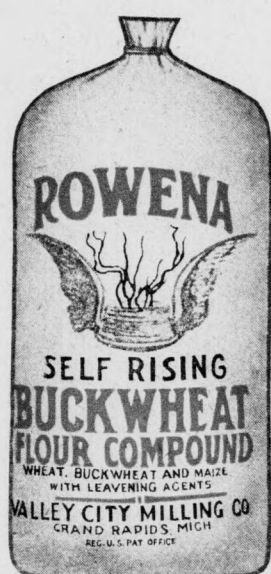


## Superb Quality at An Attractive Price



Packed in 2 and 5 lb. sacks

# Rowena



Packed in 2 and 5 lb. sacks

ROWENA SELF-RISING BUCKWHEAT FLOUR COMPOUND and PANCAKE FLOUR are manufactured from absolutely pure, clean, well milled materials properly blended and thoroughly mixed.

There isn't an ounce of poor material in them—not an ounce.

ROWENA BUCKWHEAT FLOUR COMPOUND contains 46% Pure Buckwheat Flour; 37% Choice Quality Wheat Flour; 9% Maize, or Corn Flour, and the balance, 8%, consists of Phosphate, Soda and Salt.

ROWENA PANCAKE FLOUR consists of 83% Choice Wheat Flour; 9% Maize, or Corn Flour, and the balance 8%, is Phosphate, Soda and Salt.

These Pancake Flours are giving the very best of satisfaction. Wherever sold, the consumer is asking for and demanding them.

That is the real Proof of Quality; REPEAT ORDERS—CONTINUED CONSUMER DEMAND, and means a quick turnover—no dead stock—MORE PROFIT.

**WE DO NOT BELIEVE THESE VALUES CAN BE DUPLICATED ELSEWHERE!**

### Rowena Self-Rising Buckwheat Flour Compound

Per cwt. in 5 lb. sacks .....	\$5.50
Per doz. in 2 lb. sacks .....	1.40

### Rowena Self-Rising Pancake Flour

Per cwt. in 5 lb. sacks .....	\$5.50
Per doz. in 2 lb. sacks .....	1.40

Prices are delivered your shipping point in lots of 200 pounds or more.

The 5 lb. sacks are packed in 50 lb. paper containers, ten 5 lb. sacks to the container; 2 lb. sacks, in 24 lb. paper containers, or 1 doz. to the container.

Can make immediate shipment of the above, and assure you all orders will be given the very best of attention.

**VALLEY CITY MILLING COMPANY,      Grand Rapids, Mich.**

# CALENDARS CALENDARS CALENDARS

For Immediate Delivery

**Grand Rapids Calendar Co.**

572-584 Division Ave. South

Grand Rapids, Michigan

## Yeast Supplies Pep

Throw out this thought to  
your customers—

"If the day's work exhaust you,  
take yeast—the food tonic that  
will hearten you for every task,  
create health and vigor."

—and then watch your cash reg-  
ister speed up.

**THE FLEISCHMANN COMPANY**

"FLEISCHMANN'S YEAST"

THE WHOLE COUNTRY IS AROUSED  
AGAINST

# Fire Loss

Automatic Sprinklers solve the ques-  
tion and provide a suitable and effi-  
cient remedy. Get in touch with us.

**Phoenix Sprinkler &  
Heating Co.**

Grand Rapids, Michigan

Detroit Office, 909 Hammond Bldg.

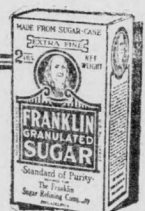
## Hint Number Two To the Merchant

You enjoy the extra prestige  
as well as larger patronage  
when you handle the most  
satisfactory Pan Cake Flour  
that is offered to the trade.

"Henkel's" is a trade pro-  
ducer as well as a trade  
satisfier.

We suggest you investigate  
our price and quality.

**Commercial Milling Company**  
DETROIT



## Franklin Golden Syrup



is known to the  
housewife through  
its use on the table  
and in cooking.

Its steadily in-  
creasing demand  
indicates the house-  
wife's approval.

**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, DECEMBER 15, 1920

Number 1943

## 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.

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issues a month or more old, 15 cents;  
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Entered at the Postoffice of Grand  
Rapids under Act of March 3, 1879.

## BUYING SHOULD LOOK UP.

What has recently been puzzling those who watch market movements is that, while prices in a number of lines have been reduced to about as low a point as the circumstances warrant, this has not served to bring about any large volume of buying. It is the part of prudent merchants and traders to be prepared to meet the wants of customers by arranging to have on hand sufficiently large and varied stocks. This they have not been doing lately, although they have been urged to do so, and they have had before them the possibility that they may not be able to secure what they require when they need it. Now, this course is not to be ascribed to mere perversity on the part of the buyers, but rather to the conditions they found when they went to market. They not only discovered a continuing decline in prices, but that varied prices were asked for the same kind of merchandise by different sellers and even by the same sellers at brief intervals apart. Then, too, as to a number of kinds of goods which were in second hands, the prices seemed to depend on the degree of necessity to sell on the part of the holders. There was, likewise, a material variance in the terms of sale from the respective vendors. All of this has been rather confusing and calculated to cast doubt on the stability of prices. Added to these factors has been the suspicion, which some occurrences seem to give color to, that sellers were simply trying out the market with low prices, intending to hoist the same as soon as they could create a real demand. Within the past week or so, however, the disposition to buy has been gaining, and this will be stimulated to real action should the holiday sales over the counter now in progress be fairly good. One fact that should not be lost sight of is that the absolutely necessary and normal demands of a nation of over one hundred million people, accustomed to the standards of living which prevail here, call for a great quantity and variety of mer-

chandise. These demands may be stayed for a while by one circumstance or another, but they will ultimately assert themselves. Even at the worst there is what may be termed an irreducible minimum which would look large in any other country. But the industries of the United States are keyed to a production much larger than the minimum, and the average of distribution is also much above that point. Any reduction of the demand from that average means slackened business, while an increase indicates good times for merchants and producers. Some lessening of the demand on shopkeepers during the past six months or so has been due to the fact that a lot of Government stocks have been absorbed by the public, which has been thus obtaining many needed supplies at prices lower than those which merchants could offer. This applies to a lot of men's wear articles as well as to a number of household necessities. Purchases of this kind have helped to emphasize the withdrawal of custom from the regular shops which the trend toward economy produced. But the influence of that variety of buying is passing away, and the goods so bought are being used up, leaving the field clear again for buying through the customary channels. In the textiles, also, there is again a tendency shown by people to be more stylishly, if not better, clad—a thing which was ignored to a large extent not so long ago. This circumstance, taken in connection with the others, would seem to prompt a stocking up by merchants, not to meet any boom in buying which is not expected, but to provide for wants that may be safely anticipated.

So far as the holiday trade at retail is concerned, the reports from the larger centers of the country show some variance, although they are quite favorable in the main. Even in what are called hard times, there is an unloosening of the purse strings at this period. The buying thus far this season has been of the most varied character, taking in all kinds of things from jewelry and trinkets to expensive wraps and sets of furs. In these purchases the re-stocking of wardrobes has been as much the purpose as the making of gifts, although this latter has been by no means neglected. Books have been receiving rather more attention than usual as subjects for presents, and attention has been especially directed to toys and other offerings for children. From all accounts, the youngsters are to be especially favored this year by Santa Claus. More of a disposition to shop around is shown by buyers. This is due in some measure to the difference in price shown for the same article in various stores. Some retailers seem to be acting on the mistaken

theory that customers will stand for high prices before the holidays, and they are trying to get the last possible dollar of profit to offset against future depreciations. If such dealers fail to get their fair share of business they will have only themselves to blame for it. The wiser merchants have discovered that the consumer is like the famed Mrs. Gilpin who "although on pleasure bent, still had a frugal mind," and that necessity in only too many instances has brought about an enforced economy.

## MORE PLAYING CARDS.

There has been a tremendous increase in the use of playing cards in private families within the last twenty years in this country, the manufacturing house says. It may seem strange, but it is the private family that does most of the using of cards. The proportion of playing cards used in the big clubs is small. There is an average of from two to three packs of playing cards used per family each year in the United States, it is estimated, which is a big percentage of the total.

Men's clubs absorb the higher-priced cards, which are sold at prices, varying according to the club, from \$1 to \$1.50 or \$2 per pack. The Government tax on cards since 1917 and which was raised last year to 8 cents per pack, with increased cost of production, has practically driven the cheaper cards out of the market, and business has gone to the higher grades which retail at from 30 to 75 cents. The increased playing of bridge has brought into vogue the narrower card, which is more graceful in shape, smaller and a little less bulky.

The bulk of the cards sold have a simple standard design for the back. Among those the best liked in the better class clubs are the ones with the fine steel engraved or "banknote" back, engraved with the lathe work designs. These come in the four colors and now have a linen finish face.

Ohioans will not be surprised when spring weather comes again to hear that a space has been staked off in the back yard of the White House for horseshoe pitching. It is a noble game which excites keen rivalries and is withal a wholesome outdoor exercise. In Ohio it is a recognized sport even at the state fairs. A man may pitch horseshoes and chew tobacco at the same time and Senator Harding enjoys both. We believe Lincoln liked the game if not the tobacco.

There are two kinds of people in this world—those who are always getting ready to do something, and those who go ahead and do it.

## TO LOCATE MISSING LINK.

The most interesting thing about the proposed expedition of the American Museum to locate the missing link is that it is attacking the problem of the origin of man in a region that has been a closed book to science. And while it is possible that anything may come out of the highlands of Western China and the regions adjacent to Tibet and the Desert of Gobi—a place so inaccessible and so mysterious in the minds of most people that Madame Blavatsky shunted her Mahatmas there when she found that Tibet was becoming too well known to support her claims as to the existence of these super-beings—it must be remembered that most students of anthropology have placed the existence of the first man elsewhere. Many have held that man originated in tropical Africa; others, that the first man came from a continent, now lost, that lay between Africa, India and Asia Minor. And when Dr. Eugene Dubois in 1891 discovered his famous prehuman type in a river valley in Java, his find was not only dubbed the "missing link," but it was assumed that man may have originated in tropical Asia. Although the Java specimen was more ape than man, yet its resemblance to the jawbone belonging to a possible prehistoric human being found near Heidelberg, and the Heidelberg man to later European types, led to all sorts of fanciful conclusions that the gaps were being bridged that would give the unbroken ancestry of man from the day of his deviation from the ape type to that wonderful period when he is revealed as a rather skillful draftsman and art-loving inhabitant of the caves of Europe, disputing with the mammoth and woolly rhinoceros and other well-known extinct animals the advance and retreat of the glacial period.

But scientists have disputed every phase of the Dubois find, and neither this Java specimen nor any other fossilized remains or actual prehuman skeletons have been proved to be a determining link that would indicate the actual line of ascent or the single origin in one given place of all the known races of man from prehistoric times on. Indeed, there are those who contend for several independent centers in which man as we know him may have arisen and spread. Yet if the American Museum really gets any adequate results in the mysterious unexplored regions of Asia in which its expedition is to venture, it is not at all unlikely that one of the great centers of human origin and dispersion may be located, even if the public will be disappointed over the fact that the expedition will not be able to excavate or bring home the "missing link."



## FROM CLOVERLAND WAY.

## News and Gossip From the Upper Peninsula.

Sault Ste. Marie, Dec. 14—The Soo loses her veteran boat builder by the death of F. X. Payment, who died at his home Saturday. Death was due to paralysis. Mr. Payment was 72 years of age and was well known here, having been engaged in the boat building business for the past forty years.

The Soo merchants are backing the "Buy at Home" slogan and it is believed that the greater portion of the buying public stand in the same line, which means more prosperity for the home town.

John Dunbar, of McVillie, a small village near the Soo, shipped three carloads of cattle and sheep to the Chicago market last week.

Navigation is about at an end here and the contrast in activities is being felt and will be until the winter operations get under way.

A. B. Stonehouse, formerly proprietor of the O. K. meat market, at Rudyard, is discontinuing business and moving to Escanaba, where he is employed.

J. P. Connolly, formerly of the Connolly Harness Co., who has been spending the winters at Miami, Fla., has returned to the city and expects to spend the holidays with his family.

Ernest Eagle, one of the employees of the Cornwall Co., took a few days off last week, but instead of going to the woods he committed matrimony. This being his first offense and his bride being a charming young lady of this city, Miss Irene Bergin, his many friends are extending congratulations.

Shingles have come down, consequently more of them are going up.

"Al" Sparling, the popular salesman for the Cornwall Co., is all smiles this week and passing around the best Havanas, the occasion being the arrival of a 10 pound son, which he considers a million dollar asset to his present resources.

The partnership heretofore existing between Sutton & Trempe, insurance agents, has been dissolved and F. T. Trempe, who has been the acting manager for many years, has taken over Mr. Sutton's interest. Mr. Trempe will continue in the business, which is one of the successful insurance enterprises here. Mr. Trempe is one of the city's live wires and a booster for the home town.

The Marks-Schenck Co., one of the Soo's leading clothing houses, is receiving many favorable comments on their remarkable holiday window display. The scene is a real winter one with plenty of snow. Large baskets of poinsettias are lighted at night by small electric bulbs which form the center of each flower, adding much to the scene. The work which is attracting the attention of a large number of people, is a credit to the Lawrence studios and is in keeping with our progressive firm.

Harry Wyman, the well-known Swift soap salesman, was demonstrating here last week. Harry is still a Democrat and says this goes to prove that the Dems did not buy a single vote. We agree with Harry on that point.

Albert Lehman, of DeTour, has opened up log operations at his camp at Dry Lake. He expects an unusual cut this year, weather permitting.

Lee Seaman, of DeTour, is still hauling supplies by boat to Drummond. This is the first time in years that navigation has continued so late in the season and if weather conditions continue it will be possible to make regular trips to river points weekly.

Muzz Murray's departure for Seattle Sunday night does not mean that the Michigan Soo Hockey Club is up against it in any way, as they have sufficient good material for the team, although "Muzz" will be missed. He certainly will add to the assets of the Seattle team.

Our City Manager, Henry Sherman, is right on the job at all times. He revoked a billiard and pool license held by one of our merchants for an indefinite period for allowing boys who were attending school to visit the parlors. This is a move in the right direction and the Soo is to be congratulated on having a manager who sees that the laws are enforced.

The Upper Peninsula Finance Corporation, with an authorized capitalization of \$100,000 and with \$10,000 already subscribed has opened offices on the 6th floor of the Adams building. The new organization bids fair to be one of the leading financial corporations in the Upper Peninsula. The company is receiving its incorporation papers from the State of Delaware and has been passed upon by the Michigan Securities Committee. The chief reason for incorporating under the laws of Delaware is the fact that it permits the sale of stock at \$1 par while the minimum limit at which a share can be sold under the Michigan law is \$10 par.

E. H. Mead, of the First National Bank, accompanied by his wife, is leaving this week for a European tour during the winter months. They expect to spend the greater part of their time in France. They do not expect to return to the Soo until next June.

The big slump in coal prices at the mines is not softening the hearts of our Soo dealers who are still holding soft at \$12 per, while our neighbors at Manistee find coal so plentiful that prices are fast slipping downward. Their City Manager received a letter quoting Hocking Valley coal at \$3.75 per ton f. o. b. mines. The Cole-Bassinger Co., of Toledo, is offering them ten or fifteen tons at this price. This quotation represents a decline of \$4.75 in four weeks. Under present freight rates in carloads delivered in Manistee the price would be \$7.15 a ton allowing \$3.40 a ton for transportation from Toledo. If the warm weather continues we will be able to keep down the high price of coal to a large extent.

The closing of the Northwestern Leather Company's plant last week was a severe shock to the community here. Over production is given as the cause. This will put about 400 persons out of employment, which will mean much to the merchants at Algonquin. It is not stated when the leather company will resume operations.

Whisky floats more trouble than it drowns. William G. Tapert.

## Court Holds Blacklisting Deadbeats Is Legal.

A decision which is likely to have bearing on the often raised question of the legality of blacklisting "deadbeats" on the part of merchants has just been handed down by the Florida Supreme Court.

This decision is to the effect that retailers have the right to combine their efforts for protection against deadbeats. The case arose from a suit for libel brought against a member of a merchants' organization bound together by a constitution for mutual protection. The court, in reviewing the case, said in part:

"The agreement provided: 'When any member of this organization shall give notice by and through the attorney of this association that any person has failed to pay his or her account, together with the amount of such account, and that the notifying merchant is no longer willing to carry the account of such defaulting person, none of the members of this association shall thereafter extend credit to such defaulting person, and should any member of this association thereafter credit such defaulting person,

said member so selling and crediting such defaulting person agrees to assume the account and accounts due the other members of this association of which such member so crediting had notice.'

"The agreement sets out several methods by which the merchants of Perry had sustained losses, and the constitution stated that the purpose of the organization was to protect its members against loss by reason of extending credit to those unworthy of trust.

"The matter of extending credit is a large part of modern business, and merchants have the right to organize for their own protection and to agree to report to each other the name of a person to whom credit has been extended who has failed to pay his account, and agree that they will not extend credit to such person without assuming his indebtedness. This is not the same as boycotting by refusing to trade with him, but is only an agreement not to extend him credit without assuming whatever indebted-

ness he may owe to any other member of the association.

"In order that merchants may prudently do a credit business it is expedient for them to know those in the community who meet their obligations promptly and those who do not, and they have the right to organize and enter into mutual agreements for the purpose of giving each other the benefit of their knowledge on these subjects, and a communication made by a member of the association to the other members, is privileged, if made in good faith and in such a manner and on such an occasion as to properly serve the purpose of the association."

## What!

What to get for brother,  
What to get for ma,  
What for this an' 'tother,  
What for sis an' pa,  
What to buy is easy  
When you have a lot;  
But it's mighty hard to  
Buy for what you've got!

Talk is cheap; especially when you make use of your neighbor's telephone.



LET YOUR CUSTOMERS KNOW THAT YOU CARRY THE DELICIOUS "BEL-CAR-MO." IT'S A QUALITY PRODUCT THAT LENDS ADDED DISTINCTION TO YOUR STORE.

—All Jobbers

*Tea Table*

The Best Flour  
that ever came  
out of Kansas

**W. S. Canfield Flour Co.**

WHOLESALE DISTRIBUTORS

205 Godfrey Building

GRAND RAPIDS, MICH.



# Keep Buying Good Goods

---

In these trying days of readjustment, it is extremely important that the merchandisers of the country help to solve the problems on the most approved lines.

Good merchandise is coming down in price, but good merchandise is not coming down as rapidly as poor merchandise.

Don't be misled by that competition which offers cheap merchandise at low prices. Absorb such losses as you have to in order to keep your prices following the general trend of lowering prices.

Don't try to crowd sales beyond reasonable amounts, and don't try to hold to the old prices too long when markets have declined.

On the other hand remember that some nervous dealers are tempted to buy the lowest priced goods although they may be off quality. Remember that we owe it to the consuming public to deliver to them good wholesome merchandise, of good value at a fair price.

This is the policy we are following. We can deliver goods of inferior quality for less money, but we do not believe this is going to serve your customers or is it going to build your business if you offer off grade merchandise at ridiculously low prices.

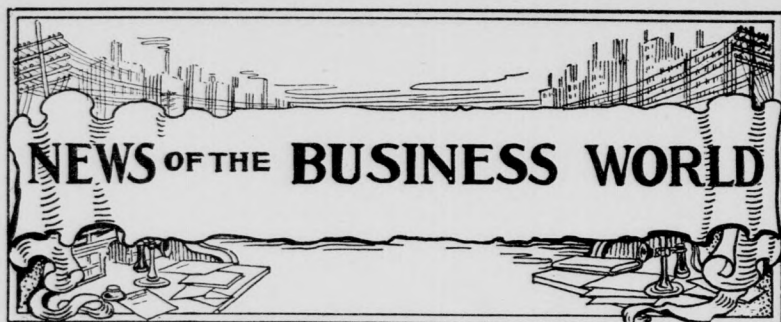
Keep buying good goods—avoid substitutes and off grade brands—give your customers the best service you can, and we will all fulfill our obligations to our communities.

