequently started in Michigan, all of which soon fell by the wayside. No farmer who invested a dollar in a grange store ever got as much as a 2 cent postage stamp back from his investment. The grange officers soon discovered that growing crops was one thing and selling merchandise was another and that any attempt to combine the two invariably ended in disaster.

The same fate will await the wily schemers who are now preparing pitfalls for the farmers by inveigling them into co-operative undertakings which will cause the poor dupes who listen to the siren voices of the crafty schemers to eat the bread of bitterness. No merchant need lose any sleep over the prospect of being put out of business by any organization of farmers, because such organizations possess the seeds of decay which soon result in dissolution and disaster.

HOW BILLIONS WERE WASTED

Men who have given the matter of public expenditures careful study agree in the statement that for every dollar legitimately expended during the war four dollars more were wasted or worse than wasted. It could not very well be otherwise when we consider that we had during that period a President who was an idealist, whose mind was in the clouds and whose ambition to serve as the first President of the World completely obscured his vision, even after he had been utterly repudiated at the polls by the American people. Having in mind only his own insensate determination to be the biggest man in the world, he closed his eyes and ears to existing conditions and surrounded himself with the choicest collections of freaks, cranks and incompetents ever assembled. As a case in point, there never has been so formidable and so comprehensive an indictment as the one contained in the testimony before a Congressional committee in New York City during the last week. Hundreds of counts are contained in the evidence put in by two investigators who were engaged a year ago by the committee to delve into the operations of the Shipping Board.

These men prefaced their testimony with the statement that it was impersonal and charged no crime to any high official of the Shipping Board. They then went on to show how strawberries were supplied to crews at 60c a quart; how a port light worth \$8 cost the Government \$208; how a Texan bartender whose sole claim for recognition was that he carried his ward for Wilson got a \$6,000 job as book-keeper, although he could not add a column of figures; how plants costing many millions of dollars were resold to the builders for ridiculously low prices, like the fool investment Henry Ford made at Government expense in the banks of River Rouge; how millions of dollars were lost in Government purchases of worthless securities and how shipping companies, wildcat and otherwise, received carte blanche with Government credit running into the tens of millions.

It was read into the record that in one of the securities deals the Government finally got out with a loss of \$10,500,000. On one occasion the official in charge of the New York district found operators of the Shipping Board in possession of \$135,000,000 of the Government's money.

Commander Abner B. Clements, executive assistant to Admiral Benson, chairman of the Shipping Board, told the committee that the charges in the report, so far as he knew, "were substantially correct." Commander Clements said that the Emergency Fleet Corporation was paying 4,000 workers \$8,000,000 in an effort to untangle its financial affairs.

Another witness, a deputy chief of investigation for the Board, told how an ex-convict being sought by police of several states negotiated a lumber deal which defrauded the Government out of \$1,500,000.

The investigating committee has called Edward N. Hurley, Charles M. Schwab, Admiral Benson and other men who have held high posts in the

Shipping Board, and it is expected they will testify at the hearings this week.

FORGET ARMISTICE DAY.

Reports from all parts of the country lead to the belief that the celebration of armistice day this year was a good deal of a fizzle, due to the well settled judgment of the American people that the granting of an armistice to the German hordes was the greatest mistake ever made in the world.

There should have been no cessation of hostilities until Potsdam—the seat of Hohenzollern power and pomp—was leveled to the ground. The Allies should then have occupied Berlin, where the treaty of peace should have been signed. The Allies should have continued to occupy Berlin until Germany made good, the same as Germany remained in Paris in 1871 until the French people paid to the last franc the enormous war penalty Germany levied on that defenseless nation.

Because the Allies permitted themselves to be influenced by Wilson's fourteen points, which were an impertinence he should never have uttered, and consented to end the war before it was really won and before the Germans acknowledged themselves beaten, armistice day is a delusion and a sham and the sooner it is forgotten and relegated to oblivion the better it will be for all concerned.

The German people have never kept an agreement and they never intended to keep their agreement with the Allies. They will never keep any agreement with anybody until they are given another trouncing and made to realize that they are not civilized people and have no adequate conception of civilization and decency. Another war with Germany may not come next year or the year after, but it is bound to come sooner or later. When it does come, it will be settled right, because the Allies will know better than to be influenced by an idealist who permitted his insatiable personal ambition to obscure his sense of proportion and thus defeat the object of the greatest war the world ever saw.

GOMPERS AS A HOODOO.

At the opening of the campaign, Boss Gompers flamboyantly announced that every member of Congress who had been "unfair to union labor" would be marked for slaughter. Being "unfair" in the Gompers vocabulary means that the person so designated refused to knuckle to the labor union tyrant and vote as he was told to vote by the arch labor autocrat of the age. True to his threat, Gompers did his best—or worst—to defeat the men who refused to worship at the shrine of Gompersism and anarchy.

What is the result?

Every man who was opposed by Gompers and his slimy gang of trades unionists was re-elected by larger majorities than ever before.

Evidently the fear of what trade unionists could do at the polls died out with the utter rout and humiliating defeat of the Wilson regime.

If you keep your old customers satisfied, they will be your best help in bringing in new customers.

SAVING FUR ANIMALS.

Sanctuaries for fur-bearing animals where they can be protected from the ravages of trappers and hunters are necessary unless the fur supply of the country is to be exterminated at a "time not far away." The Department of Agriculture makes this assertion, adding that muskrats, skunks, foxes and mink are among the animals which can be successfully bred in captivity or under conditions of semi-domestication.

Unless the fur-bearing animals are rigidly guarded, it will not be long, declares the Biological Survey, before the more valuable species will be worn only by the very rich. This fact is said to be recognized by the fur trade generally, and by individuals who have made a study of the subject.

Directly or indirectly fur contributes to the support or comfort of a large part of the population of the United States. We import as much fur as we produce. In other words, we could sell at home twice as much fur as we are now producing, in addition to the foreign demand.

Since 1914, the center of the fur trade has been transferred to the United States. The greatest fur sales in history are now being held here, and all branches of fur dressing, dyeing, and manufacturing are being successfully carried on by American enterprise.

Most of the fur goods produced in America are manufactured in or near New York City, where in 1918 there were about 60 dressing and dyeing plants, 500 dealers, 1,200 manufacturers, 18,000 operatives and an invest-

ment estimated at between \$200,000,000 and \$300,000,000.

Values of skins have risen to heights that have surprised even those on the inside, and skins that formerly had little or no value as fur became popular under various trade names. A comparison of the highest prices paid at the October sales in St. Louis in 1915 with those in 1919 illustrate the increase in fur values. Beaver advanced in these four years from \$17 to \$38.50; otter from \$14 to \$101; muskrat from 36½ cents to \$5.10; red fox from \$15.20 to \$64; fisher from \$25.50 to \$205; skunk from \$3.36 to \$10.60; marten from \$15.20 to \$145.

The crest of the rising wave of fur values was reached at the auction sales of February and March, 1920, when weasel brought \$4.10; muskrat, \$7.50; skunk, \$12.25; raccoon, \$30; lynx, \$66; red fox, \$71; mink \$75; otter \$105; marten, \$201; and fisher, \$365. The fur market has been greatly depressed recently, but its recovery to normal demand and prices in the near future is anticipated.

A fact not generally known is that the United States Government realizes millions of dollars annually from its fur industry. The sealskins taken on the Pribilof Islands by the Bureau of Fisheries in 1919, to the number of 27,821, were worth nearly \$4,000,000. From these islands, the same year the Government harvested 938 blue foxes, with pelts worth \$165,000. The skins of bears, bobcats, coyotes, mountain lions, and timber wolves killed by predatory animal hunters of the Biological Survey in 1918 and 1919 brought nearly \$160,000.

In the resultant stimulation of the fur garment trade the department foresees an intensified pressure on fur-bearing animals, which have been rapidly decreasing in number as a result of excessive trapping, clearing of forests, and draining of marshes. Already beavers and martens have been exterminated over a large part of the country. Even in Alaska, trappers have had a close season of several years declared for the protection of beavers.

Reports from raw fur buyers indicate that fur-bearing animals have decreased approximately 50 per cent. during the last decade. A raw fur buyer in Boston declared that the muskrat supply of 1918-19 was 50 per cent. short of normal, and the following Winter had decreased another 50 per cent. In 1917, Wisconsin trappers took 800,000 muskrats; in 1918, less than 300,000, and 1919, only 150,000.

The Agricultural Department urges stringent uniform State laws and close seasons over periods of years for the protection of species, but it believes that still further measures are necessary to preserve fur-bearing animals.

TARIFF LEGISLATION.

The political upheaval affords plenty of opportunity for discussion on proposed and needed changes in the tax laws and on probable future modifications of the tariff. While the first of these is admittedly urgent, the general impression was that the latter would be one of the first things to be taken into consideration. It was recalled that, although the campaign of 1896 was won by the Republicans on the

silver issue, the first legislation was the enactment of the Dingley tariff. Preparations for the new tariff are already under way and rather far advanced. A report, very elaborate in its scope, is being sent to every member of Congress with a request for suggestions. These will all be for higher rates as well as for the imposition of duties on raw wool. As it takes a long time for legislation of this kind to be enacted, those likely to be affected adversely will take measures to forestall it. So it is safe to expect that imports will show a large increase within the next six months or so in anticipation of the higher duties. This has been the rule on former occasions of a similar nature and, doubtless, the precaution will be taken to arrange the importations in such a manner as to avoid any retroactive feature of the proposed tariff act.

KEEP YOUR PROFITS CLEAN.

Better than big business is clean business.

A clean profit is one that has also made a profit for the other fellow.

Any gain that arises from another's loss is dirty.

A man that makes a habit, every deal he goes into, of asking himself, "What is there in it for the other fellow?" and who refuses to enter into any transaction where his own gain will mean disaster to some one else, cannot go far wrong.

The only really charitable dollar is the clean dollar.

It will not encourage people to buy if your voice and manner indicate that you do not expect them to buy.

The One Best Seller!

A shoe that sells on sight. Study carefully the accompanying picture and you will see why wearers call it "The World's Greatest Shoe." Feature this shoe for fall and winter. A favorite with policemen, mailmen, firemen, salesmen and others who want a dressy shoe, waterproofed.

A REAL DRESS SHOE—As nearly waterproof as can be made

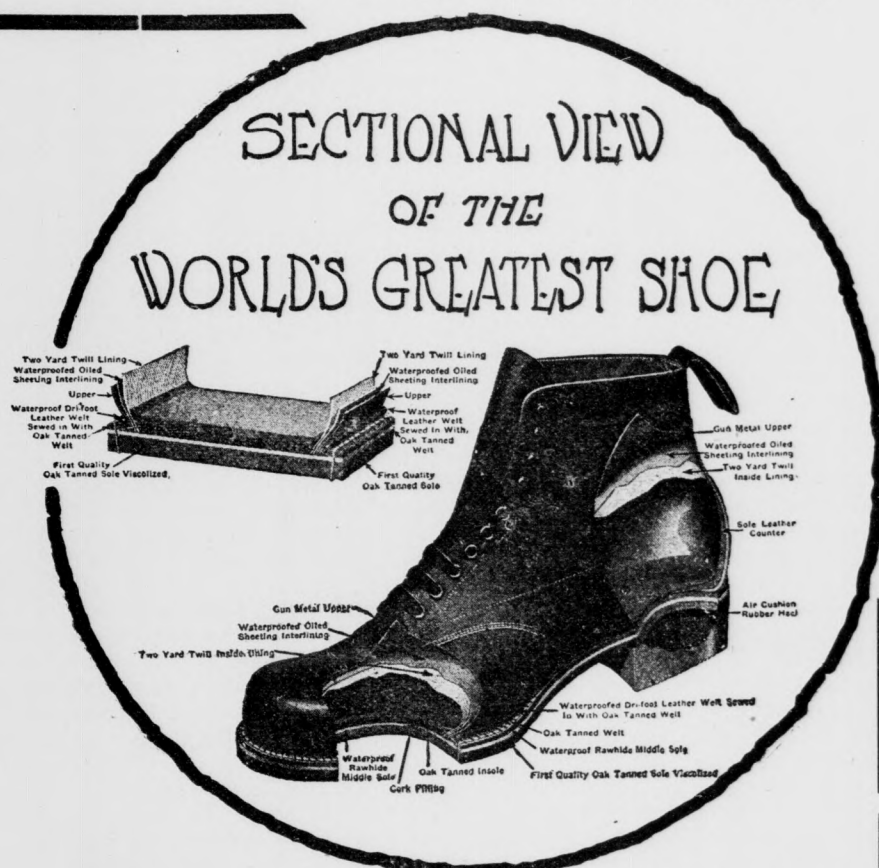
Rain, mud, slush, ice, snow, cold—no matter, the feet are warm, dry and cozy all day. Fits like a glove, extremely easy—outwears any shoe ever made. Gun Metal or Russia. Good-year Welt, leather dry-foot welt, double sole, viscolized oak outsole, rawhide undersole, oiled cloth interlining, rubber heel, leather counter, Munson Army last, 6-11, D & E.

THE BIGGEST TRADE-BUILDER and MONEY-MAKER IN AMERICA

Once you sell a customer this shoe, he is coming back for more, and will tell all of his friends. Dealers everywhere are enthusiastic—they say it is the biggest seller they ever put on their shelves.

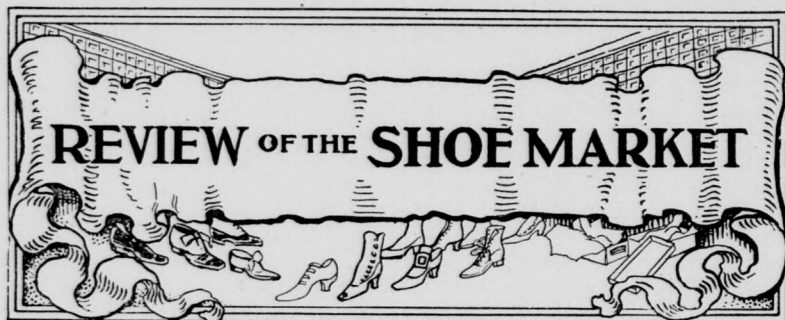
Beautiful Window Display in Colors Sells the Shoe Like Hot Cakes

We furnish with your first order an attractive window display in colors, 2 feet high and 3 feet wide, that will stop every man passing by, and bring him into your store to see this wonderful shoe.



We can sell this shoe to only one dealer in a town. Write at once, and we will tell you how we will advertise this shoe for you as a head-liner. You will be surprised at the extremely low price. **WRITE TODAY.**

BRADLEY & METCALF CO., MILWAUKEE, WISCONSIN
MAKERS OF GOOD SHOES SINCE 1843



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.

Shoe Merchant Can Co-operate With National Advertising.

With the multitude of other lessons which America learned from its participation in the World War was the value of intelligent publicity. The wonders accomplished in floating Liberty Loans, conducting war chest drives and carrying on numerous other activities taught the value of organization and the power of advertising as they could not have been taught in any other way. Business men who never thought much about these things before began to consider ways and means to make their organizations more efficient, and to utilize to their own advantage the inexhaustible possibilities of publicity.

The result has been more attention to advertising on the part of the business world than ever before, because advertising made good when put to the crucial test of results in helping to win the war.

In some lines the increase in advertising has not yet reached its crest. This is apparent not only from a study of the constantly growing volume of advertising, but is also the conclusion to which one is forced by analyzing the logic of the situation. In many lines of business, production was the main problem immediately after the war. Factories were oversold. So far as direct results were concerned there was no need to advertise. But now the tide is turning. In the shoe business it has already turned. Once more it is a buyer's market, and the need for salesmanship makes advertising more essential than at any time since the beginning of the war.

So far as the shoe business is concerned, the results are beginning to be apparent in a greater volume of advertising, and in more carefully studied advertising by many of the larger and successful shoe manufacturers of the country, those who analyze carefully, and ascertain by study the probable results of any change in policy before such policy is adopted.

In a recent issue of a Sunday newspaper the writer observed not one but several large space advertisements by prominent shoe manufacturers—a thing almost unheard of not so many years ago. The advertisements were noteworthy, not alone for their size, but also for their attractiveness and quality. In one case the illustrations had been made by an artist of National repute. Advertising of this character is not being confined to newspapers.

Space is also being used by progressive manufacturers in such publications as the Saturday Evening Post, Ladies' Home Journal, Women's Home Companion, Vogue, American Magazine, and a host of others. In conjunction with intelligent advertising in the trade papers, this publicity is unquestionably increasing the distribution of the advertised brands of footwear.

One of the most significant National advertising campaigns launched by any shoe manufacturer is that of the W. H. McElwain Company, a campaign that is now being carried on in the newspapers, magazines and trade journals.

In explaining its purposes to the retail shoe merchants, the W. H. McElwain Company recently said:

"The problems of the past few years in American industry have been chiefly problems of production. The problems of the coming decade, in our judgment, are to be primarily problems of sound merchandising.

"We anticipate, and welcome, a growing tendency on the part of consumers to be critical of values—to question and discriminate and compare. We believe that public opinion generally is going to demand the utmost possible efficiency in the distribution of all merchandise; and that National advertising, which has proved its power as a factor in economical distribution, must play a larger and larger part in the plans of all progressive concerns.

"There is no quick and easy path to success in National advertising. We recognize that we have before us a problem of years, not of months. But we hope to go forward in such a way that McElwain shoes will be each year a more valuable asset to the man who sells them; and that every progressive shoeman—manufacturer, distributor and retailer alike—may feel an added pride in the industry with which the interests of all of us are bound up."

Similar aims and purposes explain the National advertising campaigns now being carried on by other well known shoe manufacturers, as for example the A. E. Nettleton Co., the Dorothy Dodd Shoe Company, the Thomas G. Plant Company, the Utz & Dunn Co., the Tweedie Boot Top Company, and others who are trying to increase the distribution of their products by the most effective means, namely intelligent publicity.

Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER
LEATHER CO.

57-59 Division Ave. S. Grand Rapids

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

The H. B. Hard Pan (Standard Screw) Service Shoe is a really wonderful work shoe. Your customers know what it is. They and their friends have been wearing it for years. Solid leather—honestly made. It's a combination that can't be beat anywhere.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Ave.

GRAND RAPIDS, MICH.

The question which confronts the retailers in connection with this tendency to advertise footwear Nationally on a scale never attempted before is how he can co-operate to the best advantage so as to obtain the largest measure of benefit. First of all, it is necessary for him to study the advertising carefully that he may know what the manufacturer is telling the public and telling him. The enterprising shoe dealer finds much valuable information in the advertising pages of his trade paper.

Then he should endeavor to utilize to the fullest degree the advertising literature and selling helps which the manufacturer supplies him. It is a serious error to dump advertising matter supplied by shoe manufacturers in the waste basket, as do many retail shoe dealers, simply because it is not apparent to him just how this advertising is going to bring him an immediate increase in business. It is worth while to remember that the manufacturer does not spend good money for advertising without first analyzing the situation carefully, and without having in mind very definitely the probable results. The results may not come to-day or to-morrow, but if the work is followed up closely they are quite sure to come in the end.

Be careful about the window displays and use window cards carefully, following out the directions of the manufacturer. Study the window displays of the best merchants, the ones who are most successful. If you carry a Nationally advertised line of shoes, do not be afraid to let the public know about it. Link up your newspaper

advertising with the advertising which the manufacturers are doing, and use the newspaper cuts and copy which the manufacturer supplies. Some makers print the names of their dealers in newspaper advertisements of branded shoes. But whether they do or not the alert retailer will find a way to capitalize manufacturer's advertising.

In a word, be a progressive, up-to-date dealer, and make use of every legitimate means to increase your business. Too many merchants have an idea that there is only so much business to be had, and that they will get their share anyway. The business that is created by advertising is even more important than the trade you may be able to win from a competitor. And don't forget that the easy days are over. From now on competition will once more dominate trade, and the race is to the strong.

To Overcome the High Cost.

Kalamazoo, Nov. 16—I am very much pleased to see that prices in all commodities are gradually getting back to a normal condition. I do not believe that the prices are being forced on the business man, but I do feel that he is finally coming to consider a smaller profit on his wares, no matter of what they may consist. During the war money was so plentiful that people were willing to pay almost any price for anything, and, naturally, there were many who took advantage of this, and it is not up to us to question their doing so, for human nature would prompt every one to do the same.

Now, however, we are beginning to feel the pinch in the tightness of money, and the merchants are finding that their goods are not as readily

saleable as before, at whatever they may be disposed to ask for them. The consequence is that they are accepting a much less profit, and are becoming more judicious in their buying and in this way they will force down the manufacturers to a much closer margin, and thus eventually we will get to a normal basis that will be beneficial all around.

It has been remarkable to me that all this has been brought about through no panicky condition, which shows the stability of American business. It now is up to the people to practice as much economy as possible; not to the extent of hoarding their money, but to the extent of judiciously expending it, and if they use proper judgment they are going to come out of this war condition in a way that will be highly creditable to them.

Happiness in life does not depend entirely in being able to satisfy all our desires. It is in judicious sacrifices that we show the strength of our manhood and womanhood. Thrift is the most important thing in life, and it has been that which has made our nation great. It has made our millionaires, and our moderately rich, as well as helped those in all classes. It is only the thoughtless spendthrift who is compelled to suffer following such times as those through which we have just passed.

We cannot all afford to live in fine homes, with fine surroundings, with servants at our disposal, and automobiles and other luxuries. But they do not make for happiness. I believe the greatest amount of happiness is to be found in the modest little home, where every little luxury occasionally indulged in brings pleasure to the limit, and where the increasing of the bank account each week or month is shown to be growing to a satisfactory extent. If we show care in our expenditures, and always keep them well within our means, it will not be long before we will entirely eliminate the present bugaboo of the high cost, and we will again have brought ourselves to a normal and progressive position, to the gait we were moving before the recent war set in.

George T. Landis.

Incurable.

The smart aleck wrote to the people who had advertised a "sure cure for stammering," saying:

"I bet you \$100 you cannot cure me of stammering."

The advertiser wrote back, asking on what he based his prediction of failure. The smart aleck answered:

"I don't stammer."

A Better Shoe

Shoes that give real service make satisfied customers.

The Hirth-Krause line of more mileage shoes does just this.

If a better shoe could be made Hirth-Krause would make it.

You don't make a mistake when you stock up with more mileage shoes.

HIRTH-KRAUSE

Manufacturers and Tanners of the Rouge Rex Shoes
GRAND RAPIDS MICHIGAN

Grand Rapids Safe Co.

Tradesman Building

Dealer in

Burglar Proof Safes

Fire Proof Safes

Vault Doors

Cash Boxes

Safety Deposit Boxes

We carry the largest stock in Michigan and sell at prices 25 per cent below Detroit and Chicago prices.

Lost: \$8.00 Per Day

The Federal Board for Vocational Education has recently issued a bulletin in which it states, that statistics show, that every boy who stays out of school, during the time he should be in school, loses eight dollars per day!

A first class business education costs you little, it earns you much.



110-118 Pearl St., Grand Rapids, Mich.

The Quality School

Start Now! Winter is best for study

NOVEMBER Mail Order Specials

ONE OF THE REAL VALUES



\$6.⁰⁰

This shoe is a Full Grain Mahogany Side on the snappy City last. It has a heavy superfine oak outer sole, grain leather insole and is a remarkable value.

The sizes run regular in all widths and can be had in regular lots of from six to twelve pairs.

DON'T WAIT TILL YOU SEE THE SAMPLES, ORDER A RUN OF SIZES NOW, THIS SHOE IS ONE OF THE BEST IN OUR LINE.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN



Orderly Declines Will Bring More Normal Levels.

For months business analysts and economists have been predicting a reduction in the price level. Every once in a while some temporary reduction or liquidation was spotted as the herald of a movement toward lower levels, only to disappear without leaving any marked or permanent effect.

Again and again the business world has been warned that prices must come down, that peacetime deflation is as essential and inevitable as war inflation is natural and unavoidable. Yet many, both among employers and employees, cherished the belief that the exhaustion and waste of war had so reduced the world's supply of consumable goods that a long period, of inflated prices, of big profits and high wages, lay ahead. Nor were business phenomena lacking to support this belief. Those who looked for a long period of very high prices pointed to the comparative slowness with which devastated Europe was proceeding with reconstruction and to our enormous and increasing exports to European countries despite the heavy trade handicap of greatly depreciated foreign exchange. They called to witness our vastly increased burden of debt and its accompanying load of taxation, which cannot be lightened before 1923, and not appreciably lessened—though, please Heaven! it can be made more equitable and less of a deterrent to sound business—for a decade or two.