---

## **WORDEN GROCER COMPANY**

Grand Rapids—Kalamazoo—Lansing

**The Prompt Shippers.**



### Movement of Merchants.

Detroit—The Sunnybrook Coal Co. has increased its capital stock from \$10,000 to \$25,000.

Gresham—George M. Naab, formerly of Lansing, succeeds Grover Garn in general trade.

Detroit—The Michigan Bolt & Nut Works has increased its capital stock from \$300,000 to \$400,000.

Battle Creek—A. C. Meyer succeeds H. J. Meyer in the grocery business at 365 West Van Buren street.

South Haven—The S. E. Overton Co. wood carving, etc., has increased its capital stock from \$250,000 to \$350,000.

Alba—Thieves entered the F. M. Shepard & Sons hardware store Dec. 11 and carried away considerable stock.

Detroit—The Norbro Shop, dealer in women's furnishings, etc., has increased its capitalization from \$10,000 to \$150,000.

Kalamazoo—The M. E. Maher Co., wholesale dealer in cigars and tobacco, has increased its capital stock from \$35,000 to \$75,000.

Anchorville—Fire damaged the store building and stock of general merchandise of A. L. Christie, Dec. 12, causing a loss of about \$10,000.

Homer—John D. Phair has sold his furniture and undertaking stock to Earl Hoyt, formerly engaged in the same line of business at Litchfield.

Jackson—The Hartwick-Woodfield Co., wholesale and retail dealer in lumber, fuel, etc., has increased its capital stock from \$150,000 to \$250,000.

Holt—Charles Smithers is erecting a store building in North Holt and will occupy it with a stock of general merchandise as soon as it is completed.

Detroit—The Moore Place Pharmacy, Ltd., has been incorporated with an authorized capital stock of \$5,000, all of which has been paid in in property.

Lansing—Sam Scheidt has remodeled the front of the Singer building and will open a retail cigar and tobacco store in connection with his cigar manufacturing business.

Lansing—Joseph S. Briggs, formerly engaged in the grocery business, has opened a dry goods and men's furnishing goods store on East Franklin avenue, near the foot of Cedar street.

Camden—Vern Johnson has sold his bakery and restaurant to Lee King and Benjamin Zehr, both of Pioneer, Ohio, who will continue the business under the style of the Home Bakery & Restaurant.

Detroit—Lee A. Phaldorf & Co. has been incorporated to deal in cigars, tobacco, confectionery, etc., with

an authorized capital stock of \$1,500, all of which has been subscribed and paid in in cash.

Detroit—The Hall Hardware Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Hawkins—The Hawkins Business Association, Ltd., has been organized to deal in farm produce and other merchandise, with an authorized capital stock of \$5,000, \$1,000 of which has been paid in in cash.

Saginaw—The Wals Hardware Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Detroit—The Pennsylvania Supply Co. has been organized to deal in coal, lumber, builders' supplies, etc., with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in in cash.

Grand Rapids—E. D. Conger has sold his interest in the Katz Market Co., to his partner, Jacob Ryskamp, his father, Henry Ryskamp, and his brother, William Ryskamp. The business will be continued under the same style.

Lansing—The Mapes Co. has merged its clothing and men's furnishing goods business into a stock company under the same style, with an authorized capital stock of \$50,000, \$27,500 of which has been subscribed and paid in in property.

Manistee—Gus Pirsig, whose store building and stock of general merchandise was destroyed by fire this fall, has purchased the Krusniak store building and will remodel it and occupy it with a stock of general merchandise and a restaurant.

Owosso—Fire destroyed the Haarer block, Dec. 12, causing a loss of more than \$100,000, which is only partially covered by insurance. The Foster Furniture Co. stock was entirely destroyed, also the grocery stock and store fixtures of J. Arthur Byerly and the millinery stock of Mrs. L. S. Benson. The block will be rebuilt at once.

Grand Rapids—W. D. Drake, whose place of business is on Wealthy street, near Eastern avenue, lost his stock of groceries and provisions nearly one year ago by a fire which destroyed the building he occupied. At the time of the fire he had on his books charges against customers amounting to \$9,000. Several months passed before the insurance due him was paid and a building erected for his use. His time was divided between the unpaid accounts and recreation. Of the

amount due him Mr. Drake collected all but \$30.

### Manufacturing Matters.

Charlotte—Reuben Rank succeeds Asa Morgan in the grocery business.

Detroit—Kauffman & Co. has changed its name to the Detroit Plier Co.

Port Huron—The Star Oil Co., Inc., has increased its capital stock from \$30,000 to \$65,000.

Jonesville—The Universal Body Co. has increased its capital stock from \$25,000 to \$101,500.

Detroit—The Detroit File Renewing Co. has changed its name to the Detroit File Corporation.

Detroit—The American Lubricator Co. has decreased its capital stock from \$150,000 to \$117,500.

Detroit—The Gear Grinding Machine Co. has increased its capital stock from \$300,000 to \$400,000.

Jackson—The General Machine & Tool Co. has increased its capital stock from \$100,000 to \$250,000.

Owosso—The Connor Ice Cream Co. is adding considerable new equipment to its local plant which will greatly increase its capacity.

Detroit—The American Twist Drill Co. has increased its capital stock from \$200,000 to \$400,000 and changed its name to the American Twist Drill & Tool Co.

Ypsilanti—The Champion Corset Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Howell—The Quality Glass Cutting Co. is being re-organized and enlarged and will erect a modern plant in the early spring. The name will be changed to the Randall Cut Glass Co.

Detroit—The Michigan Canned Food Co. has been incorporated with an authorized capital stock of \$200,000, of which amount \$150,000 has been subscribed and \$50,000 paid in in cash.

Detroit—The Superior Piston Ring Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$500 paid in in cash and \$4,000 in property.

Detroit—The Tell-Tale Sparkplug Co. has been incorporated with an authorized capital stock of \$50,000, \$26,000 of which has been subscribed and paid in, \$1,000 in cash and \$25,000 in property.

Detroit—The Wolverine Stair Works has been incorporated to deal in all kinds of finished lumber, with an authorized capital stock of \$5,000, \$4,000 of which has been subscribed, \$500 paid in in cash and \$2,500 in property.

### General Conditions in Wheat and Flour.

Written for the Tradesman.

December wheat is only  $\frac{1}{4}$ c per bushel higher than a week ago; although, there were quite wide fluctuations during the past seven days, December selling as much as 10c per bushel below the present price.

The closing of navigation will practically eliminate receipts of Canadian wheat and while it is probable buying of flour by domestic traders will not be of much, if any, larger volume

until after the first of the year, it is freely predicted there will be a better demand in the near future, as stocks in all of the country are exceedingly light, particularly with the family trade.

Broomhall estimates European requirements for the season are 560,000,000 bushels of wheat; he figures the season as starting August 1, and as 135,000,000 bushels have already been imported, this leaves 425,000,000 additional to be shipped during the balance of the crop year.

Indications are North America, United States and Canada, can spare 275,000,000 bushels and the Southern Hemisphere is depended upon for 240,000,000, which would provide 90,000,000 more than required by Europe. However, recent estimates have reduced the surplus somewhat.

Domestic purchases of flour have been very little in excess of 50 per cent. of normal for this season of the year. Very few mills have operated to exceed 50 per cent. of their capacity because of the slack domestic demand and the unsatisfactory condition of export trade.

The adjustment of freight differential between wheat and flour for export will enable mills to obtain more export business; just how much depends upon the buying power of Europe.

The movement under way to finance European traders on long time credits should add an impetus to our export trade on food stuffs; this, together with talk of legislation favoring the producer, may cause quite an up-turn in wheat prices within the next four or five weeks; as a matter of fact, the best posted grain men in the country are predicting wheat will sell at considerably higher prices within sixty days. One statistician goes so far as to advocate the purchase of both wheat and flour to cover requirements well into 1921; another prominent grain man predicts wheat will sell for 4c per pound, or \$2.40 per bushel.

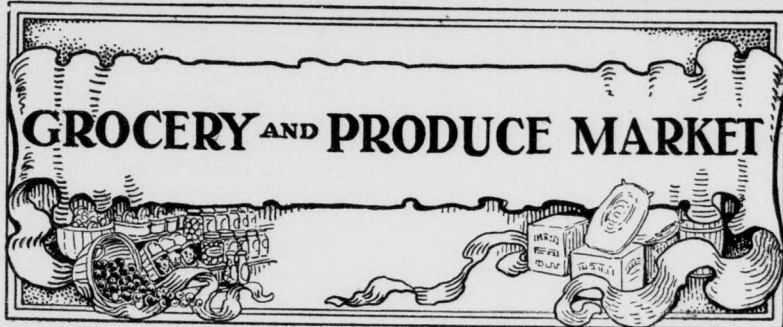
Time alone can tell whether their advice is good, but it does appear advisable to watch the markets very closely, for with stocks of flour throughout the entire country exceptionally light and the probability of forced buying within the next thirty days, together with legislation favoring producers of food stuffs, it would not be at all surprising to see quite a change in market conditions.

The sentiment of the trade is switching from the bear to the bull side of the market. There has been a big washout in grain prices and the natural sequel would be a reaction to a somewhat higher basis. We do not believe there is much doubt, if flour buying develops in fair volume, that somewhat higher prices will prevail. Doubt very much if there is much, if any, change before the first of the year, or until after inventory time. It seems wise to purchase both wheat and flour in sufficient volume to cover immediate requirements.

Lloyd E. Smith.

Measured by the gold standard the dollar is coming back; measured by the egg standard, it is still a long way off.





### Essential Features of the Grocery Staples.

**Sugar**—There seems to be no bottom to the market. Eastern refiners have reduced their quotations to-day to 8¼c for granulated; Michigan granulated has been marked down to 8.40. Local jobbers are holding their prices this week at 9.60 for cane and 9½c for beet granulated. Buyers are still standoffish in spite of the very low prices.

**Tea**—The market continues very dull and very weak. The fact is that the greater part of the tea now selling in the American markets is considerably below the actual cost of production. This is having the natural effect of keeping buyers out of the market until their present stocks are gone. Only the very finest grades of tea are in moderate supply. The other grades are in excessive supply. Nothing has transpired during the week.

**Coffee**—The market has had several ups and downs since the last report. There was an advance in all grades of Rio and Santos, due to firmer advices from Brazil, but as has recently been the case, a good part of this advance was lost toward the close of the week. The market is very irregular and it is difficult to quote on that account, but perhaps it is fair to quote Santos 4s at a very small fraction above last week and Rio 7s at probably about ¼c higher. Mild coffees have shown some few changes, the only advance being in Colombias and Mochas. Maracaibos and some of the other grades of milds are lower. Consumptive demand for coffees is fair.

**Canned Fruit**—The only item much discussed has been gallon apples which are held with more confidence by the packer, but are not more favorably regarded by the buyer. State packs can be had at \$3.50 factory with the holding price of some canners \$4. There is little disposition to buy in a large way. California fruits are neglected on the Coast no matter how hard the broker tries to push them. On spot the movement is slow. Pineapples are easy in tone and in limited demand.

**Canned Vegetables**—Tomatoes are about the same price as they have been, probably a little bit easier. No. 3s are quoted at \$1 and No. 2s at 67½c. Southern corn is neglected and is selling at around 80c. The Tri-State Packers' Association, which held a convention in Philadelphia a few days ago, predicted higher prices on canned goods in view of the fact that the present market is below the cost of production. There is certainly no sign of any higher prices as yet. The jobbing business in canned goods is very dull and the packers are selling almost nothing at all. Prob-

ably there would be better business in canned goods if money was not so tight. Standard peas are weak, but the finer grades are scarce and firmly held.

**Canned Fish**—Salmon of all grades is dull, outside of a little export business. Everybody seems to have enough stock for his immediate necessities. No change has occurred in the price of any grade during the week. Sardines are very dull at unchanged prices, as are other varieties of canned fish.

**Dried Fruits**—Prunes are selling, but it takes low prices to move the goods. A better out-of-town trade occurred at the expense of holding values. While the retail movement is heavier it has not bolstered up the wholesale market. New crop is arriving in surplus over the narrow outlet and it is being stored in the absence of an outlet. The desire to sell contract stocks under opening has prevented the packers from interesting the trade in Coast goods. Currants show weakness and are slow sellers. The market is amply supplied in view of the more limited spot movement. Raisins are not so buoyant but their peculiar position made them less affected by the unfavorable turn in the dried fruit market. Apricots of the top grades show the most strength as the stocks available are light and holders either get full prices or they do not sell. Coast supplies of Blenheims are reported to be light. Standard and choice on spot are easy. Peaches are moving in a routine way. There are few big orders, but a scattering of small lots which keeps the market about the same. Pears are not mentioned much in the trade as they are not wanted.

**Corn Syrup**—There is no indication of improved trade and while quotations remain as for some time past the tone is easy.

**Molasses**—An early reduction of prices is confidently expected and as a result purchases are confined strictly to what are immediately needed.

**Cheese**—The market is dull, with a light consumptive demand at prices ranging about 2c per pound lower than a week ago. The make is about normal for the season. Stocks in storage are ample and we do not look for very much change in the immediate future.

**Nuts**—California walnuts are much firmer, due to a better spot demand. There is little inclination to buy ahead, however. Foreign nuts also sell to advantage. Brazil nuts are pretty well out of first hands. Large washed are especially firm. Pecans are short of the demand. Filberts are about the same, rather dull and neglected.

**Rice**—Dullness incident to the closing of the year is enhanced by the uncertainties of the future in this as well as in all other departments of the grocery trade and the market presents an uninteresting appearance.

**Provisions**—Everything in the smoked meat line is dull at about 2c decline from a week ago, with a light consumptive demand. Barreled pork, canned meats are in light demand at about 5 per cent. lower in price. Dried beef is steady at unchanged prices. Pure lard and lard substitutes steady at a decline of about 1c per pound.

**Salt Fish**—There has been some weakness in the mackerel market during the week. The demand is very light just now and some holders are shading prices. All grades of mackerel are soft and unsettled, although some holders are refusing to cut.

### Review of the Produce Market.

**Apples**—Sales are slow on the following basis:

Northern Spys	-----	\$6.00
Snows	-----	5.50
Talman Sweets	-----	4.50
Baldwins	-----	5.00
Bagas—Canadian	\$2 per 100 lb. sack.	

Beets—\$1 per bu.

**Butter**—The market is steady, at a decline of about 3c per pound on all grades from a week ago. The receipts of butter are liberal and the consumptive demand only fair. There will soon be butter arriving in this country from Denmark and New Zealand and we are of the opinion that the market will remain steady on the present basis of quotations, with a possible slight decline. Local jobbers hold extra creamery at 47c and firsts at 45c. Prints 52c per lb. Jobbers pay 20c for packing stock.

**Cabbage**—75c per bu. and \$2 per bbl.

Carrots—\$1 per bu.

**Celery**—\$1.75 per box of 2½ or 3½ doz.

**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**—Late Howes, \$20 per bbl. and \$10 per ½ bbl.

**Cucumbers**—Illinois hot house, \$4 per doz.

**Eggs**—Fresh are still very scarce and continue high, with no prospect of decline until after the holidays. Jobbers pay 75c f. o. b. shipping point for fresh candled, including cases. Storage operators are feeding out their stocks on the following basis:

Candled Extras	-----	58c
Candled Seconds	-----	52c
Checks	-----	44c

**Grapes**—Emperors, \$3.75@4; Malaga, \$10@12 per keg.

**Grape Fruit**—Florida stock has declined. It is now sold on the following basis:

Fancy, 36	-----	\$4.50
Fancy, 46, 54, 64, 70, 80	-----	5.00
Fancy, 96	-----	4.50

**Grape Juice**—\$1.25 per gal. in bulk.

**Green Onions**—Shalotts, \$1.75 per doz.

**Lemons**—Extra Fancy California sell as follows:

300 size, per box	-----	\$4.50
270 size, per box	-----	4.50
240 size, per box	-----	4.00

Fancy Californias sell as follows:

300 size, per box	-----	\$4.00
270 size, per box	-----	4.00
240 size, per box	-----	3.50

**Lettuce**—22c per lb. for leaf; Iceberg, \$4.50 per crate.

**Onions**—Spanish, \$2.50 per crate; home grown in 100 lb. sacks, \$1.25@1.50 for either yellow or red.

**Oranges**—Fancy California Navals have further declined \$1.25 per box. They now sell as follows:

126, 150, 176	-----	\$5.50
200, 216	-----	5.50
250, 288	-----	5.00

**Parsley**—60c per doz. bunches.

**Parsnips**—\$1.50 per bu.

**Peppers**—Green from Florida, \$1.50 per small basket.

**Potatoes**—Home grown, 85@90c per bu. The market is weak.

**Pumpkins**—\$1.50 per doz.

**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.

**Tomatoes**—California, \$1.50 per 6 lb. basket.

**Turnips**—\$1.25 per bu.

### Error in Advertising Sale of Navy Blankets.

Washington, Dec. 13—Attention is invited to the fact that your publication made an error in advertising sale of navy blankets, Melton, underwear, etc.—one page advertisement—issues of October 27 and November 10, 1920, as follows:

Your advertisement shows the price per sample blanket, \$2.23 and postage whereas the correct amount should be \$8.23 and postage, and the size to be 66 x 4, whereas the correct size should be 84 x 66. These errors have caused the Senior Member, Board of Survey, Appraisal and Sale, Naval Training Station, Great Lakes, Ill., considerable trouble in returning money for sample blankets, together with statements and apologies for the errors published in the Michigan Tradesman.

E. D. Stanley.

### Another Co-operative Fiasco.

St. Louis, Mo., Dec 14—The Progressive Mutual Mercantile Co., a corporation formed by members of the Brotherhood of Locomotive Engineers in St. Louis, has closed the three co-operative stores it began operating early this year, and its affairs are being adjusted by a committee, it was learned to-day. Losses will amount to nearly \$22,000, it was said.

The 600 stockholders, most of them engineers, each will lose the \$25 invested and creditors who have claims aggregating nearly \$14,000 will receive about \$8,000.

"We can run locomotives, but we can't run groceries," was the way C. E. Lindquist, vice president of the corporation, summed up the situation yesterday.

### Another Creasy Concern Falls By the Wayside.

The Nebraska-Iowa Mercantile Co., Omaha, which was one of L. L. Creasy's first organizations, has filed a petition in voluntary bankruptcy in the Federal Court at Omaha. Liabilities are specified at \$315,976 and assets are stated to be \$326,828, which means that the stockholders have lost their investment.



## INDIANA PHILANTHROPIST.

## Movement Proposed To Honor Col. D. N. Foster.

The plan to honor Colonel David N. Foster with a monument in recognition of his incomparable services to the city and community in the creation and extension of a genuine park system will meet with general approval. For years he has given his best thought to the subject, and the results are well known. This sort of public service, while of most permanent value, is all too little appreciated as a rule by the generation with which a man labors. We are all cognizant of the importance of parks in the beautification of a city, and in contributing to the health of the people, and the pleasure of the children, but the man who works toward the creation of a system must do so, unhappily, without compensation, and all too frequently without contemporary applause. Left to the municipal politicians the parks would be utterly neglected. It is true in all communities. But, fortunately, there are often men with vision and a desire to serve who take the work upon their own shoulders and push forward to results.

We are just beginning to understand that the time to plan and create a park system is in the comparatively early stages of a city's expansion. It has been the policy in so many large cities of the country to overlook this phase of municipal development until parks are only possible through an enormous expenditure of money. It has almost invariably been the policy of cities through which streams flow to utterly ignore their possibilities for park purposes and to permit the machine shops and hide factories and tenements to line the banks, and forever deprive the community of their advantage. Thus White River in Indianapolis is an eye sore. A more notable illustration of neglect is that of Terre Haute through which flows the Wabash. Now the people there realize that the banks of the Wabash all through the city should be a park—but it is too late. Here there was enough vision to grasp the possibilities comparatively early. In time Fort Wayne will be all the more beautiful because of the parks she already has; and she will have more, as the city expands, because the community has been educated up to their benefits.

And this work of education has been left to the little band of men with vision who were willing to do the work without compensation and take chances on the recognition of their services later. At the head of this little band stands Colonel Foster, an enthusiast, a student of parks and park systems, combining both the qualities of the lover of the beautiful and the practical man of affairs. He has created a monument for himself that will be more impressive than bronze. But the very fact that there is a desire on the part of people here to put in concrete form the expression of civic appreciation happily proves that unlike so many pioneers he does

not have to wait a generation for the recognition that is his due.

And such recognition is an encouragement to others to imitate his example.—Ft. Wayne Journal-Gazette.

Col. Foster was a resident of Grand Rapids in the early '70s. He conducted a dry goods store on the corner where the Herpolsheimer store is now located, under the style of Foster Brothers and subsequently established a weekly newspaper, the Saturday Evening Post, which played an important part in the reformation of abuses and the correction of errors which had crept into the body politic. He was fearless in his denunciation of wrong doing and equally just and emphatic in commending any feature which possessed the elements of safety, sanity and morality. Col. Foster has been a resident of Ft. Wayne for over forty years, where he has acquired an independent fortune as a banker, merchant and manufacturer. He has always been first and fore-

most in any good work conceived and carried forward for the benefit of Ft. Wayne, Indiana or humanity as a whole. No man stands higher in the estimation of Indiana people than Col. Foster and no one is more deserving of the recognition suggested so graciously and tactfully by the Ft. Wayne newspaper.

## High Standards of Business.

No way has yet been found to make all business men true to sound principles of business. The commercial life is open to all who have the capital and the ability to maintain themselves in its often tumultuous currents. So it happens, as it happens in the professions and trades, that honesty, fairness, stability and trustworthiness do not characterize all business men. There are black sheep in the flock.

But it is remarkable how thoroughly the unscrupulous fellows are fenced off by the banks, the commercial associations, and that community of interests among straight men which

sends warning flying around whenever a crook is overtaken in his crookedness.

Disreputable lawyers and conscienceless physicians ply their professions apparently with impunity. Not so the rogue in business. His delinquency finds him out and very soon he meets bars impeding him at every turn. Banks, organizations, clubs, society generally, shuns him and taboos all dealings with him, and soon he finds his pastures limited to the grazing grounds of those like him. Then, to shift the metaphor, it is "dog eat dog" in the snarling pack of reckless business adventurers who have fallen from grace. The bars are up, and reputable associations are forever lost to them. We think there can be no question that honest business protects itself against rascals more efficiently than either the professions or the trades.

More men fail through ignorance of their strength than through knowledge of their weakness.

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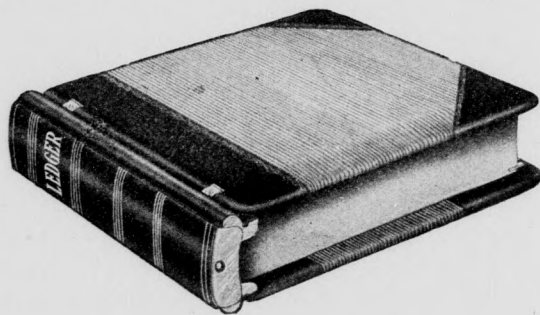
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# OWEN-AMES-KIMBALL COMPANY

## BUILDING CONTRACTORS

GRAND RAPIDS, MICH.

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In every estimate—in every contract  
—there is incorporated in our dealings  
that mutual fairness to the owner, the  
worker and the builder that must  
obtain in all modern industrial rela-  
tionships.

**DRAYMAN TO PRESIDENT.**

The year the Tradesman was founded, 1883, Thomas J. Thompson entered the employ of the Standard Oil Company as a drayman. The next year he was promoted to the position of driver of a tank wagon. He steadily continued to gain in the estimation of his employer and last Saturday he was elevated to the highest position in the corporation, with the exception of President—that of General Manager of the Standard Oil Company of Indiana.

Did Mr. Thompson gain this distinction by joining a union and starting out to see how little he could do and still hold his job? Not much. The Standard Oil Company has precious little use for slackers and slovens, union or non-union, white or black, bond or free.

Did Mr. Thompson climb to his present pinnacle by discovering short processes and improved mechanisms and then settling back and expecting his employer to buy them of him? Not much. Everything he discovered that would benefit his employer was immediately turned over to the Standard Oil Company cheerfully and willingly. He might have made more money, temporarily, if he had held out for a royalty or a cash equivalent, but he would not now be the General Manager of the Standard Oil Company of Indiana.

Did Mr. Thompson attract the attention of his superiors by writing sharp or sarcastic letters to his customers or employers? Nay, nay. The officer or employe of the Standard Oil Company who indulges his temper at the expense of customer or employer soon finds himself looking for a new job.

Did Mr. Thompson start on the royal road to fortune by playing sharp tricks on either customer or competitor? Not by a jugful. The Standard Oil Company does not countenance such practices. It conducts its business on the highest moral plane of business ethics. Any employe of the Standard Oil Company who entertains the idea that he can build himself up by tearing other people down or by reversing the theory and practice of the Golden Rule soon finds himself in the scrap heap.

Thirty-seven years ago five thousand young men in Grand Rapids apparently stood a better chance to achieve distinction than Mr. Thompson. They had the advantage of more gentle birth, better educational facilities, more social privileges, indulgent parents, favoring friends and an enlarged outlook on life. Where are they now? Probably one in a hundred rose above the level of the common herd. Possibly one in a thousand acquired a competence. Those who succeeded deserved success, just as Mr. Thompson rose to the high position he now occupies solely because he was willing to pay the price—hard study, close application, generous treatment of associates and employes, energetic effort, with an eye single to the interests of his employer and an everlasting deter-

mination to forge to the front. These qualities, coupled with sturdy manhood, a keen sense of integrity and managerial ability of a high order inevitably brought recognition on the part of the men higher up, resulting after thirty-seven years of close application in a happy consummation which few men live to see in this world. There are no short cuts with the Standard Oil Company. Favoritism and friendship are unknown factors in the working plans of that vast organization. In this respect the policy of the company is cold blooded, because the ties of consanguinity mean nothing. The only things that count are ability, energy and loyalty. The larger the stock of these qualities the worker possesses the greater is the measure of his reward.

**TOO MUCH WOOL IN WORLD.**

One of the serious problems just now is what to do with the enormous quantity of wool available in the world. The condition is one that was not foreseen by those whose action help to bring it about. When the war began, Great Britain, in order to ensure a sufficient supply of wool on reasonable terms for military purposes, took over the clips of Australia and New Zealand up to June of this year. The great demand for wool while the war lasted stimulated production, while a foolish policy in this country checked its use for all except war purposes. It was expected that, after the war was over, the belligerents on the Continent of Europe would rush in for wool supplies. This did not turn out to be the case. Now there is on hand enough wool to supply the world's needs for about two years, and no one knows how to dispose of it. The British government, with about 2,000,000 bales on hand, is having trouble in getting bidders, even though the upset prices have been lowered. In Australia they are discussing, what must be a futile proposition, to subscribe to a fund of £25,000,000 for the purposes of taking up the British government's stocks. South Africa, with a lot of wool on hand, wants to get rid of it by turning it over to Germany, taking as security about £10,000,000 worth of "enemy property." Argentina, also embarrassed by big wool stocks, has dropped its export tax on wool to try and move them, but with little effect thus far. Meanwhile, wool prices keep dropping and the production of woolsens is being everywhere curtailed.

In every one of the countries in which the manufacture of woolsens is an important industry, the conditions at the present are similar. In Great Britain, the mills have been obliged to take a great loss in scaling down the prices for fabrics to a parity with the reduced ones for wool. And there, just like here, this reduction has not led to any great amount of buying either for domestic consumption or for export. The revolt of consumers in Great Britain has been, and still remains, as pronounced as in this country. So far as the domestic mills are concerned, the best evidence is that they are not now producing over

one-third of their capacity, although there is one which is working full tilt on some specialty in dress goods. During the past week much comment was caused by the announcement that the American Woolen Company is to sell at auction all the overcoatings it has in stock. The total is said to be only 8,869 pieces, which is conceded to be very little. Fair prices are expected because the quantity to be offered is not large and also because of the free competition. There will be no hurry to feature the opening of the next heavyweight season, the offerings for spring not having yet been responded to to any extent. The main reason for the delay, aside from the uncertainty of prices, has been the prospect of a long fight between the clothing manufacturers and the union. This contention is just beginning, and it looks at present as though it would be fought to a finish.

**HOSIERY MARKET BRIGHTER.**

The stagnation period in the hosiery market is just about over. Although it is admitted that as yet business is very light and jobbers are only placing the most conservative orders, nevertheless the market is encouraged by the slight activity on the part of the middlemen.

Most of the mills are quite devoid of orders for spring goods. A few companies, having sent some of their salesmen on the road, have done a small amount of business, not so satisfactory as it might have been. The report comes from those that have called on the jobbing trade during the last two months that lines in many of the hosiery jobbing houses are considerably broken up. Apparently the jobbers are only waiting for the turn of the year and the completion of their inventories before they begin to buy. The financial stress in many jobbing houses is said to have eased up considerably, although some of the weaker concerns are still very close to the brink of disaster.

Selling agents are not looking for a maelstrom of business after the new year by any means, but they feel that a gradual accumulation of orders on a conservative operating basis will serve to cause many of the idle mills to resume operations. For a time the spot supplies in the market or in the mills may be sufficient to meet the demand, just as they are at present, but a continuance in the slow running up of orders will soon have its effect on the idleness of the mills.

During the past week there has been a good deal of activity in the way of buying in the retail stores. Cotton hosiery continues to be in good demand and the sales of merchandise have been large during the past week.

Full fashioned pure silk hosiery is nominally at about \$18 per dozen; of course, that price is for real full fashioned hosiery.

The result of the Federal Trade Commission's investigation in the knit goods industry called forth some comment in the trade. It was stated that some of the terms used were well known to the trade generally, but would appear to be misleading to those who are not familiar with the trade terms. It was admitted, how-

ever, that certain of the terms that had been used by certain manufacturers were really misleading and that it would take a lot of explanation to justify their uses.

**STATUS OF COTTON MARKET.**

No material change occurred during the past week in the position of cotton either as regards demand or price. The changes in the quotations were within a narrowed range, and every indication is that the corner has been turned. The growers and other factors down South continue their efforts to secure the financing of exports, but nothing has as yet come of them. At the convention held in Memphis during the week, it was solemnly resolved to cut the acreage in half next year and to have the bankers refuse to loan money to planters who do not abide by this decision. Both ends of this proposition will be difficult to maintain, and it is questionable if the second of them is not a criminal offense. In Egypt there is also a movement to restrict cotton production next year by one-third, which is made possible there by the Sultan signing a decree to that effect. None of these things will, however, affect the prices of the cotton in being. The goods' market remains without much feature of note. Mills are running on short time in many instances while in others they are still shut down. But there is a decided resistance on the part of first hands to further price reductions. They have sensed the fact that buyers really need goods and must have them before long, and second hands are gradually becoming less and less a factor. Yarn prices continue to soften, and this has led to some further reductions on underwear. But a large part of the knitting machinery is idle and will only start up on actual orders. There is a little more enquiry on hosiery.

**CANNED FOODS MARKET.**

The canned food market is not one to be associated with pleasant memories; it is one of the periods of trading which is apt to be purposely forgotten since it offers no bright spots or encouragement. Minimum orders, a dull and weak market and a forced movement sum up the past week. It is too near the end of the year to expect much buying, and with the market unsettled and jobbers hard pressed for money, they are apt to postpone operations until after their inventories have been completed. This resulted in a narrow, day-to-day demand of no particular force. No one is busy in any one line, as the entire list suffers from the same general conditions. While the largest retailers have reduced their prices on the major vegetables and have increased the movement, the corner grocer is hanging back and still prices his goods at their old level. This reduces the consumptive demand and backs up the movement in the wholesale field. An uninteresting market seems to be in prospect for the next few weeks without radical changes in any product.

The man in the honey-moon is no creation of the imagination.



# Our Pride Mrs. Clark's and Luxury Bread

No reason why every town in Michigan shouldn't have the best. Send for a trial order. We pay all express charges to regular customers.

**City Bakery Company**  
Grand Rapids, Mich.

Citizens Phone 9476

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## C. W. Mills Paper Company

**WHOLESALE**

204-206 Ellsworth Ave., 2 Blocks Southwest of Union Station

Exclusive Agents for OHIO TIRES and TUBES

GRAND RAPIDS, MICH.

Paper, Paper Bags  
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## Bergougnan Tires and Tubes

"The All Over the World Tire"

Sold in every civilized country on the globe.

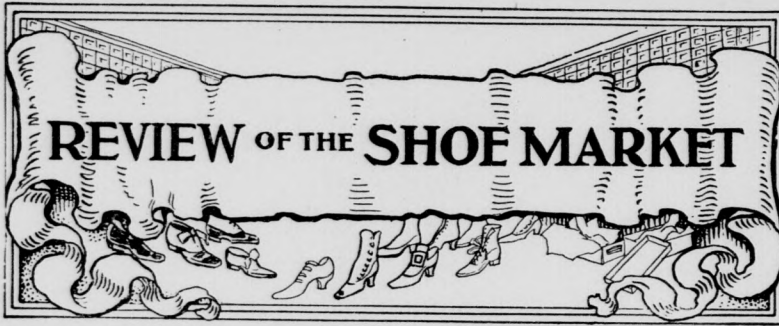
If you want to know what real tire service means, try Bergougnan. Dealers wanted for any territory not already taken. List of dealers will be published later.

Several varieties of high grade wheat, each possessing some special quality, are blended to make

# New Perfection Flour

That's just another reason why New Perfection is so much better than ordinary flour.

**WATSON-HIGGINS MILLING CO.** Grand Rapids, Michigan



#### 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.

#### Problem of Widths and Sizes.

One of the most important details of the successful operation of a shoe business is the matter of widths and sizes. Since every one is primarily in business to make money and must sell goods at a profit to be successful, it follows that to secure this end, numerous details are important besides the mere fact of an attractive store, a good location and an extensive stock from which to select.

Aside from buying right and keeping the goods moving at a profit, there is the matter of the right goods at the right time, and just here sizes and widths are important. For, should a customer be unable to get the correct size or width in a style selected, it frequently means a lost sale. On the other hand sizes and widths in unsalable stock is a poor investment, as idle goods are not earning money.

For many years I have been interested in its detail of management but hardly consider myself a past master in the art of always keeping sizes and widths in stock to meet the demands of the trade.

In the early days of retail shoe selling in this country there was no such things as widths. It was only in the early 70's that they first began to assume importance, and then widths ran only B, C, D. The present call for much narrower widths, especially in women's styles, has gradually developed since. Men's shoes are, of course, more staple, as are children's and misses, so that the principal care so far as widths are concerned is connected with the women's lines.

Like over or under buying the matter of sizes and widths is one of the most important details in keeping stocks in order, and it is interesting to watch how sizes sell out. Frequently there are several hundred pairs of one style in stock, and yet one or two sizes are entirely out, so that constant attention is necessary to determine what sizes are the best sellers and it will be found that these often change, strange as it may seem to the casual observer.

For the last few years it has been my observation that women's sizes from 5 to 6½ have been the largest sellers in our line. This is especially true in the narrow widths from AAA to B. The widths we use mostly are from AAA to C with a comparatively small number running as wide as D and E. Of course, conditions vary

in different stores and in different sections of the country, and one must adapt himself to the exigencies of the local situation. What would be all right in one city might not be in another, and it is a well known fact that in different localities, whether in the same city or in New England or the far West, the size of the foot of the average person will vary.

On this account it is well for a dealer to keep an eye on his trade and their demands as expressed in the stock sheet for widths and sizes. For instance as regards styles. Some we buy from 1 up and others from 2 up, while others begin at 3 and some styles run as high as 8 and 9 with two or three styles to 10.

So far as the novelty business is concerned it is my opinion that to be safe the dealer should not size his lines of specialties of this character. Sell them out and get stocks of new novelties. Then there will be no surplus. We have found that some of the crack sellers in the novelty line will fall down almost over night, and if a dealer attempts re-orders on this class he is likely to find that when the goods come in in 3 or 4 weeks there is no call for them. In consequence, we do not attempt to size up such styles at all.

The most practicable way to come anywhere near keeping stock well sized is to have the sizes taken up frequently, ordering what is needed promptly, and in this way keeping them coming until it is time to stop.

Some managers make it a practice to keep a stock book and so keep tab on sizes and widths, how they are bought, and how they sell. Personally, the writer has tried this but with unsatisfactory results, since too often mistakes were made in the record and we had to take a new record to verify the book. In consequence, the book was discontinued, and we now take sizes and widths whenever it is necessary to know the condition of the stock.

Meyer Swope.

Hornsberger Bros., conducting a clothing, shoe and men's furnishings store at Laingsburg, in renewing their subscription to the Tradesman, write as follows: "Reading your Tradesman is very much like going to a church dinner—it is worth about four times as much as it costs."

Talk isn't cheap when you hire a lawyer to do it for you.

#### Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER  
LEATHER CO.

57-59 Division Ave. S. Grand Rapids

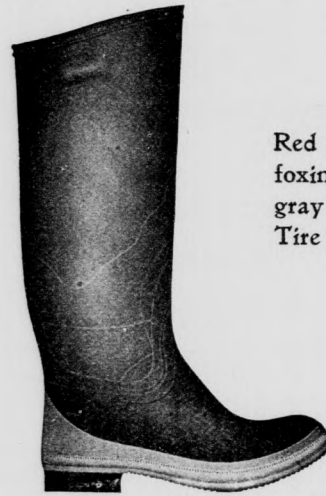
# Bullseye Boots

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

## A New Addition to Our Line of Bertsch Goodyear Welt Shoes

Will Fill a Growing Demand



LAST No 19

With Goodyear Wing-foot heels attached.

- 955—Men's Brown Novilla Kid upper, single oak sole, full grain inner sole, leather counter, lined tongue. C, D & E -----\$5.50  
992—Men's Black Colt, same as 955 -----\$5.50

The growing demand for straight last shoes will be splendidly met by this new style. It is designed for perfect fitting and comfort.

Not only is this style a wonderful fitter, but it is one of the most beautiful shoes we have ever seen.

### Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Ave.

GRAND RAPIDS, MICH.



### Brief References To This Week's Contributors.

The list of contributors to the Christmas edition of the Tradesman is so large and varied that a word regarding each will be appreciated by our readers:

Daniel Webster Tower was the founder of the Grand Rapids Brass Co. and was actively identified with the business for about forty years. George Sinclair was associated with him in the business twenty-seven years, up to the day of his death. Mr. Tower is not only an expert mechanic, but he is a student of Nature, men and books, a photographer of great merit and a public lecturer. He has one of the finest collections in existence of photographs of Nature at her best in remote and almost inaccessible places. He is remotely related to the family of Abraham Lincoln and is a recognized authority on the early history of Michigan and Grand Rapids his mother having been a member of one of the earliest families which located in Western Michigan.

Charles W. Garfield is so well known to the readers of the Tradesman as to require no introduction at our hands. A Nature lover since childhood, he is almost as famous in that branch of knowledge as Burroughs and Muir. He has written enough on horticulture and forestry to fill a good sized library. He is a banker by occupation, but is even better known as a philanthropist and worker for economic, social and educational betterment. No man stands higher in Grand Rapids or Michigan than genial "Charley" Garfield.

Capt. Chas. E. Belknap has long been one of the landmarks of Grand Rapids. As a soldier, wagon maker, alderman, fireman, mayor, congressman or war worker, he always gave his constituents and customers the best effort he could command; and he usually succeeded so well in his endeavors as to receive the commendation of his friends and the approval of his own conscience.

Lee M. Hutchins has been a resident of Grand Rapids about a quarter of a century, but he has lived in Western Michigan nearly all his life. There are few communities in the State where Mr. Hutchins has not been heard on the public platform, always pleading for the adoption of higher standards of living and pointing the way to better things. No man in Michigan has ever discussed so many different topics with satisfaction to himself and his auditors as Mr. Hutchins. His vision is so broad and his knowledge so vast that he can discuss any subject understandingly and leave his hearers better informed when he has finished.

E. E. Whitney, the farmer-merchant of Washtenaw county, has been a regular contributor to the Tradesman for about a dozen years. In the opinion of the writer, his contribution in this week's issue is the very best thing he has ever written.

Victor Lauriston has written the feature article in the hardware department nearly every week for the past dozen years. He is a resident of Chatham, Ont.