Other economic factors were cited to show that prices could not come down, including the vast expansion of the world's currency and bank deposits, the former having increased from seven billions in 1914 to over fifty-two billions in 1920, while the proportion of the world's gold to paper money outstanding dropped from 70 per cent. to 13 per cent. Profiteering, speculation and unintelligent spending ran riot throughout the land.

Labor was demanding an ever increasing share of the industrial product without producing as much per man per day as when working longer hours for less pay, while strikes and labor disturbances were causing, through direct and indirect consequences, a national economic waste of five billion dollars annually. All these added wastes, taxes, wages, inefficiencies and extravagances went into the cost of production, and were necessarily reflected in a high price level and high cost of living. Demand is outrunning supply; we are in a period of underproduction; the world is short of goods; high prices are inevitable—said the expo-

nents of the theory of continued high prices.

But the business analyst,—the alert credit man and the observing business executive,—while admitting the validity of many of the foregoing economic factors, recognized clearly that war inflation was unnatural and temporary, and that post-war extravagance, waste, and indulgence would soon run its hectic course. These men watched for the signs of recession to normal business conditions and to lower, though not pre-war, price levels, meanwhile keeping their inventories low, their business as liquid as possible and their credit clean. They saw evidences of the beginnings of deflation when the stock market—always the most sensitive barometer of business—was shaken down at the close of the year 1919 and in the early months of 1920. These observers looked for the spread of liquidation and price change, in accordance with the well-known economic cycle from the security markets, to wholesale prices, then later to retail, and finally to real estate and labor. There followed, however, a gap of several months during which evidences of deflation were almost wholly lacking. Our export trade for the year ending June 30, 1920, rose to the unprecedented height of eight billion dollars with a total foreign trade of over twelve billion dollars; our money circulation rose from three and one-third billion dollars in 1913 to five and one-half billion, while bank deposits increased from thirteen billion dollars in 1913 to twenty-five billion dollars at the close of the year 1919. In mid-October the volume of Federal reserve notes stood at the highest mark theretofore reached, over 3.3 billion dollars.

A gleam of hope came when the Esch-Cummins act was passed by Congress providing for the restoration of the railroads to private control and operation with the promise of adequate revenue through increased rates and charges. In May Wanamaker's great department store announced a drastic cut in prices and a short wave of "bargain sales" and liquidation spread throughout the country. Though this break in retail prices was short-lived it reached the consumer directly and gave him a taste for lower prices. Other evidences of price recession were seen when the American Woolen Company, in resuming operations after a long shut down, announced a reduction of 15 to 25 per cent. in wools, with no cut in the wage scale. The price of sugar, which had risen far above war levels, began to weaken

KEEP UP WITH THE TIMES



Do
you
care

"THE CLOCK CORNER"
PEARL & OTTAWA

Who owns your property after you? Not much, perhaps, but enough to know it does not by any neglect of yours, get diverted from the ones who should have it, or whom you would like to have have it.

How are you going to know?

The only way to make certain is to put your ideas right into a will, and seal it up.

You are apt to think of this too late. This has happened so often that Trust Companies, whose function it is to fend off trouble, are continually urging the advisability of WILLS. This Trust Company makes the best Executor and Trustee obtainable, and doesn't object to being named in your will.

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

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



CAMPAU SQUARE

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

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

Combined Capital and Surplus	\$1,724,300.00
Combined Total Deposits	10,168,700.00
Combined Total Resources	13,157,100.00

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

CITIES SERVICE COMPANY

It is Generally Conceded that Public Utilities and Oil Companies Will Profit Most Following the Present Business Readjustment

The Cities Service Company is considered to be the largest Public Utility holding company and the third largest Oil company in this country.

For the past year net earnings of \$16,612,709 were applicable for dividends on the Common Stock, and for the past five years an average of \$17,700,000, or 58% per annum on the Outstanding Common Stock.

Their surplus account now amounting to over \$51,000,000 is being increased about \$1,300,000 per month from earnings.

For the past four years they have produced an average of 40,000 barrels per day and refined an average of 33,000 barrels per day. It is believed that they control the largest reserve of oil lands of any oil company.

BANKERS SHARES

Represent one-tenth of the old CITIES SERVICE COMPANY COMMON and pay cash dividends monthly, representing the cash value of the cash and stock dividend on the equivalent amount of old stock.

One hundred shares of Bankers Shares now receive a monthly check of about \$43.50, which will increase or decrease as the market fluctuates on the Common Stock. For the past year these checks averaged \$49.90 per month or an income on the money invested of between 12% and 18%. We suggest, however, that our clients pursue the conservative policy of charging off their investment to the extent of that amount of income in excess of 8% on the cash invested.

CITIES SERVICE BANKERS shares were originally offered in 1919 at \$35.00 per share and within a year they sold up to 50¼. With the Common Stock now selling at about 40% under its high price of a year ago and in view of the fact that during the year the company's monthly net earnings have more than doubled, Bankers Shares should be a very good purchase. We make this suggestion to those who keep a portion of their funds invested in stocks with the idea of increasing their principal through future investments allowing them to participate in the profits and risks of successful companies.

WE SUGGEST the purchase of CITIES SERVICE COMPANY SHARES because we believe the company is soundly organized in every department of its business and because we believe in its future possibilities.

Their public utilities are receiving rate increases that are bound to be reflected very favorably in their earnings during the next few years.

Their oil division is complete in every branch of the business. Due particularly to their large production and refining capacity and to their very large reserves of oil lands, they should profit very materially during the next five to ten years.

Market about \$35.00 per share.

STOCK DEPARTMENT

HOWE, SNOW, CORRIGAN & BERTLES

GRAND RAPIDS

DETROIT

DIRECT TELEGRAPHIC WIRE CONNECTIONS TO ALL PRINCIPAL MARKETS.

and then to drop sharply. Under firm pressure by the banks and credit restrictions, price reductions and liquidations began to spread throughout the commodity markets. Though still burdened with the load of post-war financing of the Treasury's floating indebtedness, the Federal Reserve banks and banking institutions generally throughout the country responded to the "essential loans" suggestion of the Federal Reserve Board and to the more concrete method of increasing discount rates. When finally rediscount rates were advanced to a point where the banker could say, "We have to pay 6 per cent. for loans at the Federal Reserve banks and that is the limit we can charge borrowers in this State," borrowers saw the point and began to work off their merchandise and products which in many cases were being held for still higher prices.

The controlling factor in recent liquidation was the growing disposition of the buying public to limit purchases to actual requirements. It was generally assumed that prices would not decline until production, the supply of commodities, had caught up with the apparently insatiable demand. But it has now become clear that the prime moving cause of price reductions is the slackening of demand, the refusal of the public to continue to pay high prices. The orgy of extravagant spending was about over, the period of \$16 silk shirts for the workman was closing, the buying public was sobering up after its high wage spree.

A considerable volume of goods having been forced back upon jobbers and manufacturers through cancellations, the manufacturers have tried to stimulate buying by reducing margins. But the retailer, finding the customer more conservative and disposed to look the second time at his money, and, too, uncertain as to further reductions in wholesale prices, bought cautiously and with more regard to necessities. He insisted that since he had bought his stock at high prices and was selling on a narrow margin of profit, he could not possibly reduce his prices. Thus it was that the public hearing of reductions in wholesale prices on every hand, wondered where it came in.

Then came the spectacular announcement from Henry Ford of an immediate reduction in price of the Ford car to pre-war levels, followed by the less dramatic but perhaps more vital reductions in such staples as cotton (the Amoskeag Mills reduced its wholesale prices by 33 1-3 per cent.), textiles, clothing, metals, leather and food staples such as wheat, corn and oats. Slowly these price recessions are being reflected

in the retail trade. Recent reports of the Bureau of Statistics of the United States Department of Labor show that the wholesale prices of 327 commodities, taken together, have (October 1) fallen 11 per cent. Export price lists of the Department of Commerce show reductions in 54 of 80 commodities listed, and though they are selling in the domestic market at the old rates reductions for the home markets are inevitable.

Readjustment Not Yet Complete.

The indications are that the fever of inflation has been allayed and that the peak of high prices has been reached. Steadily and without serious disturbance a lower price level is being attained, thus reducing the pressure upon credit facilities, releasing buying power held back during the period of inflated commodity prices, and affording a firmer basis for general business. It should not be inferred that the process of readjustment has been completed. Deflation will probably extend over many months and may, in all probability, be accompanied by business jolts and rebounds, by temporary unemployment of labor in some industries and by mercantile failures among weaker concerns. Many recent failures are from among business houses which sprang up out of the abnormal situation created by the war and whose continuance in the business field depended upon inflation and profiteering. The business world will be better off as a result of the elimination of such concerns.

How far rapid and orderly the downward movement of prices toward a more nearly normal level shall proceed depends first upon the retailer but ultimately upon the buying public. Naturally the retailer is loath to remark his goods at replacement prices, even though he was prompt to take the advantage when prices were rising. In many instances the retailer's contention that to reduce prices on his present stock would involve him in heavy loss, is borne out by the facts. But the manufacturer and the wholesaler are now taking their losses, balancing them up against war and post-war gains. Inevitably the retailer will sooner or later have to adopt a like course. The buying public is in a waiting, even a sulky, mood. If it continues in this mood a slackening of business will be carried on up to mill and factory, with resulting unemployment and business sluggishness. A resumption of extravagance and speculation is to be avoided, but business stability will depend upon the return to a normal demand for goods.

Base of Credit Structure Is Sound.

Of the credit situation it should be said that any improvement that may justly be claimed rests upon what

has been avoided rather than upon what has been achieved. No actual easing of credit has set in, nor can it be expected until commodity liquidation has proceeded farther and the year's bumper crops, valued at over twenty billion dollars, have been moved to market. Recent reductions in the price of various farm products will lessen correspondingly the volume of credit needed to market them. The Federal Reserve system, which weathered successfully the storm and stress of the war, has been func-

Cutting Prices

The Price Cutting Movement is on. Large turnover and not margin of profit is the order of business today.

Knowledge of turnover, manufacturing costs, selling cost, expenses and margin of profit can be gathered best from accurate accounting records.

Our audits and reports are daily meeting the needs of the business community by supplying the facts that determine changes in sales policy.

Seidman & Seidman

Accountants and Tax Consultants

GRAND RAPIDS
SAVINGS BANK BLDG.

NEW YORK WASHINGTON
NEWARK

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

Capital - - - \$500,000
Surplus and Profit - \$850,000

Resources

13 Million Dollars

3 1/2 Per Cent.

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings

Assets \$3,886,069



Insurance in Force \$80,000,000

MERCHANTS LIFE INSURANCE COMPANY

WILLIAM A. WATTS, President

CLAUDE HAMILTON, Vice Pres.

FRANK H. DAVIS, Secretary

JOHN A. McKELLAR, Vice Pres.

CLAY H. HOLLISTER, Treasurer

RANSOM E. OLDS, Chairman of Board

Offices: 4th floor Michigan Trust Bldg., Grand Rapids, Michigan
GREEN & MORRISON, Agency Managers for Michigan

Fourth National Bank

Grand Rapids, Mich.
United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$600,000

WM. H. ANDERSON, President

J. CLINTON BISHOP, Cashier
HARRY C. LUNDBERG, Ass't Cashier

LAVANT Z. CALKIN, Vice President

ALVA T. EDISON, Ass't Cashier

STOCKS AND BONDS—PRIVATE WIRES TO THE LEADING MARKETS

HILLIKER, PERKINS, EVERETT & GEISTERT

BELL M. 290. SECOND FLOOR MICHIGAN TRUST BLDG. CITY 4334

STOCKS

BONDS



INVESTMENT BANKERS
GRAND RAPIDS, MICH.

tioning smoothly in the recent period of credit pressure and meeting adequately every legitimate business demand made upon it. The System has played no favorites, has made it plain that the facilities of the Reserve Banks are available to all upon equal terms; and, though reserves continue near low level, there is no longer any fear of its capacity and readiness to meet any emergency. It must not be forgotten, however, that the function of the Reserve Banks is to hold reserves for member banks to meet seasonal requirements and for use in emergencies. To discharge this function they must maintain adequate reserves. The member banks which own all the capital of the Reserve System and furnish its reserves can without denying the essential needs of any legitimate commercial business, meet the heaviest demands that will be made upon them. The basis of our credit structure is sound beyond all question.

The credit strain is being relieved, too, by the steady improvement in the transportation service. Railway executives, employers and employees, are working harmoniously for increased efficiency and with noteworthy results. Car mileage is steadily increasing; quickened loading and unloading (in the last week of September the railroads of the country loaded almost 1,000,000 cars of revenue freight), is compensating for the lack of new equipment which cannot be turned out for some months. The railroads handled more freight in August than in any other August on record. The quicker movement of freight is thawing out the immense volume of loans tied up by the freight blockade.

In this readjustment to lower price levels and cost of living one factor calls for special mention. It has to do with labor and the relation of the laborer to production costs and prices. Admitting that there may have been profiteering all along the line from producer to consumer, the fact remains that a sustained lowering of prices must rest upon lower cost of production. Lower prices depend upon cheaper labor or increased output. Recent price cutting has not been accompanied by reduction in wage scales. Labor leaders have declared that there shall be no reduction of wage scales from war levels. The next few months will test this declaration. Since labor consumes 95 per cent. of what it produces, it is vitally interested in cheaper production. Labor has based its demands for higher wages upon the increased cost of living. Now as price recessions are carried down to the retailer, the laborer finds that his dollar gains in purchasing power and so increases his command over the necessities of his family budget—increases his real as contrasted with his money wages. Apart from rent, which, because of the sustained shortage of houses, remains high, prices to the consumer are receding to lower levels. Business is taking its losses averaging them up against earlier profits; capital faces a period of narrower margins and smaller profits. Can labor

consistently demand the old high wage levels? If a genuine spirit of loyalty to American industry can be invoked throughout the ranks of labor in this country; if it gives a real day's work for a day's pay; if by increased efficiency it makes economical production possible, then and only then can its demands be met. The experiment will be watched with hopeful interest.

J. T. Holdsworth.

Farmers Are Making Money.

Detroit, Nov. 16—About every so often blithesome young college professors of economic agricultural courses and so-called investigating specialists of the United States Agricultural Department set forth on a pilgrimage of publicity with statistics disseminated through all the newspapers of the country to show how the farmer is tending toward the "down-and-out" condition and going to the demdition how-wows generally.

Naturally, the farmer and the agricultural papers that have to sponsor the farmer "lap up" such statistics and further spread them, with the proverbial grumble that belongs appropriately to the situation. As time goes along the only result of the statistics is that the farmer is still going along in the biding satisfaction, comfort and profit of his farm home, occasionally adding another automobile to his present stock on hand.

Nothing is surer than this, that the man who bases his action on statistics picked up from a few sections against the actual satisfactory conditions of the farm home as seen by his own eyes is going to lose.

These remarks are suggested by the study of a syndicated article just now going the entire rounds of the daily and weekly press, as well as of agricultural papers, reporting the findings of an investigation of farm incomes of 185 farmers visited in three sections, one in Washington county, Ohio, twenty-five farms; the second in Clinton county, Indiana, 100 farms, and the third of sixty farms in Dane county, Wisconsin. These are running under general headlines to the effect that the farmer does not have an average of 5 per cent. and over on his investment in addition to his food, fuel and house rent.

These figures are used to account for the drift of the rural population to the cities. An amusing side of the statistics is shown in the statement that farmers' food, fuel, house rent, etc., are estimated to be worth \$359 per year, virtually \$30 per month! One dark bedroom in New York, looking out on a court, costs more than that. The food consumed on the farmer's table and taken from his farm, his fuel and his house rent, all reckoned at \$30 per month, make the prices of the city seem profiteering indeed.

But how many ministers, teachers, city clerks, employees in city conditions, the increasing number of the unemployed now occupying the park benches, are making 5 per cent. on any investment and banking an average of \$500 after home and fuel and food are accounted for?

This week one of the largest of New England mills has ordered a 15 per cent. cut in wages all around, with the advice that it is a case of "take it or leave it" for any employee. This cutting down of forces and reducing of salaries show tightening in town and city conditions, but none of which touches the farmer or his home; that will still continue, as in times past, to produce his living and an excess to bank. Whether this excess be large or small depends, as in all businesses, upon the industry and capacity of the farmer himself and not upon farming as an ever-profitable industry.

The American farmer to-day owns as much property as the combined valuation of all the railroads, all the manufacturing industries and all the banks in the United States, and in ad-

Michigan Finance Corporation

FLINT and GRAND RAPIDS

Capital \$4,500,000. 7% Cumulative Participating Preferred Stock, 600,000 Shares of Common Stock

Preferred Stock now paying quarterly dividends at the rate of 7% annually.

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Peace of Mind

The peace of mind—the sense of security—that comes from having one's valuable papers in the modern, strong, convenient safe deposit vault of this Company is worth many times the cost of a safe deposit box.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

dition owns a goodly share of these banks, factories and railroads.

It is hard to convince one that the most general and the most abiding satisfaction, comfort and profit lies elsewhere than in a farm home, when on Saturday night in the average village, there not being space in front of the local "movie" house, miles of automobiles are parked on side streets hundreds of them, all owned by farmers in to see "the pictures."

As long as there are 105,683,188 mouths to feed in these United States the American farmer is bound to have a profitable job, in addition to the satisfaction and comfort of a sure home.

And whether the high cost of living in the city and town shall continue to take all the average city man can earn from whatever income he may nominally make, or whether the falling demand for other goods than food, a lowering of wages all around or a city depression resulting from readjustment conditions may come along, nevertheless, farmers in the food-producing business can be sure that they are in the safest and most genuinely profitable business in the world. Whatever the general business atmosphere prevailing, there is for the farmers the most optimistic situation ahead for continued safety, a good home and a good living and a little balance in the bank.

E. C. Frost.

Gasoline Causes Fire.

An unusual fire last week at Nebo, Ill., again calls attention to the serious character of the gasoline hazard. A motor driven tank of the Standard Oil Company was backed up to the curb at a filling station, filling the underground tank by means of five-gallon buckets. While one was being emptied into the underground tank another was being filled at the curb.

A cigarette thrown from the side-

walk ignited the gasoline in the bucket which was being emptied. The flames leaped to the other one which was being filled and fired the gasoline flowing from the tank in the street. The flames spurting out against the front of nearby buildings. The driver started his engine and drove down the street with a trail of fire sweeping behind him. He started to turn into a narrower side street, but was warned that he was likely to set the whole town afire, and reversed his engine, which backed the tank right into the flames and up against the side of a brick building, which fortunately had no openings, and the entire contents of the tank burned out against that building. The wall was almost melted down by the heat. The fronts of the two buildings where the fire started were entirely destroyed and plate glass broken in several buildings across the street.

Gaining in Strength and Resources.

The Grand Rapids Merchants Mutual Fire Insurance Co. had business in force Nov. 1 amounting to \$3,462,882. On the same date it had net assets of \$14,700.29, \$10,808.09 of which was in Liberty bonds, certificates of deposit and cash in bank. Since that date the company has purchased an additional \$2500 Liberty bond. The alliance with the Michigan Retail Dry Goods Association has proved to be a source of strength to both organizations.

Advertising is like a good education, you have got to use it regularly to get any good out of it.

Over Five Millions Insurance in Force

Michigan Shoe Dealers Mutual Fire Insurance Company

Fremont, Michigan

OCTOBER STATEMENT, 1920.

Amount at risk October 1, 1920	\$5,793,200.00
New Business in October, 1920	41,000.00
Total in force November 1, 1920	\$5,834,200.00
Cash on hand October 1, 1920	\$27,321.86
Cash received in October, 1920	9,147.86
TOTAL	\$36,469.72
Cash paid out in October, 1920	7,191.54
Cash on hand November 1, 1920	\$29,278.18

More than 2,000 property owners co-operate through the Michigan Shoe Dealers Mutual Fire Insurance Co. to combat the fire waste. To date they have received over \$60,000 in losses paid, and even larger amounts in dividends and savings, while the Company has resources even larger than average stock company. Associated with the Michigan Shoe Dealers are ten other Mutual and Stock Companies for reinsurance purposes, so that we can write a policy for \$15,000 if wanted. We write insurance on all kinds of mercantile Stocks, Buildings and Fixtures at 30 per cent. present dividend saving.

ONE OF THE STRONGEST COMPANIES IN THE STATE

Dividend for 1920, 30 per cent.

If you want the best. Place your Insurance in our Company. We write Insurance on all kinds of mercantile stocks and buildings.

MR. JONES, the grocerman, says that fire insurance **BUTTER**
to him is just like
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**

With an immediate **25 to 45%**
saving to you of

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

WILLIAM N. SENF, Secretary

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

We Represent the Following Companies, Allowing Dividends as Indicated:

Minnesota Hardware Mutual... 55%	Michigan Shoe Dealers Mutual... 30%
Wisconsin Hardware Mutual... 50%	Illinois Hardware Underwriters 60%
Minnesota Implement Mutual... 50%	Druggists Indemnity Exchange 36%
The Finnish Mutual Fire Ins. Co. 50%	

REMEMBER WE HANDLE THE BEST COMPANIES IN THE MUTUAL FIELD.

These Companies are known for their financial strength, fair settlements, and prompt payment of losses. They always give you a square deal.

WE CAN NOW SAVE ANY MERCHANT 50% ON HIS INSURANCE COST.

C. N. BRISTOL, Manager

A. T. MONSON, Secretary

J. D. SUTHERLAND, Fieldman

FREMONT,

MICHIGAN

The Grand Rapids Merchants Mutual Fire Insurance Co.

STRICTLY MUTUAL

Operated for benefit of members only.

Endorsed by The Michigan Retail Dry Goods Association.

Issues policies in amounts up to \$15,000.

Associated with several million dollar companies.

Offices: 319-320 Houseman Bldg. Grand Rapids, Michigan

New Line Up in Well-Known Bond House.

At a recent meeting of the board of directors of Fenton, Corrigan & Boyle, investment bankers, at the home office in Detroit, William L. Davis was elected vice-president and a director. Mr. Davis recently purchased a one-third interest in the corporation, which will be known hereafter as Fenton, Davis & Boyle.

For the last eighteen years Mr. Davis has been engaged in the banking business in Michigan. He was Michigan representative of the Continental & Commercial Trust and Savings bank of Chicago, later manager of the Detroit office of the National City company, and now leaves the executive staff of the First National Company of Detroit to enter



William L. Davis.

the corporation of Fenton, Davis & Boyle.

The directors are confident that in Mr. Davis they have a man who has a comprehensive grasp of the financial structure of the country as a whole, and the ability to analyze accurately the conditions of the market, which will enable him to maintain the firm's reputation and plan for its future expansion.

Mr. Davis will be in active charge of the Detroit office of the corporation, having assumed his new duties Nov. 15. Russell J. Boyle, Secretary and Treasurer of the corporation, who has been in charge of the Detroit office, will take over the active management of the Grand Rapids office, filling the vacancy caused by the death of Claude H. Corrigan.

Mr. Boyle was born in Detroit Nov. 2, 1888. His antecedents were French on his father's side and Scotch on his mother's side. The original name was pronounced as though it were spelled Boyla, with the accent on the last syllable. He passed through the public schools of his native city, graduating from the high school with high honors. His first employment was with the Michigan Central Railway as messenger. His next position was as messenger for the Peoples State Bank. He next gravitated into the uptown ticket office of the Michigan Central Railway, subsequently being promoted to a similar

position with larger responsibilities at the Central depot. Conceiving a liking for the newspaper business, he secured employment on the Detroit Free Press as advertising representative. He continued in this position six years



Russell J. Boyle.

when he accepted an offer to take the position of advertising manager of the Grand Rapids News. He continued this connection from 1911 to

1916, making many lasting friendships among the business men of the Second City. He retired to take charge of the advertising accounts of the Cosmopolitan Magazine in Michigan and Indiana. Six months later he resigned to embark in Liberty loan work under the direction of the Federal Reserve Bank of Chicago. He did yeoman service in this campaign, winning warm commendation from the officers of the Bank and the officials of the Treasury Department. After the last Victory note had been placed, he and his immediate associates in this work organized the corporation known as Fenton, Corrigan & Boyle. Mr. Boyle was married in 1909 to Miss Edythe M. Smith, of Detroit. He is Past Master of York Lodge, F. & A. M., Grand Rapids, and belongs to all the Masonic orders up to and including the 32nd degree. He is a member of the Peninsular Club of Grand Rapids and looks forward to his return to Grand Rapids to live with fond anticipations.

The Four Devils.

The Early Morning Devil is always out bright and early. He gets you before you are hardly awake and says: "There is no use trying to start before nine-thirty—got to give your man time to open his mail." And so he gobbles up a choice hour or so.