J. M. Merrill is better known to the readers of the Tradesman as Old

Timer. He wields a trenchant pen and appears to take keen delight in holding cheats and shams up to ridicule. Mr. Merrill spent many years of his young life in the lumbering regions along the Muskegon River and the facility with which he recalls and recounts the events of sixty years ago is little less than remarkable.

Frank J. Seibel has written much on the salesmanship question, both from the standpoint of the house and the salesman, but he never wrote a better dissertation than his contribution in this week's issue of the Tradesman. Mr. Seibel is fitted to discuss the subject impartially and understandingly, having occupied positions both as traveling salesman and sales manager.

### "Greatly in Excess of Its Actual Value."

The Avalon Farms Co., 319 West Ohio street, Chicago, is sending out letters to the trade, offering an exclusive agency for the Avalon Farms preparations with an initial order amounting to \$48, with which the dealer will be given \$16 worth of free goods as a bonus. The concern claims to manufacture eighteen different specifics for live stock, including Hog Tone. A reader of the Tradesman sent a sample of this preparation to the experiment station at the Michigan Agricultural College for analysis and report. The result was as follows:

East Lansing, Dec. 10—I am pleased to report results of our analysis on sample of Hog Tone which was received from you a short time ago.

Total solids ----- 3.42%  
Mineral matter ----- 1.99%

In other words, we find this material contains 96.58% water, practically 2% of mineral matter and but 1.43% of organic substance. The mineral matter consists largely of iron sulfate, red oxide of iron, calcium sulfate, magnesium sulfate, some aluminum, silica, and sodium and potassium nitrate. The solution also contains some turpentine or pine oil and camphor. The price at which this material is sold is greatly in excess of its actual value.

I will ask our Veterinary Department to write you concerning the medicinal value of the material.

Andrew J. Patten, Chemist.  
The terms of sale are 5 per cent. cash and remainder in 10 days or a 130 day trade acceptance, which any dealer would be very foolish to execute, in the opinion of the Tradesman.

Considering the large number of remedies now on the market which are handled on reasonable profits and sold on regular terms, it would seem that there would be no very good reason why a merchant should play into the hands of a concern like the Avalon Farms Co.

### Union Strikers Lose Out.

Tampa, Florida, Dec. 13—We have won the seven months cigarmakers strike—a strike called by the unions last April who declared to "rule or ruin" the cigar manufacturers of Tampa. It has been a long uphill fight, but from now on we are assured that Tampa is to be an open shop cigar manufacturing center. This victory not alone affects this city, but will also serve to make strikes unpopular in your town as well.

Tampa-Cuba Cigar Co.

It is a lot better to drive yourself than to be driven by another.



## Real Values in Felt Slippers. Notice the Reductions.

### FELT SLIPPERS

		New Price	Old Price
8501—Old Rose	Felt Moc. Pinked Edge Silk Pon. Pad. HI.	\$1.20	\$1.45
8502—Wisteria	Felt Moc. Pinked Edge Silk Pon. Pad. HI.	1.20	1.45
8503—Lavendar	Felt Moc. Pinked Edge Silk Pon. Pad. HI.	1.20	1.45
8504—Baby Blue	Felt Moc. Pinked Edge Silk Pon. Pad. HI.	1.20	1.45

### JULIETS

Coney Trim Juliets, Lea. Sole

	New Price	Old Price
857—Ox. Grey	\$1.40	\$1.70
850—Black	1.40	1.70
852—Purple	1.40	1.72½
853—Dark Blue	1.40	1.72½
854—Brown	1.40	1.72½
856—Wine	1.40	1.72½

We have many other delightful styles that also are available now.

## HIRTH-KRAUSE

Manufacturers and Tanners of the Rouge Rex Shoes

GRAND RAPIDS

MICHIGAN

# MATCHES

All Types and Sizes to Suit Every Requirement

## American Safety Strike Anywhere Match

The Most Popular Home and Smoker's Match

## American Strike-on-Box Match

Both square and round splints

## Diamond Book Match

An excellent advertising medium

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

We pay City, County, State and Federal Taxes.

Why not patronize Home Industry?

# The Diamond Match Co.



## THE TRAVELING MAN.

### What He Means To the Hardware Dealer.

The question as to whether the traveling man has a real value to the dealer continually arises and perhaps will continue to come up so long as men have varying opinions; yet, this article might help to present the whole question in a way that will settle the matter in the minds of some at least.

To my mind this question presents three phases:

The relation of the house to the traveling man;

The relation of the traveling man to the retailer;

The relation of the dealer to the traveling man.

Very recently a large New England corporation, in seeking to interest a large number of retailers in their method of merchandising a broad line of tools and kindred goods to the hardware trade, made it one of their strong talking points that the elimination of the salesman meant a distinct saving to the dealer and resulted in a decreased cost.

It is too early to tell at this time just how their theory will finally work out, but, up to this time, the only evidence that this argument had accomplished anything was an immediate antagonism of the men who were selling goods on the road and resulted in the success of the whole project being questioned and a doubt created in the minds of hundreds of dealers who had been approached and who were looking for advice as to the best course to pursue. Many dealers have spoken to the writer in reference to this and, perhaps, too, every traveling man has had many requests for his opinion. To my mind no proposition that must make an appeal to so great a number of individual dealers does well to go out of its way to gain the opposition of such a large body of men who are so close as these traveling men are to their trade.

I have in mind, too, a large progressive, popular and well-known jobbing house in New York City who, twenty years ago, sent out a "net" price catalog to the retail trade in and around New York and stated on the cover that the catalog was their only "salesman." This concern today travels about twenty or twenty-five men and is growing every year. Only a short time ago the men of this house had a photo in the Hardware Age, showing their corps of representatives and apparently take great pride in them and their work, and they became the factor they are in the business to-day when they came personally in touch with their trade through these men.

The Scripture tells us that "no man can serve two masters," yet this is just what the traveling man must do, and it is also true that it is necessary for him to serve both, honestly, loyally and zealously, if he is to succeed in his calling. His failure to give anything less to either his customer or his employer brings his downfall.

The first requisite is a thorough understanding and trust on the part of

the employer and salesman. How many of the customers of any house are personally known to the management and how many dealers personally know the principals of the houses with whom they do business?

Go to any of the exhibitions or trade banquets, where the "chief" consents to go and "look in" for a little while. You will find the traveling man standing alongside him and introducing the customers of the house of years' standing. The traveling man "is the house" to the man whom he sells, and it is a well-known fact that if the salesman makes a change to some other house selling the same class of goods, the customer changes, too, and the "chief" himself, could not go out and hold him in most cases. It is, therefore, important that the house, in sending a man out, should have him truly a representative, with the power to make decisions in the name of the house and an interest in the progress and profits of the business.

This gives the salesman a real standing with the customer and permits him to be of great assistance in keeping satisfactory relations. My experience is that you can serve a man perfectly for a generation and lose his business by a sharp letter that may question his honesty as to a shortage claimed, his ability to pay, or his assertion of a lower price. In very few of these cases can the matter be successfully handled from the office. In every case it can be satisfactorily handled by the salesman who has the authority to do so by his house and who is loyally serving with equal justice, both the house and customer. In my experience of twenty years I have never known a dealer to make a dishonest claim, or an unjust one, that he would not settle against himself when shown it was unjust, and I have settled many of them. I have had men claim shortage when our records were clear as to shipment and we have allowed credit only to be paid later when the goods were discovered tucked away in some unusual or unseen place. Many times a customer has told me of receiving goods for which he was never billed, and requesting one and this, to my mind, is to the everlasting credit of the "hardware" men among whom my entire business life has been spent.

I wonder if it is true of any other line of business under the sun?

Being given the confidence and authority of his house, and with a deep desire to be of real value to the man who is buying his line, the salesman confidently takes his grip and makes his calls.

The first man we call on is trying to wait on four people at once and his clerk has failed to come in that morning so he is shorthanded. The telephone is ringing furiously. We pick up the receiver and find that some one is trying to order 5 lb. putty, 10 lb. nails, and 25 lb. white lead.

We take a note of the name and order, put it on the desk, then take off our hat and ask a man what you can help him get. This man wants 1 gross of screws 1½-10. Mr. Dealer hears the request and says, "Say, all

that size in the house are in that case which has just come in and is unopened." We take an opener and find the screws, deliver to the customer and complete the sale. By this time the clerk comes in and Mr. Dealer says, "Well, Sears, where is your catalog?" And we go at it.

The dealer says, "Send me 5,000 each lock washers, 3-16, 1-4, 5-16, 3-8, 7-16, 1-2, 5-8, 3-4."

We say, "Hold on, now! If you want 5,000 3-8 in., you don't want so many 3-16 in., 7-16 in., 5-8 in. and 3-4 in., and if you do want 5,000 each of these last sizes, you want more 1-4 in., 5-16 in., 3-8 in., etc.

Thus, we suggest from our experience the best selling sizes so that quantities may be adjusted on various lines, giving a better assorted stock and quicker turn over.

The next man we call on handles our line of tools, and when he sees us he says, "Well, I am terribly busy and know there are some of your goods needed. Go through and make up an order."

This is the highest compliment that a dealer can pay the salesman and "woe unto him who betrays that confidence."

The next customer says, "Glad to see you. This is my son who is just out of school and going to enter my business. I should be glad to have you take him downtown, go through your stock, give him an idea of how it is kept, how laid out, delivered or packed and shipped. Also, give him a general idea as to where the representative houses are located and, as far as possible, meet some of the men with whom he is likely to do business."

We do just that, if we are wise; not try and fill him up with food, booze or a baseball game instead.

Through the traveling man, the dealer comes in contact with the market, and it has been my experience that where a dealer does not do his business in this way he spends his own time and money going to the market for the same information. I wonder if that New England corporation has not spent during the last ten months in entertaining their various dealers and bringing them to the market, enough money to pay handsomely a corps of salesmen who would have brought greater results, won a friendship and following for their house and, in many cases, been helpful to the dealer as suggested above.

Probably at no time in the commercial life of our country has the traveling man been able to help the dealer as during the past five years. Merchandise has been scarce and hard to locate. The traveling man who was on his job knew what the class of goods that each dealer was most in need of and by visit, phone, or mail kept in touch with his trade and, as the various goods came into stock, notified the most interested ones and made them happy by giving them a fair part of the distribution.

Then, too, during this period, many traveling men have spent much time and money in getting in touch with the manufacturer and by persuasion, threat or appeal, getting delivery where it seemed almost impossible to

get the goods in any way whatsoever.

That the dealers generally appreciate the services of the traveling man is evidenced by their desire to co-operate with him in any way that will add to his comfort or convenience, probably the best example being the support given by the dealers of the great metropolitan district to the "Hardware Boosters." Many of them ask the new man calling on them, "Are you a Booster?" The "Boosters," in turn, are first to support every social event, exhibition or outing of the dealers, and are very much in evidence on every occasion that their presence is desired.

Seymour N. Sears.

### Detroit Traveler Aided By Fellow Passenger.

A Detroit traveling salesman who returned from Cleveland on the D. & C. boat Monday morning met an experience which almost brought on heart failure.

The Detroitier picked up a quart of choice Scotch whiskey while in the Ohio city, and placed it in his grip. As the boat neared Detroit, and fearing arrest on the dock his nerve failed him. He confided with another traveler, told him his troubles, and asked his advice.

"That is easy," said the second traveler. "Just trade grips with me." "I'll carry yours off the boat and take chances."

This plan appealed and they exchanged grips. The Detroitier noticed that the grip handed to him was unusually heavy, but he did not complain. When the boat reached Detroit, he carried it down the gang plank and up Griswold street for several blocks.

"Well, the plan worked great," said the Detroitier, "Here is your grip, it is heavy, too. What have you in there?"

"Only twelve quarts of whiskey," said the stranger.

### Hearty Greetings From Little Traverse Bay.

Petoskey, Dec. 14—Retail merchants of this city have gracefully subscribed to general conditions and their faith in a quick return to normal basis is fortified by present splendid business. Reports from all the leading dealers are uniform in the statement that December trade is even larger than last year—and 1919 was the largest trade year in local history.

Labor conditions here are admirable and there is no fear whatever of an aggravating overplus. The great Petoskey Portland Cement Company has, up to date, been able to absorb all new-comers and extras from other local plants.

Extensive building operations are almost certain in the spring. Several large and expensive dwellings are the fixed basis of this assertion.

With a bonding proposal to be placed before the people in April for new water and electric power supplies and the certainty of approval, Petoskey is palpitating with energy and business vigor, discounting fully every ill-timed suggestion of depression.

Petoskey greets sister Michigan cities with hearty good wishes for Christmas and the coming year.

J. Frank Quinn.

The window dresser who waits for an original idea most times waits longer than he should. Originality in window trimming or anything else lies more in adapting than in creating; turning an old idea into a new one.



# FOSTER, STEVENS & CO.

157-159 Monroe Ave. N. W.

151 to 161 Louis St. N. W.

## Oldest Hardware House in Michigan



### Gladsome Tidings for Christmas

**W**E wish you the joyous and inspiring greetings of the season. Our deep appreciation for your cordial business relations is tendered with the hope of the uninterrupted continuance of your prosperity.

**B**ESIDES wishing you the merriest of Christmases, we express the hope that the joyous spirit of Yuletide may stay with you throughout the year and bring you the resultant benefits.

---

Square Dealing---Honest Values---Good Service

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 14—Attention, Bagmen! Did you read the notice in Gabby Gleanings in last week's issue of this paper? Perry Larrabee says when he first saw it he felt like going out to find who made the mistake, but inasmuch as there was a U. C. T. dance on Saturday evening, Dec. 11, and the notice in the Tradesman said there would be an initiation at the Bagmen meeting "Saturday evening, Dec. 11," a lot of fellows came to see the big doings of a Bagmen initiatory ceremony, and they just stayed to the U. C. T. dance. Now remember, Bagmen, Saturday evening, Dec. 18, will be a big Bagmen meeting, also a class for initiation, and you sure will miss something if you miss this meeting. At 1:30 Saturday afternoon (Dec. 18) there will be another drill of the Bagmen Patrol. The drill will not be long or tiresome and Captain Burgess, who has taken command again of the Patrol, asks every one wishing to enter these drills to be at the hall at sharp 1:25 p. m. with coats off and ready to "fall in."

A well-known commercial traveler recently unburdened himself as follows to the architect of Gabby Gleanings: "The worst profiteers of the present day are the hotels and restaurants. They got their prices up during war times and, now that everything in the food line is down to nearly normal again, they still hold up their customers by charging them high tariff prices. Think of paying \$1 for a meal at Kalkaska; consider, for a moment, the rate of \$5 per day at the Park Place, Traverse City; cogitate how the traveling public is plundered by the principal hotel (or excuse for a hotel) at Cadillac; deliberate on the kind of meal one gets at Rockford for 75 cents; reflect on the unreasonable charges made by Landlord Piper, at Manton, for the best accommodation you can get anywhere in a town of that size—good beds, clean rooms and wholesome food, served nicely, but rates nearly

double what they should be; contemplate the payment of 10 cents for a cup of coffee, despite the fact that coffee and sugar are practically back to the pre-war basis. Then consider, if you please, the outlandish prices charged by city hotels for rooms and food; the charge of 10 cents for a minute glass of buttermilk which costs less than a cent at the Pantlind Hotel bar; the extortionate prices charged on the Pullman and railway diners for poorly cooked food which is either served too raw or burned to a crisp. I tell you it is a fright the way the commercial traveler is held up nowadays, yet there appears to be no concerted action on the part of the fraternity to put an end to the abuse. In my opinion, it is high time the U. C. T. boys got busy and started a campaign to put an end to the reign of extortion and extravagance which now prevails in nearly every hotel in the country."

The December meeting of Grand Rapids Council was a "humdinger." The old time pep and ginger which has always made No. 131 famous and which died out during the warm summer months is returning and if Joe keeps up his push we predict it will just about reach its zenith by Jan. 8, 1921. Six candidates were initiated, as follows:

George J. Boersma, Kent Storage Co.

A. E. McGrath, B. F. Goodrich Rubber Co.

Albert Kroeze, Vacuum Oil Co.

G. A. Wiest, Tisch-Hine Co.

C. W. Manon, Kent Storage Co.

H. E. Graversen, Kent Storage Co.

The Booster Committee, comprising J. D. Martin, C. F. Hart and W. C. Miller, are bending every effort to round up the largest class for Jan. 8, ever initiated in Grand Rapids Council. Determined that our position as the third largest council in the State shall be brief, the slogan adopted is "one hundred or bust" and if we put it across, as we confidently expect we shall, every member must get busy

and boost. To help celebrate this Big Booster meeting Supreme Counselor W. B. Emerson, Grand Counselor H. D. Ranney, State Organizer B. N. Mercer and Grand Junior Counselor A. W. Stevenson have all assured us they will be present. Rarely does a council enjoy the presence of so brilliant a galaxy of dignitaries as these at a single meeting. It is up to us to show these Grand and Supreme officials that we are stars of some magnitude ourselves. To do so let each member take it upon himself to bring a candidate to the council room Saturday, Jan. 8, 1921, at 1:30 p. m., for initiation and when the doors swing open may your efforts be rewarded by witnessing not less than 100 candidates file through into the presence of these visiting officials.

The Banquet and Entertainment Committee are planning for a 6:30 dinner at the close of the afternoon session, to which all members and their families are invited. More details will be given about this later. What we want you to do now, Brother Counselors, is to look around for a candidate, get him to sign up and bring him up Jan. 8, thus doing your part toward restoring us to the dignified position which we for so many years enjoyed—that of the largest council in the State.

Take notice that R. H. Larrabee rounded up three Kent Storage Company's salesmen and he has the application of some more of them for Jan. 8. Are you talking U. C. T. ism to those members of the sales force of the house you travel for who are not members? This is a good field for you to work in. Try it out.

The next meeting night of Grand Rapids Council will be held Saturday Jan. 8, 1921, beginning at 1:30 o'clock sharp. Will you be there?

Don't forget your council dues and don't forget No. 159. A double header this month.

Do you U. C. T.'s know that the Dance Committee are giving us some fine parties this winter? We would

like to see more of you up there. If you don't come we both lose, but we confidently think you are the biggest loser. The party last Saturday night was largely attended and everybody had a good time. Next party Jan. 15, 1921.

About the worst stretch of road anywhere in Western Michigan is the mile through the village of Wayland. This roadbed is always bad, but the fall rains and the lack of drainage have put it in such condition that it is about all a man's life is worth to undertake to navigate it. Wayland is a model town, in many respects, but she should lose no time improving her main business street, if she expects to retain the respect and friendship of the people who have occasion to travel through the town.

Speaking of roads, the four or five miles between Wayland and Moline is about as bad this year as usual. Why the Allegan county road officials do not improve this stretch of the Dixey Trail is one of the things no fellow can find out. This piece of highway has been an outstanding disgrace to Allegan county for many years. Unless it is improved the coming year, the State Highway Commission should move the trunk line either East or West of the present sea of mud and ruts.

Guy W. Rouse, President of the Worden Grocer Company, put in five days last week in Chicago.

The Michigan Paper Co. (Plainwell) has declared a 4 per cent. dividend, payable Dec. 31 to stockholders of record Dec. 24.

Try this for one day: think as though your thoughts were visible to all about you.

The war was started by a man with a paralyzed arm. And now the man who started the peace is said to suffer from the same affliction. Could any one ask a more convincing evidence of the unfairness of destiny?

The most uncomfortable chairs ever devised by the mind of man—with the possible exception of the electric chair

## Comparative Statement of the strength of Fire Insurance Companies, showing Assets and Surplus to each \$1,000 Insurance in Force, with Dividends paid in 1918.



Who Licks the Cream?

"A Mutual in Fact"

	Assets per M.	Surplus per 1000	Dividend to Assured	Dividend to Stockholders	Loss Ratio	Expense Ratio
Michigan Shoe Dealers	\$12.65	6.04	30%	----	28%	18%
Hartford	\$9.90	2.30	----	40%	51%	44%
Home	11.50	3.50	----	25%	52%	39%
Continental	14.80	4.10	----	14%	48%	44%
National	9.90	2.19	----	20%	51%	45%
Detroit F. M.	15.32	6.31	----	12%	57%	45%

These figures are from official statements as of December 31, 1918, and can be verified in any local insurance office.

## Our Plan of Operation for 1921

**I**S to write the policy at the established board rate.

To collect the full premium, based on this rate.

The assured pays all this premium in cash the first year.

The saving is made at expiration of the policy.

If the policy is renewed, the saving or dividend is applied on the renewal premium.

If not renewed, the dividend is paid in cash.

### 30% DIVIDEND ON ALL POLICIES WRITTEN

We write Insurance on all kinds of Selected Mercantile Stocks and Buildings.

**Michigan Shoe Dealers Mutual Fire Insurance Co. of Fremont, Mich.**

ALBERT MURRAY, President, Charlotte, Mich.

GEORGE BODE, Secretary.



for criminals convicted of murder—are those installed by the Pullman Palace Car Co. in their chair cars. In no position can the occupant of the chair make himself comfortable and when he undertakes to use a card table for writing or amusement purposes he finds himself in the most excruciating position imaginable. The Pullman Co. has improved many features in its cars since it started manufacturing special coaches, but the ventilation and chairs have remained stationary, greatly to the disgust and discomfort of the traveler who is entitled to the best there is in both.

#### Country Hotels Gradually Pasing Into History.

Owosso, Dec. 14—The Extreme drought of last season injured the crop of peas this last summer to a certain extent, so we are told, and this long dry spell of the last three or four years has practically ruined the crop of hotels along the line of the Ann Arbor and T., S. & M.

The grand old lady who owns the only hotel in Bannister gently closed the door last winter and went to Florida. Last week she shut up the place again and just went.

The only thing the old tavern at Elsie is being used for now is history. Last Friday we had occasion to visit the old town of Byron. We have three things that will stand out distinctly in our recollection of that visit to our old home town: No buss at the depot that is nearly three-fourths of a mile from the main settlement; no place to sit down when we got there and nothing to eat. We, however, were informed of a nice good lady who was boarding a bridge gang and by assuring her that what we didn't know about bridges would fill a big book and by contributing in advance a nominal amount of coin of the realm, we were allowed to sit down to a good, sumptuous and well cooked dinner.

Cohoctah, a town that has for years boasted truthfully of one of the best hotels on the line, is also on the blink, but as we had some kind relatives living there we went over to them and told them that we thought a whole lot more of them than they thought we did and worked them for another meal that day.

Pompeii, a burg on the T., S. & M. that has been a veritable banquet for years, is on the verge of starvation, so far as a restaurant is concerned.

The hotel at Butternut, whose halls once rang out with mirth of story telling travelers, is now occupied as a common dwelling house, with crepe on the dining room door.

If someone would invent a dinner pail for traveling salesmen that would hold grub enough for a week, we have a sneaking idea that it would make a fairly good side line.

This week we called in on Fred Hanifan and found him industriously engaged fixing his phone. He had it in parts strewed about the carpet and was endeavoring to get it together with the aid of a hammer, cold chisel and screw driver. Said he had fixed it several times and it didn't work right yet. He asked us if we knew anything about their construction and we were obliged to plead not guilty, but enquired the particular difficulty in the case. Fred said it had bothered him more or less for several weeks and the more he fixed it the worse it got. Fred says, "Do you know that just about half the time when we call up we get the wrong number?"

C. E. Beck, of Ashley, who has owned and conducted one of the largest general stores in the county, has sold his stock of goods and store building to L. K. Kirby, of that village. Mr. Beck became a merchant of Ashley in 1887 and was one of the oldest in Gratiot county. Mr. Kirby started in a small way in Ashley in 1907 and in 1917 sold a flourishing business to C. H. Barns, who is still conducting it at the same stand. Kirby & Son have for several years been in the automobile business and owners of a garage. They have laid

aside the air pump and monkey wrench for the molasses gauge and yard stick. They are well known and well liked and are energetic hustlers and will make good from start to finish.

Honest Grecceryman.

#### The Wise Franklin's Penny.

The first copper coin authorized by Congress was a penny on which the influence of Benjamin Franklin caused to be stamped the words, "Mind your own business." One of these old coins turned up in a Massachusetts town recently.

Franklin was a wise man, a philosopher whose teachings ran to home-ly truths, many of which found expression in his Poor Richard's Almanac. None of them carried more sound sense than his admonition: "Mind your own business."

There is an unlovely disposition in most of us to interest and busy ourselves in other people's affairs. While resenting and declaiming against the prying curiosity and meddlesomeness of others, none of us, perhaps, is wholly free from inquisitiveness about matters which do not concern us.

A government that minds its own business and does not seek to interfere with anything but the proper business of government is a blessing to the country and to business in general. An individual who gives his at-

tention solely to his own affairs, and scorns to engage in the impudent and mischievous activities of a busybody, saves himself much annoyance and dislike.

Perhaps it is not best that the coins and currency of the Nation should be used to inculcate wisdom, even of Franklin's sort, but money would lend itself with especial force to the teaching of thrift, honesty and industry. If some terse phrases impressing the necessity of production, of saving, and of patriotism could be displayed on

our legal tender, and carrying the authority of the Government, it would influence many minds. A start has been made in Government propaganda already on letter cancelling stamps.

The closed shop stands for the throttling of enterprise and the slavery of the individual. It destroys initiative, blocks progress and fosters injustice. The open shop stands for liberty, the rights of the individual, industrial progress and true Americanism.

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



#### WE OFFER FOR SALE

#### United States and Foreign Government Bonds

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

**HOWE, SNOW, CORRIGAN & BERTLES**

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

F. D. B.

for Christmas 1920

Give Bonds....

Give bonds and you give a gift symbolic of your genuine, sincere, practical thoughtfulness for an everyday and future income for the recipient.

This year you give bonds at their best. The investment market today offers more investments of sterling worth and safety with liberal, profitable returns than it ever has in the past.

Write, phone or call on us for information of our current listings especially suitable for gift giving that will employ your money to its best advantage.

We Specialize in  
Government Securities

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**Fenton Davis & Boyle**

Chicago

GRAND RAPIDS

Detroit

## MEN OF MARK.

**T. J. Thompson, General Manager  
Standard Oil Co. of Indiana.**

It is a contention of this locality, based on apparently good grounds that there have been more self-made men raised in and around Grand Rapids than in any other city on the globe—men whose youthful start in life began in hardship and toil, whose early struggles seem to the interested reader of to-day to have been one great battle against fate, won in spite of apparently insurmountable barriers through the intrepidity and virility which characterize the true captains of industry. In many instances in regard to the so-called self-made men the result might have been better if they had let the contract out. But not so with those of Grand Rapids as in the pioneer days there were no such contractors to build up a man's career; no masons of fortune ready to help a man carve his way to success; no architect on hand to draw up plans whereby a man could leap from the top of the skyscraper of fame and fortune—it was every man for himself. Self-abnegation and enduring toil have been the sole reliance of those who later rose to the highest ranks in the business world.

Thomas J. Thompson was born at Glassop, Derbyshire, England, April 12, 1863. His father was of Scotch descent. His mother was an English woman. When he was 9 years of age his family pulled up stakes in England and emigrated to Michigan, locating on a farm in Walker township, Kent county. Mr. Thompson lived on the farm with his parents until he was 18 years of age, obtaining such education as was afforded by the district school and a full course at Swensberg's Business College. The next two years were spent in Texas and other parts of the West where he pursued varying occupations with fairly good success and satisfaction. Concluding that the West possessed no charms which Michigan could not duplicate, he returned to Grand Rapids and in August, 1883, entered the employ of the Standard Oil Company as a warehouse man. He subsequently drove a wago, a dray and a tank wagon, became superintendent of the plant, city salesman for the illuminating department, general salesman for the lubricating department and contracting agent. With the exception of the office of chief clerk and assistant manager, he held every office within the gift of the local branch, acquitting himself well in every department of the work. On the death of Mr. Drake, five and a half years ago, Mr. Thompson was selected to act as manager of the Grand Rapids branch, whose territory comprises about twenty counties in Western Michigan, in which it is represented by eighteen traveling salesmen and seventy-eight agencies. The promotion came to Mr. Thompson unsolicited on his part, being due to the faithful service he has given the company for thirty-two consecutive years, the wide range of experience he has acquired in the meantime, his comprehensive knowledge of the oil business in every detail and department

and his thorough acquaintance with the territory of the branch and its requirements.

About two years ago Mr. Thompson was promoted to the position of manager of the Detroit branch, the second largest division of Standard Oil Company. Four months later he became manager at Chicago, the largest division in the Indiana field.

Because of his efficient work and remarkable executive capacity, he has been given the position of General Manager of the Standard Oil Company of Indiana, with headquarters at Chicago, succeeding Seth C. Drake, who resigned. Allan Jackson, who has been Assistant General Manager in charge of Michigan and Indiana, has been appointed Fifth Vice President of the Indiana com-

pany of the Executive Board of the Supreme Lodge of the K. O. T. M. He was a member of the local branch of the National Association of Stationary Engineers and was its Secretary for several years. Aside from these connections Mr. Thompson had no other affiliations, being essentially a family man who loves his home above everything else.

Mr. Thompson is an enthusiastic automobilist and something of a baseball fan. He is not adverse to witnessing a horse race and enjoys all the manly sports keenly, although he finds little time to devote to anything outside of his office and his home. He attributes his success in life to "simply work" and those who know him well and are familiar with his methods of working concede that

is in the congenial feeling and confident regard that exist between him and the employes and customers of the company of which he is the executive head.

Mr. Thompson is a man of many parts, but above all is possessed of a wonderful amount of quiet dignity, a kindly disposition and a courteous manner which make him hosts of friends who remain permanently his friends.

**Furs Increasing Rapidly in Value.**

Five years ago the wholesale price of a good muskrat skin was thirty-seven cents. To-day it is \$5.10. Other kinds of furs have gone up in an astonishing way.

The United States Biological Survey cites the case of a man who in 1913 bought a mink-lined coat for \$500. After wearing it four years he sold the lining for \$1,000 and replaced it with nutria at a cost of \$150. In 1917 he sold the nutria lining for \$250 and put in a muskrat lining at a cost of \$75. Last year he sold the muskrat lining for \$300 and he still has the coat, with a clear profit of \$845.

Naturally, the high prices obtainable for furs have incited trappers and gunners to extra efforts in the pursuit of fur-bearing animals, which in consequence are decreasing in numbers at an accelerated rate. The draining of marshes has a tendency to wipe out the muskrats. The only hope for fur-bearing animals lies in their domestication—i. e., in establishing preserves for them where they will be safe from molestation. The Biological Survey urges that protected areas properly stocked would become centers from which choice breeding stock could be obtained for establishing other preserves.

Muskrat farming already is a profitable industry in Maryland. Marsh owners in Dorchester county harvest from 100,000 to 125,000 muskrat skins a year. There is a market for the meat as well as for the fur. A single Baltimore firm handles 25,000 to 30,000 muskrat carcasses a year and is unable to supply the demand at that. Hotels in Maryland offer them on their bills of fare as "marsh rabbit." Marshes formerly considered valueless are now worth from \$30 to 40 an acre for muskrat culture.

The United States Government realizes a great sum of money every year from furs. The sealskins taken on the Pribylof Islands last year, to the number of 27,821, were worth nearly \$4,000,000. From those islands in the same year the Government took 938 blue foxes, whose pelts were worth \$165,000. Skins of bears, bobcats, coyotes, timber wolves and mountain lions killed by hunters in the National parks in 1918 and 1919 brought nearly \$160,000.

**The Birds' Christmas Dinner.**

A traveler in Sweden tells of a pretty custom: "Not a peasant will sit down with his children to a Christmas dinner, indoors, until he has raised aloft a Christmas dinner for the little birds that live in the cold and snow without."

Waiting for rich relatives to die is a wretched way to live.



Thomas J. Thompson.

pany, and succeeds Mr. Drake as a member of the board of directors.

Mr. Thompson's mind has always been of a mechanical turn and for several years he has been the expert mechanical authority connected with the branch. He invented a valve for storage tanks which is now in very general use among the various branches of the Standard Oil Company. He gave the invention to the company, not even taking the trouble to secure a patent thereon. The same is true of many other devices which he originated, all of which were cheerfully bestowed upon his long-time employer.

Mr. Thompson was married January 1, 1887, to Miss Ida Aldrich, of Grand Rapids. They have three children, one boy and two girls.

While residing in Grand Rapids Mr. Thompson was a member of Daisy Lodge, B. P. O. E. and also a mem-

ber of the Executive Board of the Supreme Lodge of the K. O. T. M. He was a member of the local branch of the National Association of Stationary Engineers and was its Secretary for several years. Aside from these connections Mr. Thompson had no other affiliations, being essentially a family man who loves his home above everything else.

Mr. Thompson is an enthusiastic automobilist and something of a baseball fan. He is not adverse to witnessing a horse race and enjoys all the manly sports keenly, although he finds little time to devote to anything outside of his office and his home. He attributes his success in life to "simply work" and those who know him well and are familiar with his methods of working concede that no man has ever given longer hours and more patient and loyal service to an employer than Mr. Thompson has during the long period he has been connected with the Standard Oil Company.





RINDGE, KALMBACH, LOGIE COMPANY



**T**HE SPIRIT OF THE SEASON prompts us to extend our heartfelt felicitations for a very Merry Christmas, and a most Happy and Prosperous New Year to our many good friends and customers.



THE HOME OF GOOD SHOES

We take this opportunity to thank you for your loyalty during the past year, and sincerely hope that 1921 will cement more closely the friendships established in the past and bring added prosperity to all.

***Rindge, Kalmbach, Logie Co.***

***10-22 Ionia Avenue, N. W.***

***Grand Rapids, Michigan***

SINCE 1864 MAKERS OF GOOD SHOES

## PATH OF LEAST RESISTANCE.

### Keep Your Prospective Customer From Considering Price.

Customers buy when they desire a thing more than the money it takes to possess it.

How are we going to stimulate that desire?

It is self evident that the element of price must enter into the transaction, but wisdom counsels to subordinate the price phase in quality merchandise and to stress pride appeal which gives desire to possession.

There are two minds to which the salesman works. One is the reasoning mind; the other is the feeling mind. Too often we make the mistake of centering our attack on the reasoning mind. When we consider that the only objection to a quality article is the price, why wage the fight on the one point where there is opposition?

Now, the only reason that any of us live in a house worth more than \$1,000 is for love of comfort, convenience and pride. We want our neighbors to look upon our home as an attractive one. We want our family to have conveniences and comforts. It isn't a matter of necessity. It is just a matter of pride. For \$1,000—even in these times—a shelter can be built and such a house will keep us warm and dry, but we spend \$5,000, \$10,000 or more for a home because we love luxury and are creatures of pride.

These are the two minds to which each salesman makes his appeal:

1. The reasoning mind.

2. The feeling mind, where centers Heart interest.

Pride.

Love of luxury.

Now these minds influence will, which is the human factor which gives or withholds favorable decision. Will sets supreme in the human mind. It is the factor which the salesman must influence. Picture the two ears of will as the reasoning mind and the feeling mind. Into these ears you pour your sales talk. The reasoning mind is concerned with and determines such questions as:

Size.

Weight.

Wear.

Value.

To the feeling mind you address the heart appeal, which is concerned with such matters as:

Love of family.

Love of self.

Pride.

Love of comfort.

To which mind shall we address our appeal in disposing of high grade merchandise? If we carry the issue to the reasoning mind, we are courting conflict. If we center our attack on the feeling mind, we certainly have the prospect's own desire pulling with us.

Let us illustrate the point. Suppose your little five-year old girl is very ill. Your physician recommends a specialist be called. Do you say to him or to yourself, "Well, how much will that cost? I fear it is too expensive. We cannot afford it." Of course you do not. Price does not enter your mind. The appeal is made to the feeling mind, and this mind is

not troubled about price. Your answer is to get the specialist right away.

Does your wife buy a \$1,000 set of furs because they cost \$1,000 or in spite of it? Wouldn't it be folly for the saleswoman to talk price when she knows that is the only factor she must overcome?

True enough, the reasoning mind must be reached. Price must be considered, but it should not be the determining factor. First make your attack where the defense is weakest, then wage the conflict in the reasoning mind. After the feeling has been won the reasoning mind will surrender quickly.

The manufacturer of a quality line of heating apparatus had tried for fourteen years to land a large Iowa distributor, but without success. A final effort was being made by the star salesman who wired his sales-manager that "the horse is dying;" which meant that the sale was not going through. The firm's advertising manager—who is also a salesman—was asked to step into the situation. He had one of the company's delicate samples, weighing 3,000 pounds, shipped by express, and boarded the train for Iowa. The furnace was set up in the hotel, special draperies were hung and the lighting fixtures rearranged.

Then the prospect was called upon. For two days and nights he saw very little of his family. Every artifice of salesmanship was tried, and events seemed to be approaching a climax as the prospect said:

"Well, gentlemen, I cannot take on the line. It is first class in every way.

But it is high priced, and I cannot sell this high priced line to my trade.

"You are right," said the advertising manager-salesman "Absolutely right. You cannot sell it. But do you mean to tell me that fine, strapping, up-standing son of your cannot? That boy who is just entering life cannot! Why, think what it will mean to him to do the impossible. Think how it will develop his personality, think how it will strengthen him. Think what it will mean to his moral fiber to attempt the thing that cannot be done."

By that time there was a tear in the eye of the prospect, and the salesman knew "the jig was up." The line was placed with this man. And the boy started to sell it. And he did sell it. In the past five years he has developed into one of the biggest salesmen of furnaces in the United States.

Pride appeal, you see, swung the transaction. The reasoning mind said "no," but when the feeling mind said "yes," the sale was made.

The feeling mind is the determining factor. It rules. It is supreme. Why, then, make your attack where it is far less likely of success? Armistice negotiations are not carried on with the privates but with the commander-in-chief of the army. Sales are not made on price appeal when price appeal is unfavorable. Carry the conquest to a successful conclusion by carrying it to the feeling mind.

To prove to you that the question of price is the determining factor in the reasoning mind is to call your attention to the fact that the question of value is determined in the reason-

# C. J. Litscher Electric Co.

41-43 Market Ave., S. W.

Grand Rapids, Michigan



## WHOLESALE ELECTRIC SUPPLIES

"Service Is What Counts"



ing mind. Suppose you wanted to buy a dog for your little boy and had thought you would pay about \$10. You consulted the owner of some dogs that you thought would fit and fill your needs. The dog owner said to you: "My dogs are high class canines. Everyone is registered. They are from the most exclusive strain known. They are physically perfect. Their ancestors cost over \$5,000 each." Just about that time you would say, with some misgivings, "Well, how much do these dogs cost, anyway?" The salesman has made his talk to your reasoning mind, and it immediately raises the question of price.

Now suppose the owner of these dogs, had told you how they would protect your child under every circumstance, had pointed out to you that these dogs were unusually affectionate and were trained to mind perfectly, you then would not be thinking of price. In fact, you would be willing to pay twice the price you had in mind because of the strong appeal to the heart, pride, security, etc.

If price is the real appeal of your article, then talk price.

But if you wish to sell something of high quality and big price, then direct your attack on the feeling mind. When you convince the prospect that he wants your wares more than he wants the money it takes to possess them, then the sale is made.

#### Inject Christmas Atmosphere Into Your Shoe Store.

A vast improvement in simple and rich decorative settings for show windows has been noticeable in the past five years. The trend of simplicity is becoming more pronounced each year.

The old method of cluttering up the window and the interior of store with an over-dose of gaudy decorations is fast being put in the discard.

The aim to-day in decorating is to work out something simple yet rich in effect, and which consists mostly of panels, cut-outs, set pieces, floral stands, etc.

The graceful lines, composition, finish, etc., of course, are the chief elements of the finished background when set in position. A beautiful setting can easily be spoiled through the lack of these essentials. It is better to make a simple setting well than to try to work out something you do not understand. The thing is to select some one idea and do it well. The effect is the richest in the end.

You must learn to know when to stop and call the setting complete. So many beginners make the mistake of adding something here and there to the background, and in the end it is

so cluttered up it is in the ginger-bread class.

There is no necessity for this if you will follow the suggestions offered in these columns. Select some one idea and strive to carry it out faithfully.