The Noon Devil jumps in promptly at eleven-thirty. "Too late to see a man now," he urges, "he wants to go to lunch and he will rush you through to get rid of you." Then, when you have satisfied the Inner Man and you are ready to start again, he edges up close and whispers: "You can't see the next man before two o'clock—he won't be back from lunch."

Hardly have you finished with him, when along comes the Afternoon Devil. You hear at four-thirty: "It is getting late in the day," he mourns, "your man is tired out from getting ready to go home—it is too late now."

So, before you know it, the three hungry devils have gobbled up your valuable time; and you work from nine-thirty to eleven, and from two to four-thirty—some banking hours!

But the hungriest devil comes on Saturday. He is not satisfied with just an hour or two, he wants a whole working day. "Can't do anything on Saturdays," he urges, "it is a short day and they are all too busy." Thereupon he swallows your Saturday whole!

These are the four persistent and plausible little "devils" that beset the salesman every day. They need watching—they are after you!

Take care!—the four little devils will get you, if you don't watch out.

F. D. B.

The Stockholders and Directors
of

Fenton, Corrigan & Boyle

Announce the Change of Its
Corporate Name
to

Fenton, Davis & Boyle

and the Election of
William L. Davis
as Vice-President of the
CORPORATION

It will be the continuing policy of the corporation
to render intelligent service to Michigan investors.

DIRECTORS

A. H. Brandt	L. C. Walker
O. E. Sovereign	F. A. Aldrich
F. R. Fenton	R. J. Boyle
William A. Davis	

Fenton Davis & Boyle
BONDS

Chicago

GRAND RAPIDS

Detroit

CHARACTERISTICS OF FLOUR.

Different Varieties and Attributes Require Different Treatment.*

The characteristics of a flour, taken as a whole, give individuality, and individuality is what enables one flour or type to be distinguished from another. Flours may look much alike to the layman, but to the experienced baker each flour, when given the right handling in the bake shop, has characteristics that impart an individuality. If these characteristics collectively considered, are of a high order, the flour is a quality product.

There are certain characteristics and features of flours in general, applicable not only to this season's product, but to flours of other years that we can discuss, and then briefly note how this year's crop compares with that of other years.

It is difficult to measure accurately the various attributes which impart the character or quality to a flour. There are, however, two axiomatic principles that can be stated.

1. Flour is valuable according to the kind and quality of bread that it is capable of producing; and

2. The consumer is the final judge of the quality of the bread.

Applying these two axioms to the baking industry, it naturally follows that the successful baker is the one who produces a quality of bread that pleases his customers. Such a bread must be superior to that made in the average home, for many housewives will not give up bread making until they find that the baker can make a better quality of loaf than they can make at home.

Quality in bread, as in any manufactured product is primarily dependent upon two factors:

- Quality of the materials used.
- Skill of the baker or manufacturer.

As flour is the chief ingredient of bread, it naturally follows that quality flour is necessary for the production of quality bread.

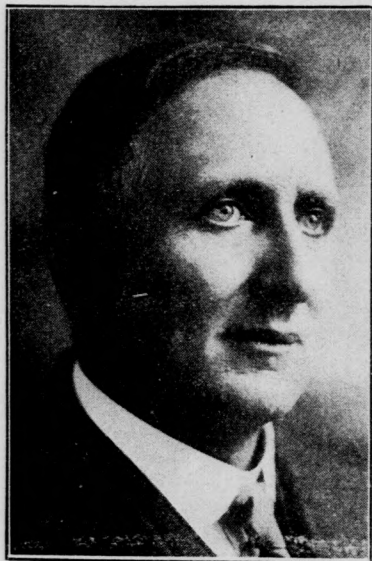
Before discussing flours in general particularly those of the 1920 wheat crop, let us briefly consider some of the main features of bread, as reflecting the quality of the flours used.

Among the characteristics of a quality flour can be mentioned its ability to produce a loaf of good eating qualities. Bread must have a pleasing taste. People's tastes vary. Some like a sweet loaf, some a suggestion of a malty taste, and a few like a slightly acid taste. Most people prefer the natural clean, wholesome taste that is developed as a result of yeast action upon clean, well milled, high grade flour. The yeast modifies practically all of the original components of the flour. Yeast works best in a clean flour. It has been said that one of the reasons why home bread baking is continued by some is because the home bread maker never has two batches of bread exactly alike in taste and hence the bread, being variable in quality, caters more effectually to the caprices of the palate. Be this as it may, there is no question that people's tastes in general vary from time to time. Any good tasting article of food, if used continuously is liable to become monotonous. Some bakers find it necessary to make two or more types of bread, differing slightly in taste so as to offer a variety to their trade. People like to make a change occasionally—they tire of monotony.

To get the best tasting loaf of bread requires clean flour. The wheat must be thoroughly cleaned before it is milled and then milled so as to remove all material that affects the bread-making value—particularly the taste. There is no question but what the washing of the wheat improves the bread-making qualities of the flour. The taste of the bread after it is twenty-four hours or so old is important to note. Some breads, like some butters, have a fair taste when

fresh, but fail to "hold up" in taste when they age a little. The baker must be careful not to try to force his taste upon his customers, unless he finds that his taste and that of his trade practically coincide. Study taste. Taste cannot be standardized and people's tastes cannot be forced to conform to anyone's dictum.

Volume and texture are also important characteristics of bread. Excessive lightness or heaviness is not pleasing in bread. A medium or fine grained texture of an even porosity showing uniform cell development is an attribute of good bread. Some bakers have found that there is quite a portion of their trade that prefers a medium sized, fine grained, close textured loaf to one that has been proofed so as to be oversized. People in general are aware that size of loaf is not necessarily co-existent with weight. A small sized, dark, tough, heavy loaf of bread has no friends. The light, mediumly plump, well form-



Prof. Harry Snyder.

ed loaf of a rich brown hue is what appeals to many.

As to the color of the crumb, creamy or white is always a feature of good bread. The quality or character of the color is what is of most importance. The color of the bread is more essential to observe than the color of the flour. Sometimes a flour may have a fair color, but fail to develop a correspondingly good color in the loaf. A gray white, or a dull color indicates poor quality. It suggests that the wheat from which the flour is milled is of inferior quality or it has not been well cleaned or properly milled. Color should be noted largely as an index of cleanliness. Dirt always gives a dingy appearance to a flour. Clean flours make the best bread.

The keeping qualities of the bread reflect the sanitary character of the flour and the bake shop. Clean flour milled from strong, glutinous wheat makes bread which keeps sweet and moist for a longer time than bread made from starchy or poorly milled wheat. A clean flour properly used in a clean bakery gives a clean bread product.

The cleanliness and general sanitary condition of bread is naturally receiving more and more attention. Cleanliness is a very valuable asset and bakeries in general are very much cleaner than most people realize. Some are veritable models of cleanliness.

Having briefly noted some of the more important characteristics of bread, it is interesting to trace how variations in flour quality affect the bread. Take, for example, a flour with a moderate amount of gluten of medium strength. With such a flour the skill of the baker must be exercised to the highest degree in order to make a reasonably fair loaf of bread. There is no reserve gluten strength to fall

back upon and the baker must constantly be on the watch to check fermentation processes from going so far as to injuriously affect the binder qualities of the gluten. The essential point is to get the dough into bread by a short route and before it goes to pieces.

Another flour with the same amount of gluten (moderate content) but gluten of greater strength will require different treatment. The dough mixer can be run a little longer and the fermentation periods slightly lengthened without fear of destroying the binder quality of the gluten. Here is where the quality of the gluten begins to assert itself. Occasionally it is not so much a question of quantity of gluten as it is of quality. If a flour is deficient in gluten or if the gluten is of poor quality, a generally satisfactory loaf cannot be produced. A reasonable amount of good gluten is essential.

Let us pass on now to the consideration of flours of high gluten content or of greater strength and of better gluten qualities. These flours give the baker a greater leeway in bread-making, as there is less danger of carrying the fermentation process so far as to destroy the binder qualities of the gluten. This gives the baker a greater opportunity to develop a loaf of a different character in taste, texture and general eating qualities. If the baker possesses the requisite skill, he makes a better loaf out of such a flour than from flours of lower or poorer gluten content.

Flours of high gluten content may vary greatly in their bread-making characteristics. Two flours may have the same gluten content and yet vary widely in their bread-making values. Some years strong glutinous wheats may show upon analysis a good firm quality of gluten, but the flour may not be so responsive to yeast action and bread-making processes as the same class of wheats produced other years. Such flours are sometimes called "gluten bound," suggesting that

they are somewhat resistant to yeast action. Good bread can be made from such flours, but a higher degree of skill is required on the part of the bread-maker, to get the best that there is out of such a flour. A little more yeast and a readjustment of sugar, salt and fermentation period, etc., will bring out the latent quality of the flour. If the flour has any latent qualities that are capable of being developed, the baker should endeavor to find them. It is a mistake to think that bread-making can be standardized to the point that exactly the same method of procedure, the same amount of ingredients, and the same kind of fermentation and way of bak-



W. S. CANFIELD FLOUR CO.

205 Godfrey Building

GRAND RAPIDS, MICH.

City 65618 Wholesale Distributors Bell M 1465

Domino Syrup

A fine flavored cane sugar syrup of Domino Quality for all cooking and table uses.

Domino Syrup should have a prominent place in your window and counter displays.

Made by the refiners of Domino Package Sugars.

American Sugar Refining Company

"Sweeten it with Domino"

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

*Paper read at Grand Rapids convention of Michigan bakers by Prof. Harry Snyder, head chemist for the Russell-Miller Milling Co.

ing can be followed alike in every bakery, for every flour.

In the case of strong, glutinous flours that are a little slow or have a suggestion of resistance to yeast action, it is often not a question of quantity or quality of gluten, but more of a question of available yeast food. In some flours, a good supply of yeast food becomes available during the fermentation process, due to the natural diastatic and other ferments of the flour converting the starch into available yeast food. Wheats differ in this respect, just as barleys differ in their malting properties.

Next to the amount and quality of gluten in the flour stands this second characteristic—the way in which the yeast food becomes available as the flour goes through the bread-making process, or, to put the question in another way, has the flour got the requisite gluten and how does the flour ferment? Sometimes the term "stability" is used to cover the gluten features and in part to suggest the responsiveness of the flour to yeast, but it is difficult to reduce this term to a definite basis, having an exact meaning.

Bakers generally prefer strong, glutinous flours of good quality, that respond readily to yeast action to flours of equal strength and quality of gluten that require special attention to develop the yeast food. A strong and moderately active flour has its advantages over a strong, slow working flour. However, activity must not be sacrificed for gluten strength. Sometimes certain types of flour from moderately strong wheats early in the season may show good responsiveness to yeast action and produce a good loaf of bread, but later in the season flours from the same wheats may make a poor loaf of bread, due to lack of gluten strength and too much activity of the yeast. The natural ferments in this wheat cause the disintegration of the gluten and the formation of an excess of yeast food. The baker says of such a flour, "It has slacked off." Strength and activity should be well balanced in a flour, but of the two strength is preferable to excessive activity. You can't make or impart strength to a flour, but you can develop activity.

The question of the absorption of flours, not only from this year's wheat crop, but of flours in general, has a direct bearing upon quality. The amount and quality of the gluten is an important, but not the only factor that affects absorption. Water is necessary to develop the binder qualities of the gluten. Enough water should be used to develop the full bread-making qualities of the flour. When an attempt is made to add an excessive amount, a poor quality of bread results. The use of ingredients that have for their object primarily increasing the water content of bread so as to secure larger yields from the flour used, cannot be entertained. The absorption of flours must necessarily vary with bake shop conditions. One baker, to produce the kind of loaf that he wishes, may have to use a percentage more or less of water than another baker using the same flour and different bakeshop conditions and with a different loaf ideal. Bread-making cannot be reduced to a system so as to conform to a theoretical standard. In other words, there is a limit to which bread can be standardized. It is not possible to do so because the wheats vary. No two milling concerns make flour exactly alike. There are a number of distinct types of flour manufactured in different ways from a number of different kinds of wheat milled in mills that are working along individual lines of milling. Then the baker takes these flours and makes them into bread in ways to conform to the type of flour used and according to the individual ideas of the baker.

The very fact that wheats differ, flours differ and breads differ is what makes the bread-making industry interesting. It is not a dead level proposition. It is not intended by

Nature that it should be so. Standard wheat, standard flour and standard bread are not practical possibilities. If such a thing were feasible or possible, it would not be desirable, as it would attempt to raise or lower all bread to the same level. Such an attempt would bar progress.

When the necessities of war required the use of war flour and cereal blends and regulations were made requiring the uniform weight of bread, there were some—and they were not regular or practical bakers—who were bold enough to venture the opinion that now we would have uniform standardized bread because all bakers alike used 100 per cent. flour and made a pound loaf of bread. The fallacy of this fancy was soon disproven. Standard wheat, standard flour and standard bread are suitable subjects for academic discussion, but they are not feasible when practically applied. Rigid standards would not work with the wheat crops of different years. If a standard crop of wheat failed to grow some years, as might be the case, Nature could not very well be penalized for failing to come up to standard. A standard that is affected by climatic conditions, must necessarily be a variable and not a fixed measure of values.

Referring to the flours of this year's

wheat, they are in general of good quality. I am not sufficiently familiar with the flours from all of the main types of wheat to advise you specifically as to their characteristics. My personal knowledge is confined mainly to the flours from the strong, hard, glutinous wheats grown in the Northwest. This wheat, the present year, varies somewhat in character in different localities. There is, I think, a larger volume of the premium wheats this year than last. As to the working qualities of the flours from these wheats, they are characterized by a high gluten of good strength and one that is mellow and shows good binder quality in the dough. It is a strong, elastic gluten.

The flours respond to yeast action and so far they require no material change in ingredients or period of fermentation to meet any conditions of newness of crop. In their general behavior the flours deport themselves much as the same class did last year—strong and also easy working flours. There are no special precautions or directions to be given for working them, other than would be followed any normal year. No extra amounts of sugar, yeast or shortening appear to be needed. The flours of this class I do not think have ever been of better quality.

The quality of the flour this year is such that the baker can make good strides in convincing the housewife that she can let the baker make her bread. The trend is certainly more and more toward a quality loaf.

If the bakers can succeed in increasing the consumption of bread in this country, they will be doing not only a good stroke of business for themselves, but they will be doing a good thing for the country at large, because bread is the cheapest and one of the best of human foods. No food furnishes such a large amount of valuable nutrients and at so low a cost as bread.



The Inscription On This Seal

tells the secret of the popularity of

Van Duzer's Certified Flavoring Extracts

The excellence of these extracts is the standard by which all others are measured.

Van Duzer Extract Co. New York, N. Y. Springfield, Mass.



THE SIGN OF

QUALITY

Let Us Be Thankful

Even as the Puritan offered thanks for bountiful crops and prosperity so should we be thankful for wheat—the soil's greatest gift to mankind. And so should we be thankful for

Lily White

"The Flour the Best Cooks Use"

Look for the ROWENA trade-mark on the sack

because LILY WHITE is scientifically milled from the finest hard and soft wheats grown in America. Every process that enters into the manufacture of LILY WHITE is the result of years of experience, extraordinary skill and unflagging desire to produce the best.

LILY WHITE is milled to a state of uniform granulation that is perfection. Only the nutritious wheat kernels are used. It is positively supreme in color, texture, volume and wholesomeness, and is guaranteed to be the best flour you ever used.

The Thanksgiving Feast

Bread, biscuits and rolls made from LILY WHITE are light and tender; blessed with remarkable flavor, enticingly appetizing and wholly digestible. Don't forget bread at the Thanksgiving Dinner. It is the one great item of food for which all should ever be thankful.

Good baking results are assured with LILY WHITE. It has been a favorite for three generations with women who take pride in their baking. One sack of LILY WHITE will convince you of its many superior qualities, and you will be surprised at the ease with which you can produce really wonderful baking results.

VALLEY CITY MILLING CO.

GRAND RAPIDS, MICHIGAN

"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.

WAR DEPARTMENT SPECIAL SALE

By SEALED PROPOSALS of

RECLAIMED SURPLUS IN THE FOLLOWING LINES.

COTTON BREECHES - COATS - OVERCOATS - UNDERSHIRTS -
BARRACK BAGS - DENIM COATS - MOSQUITO BARS - MATTRESS
COVERS - HAVERSACKS - DENIM HATS - STOCKINGS - GLOVES -
SHIRTS - KNIVES - FORKS - SPOONS - ETC.

Sealed proposals, in duplicate, will be received on the various lots of merchandise offered on this list at the office mentioned in connection with the descriptive matter of items listed until 1 P. M. Standard Eastern Time, November 27, 1920. All bids will be opened in the presence of any attending bidders, the Government reserving the right to reject any or all bids or any part thereof.

Proposals for minimum amounts indicated or all of supplies or material will be received. Supplies or material will, when sold, be delivered f. o. b. at point of storage by the Government. Award will be made on receipt of necessary authorization.

At least 10% of the entire amount of bid in the form of certified check, bond or legal tender, shall accompany bid as a guarantee of fulfillment. Purchasers must make payment in full before supplies or materials are delivered and must remove same within 30 days.

No alterations or modifications of the terms of purchase shall be permitted. Inspection of supplies or material is invited. Samples may be seen at the Depot Quartermaster's Offices as listed herein.

All material will be sold "as is" and under no consideration will a refund or an adjustment be made on account of supplies not coming up to standard of expectation.

Proposals are to be signed by the bidder, enclosed in sealed envelope, postage fully prepaid, and addressed to the Depot Quartermaster in charge of the zone wherein the merchandise wanted is stored.

IMPORTANT NOTICE—Prospective purchasers are requested to write to the Depot Quartermaster in charge of the zone wherein the merchandise he may wish to bid on is stored for a sealed proposal form which the bidder must use in submitting his proposal.

Request for sealed proposal forms should not be sent to Washington and no bid should be sent to Washington. All inquiries for information should be addressed to various Depot Quartermasters direct.



SURPLUS PROPERTY DIVISION

Office of the Quartermaster General, Director of Purchase & Storage,
Munitions Bldg., Washington, D. C.



WRITE TO DEPOT QUARTERMASTER, 1819 WEST 39th STREET, CHICAGO, ILL. FOR SEALED PROPOSAL FORMS IF YOU WISH TO BID ON ANY OF THE FOLLOWING ITEMS. BIDS CLOSE AT 1 P. M. STANDARD EASTERN TIME, NOVEMBER 27, 1920.

ASK FOR PROPOSAL CIRCULAR No. 1.

No. 10756.

48,439 Barrack Bags, Reclaimed.

Made of Denim. Approximately 22 in. wide, 25 in. long, with 1/4 in. draw string at top. Have been issued to troops, have been laundered, sterilized, renovated and repaired and are in fit condition for resale. Packed approximately 75 to a bale. Minimum bid considered, 1,000 bags. Stored at Camp Sherman, Ohio.

No. 10756.

24,300 Barrack Bags, Reclaimed.

Description same as above. Stored at Camp Grant, Ill. Minimum bid considered, 1,000 bags.

No. 3330.

4,000 Barrack Bags, Reclaimed.

Same description as above. Stored at Camp Knox, Ky. Minimum bid considered, 1,000 bags.

No. 3330.

2,154 Barrack Bags, Reclaimed.

Same description as above. Stored at Ft. Leavenworth, Kans. Minimum bid considered, 1,000 bags.

No. 19106.

1,000 Barrack Bags, Reclaimed.

Same description as above. Stored at Chicago, Ill. Minimum bid considered, lot.

No. 1.

16,000 Barrack Bags, Reclaimed.

Same description as above. Stored at Ft. Benj. Harrison, Ind. Minimum bid considered, 1,000 bags.

No. 19185.

93,539 Pr. Cotton Breeches, Reclaimed.

Made of closely woven Khaki, boxed or baled in assorted sizes. Stored at Chicago, Ill. Minimum bid considered, 500 pr.

No. C-158.

97,153 Pr. Cotton Breeches, Reclaimed.

Color Olive drab. Same description as 19185. Stored at Camp Grant, Ill. Minimum bid considered, 500 pr.

No. 19185.

119,137 Pr. Cotton Breeches, Reclaimed.

Same description as 19185. Stored at Camp Sherman, Ohio. Minimum bid considered, 500 pr.

No. 19186.

5,131 Pr. Cotton Breeches, Reclaimed.

Same description as 19185. Stored at Ft. Snelling, Minn. Minimum bid considered, 500 pr.

No. 17256.

20,387 Pr. Cotton Breeches, Reclaimed.

Same description as 19185. Stored at Ft. Benj. Harrison, Ind. Minimum bid considered, 500 pr.

No. 17459

49,230 Pr. Cotton Breeches, Reclaimed.

Same description as 19185. Stored at St. Louis. Minimum bid considered, 500 pr.

No. 17457

4,670 Pr. Cotton Breeches, Reclaimed.

Same description as 19185. Stored at Camp Taylor, Ky. Minimum bid considered, 500 pr.

No. 19086

83,452 Cotton Coats, Reclaimed.

Color Olive Drab. Boxed or baled. Assorted sizes. Stored at Camp Sherman, Ohio. Minimum bid considered, 500 coats.

No. 19086

78,628 Cotton Coats, Reclaimed.

Same as above. Stored at Chicago, Ill. Minimum bid considered, 500 coats.

No. 19086

1,622 Cotton Coats, Reclaimed.

Same as above. Stored at Ft. Wayne, Mich. Minimum bid considered, lot.

No. C-159

16,668 Cotton Coats, Reclaimed.

Same as above. Stored at Camp Grant, Ill. Minimum bid considered, 500 coats.

No. 19168

2,209 Cotton Coats, Reclaimed.

Same as above. Stored at Ft. Snelling, Min. Minimum bid considered, 500 coats.

No. 17451

23,000 Cotton Coats, Reclaimed.

Same as above. Stored at Camp Taylor, Ky. Minimum bid considered, 500 coats.

No. 17469

10,221 Cotton Coats, Reclaimed.

Same as above. Stored at St. Louis. Minimum bid considered, 500 coats.

No. 18750

10,149 Cotton Coats, Reclaimed.

Same as above. Stored at Ft. Leavenworth, Kans. Minimum bid considered, 500 coats.

No. 11171

2,375 Blue Denim Hats, Reclaimed.

748 size 7 and 1,627 size 7 1/2. Packed in cases weighing approx. 100 lbs. each. Stored at Camp Sherman, Ohio. Minimum bid considered, lot.

No. 15291

1,670 Haversacks, Reclaimed.

Packed 150 to case, complete with components as follows: 1 coffee sack, 1 salt sack, 1 sugar sack, 1 fork scabbard, 1 knife scabbard. Stored at Columbus, Ohio. Minimum bid considered, lot.

No. 15229

3,580 Haversacks, Reclaimed.

Without components. Packed in boxes. Stored at Columbus, Ohio. Minimum bid considered, lot.

No. 2

40,000 Haversacks Reclaimed.

In fair condition. Packed in boxes. Stored at Camp Taylor. Minimum bid considered, 2500 Haversacks.

No. C-708

50,756 Pr. Cotton Stockings, Reclaimed.

Assorted sizes. Stored at Camp Grant, Ill. Minimum bid considered, 5,000 pr.

No. 2464

5,950 Mosquito Bars.

Stored at Camp Knox, Ky. Minimum bid considered, 500 bars.

SEE NEXT PAGE



WRITE TO DEPOT QUARTERMASTER, TRANSPORTATION BUILDING, ATLANTA, GA. FOR SEALED PROPOSAL FORMS IF YOU WISH TO BID ON ANY OF THE FOLLOWING ITEMS. BIDS CLOSE AT 1 P. M. STANDARD TIME NOVEMBER 27, 1920. ASK FOR CIRCULAR PROPOSAL NO. 2.

No. 18905

**428,310 Pr. Cotton Breeches,
Reclaimed.**

Color Olive Drab. Packed 64 pr. to bale. Stored at Atlanta. Minimum bid considered, 2 bales.

No. 19271

**756 Capes, Overcoats, Wool,
Blue, Dress.**

(Reclaimed)

In fair condition. Stored at Atlanta. Minimum bid considered, 10

No. 16967

**14,018 Cotton Coats,
Reclaimed.**

Color Olive Drab. Assorted sizes. In fair condition. Stored at Ft. Oglethorpe, Ga. Minimum bid considered, 100 coats.

No. 17180

**2,335 Cotton Coats,
Reclaimed.**

Same description as 16,967. Stored at Ft. McPherson, Ga. Minimum bid considered, 100.

No. 17218

**3,330 Cotton Coats,
Reclaimed.**

Same description as 16967. Stored at Camp Bragg, N. C. Minimum bid considered, 100.