The obstacle that most beginners have to contend with is not knowing where to secure materials for decorative purposes. First of all, if you will look through the columns of this section you will soon find any number of concerns who advertise suitable materials for this purpose. On the other hand you will be able to secure many materials right in your own store, and if an exclusive shoe shop you can go to a local department store and secure such materials as you may see fit to use.

Materials such as felt, plush, velour, cotton flannel, muslin, wall paper imitation paper such as bark, wood grain, fancy and all sorts of paper may be utilized to excellent advantage in constructing settings. On the other hand you can also secure plaster, composition and wood ornaments that may be finished up to correspond with the general color scheme. This, of course, will have to be governed by individual judgment.

Another and most important item for consideration is the floor covering of the window. It is quite necessary to pay strict attention to this, as the various colors of shoes require coverings that will contrast with them when on display. For example, light tan shoes should not be shown over a light tan colored parquet floor, as there would not be sufficient contrast. This also applies to the show window background proper. Materials such as felt, velour, plush, cotton flannel, stretched tightly over floor or made into mats of various shapes, make excellent floor coverings. Then on the other hand some wonderfully effective floor covering schemes can be secured by covering plaques cut from wall board.

Displays in which special decorative settings are utilized do not look complete unless a touch of floral ornamentation is used in conjunction. The idea is to utilize appropriate and seasonable foliage and flowers that fit into the background and not detract from the setting of merchandise on display. The idea to bear in mind is that all flowers and foliage are a part of the setting. Make them fit into the scheme and become a part of it, without detracting or standing out too prominently. Use good judgment when selecting decorations.

Some clerks who have plenty of brains fail to get returns from them because they haven't enough energy to use them.



## The Peak of Three Generations of Shoe-Building, Brains and Skill

In considering a line of shoes the ONE BIG QUESTION in your mind is this—

"What make of shoes will sell most readily, give best satisfaction to my customers, enable me to build up the biggest trade and make the MOST MONEY?"

Give us a chance—AT OUR EXPENSE—to prove to you that Bradley's famous WORLD BEATER line will do just those things for you.

## Prices Exceedingly Low Considering Quality

Bradley's will give your customers more foot comfort, conservative style and more months of satisfactory wear than any other line on the market, dollar for dollar. They will bring your customers back again and again, which means a permanent trade and steadily increasing profits.

## We Will Help You Build Up a Big Trade

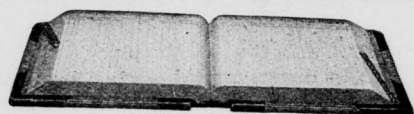
More than 10,000 leading merchants, catering to the best trade, have handled the WORLD BEATER line for a lifetime, and they are thoroughly satisfied. We have helped them build a most profitable trade. Let us do the same for you. Your interest is ours. Our Service Department will gladly work with you on any of your problems of reaching new trade, advertising, window display, etc.

We are in the heart of the largest leather market in the world, we keep our prices low by quantity production, light overhead and modern economical factory management. You get the savings.

Shall we send you our catalogue? Or shall we send you our line of samples? Drop us a card. Not the slightest obligation. You will be pleasantly surprised.

**Bradley & Metcalf Company**  
Milwaukee, Wis.

Since 1843 Makers of Good Shoes



### 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



## LEARNED TO LOVE WOODS.

## Early Life of Grand Rapids' Foremost Citizen.

Written for the Tradesman.

Among my earliest and most winsome recollections are the little excursions on Sundays and holidays with my father into the deep woods of our farm, which bordered the Menominee River in Wisconsin. It seemed to me that father knew everything. He knew the names of the great trees and the little bushes; he had a passionate fondness for all the living things from the lichens on the fallen trunks of trees and the flowers that carpeted the woodland to the birds that flitted among the branches and the fishes that darted through the deep pools or lazily fed among the water plants. He taught me to respect the snakes, the toads and the lizards; to learn something from the bugs, beetles, moths and grasshoppers; and he was infinitely patient with all my questions.

The woods were wonderful to me and the nooks by the little river were paradise. I remember of asking father if there would be woods in heaven, for I had two little brothers there and I wanted them to have as good times as I was enjoying.

The impressions made upon me by the wonders of the forest were woven into the fiber of my being and none of the exigencies of life's checkered course have taken from them the luster that charmed me or eliminated the attractive stories with which my father regaled me.

Later, when we moved to Michigan and I was ten years old, father took me to the Kellogg pinery, South of Grand Rapids. It was only five miles from our house, but it seemed to me like a long trip. It was before the avaricious lumberman had entered upon his work of desolation. Father led me into the heart of the solid pine woods, pointing out the big trees which he told me were called cork pine and calling my attention to the depth of the pine needles that formed the carpet of the timber. When we reached the middle of the great forest and I was impressed by the solitude, the vastness of the tree boles, the wonderful canopy and the sighing of the wind through the tree tops, Father said: "Son, look up, listen, take in the aroma of this place. See the wonderful things to which Mother Nature has given birth. Take off your hat, you are standing on holy ground, let us worship." Together we repeated the simple prayer of my childhood and thus was etched into my being the value of the woods which could not be measured by lumber, lath and shingles.

Later on when father was making the assessment as township supervisor he often took me with him on days when he was to pass through the wooded areas and I learned the habitat of the watercress, the mint, wild bergamont and sarsaparilla. I gathered the ground nuts, sweet flag from the bogs and sassafras from the sandy knolls. These were the experiences that enriched my life far beyond anything I gathered from books or was hatched in the close atmosphere of the ill-ventilated schoolhouse. During

those formative years we occasionally had a teacher with sense enough to reckon the values of the woods along with the other stereotyped methods of child instruction and rather stealthily took us on sorties in the wood lots, but usually subjected herself to the protest of the taxpayers, who felt she was not earning her stipend when she plied her vocation outside the walls of the school room.

Along in the '80s some of the people in Grand Rapids awoke to the truth that all the virgin pine that enriched this locality had been converted into manufactured products, save a single small area known as the Allen woods in the town of Paris. Here was a scattered bunch of white pines preserved from the axeman and surrounded by beautiful woods of decid-

gladly promise you that all the people shall, while I live have the freedom of the woods." Then, after my final plea, he said: "In spite of the vandalism of the few I will, Charlie, while I live, save these woods for all the people."

He kept his word, but his successors, soon after his death, could not resist the temptation of "great riches" and the woods were despoiled by the lumberman and the remnant of white pine and the wonderful colony of beauty which was its accompaniment became simply a fact in history.

I recall the first country school over which I presided at the age of seventeen. It was just following the Civil war and the boys who had served the country for the years usually devoted to school instruction came back hun-

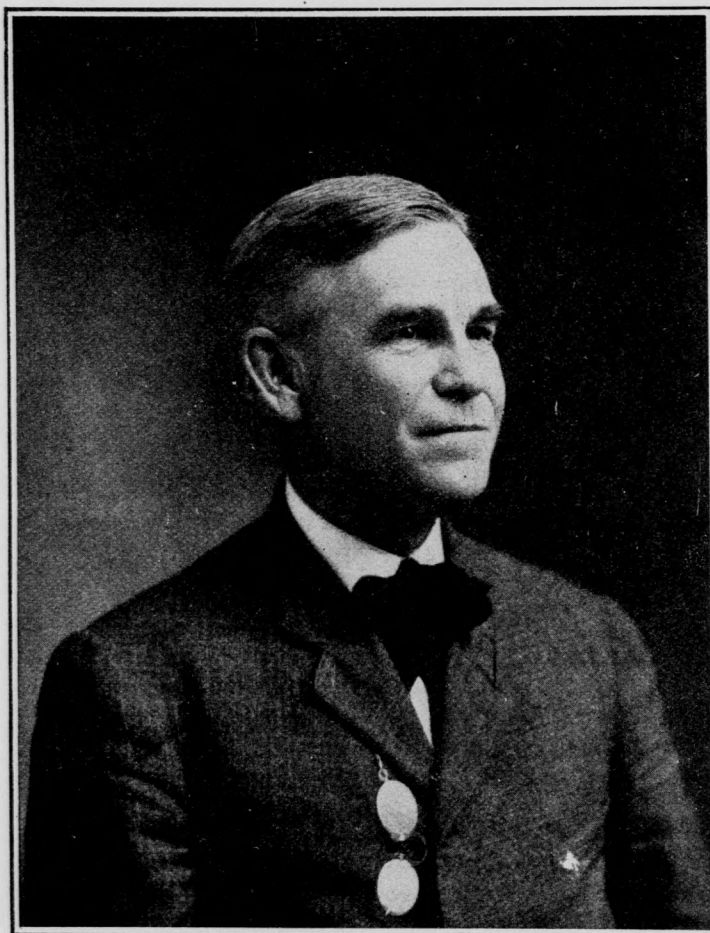
mind of the creator and which inhere in the forest, the field, the air and the sky can be utilized during the formative period of the child's education, it cannot be said truthfully, as has been uttered many times during the recent campaign, that our public schools are Godless.

At the time of the Civil war my father purchased forty acres of land covered with a young growth of oak grubs, the original timber having been removed. As a lad I was deeply interested in the venture and the vision as outlined to me by my father. He expected the young growth would develop into material values and that very soon stakes for vineyards, fence posts and railroad ties could be harvested. These were two springs on the lot and a few acres next to these water sources produced quite a variety of young trees, among which I recall dogwood, cherry, two species of maple and tupelo. Wintergreens and partridge berry abounded. There were patches of huckleberries and the trailing arbutus. These were the features upon which my father dwelt and he pictured the joys of children for generations rambling through these woods and having good times with these goodly treasures. Just before he passed on he executed a deed to me with the injunction that the woods should be forever preserved as a place of diversion for children and an object lesson in forestry.

He could not foresee the disaster which would come when a railway company should force its right of way from corner to corner, cutting and filling and destroying its usefulness. I was forced to abandon the enterprise and saw the beautiful vision destroyed by the ruthless invasion of commercialism.

But woods I must have and the vision that was transmitted to me had to be nourished and given opportunity to expand. A generation of time had been lost, but from the seed a new woodlot germinated and the beginning of the little area known as Burton Woods was made and I trust the legacy from my father may be reincarnated and joy, gladness, inspiration and religion in children and grown ups may be stimulated and subserved in its evolution as a woodland park.

About twenty-five years ago Arthur Hill, of Saginaw, and I became acquainted and we found that we entertained many views concerning the human values of the forest in common. We became associated together through the courtesy of Governor Pingree on the Michigan Forestry Commission. While we were thus engaged in the problems of forest protection and reforestation in Michigan, we talked a great deal about the responsibility of our two great schools, the University of Michigan and the State Agricultural College in forest preservation. One of the interesting corollaries of these conferences and, I think, at the suggestion of Prof. Filibert Roth, who was at the head of the new Department of Forestry at the University, Mr. Hill purchased the poorest, most worn out farm in the vicinity of Ann Arbor, deeded it to the University and said to Prof. Roth: "See what you can do in creat-



Charles W. Garfield.

uous timber rich in ferns and flowers.

This area became a mecca for woods lovers and the owner enjoyed the pleasant notoriety which those treasures gave his domain.

There was some vandalism practiced by the excursionists and at times he was sorely tempted by the appreciating values of pine to sell the tract. I pleaded as eloquently as my limited ability would permit to save these beautiful woods for the diversion and education of an appreciative public. I recall one time when he replied, "If they would only respect the pines and not mutilate them; if they would not ruthlessly break down the beautiful dogwoods, the red maples, the peppridge and other trees, which, because of their brilliancy, give character and charm to the woods; if they would allow the ferns and flags and wild flowers to grow and not ruthlessly despoil them, I would

gry for a little more school training; so the average age of my pupils was greater than my own.

Opposite the "little red schoolhouse" and only separated from it by the width of the highway was a section of magnificent timber. I think, without question, every pupil who attended that year of schooling will testify to the large values we drew from that forest and I am not certain but many of them would say the lessons of the woods were more helpful and inspiring than the lessons from the books.

My plea is for a larger proportion of child tuition from the blessed out of doors. Not nature study alone, but the study of God. We may not be allowed to teach religious lessons of any particular form in our public schools, but if the religious training attached to the relation of created things as they are arranged by the



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and you'll know  
why Sun-Maid pays

Quick turnover is *one* reason for the *sure* profit Sun-Maid brings to grocers. Sun-Maid advertising creates a national demand; and millions of housewives want those raisins for confidence in satisfaction.

*Place your order now*

### 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

## SELL **Red Crown** CANNED MEATS

AND

*Increase Your Business*



*All Popular Varieties*

ACME PACKING COMPANY  
Chicago, U. S. A.

*Independent Packers*

## Jell-O Price to the Retail Trade

The Price of Jell-O to the Retail  
Trade is as follows:

Per case of 3 dozen . . . . . \$3.45

Advertised price to consumer, 2 packages for 25 cents.

Cases assorted or straight flavors

The Genesee Pure Food Company

Le Roy, N. Y.

ing a new forest on that worn out territory and through it connect your school with one of Michigan's most important problems."

I do not recall dates at this writing, but this occurred about fifteen years ago. The farm is completely covered with a young, promising forest.

One does not have to dream out a wonderful future for this budding forest. Its value and influence can be read in its growing trees, and the time is now at hand when it will be a living advertisement of a University function that embodies the realization of a fulfilled obligation of the great college to the botanical development of the State.

I am just in receipt of a report of the Park Commission of Newark, New Jersey. One item in this treasured document says the area in parks owned by the city of Newark (over 400,000 population is seventy acres, but the county in which this city is the metropolis owns over 1,300 acres in woodland parks, of which the city has every advantage. Here is an object lesson well worth following. Every county should have its wooded parks maintained as growing forests. What county in Michigan has caught this vision? If Muskegon county had been inoculated with its microbe twenty-five years ago large areas, even within the corporate limits of Muskegon, could have been secured with a small outlay and without expense except the protection from fire, theft and vandalism and would have been valuable income bearing property to-day.

There is not a county in the State in which areas of their land cannot be picked up and under county ownership and supervision grow rapidly into monetary and aesthetic values, comparable to any investment the county could make.

This is not a pipe dream. The verity of it can be demonstrated by object lessons without number in France, Germany and Switzerland.

In the November number of The Survey, a commission which made a careful study of Grand Rapids speaks in the highest terms of praise of the wooded aspect of the city and emphasizes the value of the tree planting spirit as a large element in the splendid development of the city.

Let this lesson come home to us and permeate our souls. There is life blood in the thought and the infusion into our veins will quicken our apprehension of a great truth, that the woods were God's first temples. We should protect them and reckon them as great factors in the evolution of the type in humanity we love to demonstrate—the type that is at oneness with the Maker.

Charles W. Garfield.

#### Lining Up the Liars.

A preacher conducting a revival meeting announced that he would speak the next night on "Liars," and he requested his hearers to read in advance the 17th chapter of St. Mark.

The next evening, before opening, he asked all who had read the chapter to hold up their hands. A score or more of hands were raised.

"Well, you are the persons I want to talk to," he said. "There isn't any 17th chapter of St. Mark."

#### Women Now Have a Weapon in the Ballot.

Written for the Tradesman.

Now we women have that "equality of opportunity" that the woman suffragists used to clamor for in the days when to believe in women suffrage was to be "queer." We have the ballot, after a long and weary struggle of a hundred years and more; our status is that described by the witty man who toasted: "Woman—once our superior, now our equal!"

It seems to me, believing in woman suffrage as I do and as for years I have believed, that what has happened is the addition of a duty and responsibility to what in all conscience was already heavy enough. Now we have not only the new duty of voting intelligently and participating in the

really do something to make the world a better world for our children to be borne into. Our votes should produce a state in which the child-bearing woman will be rightly cared for as she brings forth and nurtures strong and healthy citizens. Whether they realize it or not, the men who have given us the ballot have given us the right to put the interests of women and children into effect in law.

But we still have the old opportunity. We are still the homemakers. To us in the nature of things still belongs the duty of making aright the place from which young men and women go forth to make homes of their own. The ballot box does no work higher than the moral level of the individual whose votes go into it. And the moral level of the individual is

ordinary girl seems to have no realization of the main issue of her life as a woman. They study every other subject in the category; they are interested in every other thing in the world—except the principal purpose for which they were created.

Look at the modern girl on the street and ask yourself whether she looks as if she had sense enough to vote. Her dress shows her good sense—or her lack of it. High heels, tight skirts, immodest display of person, ridiculous hairdressing; restless and frivolous minds disclosed in every act and word—is it because they are young, or because their mothers are equally thoughtless, restless and frivolous? When have you seen a girl with sensible shoes, skirts allowing a full, long, clean stride, chest and shoulders warmly and sensibly clad? How often do you see a girl who looks as if she was mentally equipped to vote for sane and safe conditions for the bringing up of her own children?

I heard an Englishwoman say the other day that all this restlessness and lack of poise among our women were caused by our American climate. Well, we had the same climate—some think a harsher climate—in the old times when homemaking was universally thought of as the business of women; when we did not rush about quite so absurdly in the chase for amusement.

There is no good reason why women should not vote, and vote for such men and things as will encourage the maintenance of homes of the abiding sort—homes where the voting mother and daughter will be interested in homemaking; where father and boys will like to be better than anywhere else; places of comfortable chairs around the shaded lamp, of the spirit of love and comradeship and high inspiration. I am glad the homemaker is to have the ballot. I want to see her use it—for the sake of the home, which is both her place of business and her purpose in life.

Prudence Bradish.

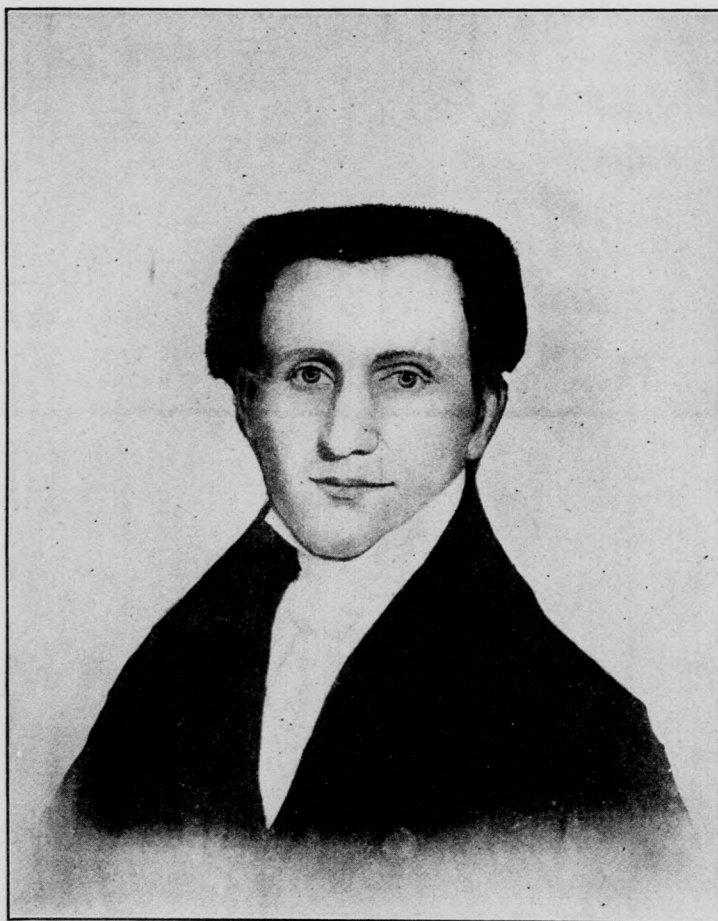
[Copyrighted 1920.]

#### Bleached Flour Doomed in Pennsylvania.

Bleached flour in Pennsylvania is doomed. A state-wide campaign to drive it off the market will be undertaken, according to Fred Rasmussen, secretary of the State Department of Agriculture, who said that three chemists and eight field agents of the department will launch a crusade against this product.

As bleached flour contains nitrous acid, its sale is prohibited by state food laws. Western millers, it is said, are shipping the adulterated flour into this state. Eleven brands have been found on sale and the department has taken 500 samples of flour, which will be used to wipe out the commodity.

Milling companies offering bleached flour will be prosecuted in every case in which the adulterated flour is put on sale, according to James Foust, director of the bureau of foods, who will have charge of the campaign. The department has at present twenty cases prepared against one western miller.