No. 17279

**108,811 Cotton Coats,
Reclaimed**

Same description as 16967. Stored at Camp Jackson, S. C. Minimum bid considered, 100.

No. 17826

**54,703 Cotton Coats,
Reclaimed**

Same description as 16967. Stored at Camp Gordon, Ga. Minimum bid considered, 100.

No. 18676

**57,277 Cotton Coats,
Reclaimed**

Same description as 16967. Stored at New Orleans, La. Minimum bid considered, 100.

No. 19802

**200,842 Cotton Coats,
Reclaimed.**

Same description as 16967. Stored at Atlanta, Ga. Minimum bid considered, 100.

No. 18559

**1,689 Pr. Cotton Breeches,
Reclaimed.**

Color Olive Drab. Packed in bales of about 62 pr. Stored at New Orleans. Minimum bid considered, 2 bales.

No. 19241

**1,920 Pr. Cotton Breeches,
Reclaimed, O. D.**

Stored at New Orleans. Minimum bid considered, 2 bales.

No. 15513

10,406 Haversacks, Reclaimed

Old Model in fair condition. Stored at Atlanta. Minimum bid considered, 100.

No. 15513

2,398 Haversacks, Reclaimed.

Same as above. Stored at Camp Jackson, S. C. Minimum bid considered, 100.

No. 13175

**3,206 Mattress Covers,
Reclaimed.**

Material and workmanship conform to the standard specifications of the Department. Stored at Atlanta, Ga. Minimum bid considered, 100.

No. 15203

**14,960 Sets Blanket Rolled
Straps.**

(Reclaimed)

In fair condition. Stored at Atlanta. Minimum bid considered, 100 sets.

No. 3815

**64,007 Undershirts, Reclaimed
(Winter).**

Fleeced lined, packed in cases ranging from 40 to 90 garments to the case. In good condition. Stored at Atlanta. Minimum bid considered, 2 cases.

No. 3806

**78,074 Barrack Bags,
Reclaimed.**

For general description see lot number 10756 in Chicago list. Colors are blue, white and olive drab. Government does not guarantee to deliver any particular color. Packed 75 bags to bale. Stored at Atlanta. Minimum bid considered, 1 bale.

No. 19751

**12,472 Barrack Bags,
Reclaimed.**

Same as 3806. Stored at New Orleans. Minimum bid considered, 1 bale.

No. 3330

**40,000 Barrack Bags,
Reclaimed.**

Same as 3806. Stored at Camp Pike, Ark. Minimum bid considered, 1 bale.

No. 3865

**7,638 Barrack Bags,
Reclaimed.**

Same as 3806. Stored at New Orleans. Minimum bid considered, 1 bale.

No. 20565

**21,000 Barrack Bags,
Reclaimed.**

Same as 3806. Stored at Camp Gordon, Ga. Minimum bid considered, 1 bale.

No. 19748

**15,794 Barrack Bags,
Reclaimed.**

Same as 3806. Stored at Atlanta. Minimum bid considered, 1 bale

No. 2482

**12,009 Mosquito Bars,
Reclaimed.**

Made principally from Bobinette and Marquisette, bound with $\frac{3}{4}$ in. tape. Tent shape. 70 to 76 in. long on ridge and about 54 in. high when set up. Packed in bales of 45 to 50 each. Stored at Atlanta. Minimum bid considered, 2 bales.

No. 16467

**41,076 Mosquito Bars,
Reclaimed.**

Same as 2482. Stored at Atlanta. Minimum bid considered, 2 bales.

No. 16447

**262 Mosquito Bars,
Reclaimed.**

Same as 2482. Stored at Key West Barracks, Fla. Minimum bid considered, lot.

No. 16467

**1,532 Mosquito Bars,
Reclaimed.**

Same as 2482. Stored at Ft. Oglethorpe, Ga. Minimum bid considered, 2 bales.

No. 17215

**1,585 Mosquito Bars,
Reclaimed.**

Same as 2482. Stored at Quarry Heights Canal Zone. Minimum bid considered, 2 bales.

SEE NEXT PAGE



WRITE TO DEPOT QUARTERMASTER, SAN ANTONIO, TEXAS, FOR SEALED PROPOSAL FORMS IF YOU WISH TO BID ON ANY OF THE FOLLOWING ITEMS. BIDS CLOSE AT 1 P. M. STANDARD EASTERN TIME NOVEMBER 27, 1920. ASK FOR CIRCULAR PROPOSAL RECLAIMED C. & E. No. 5.

No. 1
54,000 Barrack Bags, Reclaimed.
See description No. 10756 Chicago list. Stored at San Antonio, Tex. Minimum bid considered, 1,000 bags.

No. 2
10,690 Barrack Bags, Reclaimed.
Same as above. Stored at El Paso, Tex. Minimum bid considered, 1,000 bags.

No. 3
46,780 Denim Coats, Reclaimed.
Stored at San Antonio. Minimum bid considered, 500 coats.

No. 4
9,690 Denim Coats, Reclaimed.
Stored at El Paso. Minimum bid considered, 500 coats.

No. 6
14,442 Denim Hats, Reclaimed.
Color blue. Stored at San Antonio. Minimum bid considered, 2,500 hats.

No. 11
6,347 Mosquito Bars, Reclaimed (Single).
See description No. 2482 Atlanta list. Stored at Camp Travis, Tex. Minimum bid considered, 100 bars.

No. 13
4,048 Mosquito Bars, Reclaimed.
Same as above. Stored at Kelley Field, Tex. Minimum bid considered, 100 bars.

No. 7
537 Mosquito Bars, Reclaimed (Single).
Same as above. Stored at Ft. Sam Houston, Tex. Minimum bid considered, 100 bars.

No. 9
825 Mosquito Bars, Reclaimed (Single).
Same as above. Stored at Ft. Clark, Tex. Minimum bid considered, 100 bars.

No. 14
572 Mosquito Bars, Reclaimed (Single).
Same as above. Stored at Love Field, Tex. Minimum bid considered, 100 bars.

No. 15
626 Mosquito Bars, Reclaimed (Single).
Same as above. Stored at Ft. McIntosh, Tex. Minimum bid considered, 100 bars.

No. 16
463 Mosquito Bars, Reclaimed (Single).
Same as above. Stored at Del Rio, Tex. Minimum bid considered, 100 bars.

No. 17
542 Mosquito Bars, Reclaimed (Single).
Same as above. Stored at Eagle Pass, Tex. Minimum bid considered, 100 bars.

No. 18
1,189 Mosquito Bars, Reclaimed (Single).
Stored at Camp Normoyle, Tex. Minimum bid considered, 100 bars.

No. 19
2,004 Mosquito Bars, Reclaimed (Single).
Same as above. Stored at El Paso, Tex. Minimum bid considered, 100 bars.

No. 20
200 Mosquito Bars, Reclaimed (Single).
Same as above. Stored at Ft. Huachuca, Ariz. Minimum bid considered, lot.

No. 21
543 Mosquito Bars, Reclaimed (Single).
Same as above. Stored at Marfa, Tex. Minimum bid considered, 100 bars.

No. 23
77,890 Mosquito Bars, Reclaimed (Single).
Same as above. Stored at San Antonio, Tex. Minimum bid considered, 100 bars.

WRITE TO DEPOT QUARTERMASTER, ARMY SUPPLY BASE, BOSTON, MASS., FOR SEALED PROPOSAL FORMS IF YOU WISH TO BID ON ANY OF THE FOLLOWING ITEMS. BIDS CLOSE 1 P. M. STANDARD EASTERN TIME, NOVEMBER 27, 1920. ASK FOR CIRCULAR PROPOSAL NO. 2.

No. 16929
1,690 Mosquito Bars, Reclaimed (Single).
Minimum bid considered, 500.

No. 16
5,300 Blue Denim Coats, Reclaimed.
Minimum bid considered, 900.

No. 16165
2,080 Cotton Coats, Reclaimed.
Color Olive Drab. Minimum bid considered, 500 coats.

No. 17799
4,200 Breast Cords, Reclaimed.
Dress. Color blue. Minimum bid considered, lot.

No. 108
17,478 Forks, Reclaimed.
Models other than 1910. Minimum bid considered, lot.

No. N. E.-16
16,772 Jumpers, Reclaimed.
Made of Denim. Color blue. Minimum bid considered, 500

No. N. E.-109
4,045 Spoons, Reclaimed.
Models other than 1910. Minimum bid considered, lot.

No. 16927
846 Mosquito Bars, Reclaimed (Single).
Minimum bid considered, lot.

SEE NEXT PAGE



WRITE TO DEPOT QUARTERMASTER, SAN FRANCISCO, CALIF. FOR SEALED PROPOSAL FORMS IF YOU WISH TO BID ON ANY OF THE FOLLOWING ITEMS. BIDS CLOSE AT 1 P. M. STANDARD EASTERN TIME, NOVEMBER 27, 1920. ASK FOR CIRCULAR PROPOSAL NO. 5.

21,099 Cotton Coats, Reclaimed

Color Olive Drab. Packed in boxes or bales. Stored at Ft. Mason, Calif. Minimum bid considered, 500 coats.

4,507 Cotton Coats, Reclaimed

Same as above. Packed in bales. Stored at Camp Kearney, Calif. Minimum bid considered, 500 coats.

488 Cotton Coats, Reclaimed

Same as above. Packed in boxes. Stored at Vancouver Barracks, Wash. Minimum bid considered, lot.

989 Cotton Coats, Reclaimed

Same as above. Packed in bales. Stored at Camp Lewis, Wash. Minimum bid considered, lot.

4,887 Denim Hats, Reclaimed

Packed in bales and boxes. 385 hats to bale or box. Stored at Ft. Mason, Calif. Minimum bid considered, 385 hats.

369 Sets Blanket Roll Straps. (Reclaimed)

Boxed. Stored at Camp Lewis, Wash. Minimum bid considered, lot.

8,000 Cups, Reclaimed.

(Other than model 1910). Stored at the following points: 350 of commercial tin at Vancouver Barracks, Wash. 202 of granite at Camp Kearney, Calif. 454 commercial tin at Camp Kearney, Calif. 210 tin at Camp Kearney, Calif. 3,041 of commercial granite at Camp Lewis, Wash. 923 commercial tin at Camp Lewis, Wash. 709 commercial tin, Model 1904 at Camp Lewis, Wash. 1354 aluminum model 1906 at Camp Lewis, Wash. 586 aluminum Model 1904 at Camp Lewis, Wash. 224 Model 1908

at Ft. Mason, Calif. 799 tin 0 Model at Ft. Mason, Calif. Each of the foregoing lots are packed in boxes. Minimum bid considered, total quantity of each lot.

31,000 Forks, Reclaimed.

(Other than Model 1910). Stored at the following points: 1667 commercial at Camp Kearney, Calif. 571 Old Model at Camp Kearney, Calif. 5,977 at Camp Lewis, Wash. 15,317 commercial at Benicia Arsenal, Calif. 8,388 Old Model at Benicia Arsenal, Calif. Each of the above lots are packed in cases. Minimum bid considered, total quantity of each lot as listed.

4,426 Knives, Reclaimed.

(Other than Model 1910). Stored at the following points: 1,574 at Ft. McDowell, Calif. 2,628 Old Model at Camp Lewis, Wash. 224 commercial at Camp Lewis, Wash. Each of the above lots packed in boxes. Minimum bid considered, total quantity of each lot.

WRITE TO DEPOT QUARTERMASTER, 461 8th AVENUE, NEW YORK CITY, FOR SEALED PROPOSAL FORMS IF YOU WISH TO BID ON ANY OF THE FOLLOWING ITEMS. BIDS CLOSE AT 1 P. M. STANDARD EASTERN TIME, NOVEMBER 27, 1920. ASK FOR C. & E. PROPOSAL CIRCULAR NO. 2.

**No. 985
6,987 Barrack Bags, Reclaimed.**

See description No. 10756 Chicago list. Stored Baltimore, Md. Minimum bid considered, 1,000 bags.

**No. 10961
570 Barrack Bags, Reclaimed.**

Stored Baltimore. Same as above. Minimum bid considered, lot.

**No. 767
880 Barrack Bags, Reclaimed.**

Same as above. Stored Baltimore. Minimum bid considered, lot.

**No. 19835
239 Leather Jerkins Reclaimed**

Stored at Governor's Island, N. Y. Minimum bid considered, lot.

**No. 16923
10,445 Mosquito Bars, Reclaimed (Class B).**

See description No. 2482 Atlanta list. Stored Baltimore. Minimum bid considered, 100 bars.

**No. 15054
3,496 Mosquito Bars, Reclaimed.**

Same as above. Stored at Norfolk, Va. Minimum bid considered, 100 bars.

**No. 18876
646 Mosquito Bars, Reclaimed**

Same as above. Stored at Governor's Island, N. Y. Minimum bid considered, 100 bars.

**No. 17808
128,667 Pr. Cotton Breeches, Reclaimed.**

Color Olive Drab. Stored Baltimore, Md. Minimum bid considered, 500 pr.

**No. 19055
2,312 Prs. Cotton Gloves, Reclaimed.**

Stored Philadelphia. Minimum bid considered, lot.

**No. 10197
2,325 Denim Hats Reclaimed.**

Stored at Governor's Island, N. Y. Minimum bid considered, lot.

**No. 11022
3,882 Denim Hats, Reclaimed.**

Stored Philadelphia. Minimum bid considered, lot.

**No. 19064
12,158 Flannel Shirts, Reclaimed.**

Color Olive Drab. Stored Philadelphia. Minimum bid considered, 500 shirts.

**No. 17822
37,000 Cotton Coats, Reclaimed.**

Color Olive Drab. Sizes as follows: 128/34 - 3,891/36-24, 794/38-128/38 long-6,144/40-256/40 long-1,216/42. Stored at Baltimore. Minimum bid considered, 500 coats.

**No. 16862
3,104 Cotton Coats, Reclaimed.**

Sizes as follows: 552/36-2552/42. Stored at Baltimore. Minimum bid considered, 500 coats. Color Olive Drab.

**No. 17247
20,234 Cotton Coats, Reclaimed.**

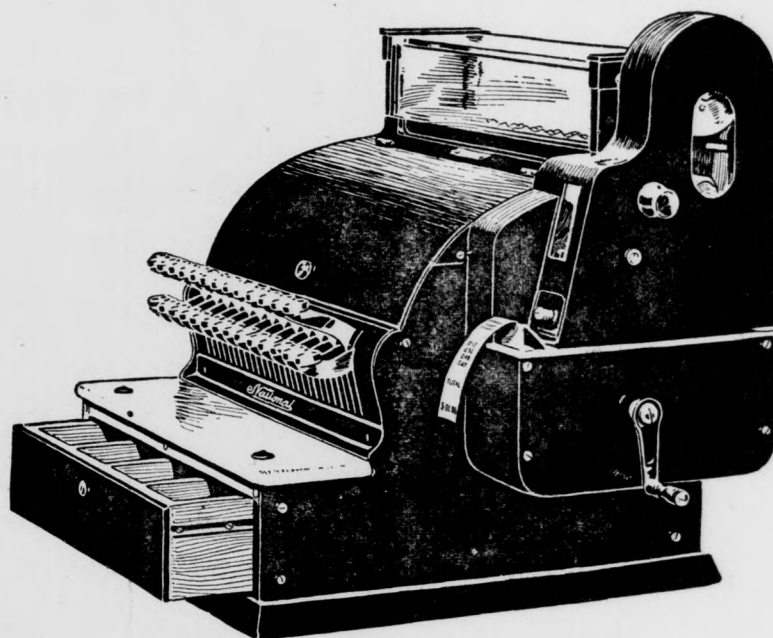
Color Olive Drab. Assorted sizes. Stored at Baltimore. Minimum bid considered, 500 coats.

**No. 19294
10,027 Cotton Coats, Reclaimed.**

Color Olive Drab. Assorted sizes. Stored Baltimore. Minimum bid considered, 500 coats.

ALL BIDS CLOSE NOVEMBER 27TH

This machine does what no other receipt-printing cash register can do.



- ① It prints the merchant's name.
- ② It prints the price of each article.
- ③ It adds the items.
- ④ It prints the total of all items.
- ⑤ It retains added and printed records.

J. SMITH
COMPANY
10 MAIN ST.

0.07
0.32
0.48
0.19

TOTAL
\$01.06

Copy of receipt
printed for each
customer

It also does other important things for merchants, clerks and customers.

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
DAYTON, OHIO

Many Reasons Why We Should Be Thankful.

Grandville, Nov. 16—Thanksgiving day comes so near Armistice day they seem almost blended into one. Well may they be thus entwined in the thoughts of our people, since the great victory for peace on earth, Nov. 11, was such a day for real thanksgiving as has never been duplicated in American history.

Next to Christmas the annual observance of Thanksgiving is the one great day in American history.

From the day the Pilgrim Fathers landed on the shores of the bleak New England coast, down to the present time, Thanksgiving has been observed by some of the states in this Union, by New England in particular.

Not, however, until the war for the Union, back in the sixties, did Thanksgiving become a National holiday. Abraham Lincoln was the first President to acknowledge our National obligations to an overruling Providence for victories won, and for bountiful crops for the feeding of the Nation.

There have been two Thanksgiving days since the fall of the Hun and those days were fully observed, as will be the present one, the third since peace came to a distracted world.

We as a people have every reason to rejoice and be thankful this year, as never before. Bountiful crops are one thing, a splendid outlook for future prosperity in every line of endeavor another. It is meet that we should rejoice at prospective good things as well as at present abundance of all that goes to make up that which makes life worth living.

The only fly in the ointment just now is the high price of fuel. This illegitimate filching from the pockets of our citizens seems on the point of being remedied. While public men and newspapers tell us the coal trust is bursted and there are to be lower prices, the dealers themselves continue to add a dollar now and then to the retail price. As the cold begins to strengthen, prices rise in proportion. An end to this must come shortly, since the railroads have promised to furnish cars sufficient to carry the coal to market. With the largest output in our history, the grip of the heartless profiteer on the throat of the public must be loosened.

We feel truly thankful at the prospect, delaying purchases to the last minute in order to be in at the harvest when the drop so long promised comes. We are thankful because of the outlook for lower living expenses all along the line. True, these declining prices have not yet materialized to any great extent, but since all things of a worldly nature must have a finis, we are confident that the high cost of living is bound to take a toboggan before another year waxes and wanes.

We are thankful, too, because the prospect for an early return of our soldiers now patrolling the Rhine is strongly in evidence.

It is not to be imagined that the return of the boys who at present keep watch and ward on the German border will be delayed very long after the opening of the flowers of another springtime. There will be great rejoicing among the mothers of the lads in khaki when Johnny comes marching home.

We are thankful that the great jam-boree of spending is about at an end and that sober second thought is taking possession of the hearts and brains of men.

We read here and there a business concern closing down, another that is reducing its working force, all of which indicates the closing of the era of extravagances that has so long borne dangerous fruit in America.

Those factories which close we have faith to believe will re-open in the near future, sanely aware of the condition now confronting the industries of the country, chastened by the riot of high living at the expense of common sense and ordinary business sanity.

Those careless ones who so often

neglected opportunities and spent easy earnings lavishly, who flippantly anathematized the employer by consigning him to hades when he dared offer a remonstrance, are surely awaking to the fact that all that glitters is not gold and that the time for hilarity and neglect of duty is fast drawing to a close.

We are thankful for the bright prospects which have come to take the place of clouds and uncertainty in the business atmosphere.

Sanity is again coming uppermost. Sanity must rule if this Nation is to prosper as it shall deserve to prosper when it cuts out the wild orgies of a past which to-day every right thinking American condemns throughout every fiber of his being.

Let us rejoice this Thanksgiving day that peace reigns in this land and that the dangers which a league of nations covenant threatened have been finally banished. America, rising from the ashes of that awful war, is coming again into her own as the freest, most enlightened nation on the footstool.

The dangers of an entangling alliance with European nations has been signally crushed by the enlightened ballot of a free people, for which we ought to give thanks as the sun of this new Thanksgiving day dawns upon the land.

There are so many things for which we are truly thankful it is impossible to name them here. With faith in the right as God gives us to see the right, we again bow the head in grateful recognition of the mercies vouchsafed the American people since we celebrated Thanksgiving day one year ago.

Old Timer.

Example of Scotch Thrift.

Bix—I wonder why a Scotchman always says "hae" for "have?"

Dix—Possibly it is on account of his thrift. He saves a "v" every time he does it.

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.

Interall
REG. U.S. PATENT OFFICE
"The Economy Garment"



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

Real Service Gloves

In every field there is one article which supersedes all others.

When it comes to workmen's gloves Hirth-Krause genuine Horsehide Gloves are the leaders.

They are Real Service Gloves, made from soft, pliable leather, tanned in our own tannery. They are made for service.

HIRTH-KRAUSE

Manufacturers of the Genuine Horse Hide Gloves

GRAND RAPIDS

MICHIGAN

Woolly and all kinds of

Warm Hose, Underwear Mackinaws, Pants Gloves and Mittens

on the floor at prices that YOU will say are right.

Holiday Ties, Handkerchiefs, Garters and Suspenders. Come and see.

Daniel T. Patton & Company

GRAND RAPIDS

59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan

Xmas Goods

We are listing a few of our best selling toy numbers in popular priced goods that really will stimulate your trade.

- No. 44—Spencers Perfume, large bottles one doz. to carton, per doz. ----- \$8.50
- No. 103—Spencers Perfume, large bottle, individual boxes, doz. ----- \$1.15
- X564—Jergens, good quality, nicely packed, individual boxes, per doz. ----- \$3.00
- No. 1100—Doll, 11 inches long, fully dressed, with composition head, per doz. ----- \$2.25
- No. 1300—Doll, 15 inch, stuffed body, composition head, fully dressed, per doz. ----- \$4.50
- No. 200AZ—Doll, 14 inch, with composition head and arms, dressed per doz. ----- \$8.50
- No. 1030—Stuffed animals, per doz. ----- \$2.25
- No. 606—Paint Boxes, six colors, per doz. ----- \$8.50
- No. 525—Paint Boxes, 12 colors with painting book, complete, per doz. ----- \$2.00
- No. 5—U. S. A. double six Domino, doz. sets ----- \$2.00
- M. B.—Games in good assortments at 85c, \$1.20, \$2.00 and \$4.00 doz.
- No. 250—Embroidery set contains 4 doilies with thread to outline and a set of embroidery hoops, very good value, per doz. ----- \$2.00
- No. 49—A-B-C Blocks 1x1 inch, nine blocks to set, per doz. sets ----- \$8.50
- No. 212—A-B-C Blocks 1 1/4 x 1 1/4 inches, 12 blocks to set, doz. sets ----- \$2.25
- No. 20—Building Blocks, good value, doz. sets ----- \$8.50
- No. 23—Building Blocks, good value, doz. sets ----- \$2.15
- 1204 4—Lead Soldier, packed five soldiers to the set, per doz. sets ----- \$2.15
- No. 1—Aeroplay, construction blocks, that well known construction of quality, per doz. sets ----- \$8.00
- No. 649—Mule cart, iron toy, nicely painted, per doz ----- \$2.00
- No. 623—Dray, iron toy, good finish and strong, per doz. ----- \$3.00
- No. 510—Steamer, iron toy, with two horses, good size and nicely finished, per doz. ----- \$4.25
- No. 932—Passenger train, consists of engine, tender, and two coaches, doz. sets ----- \$4.00

If in doubt about ordering any of these numbers from description, don't hesitate to write for samples.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids Michigan



Where Discipline and Recreation Combine to Better Service

Work is more than just a living to the girl at central. There is always an abundance of fun and recreation, too, during regular rest periods and whenever she is off duty.

Lots of people who have visited our larger exchanges marvel at their simple, homelike atmosphere—the delightful lounging and reading rooms—the immaculate kitchens and pleasant dining rooms—and, most important of all, their watchful, helpful sensible matrons.

Long ago, your telephone company learned that in order to have efficient operators, their girls must also be happy and healthful. So these comforts, which mean so much to our girls, are, after all only instruments to improve your telephone service.

Our girls' health is always carefully guarded. Frequent physical examinations are given and healthful athletics encouraged. In rainy weather dry footwear and stockings are loaned. In the dining room meals are very, very good and are provided at very low prices.

To insure the best service possible, strict discipline, it is true, must be maintained in the operating rooms but after hours and during rest periods complete relaxation is encouraged.

We believe that the life of the telephone girl has all the pleasant, clean joys that should surround the life of a normal girl. We believe, too, that you will find that the careful supervision which we maintain over them is being reflected daily in the improved telephone service which they give.

MICHIGAN STATE



TELEPHONE CO.

"Our Ambition—Ideal Telephone Service for Michigan"



Michigan Poultry, Butter and Egg Association.

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

How Turkey Trot Day Is Celebrated at Cuero.

In the fall the public fancy lightly turns to thoughts of cranberries and Thanksgiving turkey. A few years ago these thoughts associated themselves with the Puritan fathers and the New England states, where the Thanksgiving idea originated. Now, however, the associations that go with such thoughts are turned to Cuero, Texas, and the reason for the change in the Cuero turkey trot.

The turkey trot is a community celebration and not a dance, and its primary object was to advertise the South Texas field as a producer of turkeys, and to direct the attention of the consumers of New York, Philadelphia, Boston, Chicago, Washington, St. Louis, Detroit, San Francisco and New Orleans, to the source of supply, the South Texas country. Cuero has shipped many cars of dressed turkeys to all of these large cities.

To-day the hotels of these cities, as well as those of our own Texas cities, Houston, San Antonio, Dallas, Fort Worth and Austin, no longer feature "Tender Young Turkey," but their piece de resistance is "Young Cuero, Texas, Turkey." It sounds more up-to-date and, of course, causes many people who never saw Texas to realize that Cuero is on the map down here some where in Texas, where the turkeys come from. Hotels of London and Paris have printed menus featuring "Cuero Texas Turkey," and "Cuero Turkey" was served in France on Thanksgiving day, 1918, by no less a personage than Uncle Sam himself, to his men "over there."

The suggestion of the celebration was taken from such stunts as "onion day" at Laredo, "rice day" at Houston, "home products" day in several of the larger cities and other similar celebrations. With two large turkey-dressing plants here and the knowledge that Cuero is the center of the world's greatest turkey producing section, it was decided back in 1912 to have a "turkey day" in Cuero.

There are some who contend there is nothing in a name, but it was the name, "turkey trot," suggestive of the dance that bears that name, yet endorsed by press, public and pulpit, that carried the Cuero celebration over the top. Governor Colquitt of Texas accepted an invitation to bring his military staff in full dress uniform to lead the real live "turkey trot" in Cuero, and state and even national, press took note of the event in both news and editorial columns. The Washington Herald wondered editorially how a bespangled Texas governor and military staff would come out in a strutting contest against a few thousand proud Thanksgiving gobblers, and many other papers in the larger cities carried stories and pictures of the unique Cuero celebration.

It was planned to have three or four thousand turkeys to march in

street parade, behind the governor and military band. This was no uncommon sight here, where droves of a few hundred to two thousand were marched in through the country daily during the turkey season to the slaughtering plants, but it had been noticed that whenever there were drummers or visitors from points north the droves of turkeys always attracted considerable attention and interest.

As the stories of the turkey trot spread, they also grew, and, while the original plan was to merely "corral" and drive a few thousand turkeys through town, rumor soon had it that ten thousand turkeys would follow the Texas governor in the street parade, and the Cuero people determined to make the rumor good.

Nobody knows just how many turkeys were actually in that first big turkey parade. A cash prize of \$100 was offered for the biggest drove, and this went to Egg Brothers of Meyersville, who drove in 8,815 turkeys from Meyersville, fourteen miles from Cuero. The total weight of this flock was 98,000 pounds, or just 49 tons of live turkeys. Another drove, said to have come down from Smiley, was estimated to have contained 6,000 turkeys, and there were some smaller bunches. It was impossible to count the turkeys, and claims have been made setting the size of the big drove at from 14,000 to 20,000 turkeys. It is claimed to have been the biggest mobilization of live turkeys ever made in the world's history, and defiance to the world to cite a larger bunch has gone for eight years unanswered.

And how did the turkeys behave, while crowds stood about the packed streets, the bands played, and the governor and his staff marched down the street? A corn planter went ahead of them and scattered grain on top of the ground, which attracted the leaders, and the others followed as naturally as sheep. They may have been frightened somewhat, but they would have been more afraid to leave the big push than to stay in it, and one little yellow turkey which flew to the top of a store building and could have made a clean get-away looked all around her and then flew right back down into the center of the mass of heads and feathers.

Newspaper men from all the lead-

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

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.



Stock Purity Nut

Recommend
It To Your Customers

Every pound of Purity Nut is
Guaranteed to Satisfy

PURITY NUT MARGARINE

The Purest Spread for Bread
Packed 10 and 30 lb. cases 1 lb. cartons

M. J. DARK & SONS

Sole Distributors in Western Michigan

Grand Rapids, Mich.

With a full line of all Seasonable Fruits and Vegetables



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

ing dailies, picture show men and photographers were on hand to get reports of the real turkey trot, and they have shown to the outside world that there was no exaggeration about it but that it was just as had been represented.

President W. H. Taft, who had been invited to attend the celebration, took occasion to express personal regret at being unable to attend, and this regret, no doubt, was strengthened when shortly afterward he sat down to a feast of Cuero turkey at the Taft ranch in Texas, following his meeting with President Porfirio Diaz of Mexico on the international bridge at El Paso.

The next year, four days after his inauguration for his first term, President Wilson gave audience to Senator Morris Sheppard and a Cuero boy scout, Jack Howerton, son of the editor of the Cuero Record, lasting more than an hour, in which the President of the United States listened to a recounting of the incidents of the trot, and received an invitation to attend. When asked to come to Cuero and lead the next trot, he smiled and asked of the small visitors: "Do you think I would make a good gobbler?"

When the world war broke out, in 1914, the turkey trot was relegated to the background while Cuero citizens gave undivided attention to supplying draft calls and responding to various war drives; but, with the return to peace, the turkey trot is back in the lime light with all its pristine glory and the popularity added from its previous successes.

While General John J. Pershing visited San Antonio last spring a committee from Cuero, as guests of the San Antonio Chamber of Commerce, visited San Antonio and invited the general to come and lead the trot in 1920. It was hardly supposed that he could get away to do it, but he expressed pleasure over the handsomely engraved invitation and promised to come if he could spare the time.

Governor Hobby and governor-elect Pat M. Neff are among the notables invited to the 1920 turkey trot. In addition to the notables from out of town Sultan Yekrut III and Sultana Oreuc will be here, with Pashas and Pasharenas, to lead the turkey trot dance and other dances at the big halls, which will be on the nightly programs.

Exhibits of hogs, cattle, farm exhibits and poultry will show some of the south Texas advantages, and the Con. T. Kennedy Greater Shows will provide plenty of fun on the midway for all. Hotels of Yorktown, Yoakum and Victoria have been solicited to help take care of the visitors from a distance, and committees are looking after all details looking toward making the 1920 turkey trot in keeping with the success of those which have been held before.

Feature Goods Which Have Strong Appetite Appeal.

Detroit, Nov. 16—In the transition back to normal, through which we are undoubtedly now passing, it is a wise merchant, indeed, who does not overbuy. It is a foolish merchant, however, who refuses to buy that which he can sell. The groceryman who simply supplies the articles which his customers daily insist upon is going to find his business restricted to a very few articles. If it were possible to keep up the volume of business and only handle a few articles, it would of course, be an ideal condition; but this is not the case.

Let us consider, for instance, the

holiday period, now approaching. Every groceryman knows, to illustrate, that the holidays are "walnut days," to use the slogan of a big National advertiser. If the retail grocer is a merchant, he will feature and display such seasonable articles. If he is just a groceryman and not a merchant he will probably say that there is no demand for walnuts, or at least but little demand, and his neighbor who has bought and displayed walnuts and other seasonable commodities will have turned his conservatively bought stocks time and time again at a satisfactory profit. When business is dull, the wise merchant, instead of sitting back and bemoaning the fact, devotes his surplus time to featuring and selling articles which have a strong appetite appeal. To illustrate, supposing the groceryman purchased a nice luscious bunch of ripe bananas and hung them up in the cellar and failed to mention them to his customers. We all know what the result would be—not only lost profit but lost investment. On the other hand, let him hang them up in the front end of the store, calling his customers' attention to their desirable quality at a reasonable price and the result is increased volume and increased profit.

Again, we say, it is a wise merchant who does not overbuy, but a ridiculously silly one who does not buy and sell his customers articles with a great appetite appeal, which they would, perhaps, not think to demand if he did not display and call them to their attention.

There is nothing to be pessimistic over in the present situation. People are going to eat and have the money to pay for what they eat. The man who is going to get this money is the man who has something to sell them. In other words, do not stop buying, for if you do, you will not have anything to sell.

Buy and sell! Buy and sell! Buy and sell and you will continue in business and be a merchant.

Ed. Coe.

Voluntary Opinion From Jackson.

M. H. Lincoln, 20 East Williams street, Jackson, says: "I have been in the grocery business for twenty-five years and have taken the Tradesman all of the time and never missed a copy. It always came and was always welcome. I would not be without it if it cost me \$10 a year. I cannot understand how anyone handling merchandise can afford to be without it. It is always full of valuable information for the business man. It keeps one posted in regard to the markets and the future outlook, warns him against all crooks and crooked schemes and exposes them. The Tradesman protects the merchant whenever possible. The thing for any merchant to do is to take it and read it, not throw it aside when it comes. If you are doing much business and will read it carefully each week it will be the best investment you ever made. It will help you in many ways and be a money maker for you. I speak from experience. I know what it has done for me and it will do the same thing for anyone. I read it and my folks and clerks read it also and it pays us to do it."

Hurry a customer and he says, "I'll come in again later." Does he come?



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

ORDER FROM YOUR JOBBER

Bel-Car-Mo Peanut Butter

Mr. Dealer:—

If you are thoroughly posted on the value of "Bel-Car-Mo" as a low priced high grade Food Staple, by its use in your own home, you'll wax enthusiastic when talking to your customers on its merits. Get acquainted with this toothsome healthfood and you'll build up a profitable demand for it in your locality.

Do Your Trade Justice Give Them Their Money's Worth



Smile With Us

Henkel's Pan Cake Flour Self Raising Buckwheat

1 1/4 lb. carton....2 doz. to case
5 lb. sack.....10 to bale

**Priced to sell at less than the dealer
can buy other brands**

Quality is Guaranteed Top Notch

A neat window banner, size 28x10, will be sent to any dealer on request.

**Commercial Milling Company
DETROIT**



**WE ARE HEADQUARTERS
WHOLESALE**

Fruits and Vegetables

**Prompt Service Right Prices
Courteous Treatment**

**Vinkemulder Company
GRAND RAPIDS :: MICHIGAN**

Grand
Rapids
49 Market
St., S. W.,

W. E. Roberts

EGGS AND PRODUCE

Cltz.
1361
Bell
M. 1361



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

An Early Start For the Christmas Trade.

Written for the Tradesman.

The average individual is decidedly inclined to procrastinate, and to put off until next week or the week after what should be done to-day. Particularly is this the case when cold weather outside renders the warm fireside especially alluring. So, the normal tendency is for the average individual to put off his Christmas purchases until the last moment, constantly reiterating to himself that there is still plenty of time to make the necessary purchases.

To the hardware dealer, the Christmas trade is a blessing, but not an unmixed blessing. He would unquestionably prefer to see it distributed over a longer period, and to induce an earlier start to seasonable buying. With the bulk of the Christmas business crowded as it sometimes is into the last week before the holiday, or perhaps the last few days, the burden on the shoulders of the merchant and his salespeople is bound to be heavy, and a great many customers are pretty sure to experience dissatisfaction that does the store no good.

The wide-awake merchant can, however, do a great deal to improve the situation. This has been demonstrated by many dealers in various lines of trade where the Christmas gift business is an important factor.

In the hardware store the Christmas trade generally is nowadays a big factor. It deserves the best sort of handling the merchant can give it. The season is one that requires quite a bit of preparatory work; and a great deal can be done to distribute the business more evenly over a longer period, and thereby enable the hardware dealer to handle his customers more satisfactorily.

Instead of one big week, the shrewd hardware dealer plans for three. He aims to bring out the buyers early. Hence, he starts his Christmas campaign immediately after the Thanksgiving holiday. To do so, he must have his plans pretty well shaped before hand; and much of the preparatory work can be done in November. Indeed, I have known merchants whose Christmas plans were pretty well mapped out by the first week in November—but for the merchant who has still to make his arrangements, even now it is not too late.

The way for a successful season can be cleared by mapping out your advertising, outlining your window displays, arranging for and coaching

your extra salespeople, and deciding your store arrangements well ahead of time. With a good many merchants this sort of work is done as the need arises; but it can all or nearly all be done weeks in advance, and there is more time for it early in November than just before Christmas.

The merchant who has a habit of accumulating data, advertisement clippings, advertising and display ideas, and the like, will probably have in his desk a great deal of material that will prove useful now and will lessen his work in preparing for the Christmas season. Get out this material, if you have it. Determine how many changes of advertising copy you will require for the holiday season, decide what lines to feature, and draft your "copy." You may be able to add some improvement later, but the bulk of the work can be done right now. So, too, you know what lines you intend to feature in your displays; now is a good time to visualize what you want, and sketch it on paper. Then, when it comes time to put a display together, your window trimmer can do it with a great deal less waste of time and effort.

It would be a good idea in most stores to get the salespeople together in a sort of informal conference about this time, to talk over plans for the holiday business. There are certain lines you want to push for profits, others you should push merely to get rid of them—and so forth. Perhaps the boys will have some good suggestions, good ideas for window trims, etc. It will pay to talk things over; and such a conference gives you a chance to get the boys enthused for a big holiday campaign. Show them, too, that it is to their advantage to put forth their best efforts right from the start; that hereby they will distribute the "rush" more evenly and make it easier to handle the trade of Christmas week. Then, too, extra help may have to be arranged for. Your regular salespeople may know

Sand Lime Brick

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

Brick is Everlasting

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

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



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

A. B. Knowlson Co.

203-207 Powers Theatre Bldg., Grand Rapids, Mich.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

217-239 Pearl St. (near the bridge) Grand Rapids

Pioneer Broom Co. Amsterdam, N. Y.

Makers of
High Grade Brooms

Michigan Jobbers:

Symons & Moffett Co., Flint
 Sturgis Grocery Co., Sturgis
 Moulton Grocer Co., Muskegon

Ask for "Comet," "Banker,"
 "Mohawk" or "Pioneer"
 brands.

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

Foster, Stevens & Co. Wholesale Hardware

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

of available material for this purpose, and can help you coach the new recruits in their work.

With this advance work out of the way, the hardware dealer should center his efforts on one purpose—to bring out early buying.

A prime essential is to start your Christmas advertising early. In this connection, it should be remembered that trade does not respond immediately to the stimulus of advertising. So, to get the trade started by early December, it will be necessary to start your advertising the latter part of November. Holiday advertising, started before Thanksgiving, will logically merge right after that holiday into the beginning of your Christmas campaign.

Your early advertising can emphasize the desirability of shopping early—the advantages that come of good service, an unhurried choice, and an opportunity to make selections before the stock is picked over. Try to get the customer's point of view, and to use the arguments that would appeal to you if you were on the buyer's side of the counter in the hardware store. But the best advertising is the advertising of specific articles at specific prices. Line up your whole array of goods before the public, and get them interested right away in the necessary task of making a selection. To bring out early buying, there is nothing like showing the public just what you have and getting them interested in the actual goods.

Helpful suggestions as to gifts for this, that or the other member of the family, suggestions as to gifts that can be bought at this, that or the other price—all this sort of material should be used in your early advertising. Some merchants like to hold back this sort of advertising until the last week; but I believe in hitting early and hitting hard. A good impression the first week in December or the last week in November is worth a lot to the hardware dealer in catering to this class of trade. The last week before Christmas everybody is warmed up to the subject and every merchant is advertising, it is difficult to attract attention.

So, too, one of your biggest and most Christmassy displays should be made at the very inception of the campaign, when Christmas is still three or four weeks distant. Here, again, a quite common practice is still to save the best display until the last. That is poor strategy, however. The great purpose of the early display is to get people thinking about Christmas buying—and the more Christmassy you make your first display, the more effective it will be.

The hardware dealer who has a regular prospect list and uses direct-by-mail advertising has another effective avenue for reaching the Christmas trade and bringing it out early. Get out your Christmas letter—or your first Christmas letter if you send more than one—immediately after Thanksgiving. In this letter embody a serious talk about the importance of buying early. Point out why this is to the customer's advantage. Place your store and staff at his disposal in making a selection; explain that you can help him in this direction

and save him a great deal of the worry of choosing gifts. Enclose with your letter a comprehensive list of suggested gifts for various members of the household; perhaps another list of gifts at certain prices. Invite him to visit your store right away and look over the goods, even though he does not intend to purchase at once. And discuss some of the Christmas lines you are featuring.

The great purpose of such advertising, as of all your early advertising, is to get the customer to come to the store and look at the goods while the season is young. Once he is inside the store, your salespeople should be able to do the rest.

Victor Lauriston.

The Moment.

This life of ours is a continual searching after harmony; a seeking to identify something that is lost.

We search from the cradle to the grave after happiness—which is harmony.

We strive after gold in the hope that it will bring it to us.

We strive after power.

We strive after success.

We strive after fame.

We strive after love.

We go on until there comes to us the long sleep that we call death.

And who is to say that there are not times when we find that for which we seek?

Who is to say that there are not in all our lives magical and wonderful and beautiful moments?

Surely there are these magical moments. They are for us all. It is but for us to know them—to recognize them—to grasp them as they pass.

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.

Salesbooks

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

THE MCCASKEY REGISTER CO.
ALLIANCE, OHIO



SHORT CUTS

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

EVEREADY STORAGE BATTERY

PEP

Guaranteed 1½ years
and a size for
YOUR car

SHERWOOD HALL CO., LTD.,
Distributors
Local Service Station,
Quality Tire Shop,
117 Island Street,
Grand Rapids, Michigan.

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks



MCCRAY

SANITARY
REFRIGERATORS

For All Purposes
Send for Catalog

MCCRAY REFRIGERATOR
CO.

944 Lake St. Kendallville, Ind.

H. Leonard & Sons

COMMERCE AVENUE
At FULTON STREET

Grand Rapids, Michigan

Ask for our Holiday Catalog

Now is the Time to Order
Toys, Dolls, Toilet Sets
In White Ivory and Ebonized

**Books, Games, Chinaware,
Glass and Silver Presentation
Goods**

THESE GOODS are scarce and your greatest profit
for fall sales lies this way.

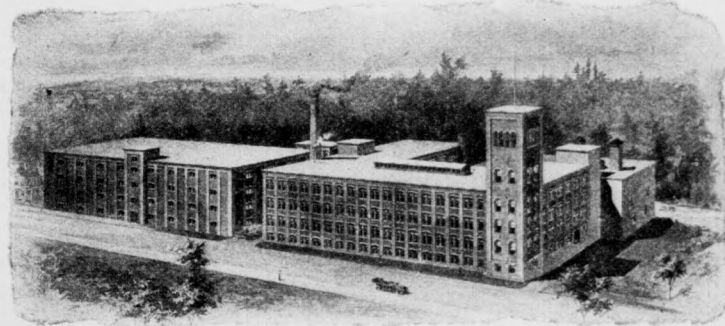
WE HAVE SOME SPLENDID BARGAINS TO
OFFER among the thousands of items, and the
CHRISTMAS SALES are the ONE SURE SALES
SEASON OF THE YEAR.

We especially invite a personal visit to our show rooms—
which is the only way to do justice to our lines.

PRIZE

GOLD BOND

WHITE SWAN



AMSTERDAM BROOM CO.

MANUFACTURERS OF BROOMS AND WHISKS
41-49 BROOKSIDE AVE. ESTABLISHED 1884 AMSTERDAM, N. Y.
CAPACITY 1000 DOZEN SANITARY MADE BROOMS A DAY



Grand Council of Michigan U. C. T.
 Grand Counsellor—H. D. Ranney, Saginaw.
 Grand Junior Counsellor—A. W. Stevenson, Muskegon.
 Grand Secretary—Morris Heuman, Jackson.
 Grand Treasurer—Harry Hurley, Traverse City.
 Grand Conductor—H. D. Bullen, Lansing.
 Grand Page—George E. Kelly, Kalamazoo.
 Grand Sentinel—C. C. Carlisle, Marquette.

Salesmen Who Fall For the Scare Stuff.

"How is your stock, Mr. Brown?" asked the visiting salesman.

"More than I need," replied Brown. "You overstocked me this fall. Business is bad. Prices are coming down. The public is pulling in. Not going to think about buying for some time."

"Sorry," said the salesman. "I guess business is falling off. Don't suppose I can blame you for feeling conservative. Well, I'll see you again next month. Hope things will pick up. Good day."

The salesman left; called on Mr. Smith up the street; got the same answer; made the same reply. Went back to his hotel and wrote the house, "This town is on the bum. Nothing doing and won't be for some months the way things look now."

An hour after this salesman left Brown's another salesman entered Brown's store. He didn't drift in. He walked in with his chest out and his chin up. Brown looked at him and mentally compared him with the salesman who had left an hour before.

"You seem to have a good deal of courage this morning," said Brown.

"Why not? I am doing business."

"I guess you are the only man who is," said Brown.

"Not by a long shot," said the salesman. He knew Brown well enough to be courteously familiar. "I haven't struck a town on this trip where at least 50 per cent. of the merchants weren't doing good business and those who weren't are the ones that are lying down."

"It is a funny thing how quickly a lot of men fall for this scare stuff. They are always ready to take any excuse to let up. Out of a dozen men six buy because they want to and six because they have to. The second six quit buying if they can give themselves any kind of excuse for turning a salesman down."

"Mr. Brown," he continued, "you can't sell merchandise unless you have it. Now take your own stock for instance. It is shot to pieces. I'll lay a wager you had calls this morning for articles you didn't have. Perhaps you were able to sell something else to some of the customers but you lost some sales."

"Well, perhaps it is better," said

Brown, "to lose a few sales than be overstocked and take a big loss later."

"It isn't a question of losing a few sales," said the salesman. "It is a question of losing not only sales but customers. You have built up a fine business in this town. You have a lot of regular customers. They are regular because you have convinced them that when they want a thing they can get it at Brown's. Do you want them to change their mind?"

"Then as to overstocking—your stocks are far from normal."

"How do you know?" asked Brown.

"I know because I have called on twenty-five representative merchants just like you and they were all more or less short on merchandise and I have sold them all."

"You see," he went on, "a good many men have the wrong impression about this thing. This country is too prosperous to go to the dogs in a few weeks. The people have money—more than they ever had before. They will have for some time to come. They have the buying habit. They will go right on buying. If a general drop comes wages will be the last thing to feel it."

"Well, it does me good to talk to you anyway," said Brown. "I will give you an order."

That night this salesman wrote his house, "Sold six out of twelve men. Town looks fine. Plenty of buying. The six I sold will get the business, not because I sold them but because they are the live, up-to-date kind that have their stomachs in and their chests out."

Which only proves that you can get it if you go after it in the right way.

Five Dances For Five Dollars.

Grand Rapids, Nov. 16—The officers of Post A., T. P. A., have arranged for a series of five dancing parties to be held in the Pantlind Hotel ball room on Nov. 20, Dec. 18, Jan. 29, Feb. 26 and Mar. 26.

The parties will be strictly informal and on account of the size of the ball room the number of season tickets will be limited to 100 and sold to members only.

Good music has been engaged. Refreshments will be served and a good time is assured.

Tickets may be purchased from any member of the committee or you may mail check for \$5 to A. D. Carrel, Secretary, 158 Louis street, and a ticket will be mailed to you. Single tickets will be sold at the door to members only for \$1.50.

A. D. Carrel.



New Hotel Mertens

Rates, \$1.50 up; with shower, \$2 up.
 Meals, 75 cents or a la carte.
 Wire for Reservation.
 A Hotel to which a man may send his family.

OCCIDENTAL HOTEL

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

Beach's Restaurant

Four doors from Tradesman office
QUALITY THE BEST

Bell Phone 596 City Phone 61866

Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
 Expert Merchandising

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

CODY HOTEL

GRAND RAPIDS
 RATES \$1 up without bath
 \$1.50 up with bath
 CAFETERIA IN CONNECTION

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 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.

PREFER TO DEAL DIRECT.

Ideal Furnace Co. Wants To Hear From Homer.

The following letter was recently sent by the editor of the Tradesman to the President of the Ideal Furnace Co., at Detroit:

Grand Rapids, Nov. 11—Enclosed find clipping from this week's issue of the Michigan Tradesman referring to the strained relations between your superintendent at Homer and the merchants at that place.

As a successful man, you realize, of course, how advantageous it is to keep on good terms with local business men and I am wondering if it would not be a good idea for you to request your representative at Homer to discontinue the distribution of merchandise at retail, rather than precipitate an antagonistic condition that must crystalize into unpleasantness and opposition later on.