John Ball in 1831.

activities of politics and also that of bringing up our daughters to realize this duty for themselves; we have the old duty, the old privilege, which was ours alone, of bearing children and guiding them into responsible citizenship. The greatest opportunity, which really did make us man's superior—that of motherhood—is only broadened and deepened in the new state of things.

A woman, although she has the vote, is still a woman, with the dominant function of motherhood to fulfill, and fulfill well. With this new incentive she must more than ever study to make her motherhood tell in the culture of the boys and girls whose part in society she can influence so profoundly.

With our votes we can make over society. We can take part as never before in the municipal and National, even in world housekeeping. We can

fixed by the home out of which he comes—usually by the character of his mother. With or without the ballot, the mother sets and will set, as from time immemorial she has set, the standards for the mass of men. She has set them directly by her influence upon her sons; indirectly by her influence upon her daughters, who in turn assumed the same tremendous power.

I think women generally have scarcely realized the social importance of their daughters. They have not forgotten that they would become wives, but in my experience it has been unusual to find a woman who was definitely training her daughter for motherhood. We are outgrowing the prudery which has so long kept the subject of child-bearing and its various implications in the background under taboo; but I am still struck every day by the fact that the



# Thanks:



to the Jobber &  
to the Retailer  
to the Consumer  
for their co-opera-  
tion and apprecia-  
tion thru the past  
year ❀ ❀ ❀ ❀ ❀

**Putnam Factory, National Candy Company**  
Incorporated  
❀ ❀ Grand Rapids, Michigan ❀ ❀

## NEW ERA OF SELLING GOODS.

## Every Indication That It Is Here To Stay.

Traveling salesmen in all lines can do a great deal of missionary work in connection with their sales for the next few months. Conditions generally are showing a decided improvement and, according to the forecast by the chairman of the Committee of Statistics and Standards of the Chamber of Commerce of the U. S., in his report on crop and business conditions, good business is assured for the remainder of the winter. Conservation and caution have been the keynote everywhere the past few weeks, but there is no evidence of apprehension in this section. Business conditions throughout the country are classified in this report as "fair" and "good." About 60 per cent. of the whole country is enjoying business described as "good" and this is the message you must leave with your trade in a very emphatic manner. The trouble as I see it to-day is that men in all lines of business are not badly hurt, but they have allowed their backbone to turn into a wishbone and their spirit has been contagious. A great many salesmen have contracted the fever from them.

It has been said by a sales analyst that the average man is but 30 per cent. efficient, but it seems that this percentage is too low. It would seem that salesmen should be at least 66⅔ per cent. efficient, and if we will stop to think when we confront conditions which seem to get our goat, we could analyze them more thoroughly. There is one noticeable feature with salesmen to-day, and that is their apparent attitude of fighting the house. Salesmanship is a battle on the field of business strife, the seller on one side and the buyer on the other; yet it may be a friendly fight and there need be no bitterness. In the consummation of a good sale, both parties win; but it is a contest nevertheless and I believe most salesmen have a fear of contradiction. From your house you receive your compensation. Your house deserves—in fact, must have—your earnest co-operation. You must realize that they know more of conditions, generally speaking, than the salesman, and whenever your house does something that you feel is wrong, just make up your mind that it must be done right or the house would not do it. Your house is more interested in your welfare than you realize, because your welfare as a salesman means success to your house, and when you do not fight for your house, you do not show an inclination to merit your revenue.

I have said in the past that a new era of selling was with us and, no doubt, is with us to stay. As conditions stabilize, the buyer will have more of an advantage than he has had in the past few years. Then the merchants were buying because there was a fight for goods and objections, complaints and demands for better prices were so uncommon that salesmen forgot the principle of standing up for their house. But now it is different. Merchants will tell of prices that have been quoted them from other sources, bear down with a real emphatic argu-

ment that your price is wrong, that they can do this and that, and because of easy sledding in the past few years, salesmen forget and take it as a matter of fact and offer no sales explanation, and then come back at the house with an attitude that is wrong. In other words, they fight the house. Boys, do not let this get the best of you; you cannot and you must not fight your house, but you can and you must fight for your house. You cannot have just a one-way sales talk with every customer, neither can you have a set rule or argument with each individual buyer, but if you have taken the time to diagnose your customers, you will know the proper manner of attack. It is as essential to know the buyer as it is to know and describe your goods. No one has succeeded in climbing beyond the

right. You will not lose a sale, you will not lose a single customer, but a great many salesmen have lost good positions in this way. Every buyer has a distinct personality and more or less hobbies. The ability to obtain knowledge of them by positive diagnosis gives salesmen an immense sales asset. From the writer's own road experiences, I consider the power of diagnosing a customer to be more important than any other factor in salesmanship and it is necessary to good salesmanship, and expert salesmanship is not possible without it. The right sort of salesmanship is utterly impossible without this. It is not suggested that any of you ever have a heated discussion or, to use the slang phrase, a real "scrap" with any of your trade, but did any of you ever have one with any customer and

method of selling goods at the sacrifice of others. Do not be a "one-way" artist, but be elastic and pliable. Of course, you should not ignore the general principles of salesmanship, but these principles may be applied in different ways. Associate with good people, good traveling salesmen and good retail salesmen. Get hold of their ideas and study their methods and study everyone you come in contact with to your advantage, and apply it where it will best apply to your work. This you can easily do on the road because you meet representatives of every class. Especially study faces; learn to recognize the nervous customer from the passive. Some enjoy a lot of talk and pleasantries, while others are matter-of-fact and will not tolerate other than straight talk. You will not always strike it right on the first trip, but a careful study and diagnosis should enable you more often to be right than wrong and in a trip or two you can have your trade so positively diagnosed that you will know every customer thoroughly. It is utterly useless for a salesman to be unnatural; avoid all unnatural methods or display of erratic or over-original tactics. Keep in the track until you are able to spread out, but do not keep in the beaten track until it gets to be a rut. There is some success in the middle of the road, although more than ordinary achievements are dependent upon being able to travel all over the road without losing your way. If you will pay more attention to diagnosing your customers, you will have less of a tendency to fight your house and more of a tendency to carry you and your house over rough spots. If you have any ability at all, and you are persistent, you will learn to do this, particularly if you allow your failures to lead you to success. If you size up a customer wrong and fail to sell him, you have learned a valuable lesson, perhaps of more importance to you than you imagine. Remember that you must cater to the customer, but you cannot cater to the customer at the expense or detriment of your house. This is not salesmanship. That is why there has been established a great law of salesmanship which compels you as a salesman to learn and understand the customer, anticipate his wants, so that he may always welcome you, be glad to see you and talk to you, and to know that he cannot ride over you, whether he buys or not.

All of you know whether the goods you are selling are being sold to-day at a loss and you should not fall for a price or lose your "pep" and courage when you hear of a price lower than you have, particularly in the lines that are now showing big losses. There are other numbers in your line, and you know what they are, which are more profitable just now, and these are the goods you should sell—work hardest on. It is a fact that some men are selling absolutely nothing but specials, and while it is advisable to sell specials, still you should sell other merchandise with specials.

Frank J. Seibel.

When the kettle calls it black, no wonder the pot boils.



Frank J. Seibel.

second round of the ladder in salesmanship who has not possessed the ability to size up and diagnose the customer with some degree of accuracy. Unless a salesman understands the buyers, not in general, but each individual buyer, he is at a great disadvantage. You can obtain, in most cases, advance information about the man you expect to meet, if it is your first call, and be prepared to meet him on his own merits; but this advance information coming from others does not count as much and cannot take the place of the ability to personally size up the customer and to do it instantly, if necessary. When a buyer raises serious objections to your house, to your prices or to any other conditions, you must find out (and this is very important), just how far you can go in talking to your customer, but always remember that it is your duty to stand up for what is

then go back and make this customer a better friend than ever to you and your house? Sometimes this is almost necessary, especially when the good name of your house is at stake. It has been done!

If this does not come to you naturally, cultivate it to the best of your ability. Study everyone who approaches you and everyone you approach, whether he be a customer or not. Discuss likes and dislikes with others, as well as your customers. You will soon learn that different people require different treatment, different methods of approach, different forms of argument; that some will take kindly only to strenuous methods and others require positiveness and like hammer-blow arguments. Become acquainted with people—the more the better—experiment with them, approach them in different ways, do not have one form of argument or one





# Bear Brand Greeting

For our  
twenty-ninth Yuletide  
we again express  
to you  
our best wishes  
for a very  
Merry Christmas  
and a  
Prosperous and  
Happy New Year  
1921

**Bear Brand  
Hosiery**  
*of known quality and  
sold the world over*

**Paramount Knitting Company - Chicago**





## THE CHRISTMAS STOCKING.

### How It Can Very Properly Be Expanded.

Written for the Tradesman.

It often puzzles me to know how the merchants of thirty years ago got along without the Christmas business of to-day.

Thirty years ago, more or less, I was already wise in regard to the Santa Claus myth; but, knowing Santa Claus to be fiction, I still cherished the fiction to the extent of hanging up the largest stocking I could find, one of several in a row.

My father was one of the big men in a small town. As principal of the public school he made somewhere around \$2 a day, Sundays included; which was big money compared with the wage of the day laborer who made anywhere from 75 cents to \$1.25 a day, and rested on the seventh day and was glad in it.

But all the boy or girl of that day expected Santa Claus to bring was a handful of cheap candy, a few nuts, maybe an orange—not a navel orange either—maybe a couple of table figs, and usually a big round silver quarter which constituted the year's spending money. And with that, Santa Claus was appreciated and Christmas was looked forward to with joyous expectancy by the pampered youngster of thirty years ago.

Here and there, even in the small community, a handful of the children of the ultra-rich knew lavish gifts. For them there might be Christmas toys, some of them mechanical devices that cost as much as 25 cents. Maybe a handsleigh, or a tin mud-turtle that could (nominally at least) be wound up and made to walk.

But these lavish ways were known only in exceptional homes where fathers and mothers did not need to count their pennies or even their dollars.

Christmas turkey was a staple. It could be bought for 5 cents per pound although nobody ever reckoned it by pounds; you bought a good-sized turkey for 50 or 75 cents. A really poor family bought two chickens for a quarter. Butter hovered around 11 cents a pound, some of it pretty rank; and eggs commanded 6 cents a dozen. The prices of other commodities not so Christmassy were in keeping.

The coal oil lamp flickered on the center-table. The wealthy had gas lights, if there was an artificial gas service; in the big cities some of the great homes were, as I recollect, lit by electric light. A home with a tin bath tub and the town water service in the house cost \$8 a month rent. But few people cared for such ostentation; they were content to drink well water and pay from \$5 to \$6 rent.

The Christmas candy was, of course the outstanding feature of Santa's beneficence; and we boys, as scouts for the good saint, looked about for special offerings. The usual mixed candy sold 3 pounds for a quarter. It was a notable occasion when we discovered a store that offered 4 pounds for a quarter. We never saw box chocolates, or tasted the bulk variety; and even cream candies were regarded as beyond our financial reach.

The other day I perused the first of a series of letters to Santa Claus. I, as it happens, am now playing the role of Santa to a quartette one of whom has become an infidel and another is a pronounced agnostic. The infidel requisitioned the following items:

One bicycle, one watch, one candy cane, one pair of hockey skates—oh yes, and some nuts and candies and figs and oranges.

Which, estimated at \$62.50, is quite a requisition to make on a Santa Claus in whom one doesn't believe!

In the old days, one-tenth that sum would provide all the Santa stuff, load the Christmas table with edibles, and leave a margin to set aside against a rainy day.

Yet the boy who doesn't believe in Santa Claus was modest in his demands, compared with what the average child in a "just ordinary" home demands and gets. But the multiplication of demand, as compared with the very modest expectations of the child thirty years ago, was manifest.

Take that demand, concede that it is merely the average demand of the average child in the average home, and you begin to appreciate how Christmas business has grown in thirty years—and why you pay from \$7.50 to \$15.00 for a turkey instead of from 50 to 75 cents. The children of men who used to raise turkeys and the grain to feed them are to-day making toys and teddy-bears, bicycles and kiddie-cars and mechanical sets, and all the myriad things that go to fill to repletion the Christmas stocking of this later day.

What always impresses me in the modern store, particularly at Christmas time, is the profusion of articles that no amount of money could have purchased thirty years ago. In dolls alone there is an amazing assortment to select from—most of them devised when the Great War cut off the supply of German dolls with their stereotyped classical countenances. There are expression dolls, and wry-faced dolls, dolls with cork limbs and dolls with an without hair, and dolls that seem to represent all races and conditions of men and women and little children.

Then, too, there are numerous variations of the popular Teddy-bear, including Buster Brown's Tig. Human ingenuity has been intensely busy, too, in parodying the rocking horse and the still newer kiddie-car. The vogue of novelties seems never to have been so great as it is to-day; human ingenuity seems never to have worked so efficiently and so thoroughly in designing new toys.

All this stuff must find stockings to hold it; and the stockings are worn by children whose fathers and mothers were satisfied with a handful of candies and nuts and perhaps a picture book from Santa Claus; yes, and whose grandfathers and grandmothers were satisfied with Christmas turkey and plum pudding. Contemplating the way things have changed the question inevitably obtrudes:

"What did the stores find to sell in the Christmas season thirty years ago?"

But it isn't merely in this matter of Christmas goods that new articles

have created new demands upon the public purse and new opportunities for the merchant to reap a harvest.

Thirty years ago the wealthiest man in the world couldn't have gone into his grocery store and purchased a certain common and popular ready-to-eat cereal, that any roustabout can buy for, say, 15 cents to-day. Why? Simply because nobody had thought of the ready-to-eat cereal in its sanitary package. Yet to-day grocery stores all over the country sell ready-to-eat package cereals, literally by the million packages. They are staples—absolutely so.

Thirty years ago the youngster sucked with relish a small sized orange that was mostly pulp and seeds. Nowadays, offer a purchaser that kind of orange, and he will sniff: "What! those things. Nothing doing." And he will insist on a big, juicy navel orange that costs as much as a dozen of the uneducated oranges used to cost. The navel orange has made itself a staple article, displacing the other very largely except for marmalades.

Thirty years ago housewives never argued at length over the relative merits of electric coffee percolators and the ordinary percolators. Why? Simply because the housewife of that day used a black coffee pot that cost probably ten or fifteen cents, maybe twenty-five if she was extravagant. She made her breakfast toast on the stove lid, and her good man—if the stove had been freshly cleaned the afternoon before—absorbed quite a bit of stove lead into his system. Now in the average home the electric toaster sits on the breakfast table every morning, the electric iron has come to stay, and the electric washing machine attends strictly to business and provides a washerwoman that doesn't beg your old clothes or slip your new preserves into her lunch-basket when you aren't looking.

Kitchen utensils in those days were mostly tin. Graniteware and enamelware have come in very largely since then. The housewife thirty years ago debated long whether to spend ten cents for a new stewpan or stuff the hole in the old one with a bit of rag and make it last over the winter. Now she goes down town and spends \$1.79 at a special sale for an aluminum sauce pan guaranteed never to make any demands on the rag supply.

Thirty years ago the big man in a town of 5,000 people drove to church in a resplendent carriage behind a pair of spanking grays, with a coachman on the box. Now two hundred men, great and small, drive to church in cars or fords, or about five hundred more—if the weather is fine—drive out to the country. If the weather isn't propitious or winter has set in, they send Johnny down town for the Sunday paper and sit inside reading the comic supplement.

That is the hardest thing of all to conceive, perhaps: a world that had no Mutt and Jeff, no Jiggs, and no Katzenjammer Kids. We can conceive how they lived without the movies, because sometimes we have to do that ourselves; but a world without the comic supplement—incredible.

I sit and wonder again: "What did

the merchant thirty years ago find to sell?"

Meat—good meat and plenty of it and cheap as compared with prices now. Sugar, twenty pounds for a dollar; flour, and rolled oats for the morning porridge. Old fashioned wood-stoves or cook-stoves and kitchen tinware. Goods that were wool, and singularly rough wool at that, but all wool and a yard wide. And for the head of the house the "b'iled shirt."

That, too, has passed away, making at least one change for the better. Although they were indeed giants in those days—giants, at least, in endurance, who proved their capacity for the lesser trials and tribulations of married life by "settin' up" in the front parlor with that immortally uncomfortable plate in front of them.

The old-time merchant found things to sell, all right; and if he did not sell as much, he needed less income and less profit to keep his own little home world revolving smoothly. And there was less competition. New mercantile establishments and enterprises have sprung up to handle the new commodities that the ingenuity of man has created out of nothingness; and this in turn has drawn men away from the old staple occupations. We pay more for our Christmas turkey because there are relatively fewer engaged in their production; the men who produce them in turn have more to spend in Christmas novelties and home comforts. Things of which men and women and little children thirty years ago never dreamed are to-day staples; and their production and handling gives employment to countless thousands. And the change has been so gradual that we have hardly noticed the immense, bewildering expansion of the capacity and contents of the Christmas stocking.

Victor Lauriston.

### Batavia Used In Hats.

Batavia promises to be one of the best materials for use in spring hats, for, according to the bulletin of the Retail Millinery Association of America, it is employed in a variety of effective ways. Ombre batavia, shading from one color to another, is regarded as especially attractive. Batavia also comes in a printed Paisley effect, combining the colorings of the Paisley shawl. It is also seen embroidered in all-over scroll and floral designs. Developed in conventional patterns, it is much used for tams, draped turbans and off-the-face models, which are trimmed simply with bows of gros grain ribbon.

The bulletin says that batavia is also combined with Milan, leghorn and peanut straws. It is used to face brims, and the ombre material is favored for trimmings in the form of twisted bands or of large bows with fringed ends. Batavia hats are trimmed with unusually attractive wreaths of flowers and grasses chosen to carry out the color schemes on the various models. Oddly shaped straw pins, which in some cases have centers of glistening beads, are also used to decorate them.

Newspaper tales should always have proper heads.





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# NATIONAL

## CASH REGISTER CO.

DAYTON, OHIO.

## THE BLUE AND THE GRAY.

### How They Fraternized Fifty-Seven Years Ago.

Written for the Tradesman.

The battles of Chickamauga, Chattanooga and Mission Ridge had left the confederate armies in a demoralized condition. From new positions in the mountains of Northwestern Georgia, many Johnnies were given leave of absence for the winter, while many others deserted. Thousands of the men lived West of the new positions and the Tennessee River was one of the great barriers in their homeward way, flowing as it did from the North into Alabama, then West and again North through the Cumberland Mountains. To the man who could find a safe crossing of the river, it often meant a saving of a thousand miles or more.

To gather in these stragglers many miles of the river banks were patrolled the entire winter. Along one section of sixty miles a Michigan captain with his company were stationed, with headquarters at a point where the Sequatchie River joined the Tennessee. It was thirty miles either way to Chattanooga or to Bridgeport.

December brought cheerless days and snows which covered the mountains, but the catch of stragglers each day or night gave an air of adventure to the service and the monotony was broken by the daily passing of the river steamer, Point Rock, coming up with army supplies for Chattanooga and returning with convalescents from the hospitals, stopping to take on the prisoners the patrol were sure to have collected—usually a ragged, homesick lot.

In the early morning of the day before Christmas, the air full of snow, the river full of slush ice, a man came out of the forest on the opposite shore with a dirty gray blanket strapped about his shoulders. Had he gone up stream a short distance he would have found a boat the patrol placed there for a trap, but in haste he set about making a raft from drift logs, which he fastened together with grape vines. Then, stripping to the skin, he placed clothing and musket on the raft, launched the craft, wading into the water behind it, keeping at an angle with the current. With head and arms only out of the water he kicked along at a fair speed at the start. Only a man of great courage and endurance could face such a task, which at times looked hopeless. Out of sight on the river bank the guards kept pace with the drift of the raft until the shore was gained. Then with a pleasant "how-dy Johnnie," they gave a helping hand to the man who seemed chilled and exhausted to the giving-up point. Half carrying him up the bank and into the shelter of the bushes, where another patrol had a fire going, he was warmed and helped into his clothing. A pint of hot coffee seemed to put the wheels of life in motion and between sights and moans, he said "Oh, Mister Yanks, I have crossed that river many times on summer days. I live up the valley about three miles. I was headed to mother and the children that I

have not seen since the conscript came one day and took every man in the valley. None of us in the valley wanted to fight you-uns. Please let me go home to help mother care for the children. Don't send me to a prison camp to die. I tried many a time to run away from the army and this time I have been running and hiding in the mountains for twenty days, living on shack like a stray hog. Once in the river just now I lost my grip on the log and was sinking when I heard the children calling. Then I pulled myself together again and now my hopes are gone.