Please accept my assurance that I have no personal feeling in that matter whatever. I have no interest whatever in Homer, but have been appealed to by the merchants there to assist them, if possible, in securing relief from the alarming and—it seems to me—unnecessary menace which confronts them. E. A. Stowe.

Reply to Above.

Detroit, Nov. 12—We are in receipt of your favor of Nov. 11 and would suggest that if the business men of Homer have any complaints to make, they let us know what the complaints are and it is possible the matter can be adjusted.

Up to the present time we have never heard anything, directly or indirectly, from them and you will appreciate the fact that it is rather difficult to handle a complaint if it is not made known.

Ideal Furnace Company.

From the Toledo Viewpoint.

Toledo, Nov. 12—Our attention has been called to some correspondence appearing in your Nov. 10 issue between the retail merchants of the city of Homer, Mich., and yourself; and, also, between you and the Ideal Furnace Co., of Homer.

During the past two or three years there has been, as you know, a large number of co-operative and factory grocery stores started by some of the larger industrial institutions of the country. We have never been in sympathy with these co-operative stores and from the very start we have refused to accept business from them. If other manufacturers had taken the same stand, these factory stores would have been forced to the wall because of inability to secure supplies.

The retail merchants of Homer are awake to the menace of these factory grocery stores, but we believe they are taking the wrong stand in handling the situation. There are a few manufacturers of the country besides ourselves, big enough to pass by the quick and easy business of these co-operative stores and stand by their customers—the retail grocers of the country. More manufacturers would adopt a similar policy, we believe, if their customers, the retail grocers, showed their appreciation of such a policy by favoring the houses that favored them in confining their business to legitimate channels of distribution.

We are enclosing copies of some correspondence that has passed between us and one of the large rubber companies, together with instructions to our sales force covering our policy in handling co-operative store business, so that you will know there is at least one manufacturer playing square with his distributors—the retail grocers of the country.

The Woolson Spice Company.

Letter To Tire Company.

Toledo, March 16—An apology is

due you in connection with your letter of Feb. 21. This communication was referred to our representative who makes your city, with instructions to call on you personally. Owing to sickness, he has been delayed and the letter was referred to this office, and we now assume to reply.

It has been the policy of our company since its inception to distribute commodities through wholesale and retail grocers, and we have never sold any of our merchandise direct to the consumer or any agency peddling from house to house, or wagon peddlers. Neither have we sold any of the food commissaries established by the large industries.

It is our contention that the retail grocer is an absolute necessity in the distribution of groceries and food commodities and all of the items that he regularly handles; and he deserves the fullest support of the manufacturer. We believe it is unfair to sell the consumer in any manner other than through him, and we must, therefore, under the circumstances, express our thanks and appreciation for your enquiry as to a price, and to, also, advise you of our inability to sell you.

The position that we take with regard to our commodities holds with those who are in your business—that is, your company and the other standard tire manufacturers. It is not possible for any individual to buy a McGraw tire except through the regular channels—we must patronize your established agency. In our case the proper channel is the retail grocer.

We believe we understand the reasons for your having established a commissary in your plant and we are hopeful that this represents only a temporary condition and that you will lend your support to the correct methods of merchandising as soon as labor conditions permit.

We have a considerable interest in East Palestine, and which fact is verified by your making enquiry as to the price on our brands of coffee. We must stand by these East Palestine grocers. They are all good friends and it would be an injustice to them were we to quote you on coffee for direct shipment.

Woolson Spice Company.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 16—The many friends of Thomas Bailey, one of the Soo's prominent citizens for the past thirty-four years, were shocked to hear of his death, which occurred at Laurium last week. Mr. Bailey was connected with the Hall & Munson Lumber Co., at Bay Mills for many years until the company suspended operations, when he moved to the Soo, where he engaged in the lumber business on his own account. He was a highly respected citizen and the family have the sympathy of this community.

Armour & Co. have closed out their business in Canada, giving as the reason that the supply of hogs in Canada is insufficient to keep the packing plant running. It was explained that the tariff on importation of dressed meats makes the shipment into Canada prohibited.

A shipment of black foxes valued at \$27,240 passed through the Soo last week en route to the West, where they will be distributed. They came on the C. P. R. The duty on this shipment was over \$3,000. This precious shipment came from the Summerside fox farms, on Prince Edward Island and is probably the most valuable shipment of live foxes ever shipped across the border at this point. B. Graham Rodgers, owner of the farm, accompanied the shipment.

Many of the Soo's mighty hunters are setting a hot pace for the deer this week.

Herb E. Fletcher, one of our well-known bankers, was the first to come back with the spoils, bringing in a good sized buck, which he is passing around to his many friends, who were surprised to hear of his early success. He is back on the job again with no

loss of time, with the exception of his being absent from Sunday school.

Nothing will so completely blind a man as throwing gold dust in his eyes.

Reverend T. R. Easterday, known in the Soo as "the marrying parson," committed matrimony himself last Tuesday. The bride was Miss Effie Long, formerly of Leport, Ont. She came to the Soo about nine years ago and has made many friends. The couple received many congratulations from their numerous friends here. A total of 2,981 weddings at which he officiated, was reached Tuesday evening, when he was called to perform a ceremony immediately following his own wedding.

Frank Allison, the well-known salesman for the Cornwell Co., returned last week from the lumber districts, after "bagging" the winter orders on his territory.

"There is one thing about the birds."

"What is it?"

"When they decide to go South for the winter they never clutter up the stations while they say good-bye."

William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 16—The Delamater drug stock was purchased Monday by the Hazeltine & Perkins Drug Co., which immediately resold it to F. B. Dolet, who will install it in a new store he is erecting at Kalamazoo. The purchaser already has one drug stock in the Celery City, which will be continued independently of the new store he will soon install with the stock purchased in this city.

The whereabouts of Delamater is still a matter of much conjecture. The bankruptcy court has taken possession of his household furniture and is considering an attachment on other property which may add to the small percentage the creditors may ultimately receive in the shape of dividends from the estate. It is proposed to exhaust every effort to bring Delamater back to Grand Rapids and force him to disclose what he did with the proceeds of sales from May 15 to Sept. 15, when the stock was turned over to the creditors. There is no record of any payments to creditors subsequent to May 15, from which it is inferred that Delamater must have taken several thousand dollars in ready cash with him when he absconded.

Disclosures continue to be made as to the wretched character—or lack of character—of the defaulting druggist, which leads to the belief that the Tradesman has frequently expressed in these columns—that the creature is a pervert of the most revolting type. Mel Trotter has always insisted that Delamater was the most demoralizing factor in the city, because his nefarious attempts to corrupt small boys and very young men made him an object of detestation and the source of much apprehension among the moral workers of the city.

Kammeraad & Wittemore, who conduct the White Market at 1005 Wealthy street, will open a branch store at 202 North Union street Nov. 20.

Judd E. Houghton, who has been on the road several years for the Iroquois Manufacturing Co., Cleveland, is now out for the Velvet Mint Gum Co., of East Jordan. This company has only recently removed from Detroit to East Jordan, where it now employs thirty-five girls and expects to increase the number as business expands and orders multiply.

The directors of the Michigan Hardware Co. have elected Frank N. Somers a director of the corporation to fill the vacancy caused by the retirement of M. L. Elgin, who recently disposed of his interest. Mr. Somers is Secretary of the Martin Senour Co., paint manufacturer of Chicago. He has resided in this city for several years and visits the trade of Michigan with great regularity.

When you see your employer cheating some one else, quit him before he gets a chance at you.

FRAUDULENT ON ITS FACE.

"Innocent Third Party" Dodge Will Not Help Swindlers.

The Tradesman was in hopes the swindling owners of the Peerless Talking Machine Co. would continue to take up the machines and return the so-called notes their representatives obtained by fraud and false pretenses, but recent developments lead to the belief that they have taken a new tack. They now pretend to have sold the notes to alleged innocent third parties. This need give the merchants who signed the notes no uneasiness, because no court of competent jurisdiction will ever render judgment against the makers of these alleged notes if the defense is properly prepared and presented. There are several reasons why these notes are invalid, which information is at the service of any subscriber of the Tradesman who is in good standing on our books. Not only will this information be promptly forthcoming, but the Tradesman will cheerfully furnish legal assistance to any merchant who happens to be sued on one of these notes by the shysters who originally owned them or the sharks who may pretend to have purchased them in the belief that they could intimidate the makers to pay something to regain possession of the documents. The Tradesman's advice to its patrons is to stand pat and refuse to pay a penny to any one until after recourse has been had, if necessary, to the court of last resort.

The creatures composing the Peerless Talking Machine Co. appear to have many aliases and they also appear to have operated from many locations. Their literature and notes bear different addresses as headquarters, as follows:

Fifth Avenue building, New York.

151 North State street, Chicago.

Maywood, Ill.

Toledo, Ohio.

Celina, Ohio.

Fremont, Ohio.

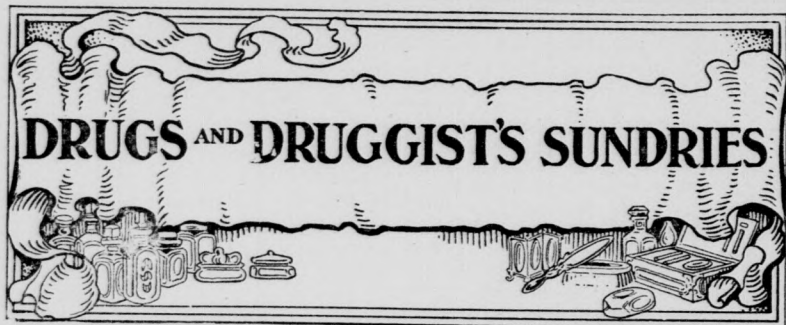
Flint, Mich.

It is surmised that the principal schemers reside in Maywood and transact their business at 151 North State street, Chicago, where they have desk room.

Eden, Nov. 11—We note in the last Tradesman that victims of the Peerless Talking Machine Co. have been brought to your attention. We are also one of these victims and are asking your kindly advice as to the proceedings we should take. The note we gave becomes due Nov. 22 and has been sold to a local party. We thank you in advance for this information. Rolfe & Son.

Dansville, Nov. 13—I am writing again for information regarding the Peerless Talking Machine Co. swindle. My note given them has been sold to parties in a neighboring town. I have the machines, but they are not worth anything like the amount of the note, \$315. What I want to know is in regard to the note—whether being in third party hands makes me liable although it was obtained from me by fraud? C. M. Young.

Don't make a general slash in prices unless you are in desperate need of money. P. M. all the "dead ones," and urge your salesforce to get busy on them.



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.

Do Apples Keep the Doctor Away?

It was bound to come; the worm has turned. A thousand times everybody has heard or read that an apple a day keeps the doctor away. Of course doctors don't want to be kept away; therefore it is surprising how long they have silently endured this thrust and even encouraged the habit of eating apples and other fruit. But there is a limit to all things. At last a doctor has raised his voice to put a stop to this nonsense. William Henry Porter, M. D., has written a book, "Eating to Live Long," in which he declares that the eating of fruit, especially in conjunction with the meals, as is commonly practiced in this country, is "one of the most pernicious and reprehensible of all dietetic follies."

The physician's profession is a paradox. He makes his living by curing people who are ill, yet he is expected to tell them how to live so as to avoid being ill. Can it be that Dr. Porter has unveiled an atrocious plot? Have the other doctors conspired to encourage fruit eating because it brings them patients afflicted with headache, neuralgia, neuritis, rheumatism, sciatica, lumbago, skin eruptions, diabetes, and Bright's disease, all of which according to Dr. Porter, "have their origin in nothing more or less complex than the injudicious use of fruit and fruit acids?" Can it be possible that the doctors have so patiently endured the taunt about apples keeping them away because they knew that apples were their best business friends?

Is that the reason why no medical protest was raised against the "apple week" which closes to-day? Two million apples distributed free to school children by the Consumers' Food Committee and stores opened for selling apples by the pound or barrel at cost price! Is Dr. Copeland doing his duty?

Linnaeus, to be sure, cured his gout by means of the "cherry cure," and thousands have been restored to health by means of the "grape cure" popular in European countries for generations. Many physicians employ the fruit cure with excellent results, and at Battle Creek the "fruit regiment" is scientifically employed to cure the very evils which Dr. Porter attributes to fruit eating. He declares that fruit acid taken with other foods interferes with digestion, but the world's leading authority on the digestion of food,

Prof. Pavlov of Petrograd, has demonstrated by actual experiments that the acids of fruits stimulate the stomach to produce gastric acid and that these acids are able to a considerable degree to take the place of the natural acid of the stomach when this is absent.

Dr. J. H. Kellogg disagrees with the old maxim that fruit is gold in the morning, silver at noon, and lead at night; it is "golden all the time," he declares, and no one in this country is better posted than he on what goes on chemically in the alimentary canal. "Eat fruit freely every day, before breakfast and before dinner, and especially let your dietary include cherries, apples, and grapes," says a noted French physician in a treatise on longevity.

Children do not need to be urged to eat fruit freely; they prefer it to everything except candy, and it is much better for them than candy. Adults too often get out of the habit of eating fruit freely; the consumption of it ought to be twenty times what it is now, and it would be that if the best varieties only were brought to market and the prices kept as low as they have been this week, thanks to competition.

Of course, eating too much fruit is bad—as bad as eating too much of anything. Fruit should be avoided in some diseases, and it does not agree with some healthy persons. Yet there is good reason for believing that even these persons would find it beneficial if they exercised care in avoiding the inferior and unripe.

Henry T. Finck.

Uses of Castor Oil.

We are accustomed to think of castor oil as a disagreeable medicine. This, however, is the least important of its uses, commercially speaking. One of the largest employments found for it is in the making of transparent soaps. It also yields an acid utilized in the making of candles, and another acid which is an important ingredient of varnishes suitable for polishing furniture and carriage bodies.

Castor oil is also used in the making of certain waterproof preparations. It is an essential component in some artificial rubbers, and in certain kinds of celluloid. From it is obtained the so-called "turkey red" oil so highly prized for the dyeing of cotton textiles.

Most fly-papers owe their effectiveness largely to the fact that the "tangle-foot" preparation smeared on them contains much castor oil.

The method you follow for no other reason than that you have always followed it is a good method to discard for a later one.

Is It Worth the Price of Wrecked Nerves?

Written for the Tradesman.

Sometimes it seems to me as if many parents looked upon their children as so much raw material chiefly designed to be ground up in schools; digits created for the sole purpose of being made into attendance statistics. The other day a mother told me that her little boy was developing signs of serious nervous strain.

"He is always worse when he comes home from school," she said.

"Why don't you take him out of school?" I asked.

"Take him out of school! Why, he must go to school—you wouldn't have him fall behind in his studies, would you?"

"But it seems to me," I said, "that Arthur's health is a good deal more important than any amount of studies."

"Oh, he must go on with his studies. His father is very ambitious for him; wants him to enter college at seventeen. He never would hear of Arthur's being taken out of school."

She evidently regarded me as an amiable lunatic; nothing that I could say made any impression on her. I did wish I had some authority in the matter, because I saw little Arthur that afternoon and he impressed me

as little better than a nervous wreck. He was very fretful and restless, cross with the other children, and showed excessive excitement about trivial things. There were many other signs of an entirely abnormal condition.

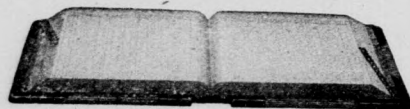
Well, there seemed no use in talking to that mother about it; no doubt the little boy will be pushed on through school, or as long as he can stand it. I dare say he will worry through somehow, but I haven't a doubt that he will bear to his grave the marks of the overstrain to which he is now being subjected. But I decided to talk about it to my readers and tell two stories, neither of which seemed to impress this particular mother.

One of them is about a boy—he is a young man now—who was the victim of just such a pride on the part of his parents. At the end of a long illness his father hurried him back to school "to make up for the lost time." The family doctor urged him to give the lad a good rest for the remainder of the year on grandfather's farm; warned both parents that he was in no condition to return to school. The boy did go back, however; crammed to make up for his lost time, passed his examinations and then broke down completely, a nervous and mental wreck. He has been one ever since.

The 1920 Holiday Line

Remember, the actual Holiday Season is just coming on. People are just beginning to buy. Now that election is over, all of us can come back to normal again. Temporarily unsettled conditions are beginning to adjust themselves. There will be a job for every man who will give an honest day's work for a day's wage. Watch for the flood of buyers. We are in a position to take care of your needs. Our merchandise is staple all the year round. Come to see us and sort up for Xmas.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan



**Flat Opening
 Loose Leaf Devices**

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

**THE Proudfoot
 LOOSE LEAF CO.**

GRAND RAPIDS, MICHIGAN

Much of the time he has spent in institutions of various kinds. In all probability he never will be normal again. He flits from one occupation to another, incapable of sustained effort or attention, a source of constant anxiety to both parents. His father realizes now how terrible a mistake he made, but it is too late.

In the other case, the child came out of a serious illness, worried about his loss of standing in school, but his parents devoted several months to restoring complete health. I well remember his father's remark:

"We're raising a human child, not making school statistics. I am going to have a healthy boy even if he is as ignorant as a Hottentot."

They took him out into the country for walks and picnics, encouraged every form of out-of-door play and exercise, and when the summer came sent him to a summer camp. By the time school opened again in the fall he was in fine shape to go on, and, I may add, quickly caught up with his class, and last spring was graduated with the highest honors.

"I knew he would catch up," his father said, "but I wouldn't have cared if he hadn't."

Another thing. Many parents attribute to overwork and overstrain in school the loss of tone or even complete breakdown of a child which is really due to the hectic life of evening entertainments, movies, dances and other things that nowadays consume so much time and strength of growing childhood.

I am not suggesting either that on any small pretext you should take your child out of school, or curtail the wholesome recreation which is essential to happiness and health. Children must have fun, plenty of it. But they must have also plenty of simple, wholesome food, plenty of sleep—both at regular times—plenty of out-of-door exercise and recreation.

I am saying that you must take careful thought of these matters. Stop right now and look at the faces of your children as they bend over their school books. Are those faces drawn and white and overanxious? They ought not to be. "School should be a happy place," and when it is not something serious is the matter with the school or the home or the child.

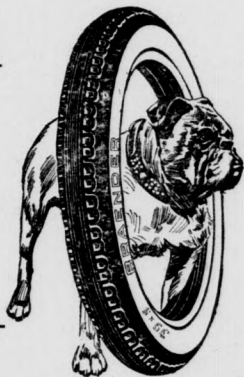
Such calamities as I have described are entirely avoidable. We all know little folks who are being ruthlessly pushed through school routine by ambitious parents. And we all know worn, nervous, anaemic adults whose condition is largely attributable to the things their parents did or did not do at some definite crisis in school days. First attention to health is the best insurance against sickness in childhood and invalidism and inefficiency in later years. No educational achievement is worth the price of wrecked nerves or broken physical health.

Prudence Bradish.
(Copyrighted 1920.)

Show cards properly worded act as a mouthpiece for the merchant. They speak to the people, attract attention to what you want to sell, and do a lot of selling to those who first want to know what a thing is going to cost before entering your store.

A Winner for Light Cars and Trucks

30 x 3½ and 32 x 3½



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.

Putnam's



"DOUBLE A"

CANDY FOR Christmas Trade

New, Fresh Goods, the Finest that can be Made.

We have an unusually Fine Assortment of

PUTNAM'S
LOWNEY'S
PARIS'

Holiday Package Chocolates.

Send in your order quick.

It's getting late.

There will be more candy used this year than ever before.

PUTNAM FACTORY
Grand Rapids, Michigan

Wholesale Drug Price Current

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	20@ 29	Amber, crude	3 00@3 25	Aconite	@1 85
Boric (Xtal)	20@ 29	Amber, rectified	3 50@3 75	Aloes	@1 65
Carbolic	35@ 42	Anise	2 00@2 25	Arnica	@1 75
Citric	85@ 90	Bergamont	9 00@9 25	Asafoetida	@3 90
Muriatic	4@ 6	Cajeput	1 50@1 75	Belladonna	@1 40
Nitric	10@ 15	Cassia	3 75@4 00	Benzoin	@2 40
Oxalic	60@ 70	Castor	1 85@2 05	Benzoin Comp'd	@3 15
Sulphuric	4@ 6	Cedar Leaf	3 00@3 25	Buchu	@2 70
Tartaric	86@ 95	Citronella	1 25@1 60	Cantharides	@3 00
Ammonia		Cloves	3 75@4 00	Capsicum	@2 30
Water, 26 deg.	12@ 20	Cocunut	40@ 50	Cardamon	@1 50
Water, 18 deg.	10@ 17	Cod Liver	3 00@3 25	Cardamon, Comp.	@1 35
Water, 14 deg.	9@ 16	Croton	2 25@2 50	Catechu	@1 50
Carbonate	22@ 26	Cotton Seed	2 00@2 15	Cinchona	@2 40
Chloride (Gran)	20@ 30	Elgeron	10 00@10 25	Colchicum	@2 40
Balsams		Cubeb	12 50@12 75	Cubeb	@3 00
Copaiba	1 00@1 20	Eucalyptus	1 50@1 75	Digitalis	@1 80
Fir (Canada)	2 50@2 75	Hemlock, pure	2 00@2 25	Gentian	@1 40
Fir (Oregon)	60@ 80	Juniper Berries	7 50@7 75	Ginger	@2 00
Peru	5 25@5 60	Juniper Wood	3 00@3 25	Guaiaac	@2 80
Tolu	2 00@2 25	Lard, extra	1 80@2 00	Guaiaac, Ammon.	@2 50
Barks		Lard, No. 1	1 60@1 80	Iodine	@1 50
Cassia (ordinary)	45@ 50	Lavender Flow	12 00@12 25	Iodine, Colorless	@2 00
Cassia (Saigon)	75@ 85	Lavender Gar'n	1 75@2 00	Iron, clo.	@1 50
Sassafras (pw. 70c)	@ 65	Lemon	2 75@3 00	Kino	@1 40
Soap Cut (powd.)	30@ 35	Linseed boiled bbl.	@1 15	Myrrh	@2 25
40c		Linseed bbl. less 1	25@1 35	Nux Vomica	@1 90
Berries		Linseed raw, bbl.	@1 13	Opium	@4 50
Cubeb	1 90@2 00	Linseed raw less 1	23@1 33	Opium, Camp.	@1 50
Fish	50@ 60	Mustard, true oz.	@2 75	Opium, Deodor'd	@4 50
Juniper	10@ 20	Mustard, artifi. oz.	@ 55	Rhubarb	@2 70
Prickly Ash	@ 30	Neatsfoot	1 80@2 00	Paints	
Extracts		Olive, pure	5 75@6 50	Lead, red dry	15½@ 16
Licorice	60@ 65	Olive, Malaga,		Lead, white dry	15½@ 16
Licorice powd.	1 20@1 25	yellow	4 00@4 25	Lead, white oil	15½@ 16
Flowers		Olive, Malaga,		Ochre, yellow bbl.	@ 2
Arnica	75@ 80	green	4 00@4 25	Ochre, yellow less 2½	@ 6
Chamomile (Ger.)	80@1 00	Orange, Sweet 10	50@10 75	Putty	5@ 8
Chamomile Rom	40@ 45	Origanum, pure	@2 50	Red Venet'n Am.	3@ 7
Gums		Origanum, com'l	1 25@1 50	Red Venet'n Am. 3½	@ 7
Acacia, 1st	60@ 65	Pennyroyal	3 00@3 25	Red Venet'n Eng.	4@ 8
Acacia, 2nd	55@ 60	Peppermint	10 00@10 25	Whiting, bbl.	@ 4½
Acacia, Sorts	35@ 40	Rose, pure	24 00@25 00	Whiting, 5½	@ 10
Acacia, powdered	45@ 50	Rosemary Flows 2	50@2 75	L. H. P. Prep. 3 75	@4 00
Aloe (Barb Pow)	30@ 40	Sandalwood, E.		Miscellaneous	
Aloe (Cape Pow)	30@ 35	I.	15 00@15 20	Acetanilid	80@ 85
Aloe (Soc Pow)	1 25@1 30	Sassafras, true	3 00@3 25	Alum	16@ 20
Asafoetida	4 50@5 00	Sassafras, artifi	1 25@1 60	Alum, powdered and	
Pow.	6 75@7 00	Sperm	16 00@16 20	ground	17@ 20
Camphor	1 58@1 65	Tar, USP	48@ 60	Bismuth, Subni-	
Guaiaac	@1 40	Turpentine, bbls.	@1 27½	trate	3 75@4 00
Guaiaac, powdered	@1 50	Turpentine, less 1 37	@1 47	Borax xtal or	
Kino	@ 85	Wintergreen,		powdered	11½@ 16
Kino, powdered	@1 00	tr.	12 00@12 25	Cantharades, po	2 00@2 50
Myrrh	@1 40	Wintergreen, sweet		Calomel	2 22@2 30
Myrrh, Pow.	@1 50	birch	8 00@8 25	Capsicum	45@ 50
Opium	11 50@12 00	Wintergreen art	1 20@1 40	Carmine	7 50@8 00
Opium, powd.	13 00@13 60	Wormseed	9 50@9 75	Cassia Buds	50@ 60
Opium, gran.	13 00@13 60	Wormwood	20 00@20 25	Cloves	67@ 75
Shellac	1 25@1 50	Potassium		Chalk Prepared	16@ 18
Shellac Bleached	1 40@1 50	Bicarbonate	55@ 60	Chloroform	63@ 72
Tragacanth	5 50@6 50	Bichromate	47@ 55	Chloral Hydrate	1 70@2 10
Tragacanth, pow.	@5 00	Bromide	10@1 15	Cocaine	15 85@16 90
Turpentine	35@ 40	Carbonate	92@1 00	Cocoa Butter	70@ 85
Insecticides		Chlorate, gran'r.	48@ 55	Corks, list, less	40%.
Arsenic	20@ 30	Chlorate, xtal or		Copperas, bbls.	@ 05
Blue Vitriol, bbl.	@ 10	powd.	28@ 35	Copperas, less	6½@ 12
Blue Vitriol, less	11@ 16	Cyanide	50@ 65	Copperas, powd.	6½@ 15
Bordeaux Mix Dry	18@ 38	Iodide	4 10@4 25	Corrosive Sublm	2 00@2 10
Hellebore, White		Permanganate	1 20@1 30	Cream Tartar	63@ 70
powdered	38@ 45	Prussiate, yellow	50@ 65	Cuticlebone	70@ 80
Insect Powder	75@1 05	Prussiate, red	1 85@2 00	Dextrine	10@ 15
Lead Arsenate P.	35@ 55	Sulphate	@ 85	Dover's Powder	5 75@6 00
Lime and Sulphur		Roots		Emery, All Nos.	10@ 15
Dry	12½@ 27	Alkanet	1 00@1 25	Emery, Powdered.	8@ 10
Paris Green	48@ 58	Blood, powdered.	50@ 60	Epsom Salts, bbls.	@ 05
Ice Cream		Calamus	35@1 00	Epsom Salts, less 5½	@ 10
Arctic Ice Cream Co.		Elecampane, pvd	26@ 35	Ergot, powdered	@6 00
Bulk, Vanilla	1 25	Gentian, powd.	27½@ 35	Flake White	15@ 20
Bulk, Chocolate	1 35	Ginger, African,		Formaldehyde, lb.	50@ 55
Bulk, Caramel	1 45	powdered	29@ 36	Gelatine	less 50%.
Bulk, Grape-Nut	1 35	Ginger, Jamaica	57½@ 65	Glassware, full case	50.10%.
Bulk, Strawberry	1 35	powdered	57½@ 65	Glauber Salts, bbl.	@03½
Bulk, Tutti Fruiti	1 35	Goldenseal, pow.	8 50@8 80	Glauber Salts less 04	@ 10
Bulk, Vanilla	1 40	Ipecac, powd.	4 75@5 05	Glue, Brown	21@30
Bulk, Chocolate	1 40	Licorice, powd.	35@ 40	Glue, White	35@ 40
Bulk, Caramel	1 60	Licorice, powd.	40@ 50	Glue, White Grd.	35@ 40
Bulk, Strawberry	1 60	Orris, powdered	40@ 45	Glycerine	34@ 50
Bulk, Tutti Fruiti	1 60	Poke, powdered	40@ 45	Hops	1 75@2 00
Brick, Vanilla	1 40	Rhubarb	@1 50	Iodine	5 70@5 90
Brick, Chocolate	1 40	Rhubarb, powd.	@1 50	Iodoform	7 00@7 30
Brick, Caramel	1 60	Rosinwood, powd.	30@ 35	Lead, Acetate	20@ 30
Brick, Strawberry	1 60	Sarsaparilla, Hond.		Lycopodium	5 25@5 50
Brick, Tutti Fruiti	1 60	ground	1 25@1 40	Mace	75@ 80
Brick any combinat'n	1 60	Sarsaparilla Mexican,		Mace, powdered	95@1 00
Piper Ice Cream Co.		ground	@ 80	Menthol	8 00@8 20
Bulk, Vanilla	1 25	Squills	35@ 40	Morphine	11 48@12 73
Bulk, Chocolate	1 30	Squills, powdered	60@ 70	Nux Vomica	@ 30
Bulk, Caramel	1 30	Tumeric, powd.	25@ 30	Nux Vomica, pow.	26@ 35
Bulk, Grape-Nut	1 30	Valerian, powd.	@2 00	Pepper black pow.	32@ 35
Bulk, Strawberry	1 35	Seeds		Pepper, white	15@ 20
Bulk, Tutti Fruiti	1 35	Anise	33@ 35	Pitch, Burgundy	15@ 20
Bulk, Vanilla	1 40	Anise, powdered	38@ 40	Quassia	12@ 15
Brick, Chocolate	1 60	Bird, ls	13@ 19	Quinine	1 12@1 62
Brick, Caramel	1 60	Canary	13@ 20	Rochelle Salts	50@ 55
Brick, Strawberry	1 60	Caraway, Po.	22@ 25	Saccharine	@ 38
Brick, Tutti Fruiti	1 60	Cardamon	2 50@2 75	Salt Peter	20@ 30
Leaves		Celery, powd.	45 35@40	Selditz Mixture	40@ 45
Buchu	@5 00	Coriander pow.	25 35@40	Soap, green	25@ 35
Buchu, powdered	@5 50	Dill	30@ 40	Soap mott castile	22½@ 25
Sage, bulk	67@ 70	Fennell	30@ 40	Soap, white castile	@25 00
Sage, ¼ loose	72@ 78	Flax	10@ 15	less, per bar	@2 75
Sage, powdered	55@ 60	Flax, ground	10@ 20	Soda Ash	05@ 10
Senna, Alex.	1 40@1 50	Foenugreek pow.	10@ 18	Sido Bicarbonate	4@ 10
Senna, Tinn.	30@ 35	Hemp	2 50@2 75	Soda, Sal	2¼@ 5
Senna, Tinn. pow	35@ 40	Lobelia	2 50@2 75	Spirits Camphor	@1 50
Uva Ursi	20@ 25	Mustard, yellow	25@ 35	Sulphur, roll	5@ 10
Oils		Mustard, black	30@ 35	Sulphur, Subl.	5½@ 10
Almonds, Bitter,		Poppy	50@ 60	Tamarinds	25@ 30
true	16 00@16 25	Quince	1 50@1 75	Tartar Emetic	1 03@1 10
Almonds, Bitter,		Rape	15@ 20	Turpentine, Ven.	50@60
artificial	2 50@2 75	Sabadilla	35@ 40	Vanilla Ex. pure	1 50@2 00
Almonds, Sweet,		Sunflower	12@ 16	Witch Hazel	1 60@2 15
true	1 75@2 00	Worm American	45@ 50	Zinc Sulphate	10@ 15
		Worm Levant	2 00@2 25		

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

AMMONIA
Arctic Brand
12 oz., 2 doz. in carton.
per doz. ----- \$1.65
Moore's Household Brand
12 oz., 2 doz. to case 2 70

AXLE GREASE



25 lb. pails, per doz. 25 10

BLUING

Jennings' Condensed Pearl
Small, 3 doz. box ----- 2 55
Large, 2 doz. box ----- 2 79

BREAKFAST FOODS

Cracked Wheat, 24-2 4 85
Cream of Wheat ----- 9 00
Grape-Nuts ----- 3 80
Pillsbury's Best Cer'l 3 00
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Quaker Corn Flakes 3 70
Ralston Purina ----- 4 00
Ralston Bran ----- 3 00
Ralston Food, large ----- 4 10
Ralston Food, small ----- 3 20
Saxon Wheat Food ----- 5 60
Shred Wheat Biscuit 4 90
Triscuit, 18 ----- 2 25

Kellogg's Brands

Toasted Corn Flakes 4 10
Toasted Corn Flakes
Individual ----- 2 00
Krumbles ----- 4 60
Krumbles, Individual ----- 2 00
Biscuit ----- 2 00
Drinket ----- 2 60
Krumble Bran, 12s ----- 2 25

BROOMS

Standard Parlor 23 lb. 5 75
Fancy Parlor 23 lb. 8 00
Ex. Fancy Parlor 25 lb. 9 50
Ex. Fey, Parlor 26 lb. 10 00

BRUSHES

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

Stove

No. 1 ----- 1 10
No. 2 ----- 1 35

Shoe

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

BUTTER COLOR

Dandelion, 25c size ----- 2 80
Perfection, per doz. ----- 1 75

CANDLES

Paraffine, 6s ----- 17
Paraffine, 12s ----- 17 1/2
Wicking ----- 60

CANNED GOODS

Apples
3 lb. Standards ----- @ 5 50
No. 10 ----- @ 5 50

Blackberries

3 lb. Standards ----- @ 14 00
No. 10 ----- @ 14 00

Beans-Baked

Brown Beauty, No. 2 1 35
Campbell, No. 2 ----- 1 50
Fremont, No. 2 ----- 1 37
Van Camp, No. 1/2 ----- 90
Van Camp, No. 1 ----- 1 25
Van Camp, No. 1 1/2 ----- 1 60
Van Camp, No. 2 ----- 1 90

Beans-Canned

Red Kidney ----- 1 35 @ 1 60
String ----- 1 75 @ 3 30
Wax ----- 1 50 @ 2 70
Lima ----- 1 35 @ 2 35
Red ----- @ 1 10

Clam Bouillon

Burnham's 7 oz. ----- 2 50

Corn

Standard ----- 1 35 @ 1 75
Country Gentmn 1 85 @ 1 90
Maine ----- 1 90 @ 2 25

Hominy

Van Camp ----- 1 60
Glennville ----- 1 35

Loyster

1/4 lb. Star ----- 3 10
1/2 lb. Star ----- 5 50
1 lb. Star ----- 10 50

Mackerel

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

Mushrooms

Choice, 1s, per can ----- 70
Hotels, 1s, per can ----- 60
Extra ----- 75
Sur Extra ----- 95

Plums

California, No. 3 ----- 2 40
Pears in Syrup

Michigan ----- 4 50
California, No. 2 ----- 4 60

Peas

Marrowfat ----- 1 45 @ 1 90
Early June ----- 1 45 @ 1 90
Early June sifd 2 25 @ 2 40

Peaches

California, No. 2 1/2 ----- 5 00
California, No. 1 ----- 2 35
Michigan, No. 2 ----- 4 25
Pie, gallons ----- 10 50 @ 15 00

Pineapple

Grated, No. 2 ----- 3 75 @ 4 00
Sliced, No. 2 1/2, Ex ----- 4 60 @ 4 75
tra ----- 4 60 @ 4 75

Pumpkin

Van Camp, No. 3 ----- 1 60
Van Camp, No. 10 ----- 4 60
Lake Shore, No. 3 ----- 1 25
Vesper, No. 10 ----- 3 90

Salmon

Warren's 1/2 lb. Flat 3 00
Warren's 1 lb. Flat ----- 4 85
Red Alaska ----- 3 90
Med. Red Alaska 3 25 @ 3 50
Pink Alaska ----- 1 90 @ 2 25

Sardines

Domestic, 1/4s ----- 5 50 @ 6 00
Domestic, 1/2s ----- 6 50 @ 7 50
Domestic, 3/4s ----- 5 50 @ 7 00
California Soused ----- 2 00
California Mustard ----- 2 00
California Tomato ----- 2 00

Sauerkraut

Hackmuth, No. 3 ----- 1 50
Silver Fleece, No. 3 ----- 1 60

Shrimps

Dunbar, 1s doz. ----- 2 45
Dunbar, 1 1/2s doz. ----- 5 00

Strawberries

Standard, No. 2 ----- 3 75
Fancy, No. 2 ----- 5 50

Tomatoes

No. 2 ----- 1 10 @ 1 40
No. 3 ----- 1 75 @ 2 25
No. 10 ----- @ 5 50

CATSUP

Snider's 8 oz. ----- 2 20
Snider's 16 oz. ----- 3 35
Royal Red, 10 oz. ----- 1 40
Royal Red, Tins ----- 10 00

CHEESE

Brick ----- 29
Wisconsin Flats ----- 29
Longhorn ----- 31
New York ----- 32
Michigan Full Cream 26

CHEWING GUM

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Calif. Fruit ----- 65
Adams Chiclets ----- 75
Adams Sen Sen ----- 65
Adams Yucatan ----- 65
American Flag Spruce ----- 75
Beemans Pepsin ----- 75
Beechnut ----- 85
Doublemint ----- 85
Juicy Fruit ----- 65
Spearmint, Wrigleys ----- 65
Zeno ----- 60

CHOCOLATE

Walter Baker & Co.

Caracas ----- 48
Premium, 1/2s ----- 44
Premium, 1/4s ----- 49
Premium, 1/8s ----- 44
Premium, 1/16s ----- 44

CIGARS

National Grocer Co. Brands

El Rajah Epicure, 50s 95 00
El Rajah Epicure, 25s 97 00
El Rajah, Longfellow, 50s ----- 95 00
Faraday Rothchild, Extra, 50s ----- 110 00
Faraday Rothchild, Imperiales, 50s ----- 125 00
Faraday Rothchild, Junior, 50s ----- 55 00
Faraday Rothchild, Panetelas, 50s ----- 95 00
Faraday Rothchild, Monopoles, 50s ----- 95 00
Faraday Rothchild, Faraday, 50s ----- 110 00
Faraday Rothchild, Royal, 50s ----- 93 00
Mungo Park, Perfecto, 50s ----- 75 00
Mungo Park, African, 50s ----- 90 00
Mungo Park, Wonder, 50s ----- 92 00
Mungo Park, Gold Stand, 50s ----- 100 00
Mungo Park, Gold Stand, 25s ----- 105 00
Odins Monarch, 50s ----- 65 00

Worden Grocer Co. Brands

Record Breakers, 50s 76 00
Delmonico, 50s ----- 76 00
Panatella, 50s ----- 76 00
Pacemaker, 50s ----- 76 00
Record Breakers (Tins) 50s ----- 76 00
After Dinner, 50s ----- 96 50
Favorita Extra, 50s ----- 97 50
Presidents, 50s ----- 115 00

La Azora Lines

Operas, 50s ----- 57 00
Washington, 50s ----- 75 00
Panatella (Foil) 50s ----- 75 00
Aristocrats, 50s ----- 75 00
Perfecto Grande (foil) 97 50
Pais, 50s (Foil) ----- 97 50
(2 in foil pkg.) ----- 97 50

Royal Lancer Line

Favorita, 50s ----- 75 00
Imperiales, 50s ----- 95 00
Magnificos, 50s ----- 112 50

Sanchez & Haya Lines

Havana Cigars made in Tampa, Fla.

Diplomatics, 50s ----- 95 00
Rosa, 50s ----- 120 00
Bishop, 50s ----- 120 00
Reina Fina, 50s ----- 120 00
(tins) ----- 120 00
Queens, 50s ----- 135 00
Worden Specials, 50s ----- 155 00

Ignacia Haya

Extra Fancy Clear Havana Made in Tampa, Fla.

Delicades, 50s ----- 120 00
Primeros, 50s ----- 140 00

Starlight Bros.

La Rose De Paris Line

Caballeros, 50s ----- 70 00
Rouse, 50s ----- 110 00
Reg. Espec, 50s ----- 150 00
Perfecto, 25s ----- 195 00

Rosenthals Bros.

R. B. Londres, 50s ----- 60 00
Tissue Wrapped ----- 60 00
R. B. Invincible, 50s ----- 75 00
Foil Wrapped ----- 75 00
Frank P. Lewis Brands

Lewis Single Binder

50s, (5 in foil) ----- 53 00
Union Made Brands

El Vulture, 50s, foil 75 00
Our Nickel Brands

Mistoe, 100s ----- 35 00
Lioba, 100s ----- 35 00
El Dependo, 100s ----- 35 00

Other Brands

Throw Outs, 100s ----- 50 00
B. L., 50s ----- 53 00
Boston Straights ----- 53 00
Iroquois, 50s ----- 53 00
Knickerbocker, 50s ----- 60 00
Trans Michigan, 50s ----- 60 00
Hennetters Cham- pions, 50s ----- 60 00
Court Royal (wood) 50s ----- 61 00
Court Royal (tin) 25s ----- 61 00
Templar Perfecto, 50s ----- 110 00

CLOTHES LINE

Hemp, 50 ft. ----- 3 00
Baker's 1/2s ----- 3 25
Twisted Cotton, 50 ft. 3 25
Twisted Cotton, 60 ft. 3 90
Braided, 50 ft. ----- 4 00
Sash Cord ----- 5 25

COCOA

Baker's 1/2s ----- 52
Baker's 1/4s ----- 48
Bunte, 15c size ----- 55
Bunte, 1/2 lb. ----- 50
Bunte, 1 lb. ----- 48
Cleveland ----- 41
Colonial, 1/4s ----- 35
Colonial, 1/2s ----- 33
Epps ----- 42
Hersheys, 1/4s ----- 42
Hersheys, 1/2s ----- 40
Huyler ----- 36
Lowney, 1/2s ----- 52
Lowney, 1/4s ----- 52
Lowney, 1/8s ----- 50
Lowney, 5 lb. cans ----- 31
Van Houten, 1/2s ----- 12
Van Houten, 1/4s ----- 18
Van Houten, 1/8s ----- 36
Van Houten, 1s ----- 65
Wan-Eta ----- 36
Webb ----- 33
Wilbur, 1/2s ----- 33
Wilbur, 1/4s ----- 33

COCOANUT

1/2s, 5 lb. case Dunham 50
1/4s, 5 lb. case ----- 48
1/4s & 1/2s, 15 lb. case ----- 49
6 and 12c pkg. in pails 4 75
Bulk, pails ----- 38
Bulk, barrels ----- 35
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 50

COFFEE ROASTED

Bulk

Rio ----- 15
Santos ----- 21 @ 26
Maracaibo ----- 28
Mexican ----- 28
Guatemala ----- 26
Java ----- 46
Bogota ----- 28
Peaberry ----- 26

Package Coffee

New York Basis

Arbuckle ----- 27 50

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Coffee Extracts

N. Y., per 100 ----- 10 1/2
Frank's 250 packages 14 50
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

Eagle, 4 doz. ----- 12 85
Leader, 4 doz. ----- 10 65

EVAPORATED MILK

Carnation, Tall, 4 doz. 6 50
Carnation, Baby, 8 dz. 6 00
Pet, Tall ----- 6 65
Pet, Baby ----- 4 50
Van Camp, Tall ----- 6 65
Van Camp, Baby ----- 4 50
Dundee, Tall, doz. ----- 6 65
Dundee, Baby, 8 doz. 6 00
Silver Cow, Tall ----- 6 65
Silver Cow, Baby ----- 4 50

MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 75
Hebe, Baby, 8 doz. ----- 4 60
Caroline, Tall, 4 doz. 4 00

CONFECTIONERY

Stick Candy Pails

Horhound ----- 30
Standard ----- 30

Boston Sugar Stick

39

Mixed Candy

Broken ----- 32
Cut Loaf ----- 32
Grocers ----- 22
Kindergarten ----- 35
Leader ----- 32
Premio Creams ----- 45
Royal ----- 29
X L O ----- 25
French Creams ----- 35

Specialties

Auto Kisses (baskets) 31
Bonnie Butter Bites ----- 36
Butter Cream Corn ----- 37
Caramel Bon Bons ----- 38
Caramel Croquettes ----- 35
Coffy Toffy ----- 40
Fudge, Walnut ----- 37
Fudge, Walnut Choc. ----- 38
Champion Gum Drops 30
Raspberry Gum Drops 30
Lead Orange Jellies ----- 32
Italian Bon Bons ----- 34
AA Licorice Drops ----- 32
5 lb. box ----- 2 15
Manchus ----- 34
Nut Butter Puffs ----- 34
Snow Flake Fudge ----- 35

Chocolate

Assorted Choc. ----- 39
Champion ----- 36
Honeyuckle Chips ----- 54
Klondike Chocolates ----- 45
Nabobs ----- 45
Nibble Sticks, box ----- 2 80
Nut Wafers ----- 45
Ocoro Choc. Caramels 43
Peanut Clusters ----- 52
Quintette ----- 39
Regina ----- 35
Victoria Caramels ----- 43

Gum Drops

Champion ----- 30
Raspberry ----- 30
Favorite ----- 30
Superior ----- 31
Orange Jellies ----- 34

Lozenges

A A Pep. Lozenges ----- 35
A A Pink Lozenges ----- 35
A A Choc. Lozenges ----- 35
Motto Lozenges ----- 37
Motto Hearts ----- 37

Hard Goods

Lemon Drops ----- 34
O. F. Horehound Drps 34
Anise Squares ----- 34
Peanut Squares ----- 32
Rock Candy ----- 45

Pop Corn Goods

Cracker-Jack Prize ----- 7 40
Checkers Prize ----- 7 40

Cough Drops

Putnam Menthol ----- 2 25
Smith Bros. ----- 2 00
Putnam Men. Hore ----- 1 80

COOKING COMPOUNDS

Crisco, 36 1 lb. ----- 25
Crisco, 24 1/2 lb. ----- 25
Crisco, 12 3 lb. ----- 25
Crisco, 6 6 lb. ----- 24 1/2

COUPON BOOKS

50 Economic grade ----- 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 75
3 lb. boxes ----- 76

DRIED FRUITS

Apples

Evap'd, Choice, blk. ----- 14

Apricots

Evaporated, Choice ----- 35
Evaporated, Fancy ----- 40

Citron

10 lb. box ----- 51

Currants

Packages, 15 oz. ----- 24
Boxes, Bulk, per lb. ----- 19

Peaches

Evap. Choice, Unpeeled 24
Evap. Fancy, Unpeeled 26
Evap. Fancy, Peeled ----- 28

Peel

Lemon, American ----- 34
Orange, American ----- 34

Raisins

Fancy S'ded, 1 lb. pkg. 26
Thompson Seedless, 1 lb. pkg. ----- 26
Thompson Seedless, bulk ----- 26

California Prunes

80-90 25 lb boxes ----- @ 15
70-80 25 lb. boxes ----- @ 15 1/2
60-70 25 lb. boxes ----- @ 17
50-60 25 lb. boxes ----- @ 19
40-50 25 lb. boxes ----- @ 22
30-40 25 lb. boxes ----- @ 26

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 6
California Limas ----- 12
Brown, Holland ----- 6 1/2

Farina

25 1 lb. packages ----- 2 80
Bulk, per 100 lbs. -----

Hominy

AROUND THE WORLD.

Impressions Graphically Recorded By
Noted Globe Trotter.

One day out from Bombay, April 27—A week-end trip to Darjeeling, for the dual purpose of getting a glimpse of Indian mountain scenery and a taste of cooler weather proved to be a very pleasant diversion.

We left Calcutta in the afternoon of April 11 on a special train of excellent equipment via the Eastern Bengal Railway. The ride was an interesting one and the country in the main being somewhat thickly settled, it gave a comprehensive glimpse of native country life. At 5:30 we stopped at Banjla for a cup of tea, the one thing that always seems palatable and which is served on the least provocation.

After leaving Banjla we ran into a thunderstorm which for violence quite surpassed any I have ever experienced. The wind attained such velocity and the rainfall was so heavy that for half an hour our train could scarcely make any headway. The fall in temperature, which followed, quite compensated us for the delay in our dinner, which was served aboard a steamer at Rana Ghat, where we crossed the Ganges on a forty-five minute sail to Sara Ghat. At this place we boarded our sleepers on a narrow gauge branch of the railroad.

In India one carries his own bedding and in our case the steamship company carried the bedding for us, each passenger's supply being packed in a separate bag. There are very thin leather cushions on the car seats, which run lengthwise with the car, each compartment having two lowers and two uppers, the uppers consisting of two bunks suspended from the ceiling. Each compartment has a toilet and one furnishes his own soap and towels.

On a narrow gauge road, the beds or seats are correspondingly narrow and in the upper, which I occupied, I found it quite a feat to keep my balance. Between trying to find a soft spot on the board, and at the same time avoid falling out, I did not find much opportunity to rest.

We were not in the best of humor when we were routed out to have tea and change cars at Siliguri, at the base of the Himalayas, at 5 the next morning. Here our special train reminded one of a slightly enlarged edition of the little trains you see at expositions and summer amusement parks. The Himalaya Mountain Railroad has a two foot gauge and is really a remarkable road. It follows an old high road, built over a hundred years ago, almost the entire way, the railroad itself being over twenty-five years old.

From Siliguri to Darjeeling—a distance of about fifty miles by road and twelve to fifteen miles as the crow flies—it takes from five and one-half to six hours to ascend and a little less time to come down. At the end of a little over forty miles, we reached an altitude of 8,000 feet descending from there to Darjeeling, which is about 7,200 feet above the sea level. At five or six points along the road the grade is so steep that short switch-backs are necessary to overcome them and at other points the road makes a complete loop, crossing itself within a short distance. At one point we ran along the edge of a precipice, extending sheer into a valley 7,000 feet below us.

The vegetation is at all times wonderful. As we ascended, we gradually left behind us the jungles and lofty tropical trees for vegetation not so thick, but quite as beautiful. There were flowering trees in abundance and these, as well as others, seemed to spring out of rocks and grew almost horizontally—virtually hanging in the air.

We had our real breakfast at about 10 o'clock at Kurseong, about 4,200 feet up and arrived at Darjeeling shortly after noon.

Darjeeling (literal translation, "Place of the Thunderbolt") is a town

of about 40,000 and the principal city of the province of Darjeeling, in which there are about 200,000 people. The temperature ranges from thirty to eighty degrees. It is the summer resort of the English people residing at Calcutta; in fact, many of the women and children spend as much as six months of the year there.

The average English child you meet in India is the whitest specimen of humanity you have ever seen and it becomes a necessity rather than a luxury to send them, as well as the women, to the hills for a considerable portion of the year. As a consequence, one finds numerous good hotels, but there are countless beautiful villas and bungalows, scattered all over the hillside and covering a very large area, giving the city quite a modern appearance.

There is hardly a foot of level road to be found, and the high altitude, coupled with the steep climb, rather discourages one, at least during a short stay, from indulging in walking as an exercise. Horseback riding is much in vogue, large rickshaws pulled and pushed by three brawny Tibetans, are used for short journeys in the city and chairs carried by four men, with an extra man or two for a "change" for longer excursions. The horses are excellent; in fact, most of them are too much for the ordinary Sunday rider and several of our party received ugly though not serious falls.

The principal interest in Darjeeling lies in its wonderful scenery and this is the real reason for a visit there by the annual tourist parties. From Observation Hill, in the center of Darjeeling, the view on a clear day is a grand one. From here one can plainly see Kinchinjanga, forty-five miles distant, whose elevation is over 28,000 feet, together with other great mountains covered with snow and ice. Some of our party enjoyed an extensive horseback ride on the afternoon of our arrival, ending on Observation Hill at sunset, when the view is especially wonderful.

From Tiger Hill, about six miles from Darjeeling and lying some hundreds of feet higher than Darjeeling, a broader view can be obtained. From there, on a clear day, one may get a sight of Mount Everest, the peer of all mountain peaks, 29,000 feet above sea level. However, Mount Everest is seldom seen except for a moment at this time of the year.

The morning did not seem propitious, nevertheless all hands were out at 2 o'clock, and after a cup of tea, started on our journey to Tiger Hill, in order to get there by sunrise. The ride itself was an experience not soon to be forgotten. Some of us went on horseback and others in chairs.

The trails were broad, but at the start the night was so dark that one could scarcely see the horse's head. Each rider was furnished with a servant, who led the horse when occasion required. The chair-carriers, who were all Tibetans, are about the roughest looking lot of men we have seen and we have seen some queer specimens. They can best be described as a cross between the Chinese and the American Indian; in fact, some of them could hardly be distinguished from one of our red men. Most of them wear queues; others wear their hair, which is straight and black, down their shoulders. In neither case has the comb or brush done duty. In stature they are broad and of fair height, with wonderful arms and legs—picturesque in their way—fascinating, but not attractive. They quarrel much among themselves and the division of a tip is sure to start a row. In their way they are independent. One of our party prepared himself for the trip to Tiger Hill, secured a chair, seated himself and was carried for about ten feet and then placed on the ground. His men left him, but thinking they would return, he waited and might have been waiting still had he not come to a sudden realization of the fact that he tipped the scales at something over 200 pounds and that one lift, with the further prospect of

a twelve mile walk, had been sufficient for the carriers. Later he developed into quite a horseback rider—the horse having no choice in the matter. The carriers chanted a peculiarly weird song the entire twelve mile trip, did not seem to mind their burdens in the least, kept up a good pace and rested but seldom. The morning was cloudy, but the clouds, hanging in the many valleys below us, gave the whole scene the appearance of a series of mountain lakes. The sun broke through shortly after day break, and for what seemed only a moment we were treated to a view really "beyond any description for impressiveness and beauty." With the clouds below, the snow and ice-capped mountain peaks above, it made a picture not to be described by pen, nor depicted by the brush of the painter. Breakfast was awaiting us upon our return to the hotel at 9:30 and we all had appetites consistent with our morning's experience.

Rain kept us pretty close to the hotel during the day, but toward evening we attended a Thibetan dance held in the open air in the courtyard of the Woodland Hotel. This dance was quite different from anything we have seen on this trip or elsewhere. Men and boys, about ten in all, dressed in most fantastic costumes, danced to the music of a drum and a reed instrument which emitted a sound somewhat like a flute. The dance was called the "wedding dance" and it is part of the Thibetan wedding ceremony. The men are very graceful and have a perfect idea of tune and rhythm. The dance—which really assumed the proportions of a pantomime—seemed to represent the driving away of the evil spirits. These latter were represented by large papier mache dragons, in which the men danced most artistically. Then the knights and horses (two legged of the papier mache variety) drove away the dragons. The dragons again appeared and were again driven away. All of this, you must understand, was by the light of a single torch, which gave a touch of realism to the terrible creatures against whom war was being waged. There was one who served as master of ceremonies and clown combined—a child of about 8 years, who danced as I have never seen a child and seldom a man, dance, and

whose pantomime work was perfection. On the whole, it was quite the most interesting and entertaining dance which we have seen in the Orient.

The principal interest in native life centers around the Thibetan. Thibet is about eighty miles from Darjeeling. Sunday is market or bazaar day and a visit to the bazaar for a study of native types, manners and costumes is well worth while. The women are literally covered with large necklaces, bracelets and anklets made of hammered Indian silver, set with turquoise. They will, however, sell you any piece of jewelry you admire and if you do not admire it, they will try to sell it to you anyhow. Prices are far from staple and if you really do not want to buy, it is not safe to make an offer, for an offer is usually accepted, no matter if it seems ridiculously low to you.

After making a purchase and believing you have gotten a great bargain, you can usually find a duplicate of the article in a shop at half the price paid for it. While hammered silver ornaments are more in evidence than any other, you also find much hammered brass and copper inlaid work, all of which, however, looks far more attractive there than it would at home.

We left Darjeeling on the afternoon of April 14. We were sorry to leave our pleasant rooms and good fare at the Hotel Rockville Grand. The cool weather was also attractive and we could hardly realize that practically

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Penn Yan New York State Buckwheat Flour

Best on the market
We have it

JUDSON GROCER CO.

GRAND RAPIDS

MICHIGAN

with a few hours we would again meet our fellow travelers with the remark, "Isn't it hot to-day?" We were not doomed to disappointment. We reached Calcutta before noon on Monday, in time to put on dry clothing and leisurely prepare for our seven day trip, with Benares as the first scheduled stop and Bombay as the objective point.

Julius Fleischman.

Petoskey Merchants Start Christmas Shopping Early.

Petoskey, Nov. 16—Retail merchants of Petoskey are enjoying the most prosperous year in their history, Dollar day proving to be the greatest trade event in point of volume ever known in the city. Just now fifty of these enterprising business men are united in a campaign to bring Christmas shopping forward to December 1. On this date the principal streets of Petoskey will be lined with Christmas trees, which at night will be illuminated, and stores will be decorated and Christmas wares ready for early shoppers. Five hundred dollars in gold coin will be distributed, not as premiums, but as free gifts to forehanded buyers to stimulate interest in early Christmas shopping. The Chamber of Commerce, through its Trade Extension Committee, is the force behind these trade activities, and entertainment excursions to rural districts are fast developing a co-operative spirit which augurs well for Emmet county.

Announcement is made by the Klise Bakery that L. C. Shepard, formerly of Armour & Co., and whose home was Grand Rapids, has taken the road in Northern Michigan, devoting all of his time to selling Bon Ton bread to dealers. Mr. Shepard will introduce some novel trade methods and the results of his work will be watched with interest.

Thirty representative Petoskey men joined by members from Detroit, Cincinnati, Louisville and other localities, forming the Galster-Davis Hunting Club, left here Armistice day for their

annual hunting trip to the North. This party travels de luxe in a special Pullman equipment. The members have never failed to bring back their full quota of deer.

The Fochtman store for Thanksgiving will throw from upper windows of their building miniature parachutes to be carried by the wind over the business districts. Each of these will carry a card which will entitle the finder to a turkey, guinea hen or chicken for Thanksgiving dinner. These will be gifts without trade requirements and the event will undoubtedly call out a large crowd.

J. Frank Quinn.

Secret of the Nickel Cigar.

Somebody has invented a system by which newsprint paper may be made from alfalfa; but will not this be like jumping from the frying-pan into the fire? Will it not impose a serious shortage in the tobacco market?

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

NONE BETTER
AT ANY PRICE.

White House Coffee
1-3-5 LB. PACKAGES ONLY

Larger Factory Output
Quickly Absorbed

Its Tremendous Popularity
Increasing
Rapidly

ARE YOU GETTING YOURS?

Distributed at Wholesale by
JUDSON GROCER CO.
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.

WANTED—Six men who can furnish A-1 references to join in buying a hunting lodge 24x36 feet two-story frame, with building to house autos. Located on Trout stream in one of the best game sections in Michigan. Good roads to the door. Langworthy & Jones, Wayne, Mich. 129

For Sale—An established meat market business with full equipment located in lively town of 2000 eighteen miles from Detroit. Sales last year ran \$4,000 per month, going \$5,000 now. Corner lot 30x95 feet with two-story frame building having two flats. Terms. Langworthy & Jones, Wayne, Mich. 130

For Sale—Garage tools, stock and equipment. Best location in Michigan. On main trunk line between Detroit and Grand Rapids. Lots of work. Good reason for selling. G. E. Holcomb, Alto, Mich. 131

FOR SALE—A bakery, a restaurant, also a combination cafeteria and confectionery store. Good location. Kittell Realty Co., Manhattan, Kansas. 132

For Sale—Post Office news stand, tobaccos, confectionery, in thriving Montana city with large pay roll. 7,000 population. Doing wonderful business with amount of capital invested. Sales run over \$30,000 per year. Stock invoices about \$1,500. Owner inherited larger business, otherwise would not sell. If you want a live wire proposition, write immediately for full particulars. H. W. Schwertfeger, Red Lodge, Montana. 133

Farm for Sale Or Trade for bakery. Consisting of 160 acres; forty acres cleared land, forty acres cedar, eighty acres of saw timber. Located in Newaygo country. S. Schumacher, Newaygo, Mich. R. 2. 122

Wanted—Registered pharmacist or assistant. Chase's Drug Store, Muskegon, Mich. 123

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.

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—A good clean stock of hardware and furniture, invoice about \$7,000, in a small town with good schools and churches, on main line of Santa Fe, in a good farming district in Western Oklahoma. If interested, write Box 124, FARGO, Oklahoma. 124

IF YOU WANT TO PUT ON A REAL SALE OR DISPOSE OF YOUR STOCK OF MERCHANDISE, COMMUNICATE WITH W. W. LEHMAN, SALES MANAGER, C/O A. KROLIK & CO., DETROIT, MICH. 127

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.

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.

To Exchange—Small new grocery business in thriving city, for general store in country or village. Address 118, care Michigan Tradesman. 118

For Sale—General merchandise stock, including fixtures. For cash only. Located in best farming district in Spink County. W. H. Cutler, Athol, S. Dakota. 125

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

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

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

If you want to reduce or close out your stock, write the "BIG FOUR" auctioneers, Fort Pierre, South Dakota. 112

TOLEDO SCALES

"No Springs" "Honest Weight"

are not affected by the temperature. See our display of new and used scales at 20 Fulton St., West.

OCCIDENT FLOUR



Costs more—worth it!

Your customers will appreciate OCCIDENT Quality.

W. S. CANFIELD FLOUR CO.

205 Godfrey Bldg., Grand Rapids, Mich.
Cit. 65618 Wholesale Distributors Bell M 1465

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

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



Tax on All Sales Open to Argument.

During and following the war the grocery distributing machine ran at top speed, week in and week out, with never a slowdown for readjustment or repair. Now the readjustment must be made for the machine is running only on three cylinders, and that as everyone knows in the case of their automobiles, is an aggravating and annoying form of locomotion. The spark plug which receives its current from the treasury of the jobber or the dealer is fouled.

It is time to clean spark plugs and add a little lubricating oil, perhaps as well. This might be considered, in the grocery machine, as business confidence. The bearings have run dry. They need a coating of faith in the immediate future of the market. Hand-to-mouth buying is the order of the day in all departments of the grocery trade. In many lines present values represent the intrinsic worth of the goods, or even in some instances they are below the cost of production. The country is still demanding its three square meals a day. Consumption has not materially slackened, but distribution has.

So far our grocery machine has missed only on three cylinders, but if we do not clean our spark plugs and add a little lubrication at once the engine may go dead. The thing to do is to give the machine the attention it so urgently needs without further delay and then "speed her up"—not to the war or armistice pace, but to normal, every day peace time conditions. There is plenty of "pep" in the engine if the driver handles the throttle carefully.

Congress is facing a revision of Federal taxation in order to equalize the load more uniformly and to meet peace time condition. As taxpayers, the grocery trade will have to bear its burden, and to insure that any new tax laws be equitable and just already the tentative measures suggested by various sources are being considered.

The question of grocery taxes may be viewed from two different angles. A special tax on sugar has been called a fallacy, an unwise step and an unjust one following the violent price disturbances which have already occurred. This 1 per cent. tax on all sales is conceded to have its advantages, if the grocer merely acts as a collecting agent for the Government, but there are administrative features to consider which if not properly arranged would minimize the effectiveness of the measure.

While speaking of the volume tax, it might not be amiss to quote what Marco Newmark, of M. A. Newmark & Co., of Los Angeles, has to say through the Bulletin of the National Wholesale Grocers' Association:

"Superficially, this would seem to be a very nice solution, but as a matter of fact, the wholesale grocery business would on such a basis be paying more than its share of the Federal taxes for the reason that the same capital invested in most other lines of business produce a larger net profit. Compared with another reason against the volume tax, however, this one is of minor importance.

"The principal objection that I can

see is that the tax would be collected irrespective of the capacity of any given firm to pay for it. For instance take the present half year as an example. Many jobbers, on account of declines in markets, especially in sugar, rice and coffee, will not only not make any money but will lose very large amounts; while at the same time, their volume of business may very possibly be exceedingly heavy. This would mean that they would be paying a very heavy tax in a year when they had made losses, and some of them very heavy losses. Therefore, I have great misgivings about the advisability of recommending a volume tax on business, without regard to the amount of net profit that was made during the period."

World May Well Tremble For the Future.

Grandville, Nov. 16.—The question has been asked, Will the Hohenzollern come back? Such a thing is wholly out of the realm of possibility in the opinion of many astute men of the world.

And yet why so sure?

This and that champion of the prize ring has come back after an indefinite retirement to the shades of private life. Why not then the royal family of Germany?

There is nothing certain about even the late Emperor William remaining outside of his one-time domain of power and military aggrandizement. He has simply slipped across the line into the sheltering arms of a sister nation. Holland has said the body of the late German tyrant is sacred while the flag of the little Dutch nation floats over his abode.

If Holland, one of the small, not to say insignificant nationalities of Europe, may presume to defy the moral sentiment of the world, what is there to hinder her turning the mighty Hohenzollern loose to rule again the swarming hordes of Hundom?

Although from our point of view there seems small likelihood of the present deposed emperor of the Germans taking into his hands again the reins of government, it must not be supposed with his power curtailed for all time the house of Hohenzollern is made extinct.

The pitiful attempt now being made at a republican form of government by the German people cannot deceive the world to the fact that said government is not meant to stand. It is simply a bluff thrown out to appease the enemy of German imperialism until the bestial sons of the Rhineland can get their second wind, when we may expect a coupe de etat such as will put to shame the exploit of that kind pulled off by the President of France in the palmy days of the Third Napoleon.

The allied powers that humbled the haughty Prussian and leveled down the armies of the great War Lord are fast dwindling to a peace basis, while in German hearts a feeling of revenge is being nourished that is bound, sooner or later, to manifest itself in a manner least expected. That ample revenge for loss of German territory is at some time and place to be exacted may not yet be imagined by the former allied nations, yet that such a reprisal is being cherished throughout the German Fatherland is as certain as that the sun shines in heaven.

For all the tender regard manifested for the beaten foe by the conquerors there will be no return of tenderness when next the Hohenzollerns mount the saddle and ride to victory below the Rhine.

That time will never come, you say. I am no prophet, yet I wish to record here that there are those now living who will see another war along the Rhine, another assault on France which will not only strike terror to the heart of the world, but meet up

with a success that no man to-day dare imagine.

The crafty and bloodthirsty Hohenzollern is not dead. That family is certainly a very much alive corpse, and why should it not be? The allies made no attempt to deal justly with the monster murderers of Hundom at the close of the war. Nobody in Germany fears for his life to-day. The late Emperor is immune from justice. Does not the pitiful showing made by the victors in the greatest war in history proclaim fear on the part of the winners of the fight lest they anger Germany beyond measure?

How little we estimate the German nature for hating if we content ourselves with the belief that because we, the victors, have shown mercy where least expected, certainly not deserved, the enemy when once he gets the upper hand in a future war will pattern after our example.

Have we so soon forgotten that hymn of hate which poured out the vials of bitter wrath on all things English, which naturally included all things American as well. That hymn of hate was meant. It is meant to-day. Biding their time the treacherous Germans are secretly preparing for another world cataclysm which will be formulated in a manner better calculated to attain success than was the last.

Germany is not lying perdu to-day for her amusement or our well being. The Hohenzollern is synonymous with German, and reads the cards for Prussianism and Prussian desires. The easy terms granted by the Allies should have touched the hearts of the conquered people beyond the river Rhine. It did nothing of the kind, however. Rather it filled the minds of the enemy with the belief that the tender regard for Germany was but a manifestation of cowardice on the part of the victors.

Love for mankind in any particular is not in any German heart to-day. Revenge is sweet, and that revenge the house of Hohenzollern is bound to exact at no distant day. Germany is no more ripe for a republic than is Russia or Mexico. A dictator alone is the desire of the Teutonic race, and that dictator will be Hohenzollern through and through.

It may not be the ex-emperor who will ascend the German throne, but a member of the last reigning house is sure of the place, and once again, to the detriment of the civilized world, the Hohenzollern dynasty will make itself felt in the politics of Europe.

Comparatively unimpaired are German resources and German morale. With nearly 70,000,000 people at one, in thought and action, how can the peace of the world be assured when the feeling of revenge animates every bosom of those millions?

The house of Hohenzollern still lives and the world, especially France, may well tremble for what the future has in store. Old Timer.

Just To Be Glad.

Is there anything more delightful than a sunny soul, one who radiates sunshine, joy, gladness from every pore; who is always optimistic and hopeful, always expecting good things to come to him; who gives us the impression that he is glad to be alive, that he was born in just the right place at the right time and under the most favorable conditions?

Whoever strikes the keynote of joy and happiness is a dispenser of the balm of Gilead, a healing force.

Just to be glad! If we could only form this habit of being glad, what a wonderful thing it would be for everybody who touches our lives, to bathe in the warmth and power of our mental sunshine! What a paradise this world would be if we all just made up our minds to be glad!

General Conditions in Wheat and Flour.

Written for the Tradesman.

There has been a better tone to wheat during the past three or four days with the price tendency upward.

This has been brought about in the main by renewed selling for export. The British Royal Commission is reported buying again. Then, too, receipts of wheat at terminal points in this country are very light indeed. Many of the elevators in Kansas that were stocked two months ago are empty, with receipts from growers very small indeed.

The stocks of wheat in Chicago only total about 86,000 bushels, of which 84,000 bushels are Canadian wheat. As a matter of fact, if it were not for importation of Canadian wheat, our domestic market would be considerably higher.

Of course, the exceedingly light and subnormal demand for flour from domestic buyers is another big factor.

At no time have receipts of wheat been abnormally heavy or even heavy enough to cause depressed values had there been a normal demand for flour.

Practically no mill in the country has operated over 50 per cent. of its capacity, many not more than 25 or 40 per cent.; some of the large Western mills are actually shut down because of the slack demand for flour.

Canadian receipts continue heavy. Stocks at Fort William and Port Arthur are reported at 12,650,000 bushels of wheat, increasing 1,970,000 bushels during the week, being 9,367,000 bushels larger than a year ago at this time. World shipments of wheat were larger at 8,968,000 bushels the past week as against 8,957,000 bushels a year ago this time. Receipts at Western distributing centers were 35,000 bushels less than last year and 66 less cars were reported in the Northwest than last year.

The statistical position of wheat and flour continues strong, but the same factors continue to prevail that have caused the big slump in prices; that is to say, the general downward tendency of all commodity prices in general, the subnormal demand for flour and the importation of Canadian wheat in large quantities without duty charge. However, many very well informed grain men maintain the price of wheat will be higher within the next two or three months at the latest, some going so far as to predict it will sell as high as \$2.50 before another crop is produced.

Until the sentiment of the flour buyer materially changes and the demand becomes something like normal, it is doubtful if material advances will develop; although, of course, a strong upward tendency in the price of wheat would surely develop heavier buying of flour.

The prudent business man will continue to buy conservatively at least until there is a pronounced improvement in the demand for flour both at home and abroad.

Lloyd E. Smith.

When you add to the variety of your goods, you increase your appeal to the public, and you bring in more classes of customers who buy what interested them and other goods as well.

The Way to Profit

Sell Sun-Maid Raisins

The nationally-advertised brand

Sun-Maid advertising tells 38,000,000 housewives to use Sun-Maid Raisins for genuine satisfaction. Made from California's sweet grapes, packed in sanitary plants, shipped in clean package from grocer to you. Millions depend on Sun-Maid for quality.

*Order from your jobber at once.
Get sure delivery.*

THREE VARIETIES:

- Sun-Maid Seeded
(seeds removed)
- Sun-Maid Seedless
(grown without seeds)
- Sun-Maid Clusters
(on the stem)



CALIFORNIA ASSOCIATED RAISIN CO.

Membership 10,000 Growers
Fresno, California

*Growers and shippers of
America's only all-year
nationally advertised
brand of raisins.*

Red Crown

PORK and BEANS

WITH RICH, RED TOMATO SAUCE



A very high-grade product—a combination of the choicest small beans and tenderest pork, carefully cooked, perfectly seasoned and scientifically prepared with the proper proportion of delicious, rich, red piquant sauce made of pure ripe tomatoes. Because of quality and genuine satisfaction, the consumer constantly demands this item which makes it a fast repeating seller. This exceedingly fine Red Crown Instant Service product dominates because of its merits and consumer appeal.

**Retailers Supplied
By Wholesale Grocers**

ACME PACKING COMPANY, CHICAGO, U. S. A.
INDEPENDENT PACKERS



The Popular Cereal
in Millions of Homes



An Excellent All-
Wheat Ready-to-Eat
Cereal

Kellogg's

KRUMBLED BRAN

—is not only ready to eat—a brand new cereal food made of bran—but for cooking purposes it far surpasses any bran you ever tried.

Kellogg's Help You Sell Kellogg's Every Day

KELLOGG TOASTED CORN FLAKE COMPANY

Battle Creek, Michigan

Toronto, Canada



For Better Health



A Coffee-Like
Beverage Made in
the Cup

Sell CRISCO

*For Frying - For Shortening
For Cake Making*

—and rid yourself of all the trouble and loss that are unavoidable when you sell bulk lard.

No weighing. No greasy hands or clothes. Crisco is packed in sealed sanitary packages.

No loss through soakage or down weight. Each package of Crisco contains full net weight. One pound and larger sizes.

No loss of time or money in getting goods ready for the customer. No expense for wrapping paper and twine. Crisco is ready to deliver.

No loss through spoilage. No expense for ice. Crisco keeps perfectly without refrigeration.

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