"Say, Mister Captain, do you know to-morrow will be Christmas day, both in the North and South? Six children in my home will hang up their stocking over the fireplace to-

The oldest of the boys, a youth of 14, had started away to visit a turkey trap in a ravine up the mountain side. After the excitement was over he again started with the Captain for company. The trap, a pen made of small poles which he had baited the day before with shelled corn scattered along the ravine, was found to hold three fine, forty-pounders, all that could squeeze in and all the boy and the Captain could drag to the home. Meantime Johnnie Reb, by the use of razor, sheers and soap and water and clean clothes had been made into a different man, a plain citizen of the valley.

The Captain returned to headquarters camp with the heaviest turkey he had ever heard of.

The steamboat when it came up

bread, it was one grand Christmas feast.

At the farm house another Christmas dinner was in order. Bake kettles placed on the hearth or in the fire places did duty where stoves were unknown. The Captain who had been invited to the dinner came early with coffee and hard tack. That hard tack was pounded fine and used for stuffing the bird that nearly filled the bake-kettle, which was heaped about with hot coals. When nearly done the cover was taken off and all the vacant space filled with sweet potatoes. When all was ready, a gourd of applejack was turned over the turkey.

Never was there such a dinner or so happy a family!

It may be that the Christmas spirit that made possible friendship between this Johnnie Reb and the Yankee patrol has been so reflected that banquets to the Blue and Gray in all the days since the Civil War have been a hobby with the people of Tennessee.

Charles E. Belknap.

### When Silks Ceased To Sell.

Paterson's plight is one of the most striking illustrations of what may happen to a community almost wholly taken up with one industry. This New Jersey city prospered exceedingly in the manufacture of silks from raw material imported from Japan. When the after-the-war mania for spending came on, and silk shirts were in vogue among common laborers, and women were wearing silks in the kitchen in preference to gingham and prints, the demand for Paterson's product was insistent and continuous, with El Dorado prices for manufacturers.

Quick and enormous profits rolled into Paterson. One mill is said to have cleared a million in two weeks. Everybody in town, it seems put what he could raise into silk manufacture, and waxed rich. Looms were purchased and put to work at six times their normal prices, and in some instances made their owners a fortune in a week. It was better than oil—richer and cleaner and nicer—until the American public one day realized its extravagance and quit buying silks, automobiles, diamonds and other luxuries.

It was a sledge-hammer blow to Paterson. Nearly forty silk mills went into bankruptcy. The collapse of the silk demand and consequent slump in prices caught the town for \$100,000,000. Twenty-five thousand mill workers lost their jobs. Prosperity fled. About 100 silk factories quit business. The industrial population was either idle or working on reduced time at pre-war wages. Four dollars a yard silk is down to \$1.50 at wholesale. Incidentally, men's silk neckwear has been steadily reduced at retail. Four dollar scarfs are showing one dollar price tags in red ink all over the country.

Manufacturers who have weathered the storm are carrying thousands upon thousands of bolts of silk made to sell wholesale for three times present quotations, for which there is little demand at the reduced prices.



Hon. Chas. E. Belknap.

night and there will be no father there to play Santa Claus."

Those Michigan soldiers had lost two Christmas days and now was coming the third. The Captain thought of his orders to "capture or kill," but did not the present situation warrant a new authority? Why not out of this misery make a day of happiness. "Well, Johnnie Reb, when your legs have thawed out, I will go with you to see mother and the children."

The home hidden away in the hills was a bit of paradise but that Johnnie Reb, with his old slouch hat, ragged clothing, unshaven face, long tangled hair, so contrasted with the well-kept house, children and the mother, that the Captain wondered what they saw to rejoice over or why they were clinging to him "like a lot of burrs in a mule's tail" as Johnnie himself expressed it.

from Bridgeport that night was loaded with sanitary supplies for the hospitals at Chattanooga. It also had two patrols with a new skiff to add to the river force. As it slowed up near the bank, the skiff was launched and the two men made a landing. Luckily, the night was dark, for that skiff was loaded to the dangerline with sanitary stuff. The Captain met one of these men in a downtown Red Cross booth a few days ago. As he parted with his dollar, he said, "There's another payment on the debt I owe the Sanitary Commission since 1863."

Christmas morning the turkey was cut up in chunks and boiled in a kettle borrowed from the farm house. When tender, it was put in the frying pan and nicely browned. With blackberry jam found in the sanitary loot for desert, coffee and a ration of hard



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Saginaw, Michigan

## RIGHT VIEWS OF MONEY.

## It Has No Value Except What It Represents.

Written for the Tradesman.

Right views of money will enable us to make right use of money. Right use of money brings benefit, enjoyment, satisfaction, pleasure.

For many years we have been content with the definition: Money is a medium of exchange," thinking only of the exchange of goods, products, material things. Now we see that money is or should be a certificate of service performed and thus, by the use of money, service in one line of endeavor may be exchanged for service in another line or service in one location for service in another.

We do not work for money. We do not in reality sell our service, our labor or the product of our labor for money. We accept money as evidence of service performed so that we may pass it on to some one else for service, labor or product of their labor.

Money does us no good until we pay it out again, except in this—that possession of money is a reserve for future need and benefits us by a sense of security or preparedness.

Money has no value except in what it represents. We must qualify this statement by admitting that metal money—coin—has a market value, as does iron, lead, grain, fruit, meat, etc. Money must represent service—service completed and translated into a form to be exchanged at the will of the possessor.

Money would have no value whatever if there were no workers. A

bank full of money could not feed one person—no one could eat it. It would not warm him unless labor made it into a garment or built a fireplace to burn it in.

Possession of money does not always absolve the possessor from the duty of labor. The idler who pays his living expenses with inherited money is often as useless or detrimental to society as the idler who is supported by charity.

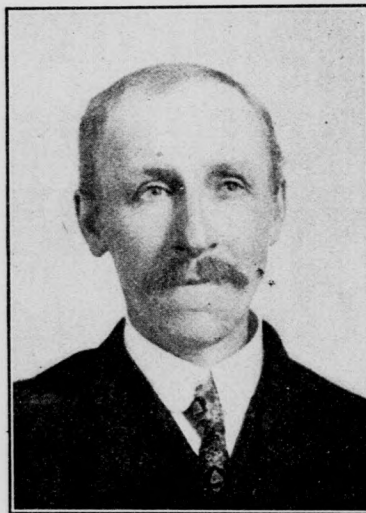
The value of money is always relative. A dollar may represent a day's work—hard, faithful, intelligent effort. The person who realizes the cost of a dollar in effort will be more apt to endeavor to make it buy as much of necessities as possible.

If money does not benefit us until we have parted with it, why criticize those who are so anxious to spend their earnings or the earnings of the family as soon as possible? Because they have not right views of money and do not make right use of it.

One great problem for every nation is to maintain the stability of its money. Money without a sound basis brings bankruptcy and distress. A gold reserve is supposed to be the best guarantee for the legal tender value of currency. A better basis will yet be discovered. Yes, has been discovered. Labor is the basis of wealth and our money must be based on labor.

The food value of a pound of meat, flour, potatoes, eggs, butter, milk, rice, sugar, etc., has each been ascertained by scientific research. The amount of heat, energy or tissue building material which each one furnishes is

practically unchanging. Their quality may vary slightly from various causes and affect the life-sustaining content. The labor required to produce or procure a given amount of any of the food products may vary greatly and the market value rise or fall. Their real value does not change. A given quantity of one or



E. E. Whitney.

many can be depended upon to nourish a given number of people for just as many days or weeks as they did one, ten, fifty, a hundred or a thousand years ago, dependent, of course, upon the methods of cooking and serving.

Bad cooking impairs; good cooking conserves the food value.

When compared with something of uniform value in human needs we discover that money fluctuates.

The manipulation of our currency, the inflation, contraction, withholding, distributing affect so seriously all the people that we want something natural, fundamental, self-adjusting. Can it be had? Yes, when the people understand more about money and our financiers work out and put in operation the real, natural money system. Such a system would include the storage, transportation and distribution of the products of labor by the co-operation of all workers and that means government control or supervision. It would mean supplying consumers at actual cost, and thus eliminate the speculation which adds to the price of commodities. There would be middlemen. There must be so long as the producer and consumer cannot deal face to face.

But about other views of money: Money is a standard by which to measure value of commodities. Men can exchange manufactured goods for other goods or food stuffs or building material or anything without money, yet they compute the money value of each before they can close a bargain.

We desire something and we enquire the price. It is stated in dollars and cents. If we have no money we begin to study and plan to get the money. If we decide to beg, borrow without security or steal that money our views are wrong. If we realize that honest effort, faithful service and diligent labor must be given to obtain the money, we shall decide



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A Coffee-Like  
Beverage Made in  
the Cup



whether the thing we long for is worth the price or not.

One with right views of money, having money in hand to purchase what he needs or wishes, whether his labor secured that money, whether husband, father, son, brother or sister earned it, whether a legacy or gift; that person will not regard that money simply as so many dollars or cents, but will think of the effort back of that money and the love or affection which led someone to toil for them. Is the coveted thing worth the price? Would the loved one approve of the use of the money as he or she contemplates expending it? That is a right view of money which will protect and bless the possessor.

Always think of money as the concentrated service of some one and whether you are justly entitled to the use of that money—the benefit of that service. Perhaps also it was consecrated service. If so, it is in your hands to use for a certain purpose. Dare you divert it elsewhere?

"Who steals my purse steals trash." Too many people seem to view money in that light, for they so often exchange it for trash—useless trinkets, frivolous things. Money in the purse or in hands is days, months, years of honest toil in portable and transferable form.

Its possibilities are food, clothing, fuel, shelter, a home, land, business equipment, care and attention in sickness or unproductive old age—a reserve, a defense, a power with which to benefit others without loss to ourselves.

Earning one's money helps to right views of it. To refuse to loan or give money to others is often a kindness. Let them earn it and learn its value.

E. E. Whitney.

#### When a Receipt Is Not a Receipt.

The credit manager of the International Wholesale Corporation was feeling sore. For three years Henry B. Wilson, the slowest and most unsatisfactory retail customer he had on his books, had owed the International over \$3,000, which he was paying off at the rate of about \$100 per year, and there seemed no prospect of getting it any faster.

About a week before Wilson had called on the manager, showed that he was on the ragged edge of bankruptcy that there was no hope, faint, present or future, of ever paying the \$3,000, and offered to pay \$1,000 in full settlement of the account.

Wilson's financial reputation confirmed his story, and the manager accepted his offer—in fact he almost jumped at it, and Wilson departed leaving behind him \$1,000 in current coin and carrying in his vest pocket a receipt from the International for that amount "in full of all claims and demands to date of every nature and description whatsoever."

A week later the salesman who had been covering Wilson's territory "came in" and reported that the week preceding the settlement Wilson had received a fat legacy from a forgotten uncle in the West and had retired from the retail business to "the shady side of easy street."

"Now, Wilson lied to me when I agreed to settle for the \$1,000, and I

want to set the receipt aside on the ground of fraud and collect the balance of \$2,000," the manager told the International lawyer after he had explained the situation. "I don't care how much it costs."

"If you start in to set the release aside it will mean a lawsuit and the burden's on you to prove fraud," explained the attorney.

"I don't care what it means—start suit immediately if not sooner," urged the irate manager.

"I'll start suit, but not to set the release aside—I know a trick worth two of that."

"What is that?"

"We'll simply sue Wilson for the \$2,000 balance, get judgment and collect, for he is worth it now," declared the attorney.

"But I thought I told you I gave him a receipt."

"It isn't worth the stub pen you signed it with."

"But I made it 'in full of all demands,'" persisted the manager.

"Doesn't make the slightest difference," was the positive reply.

"Well, you're the doctor, or the lawyer, rather, and you know, but it is beyond me," admitted the manager.

You have stumbled on the law of 'accord and satisfaction,' which is one of the most puzzling branches of the law I know of," explained the attorney. "For instance, if you owe me \$1,000 and give me \$900 and a box of cigars in full settlement of the cash and the 'smokes' pay the whole debt and I cannot collect the \$1,000 balance. That is, the agreement to accept the \$900 and the cigars is an 'accord' and the delivery to me is a 'satisfaction' which extinguishes the debt.

"On the other hand, if I simply agree to accept and do accept the \$900 in full payment, it is not an 'accord and satisfaction,' and I can still collect the balance from you, even if I give a receipt in full. This part payment is no more than you are already bound to do and is no consideration for my promise to forego the residue of the debt."

"And we can make him come across regardless of the receipt?"

"Sure."

"And that law holds in our State?" persisted the manager.

"Yes," replied the lawyer, "the rule I have given you applies to practically all the States except Alabama, Maine, Mississippi, North Carolina, Tennessee and Virginia."

"Well," urged the manager, "start suit against Wilson before the sun goes down to-night and we will show him that it pays to tell the truth when he is doing business with the International, at least."

M. L. Haywood.

Ira Barkley, dealer in general merchandise at Climax, writes the Tradesman as follows: "Please find enclosed check for \$6 to pay for the Tradesman for two years. Every time I send a check for the Tradesman, I consider it the best investment I can make. I have been in business eighteen years and have always taken the Tradesman and I know that my successor in business has made a lot of money due to reading it every week."

## Watch Turnover



### A Dayton Display Fixture Keeps Your Fruit and Vegetables Moving

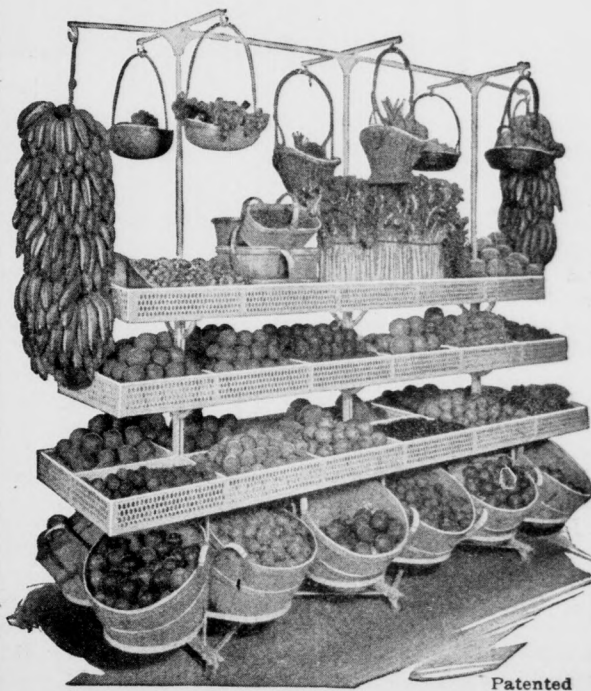
Are you getting real profit from your fruit and vegetables or is it going to the garbage heap in the form of unsalable goods? Decay doesn't mean poor stock; it means poor management. Rapid turnover is essential in the most perishable product. Profits depend on keeping them moving briskly, avoiding long storage and waste through spoiling. A

## Dayton Display Fixture

is guaranteed to quicken the rapidity of turnover in fruit and vegetables, increasing profits and reducing loss. Users say it doubles the daily amount of business in this line, often turning loss into profit.

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## JOHN BALL, THE SEER.

Pioneer, Scholar, Traveler, Philanthropist and Philosopher.

Written for the Tradesman.

Many of the younger citizens of Grand Rapids and surrounding territory have often enjoyed afternoon picnics in beautiful John Ball Park, but comparatively few know very much of the early life and service of John Ball, the donor of this public playground.

Still less is known of the part which John Ball had in opening up to civilization our great Northwest, now known as Oregon and Washington, but which in 1827 was shown on the map as a part of "Missouri Territory."

The purpose of the writer is to lay before your readers a review (necessarily limited) of Mr. Ball's overland trip of exploration, made in 1832, ten years before Gen. Fremont, in company with twenty-three other New Englanders, who sought to form a colony at the mouth of the Columbia River and thereby enhance their fortunes.

In order to understand conditions of that period it is advisable to briefly outline events in the early years of the 19th century.

The Louisiana purchase from France was concluded in April, 1803, during the administration of that great American President, Thomas Jefferson. It was largely through his foresight that a bargain was made with Napoleon I, whereby, for the sum of \$15,000,000, a territory comprising 1,171,931 square miles was added to the United States.

Out of this vast territory has since been formed the states of Louisiana, Arkansas, Missouri, Oklahoma, Iowa, Nebraska, North and South Dakota, Idaho, Montana, Oregon, Washington also that part of Minnesota West of the Mississippi and all of Alabama and Mississippi South of Latitude 31.

Jefferson's first desire was to explore these new possessions, so in 1803 he induced his private secretary, Capt. Meriwether Lewis, to take charge of an expedition to go up the Missouri River to the source, cross the continental divide to the Columbia and down this river to the Pacific.

Capt. Lewis, with Capt. William Clark second in command, left Washington July 5, 1803. The party numbered thirty-two men, fourteen of them soldiers. Adventure and hardships in plenty were encountered but the reports of the expedition were of the greatest value to our Government in furnishing reliable information about the unexplored Northwest.

Capt. Lewis returned to Washington Feb. 14, 1807. Among his men was one sergeant, John Ordway, who returned to his former home in New Hampshire. Here John Ball as a young lad was fired by hearing Ordway's stories of adventure and developed a strong desire to see this vast wilderness with his own eyes.

In 1832 Nathaniel J. Wyeth induced twenty-three young and vigorous men of New England to place themselves under his leadership, calling themselves the Pacific Trading Co., with the avowed intention of being the first party of whites to follow in the footsteps of Lewis and Clark. John Ball

joined this party at Baltimore. Wyeth after several months of preparation, left Boston March 11, 1832, by sail vessel for Baltimore.

I have before me as I write Mr. Ball's original diary of his journey, several letters he wrote en route describing the country, his portfolio of fifteen maps, costing \$10 (a large sum at that time) and a small book entitled, Oregon, by John B. Wyeth, aged 19, the youngest member of the party. This book narrates the party's experience on their journey.

Capt. Wyeth had invented a combined boat and wagon box for use in crossing the rivers and plains of the West.

On arrival at St. Louis, to their great consternation, they found that these expensive wagon boats were

This being merely a sketch of Mr. Ball's adventure I can only refer to a few of his notes written daily during his entire trip.

Leaving Independence, May 12, 1832, the party of eighty-three, under Sublette, proceeded West, making ten miles for their first day.

On May 14, Mr. Ball noted: "Tem. 60. West wind. Traveled S. W. twenty-seven miles in company with William Sublette, with whom we continue in company to mountains" (Rockies).

June 2: "Temp. 65 N. W. wind. Saw for the first time a great herd of buffalo. Twenty-five miles."

June 15: "Temp. 70. N. W. wind. Travel off the Platte and enter the Black Hills. See snow on high mountains of same. The hills thickly cloth-

on his own account, who had by this time cached (hid) themselves by a creek in the woods. The firing continued all day. Eight whites and many friendly Indians were killed—some of the Blackfeet and thirty-two horses. At sundown retired four miles and encamped, where a Mr. Sinclair died of wounds.

This serves to show some of the dangers of this pioneer journey at a time when a man took his life in his hand when "Heading West."

If space permitted I would quote at greater length from his interesting diary. After many hardships the party finally was reduced in numbers, when only 400 miles from the Pacific and after traveling nearly 4,000 miles from their starting point.

This reduction came about by several of the original Wyeth party deciding they had had enough of pioneering and refusing to go further. These discouraged men can hardly be blamed for their action, for they were mostly farmers and mechanics unused to the rigorous work of an exploring party.

Capt. Nathaniel Wyeth with eleven men, among them John Ball, placed themselves under Milton Sublette, brother of William Sublette, who, having received the furs secured by his trappers, now returned to St. Louis and with him the remainder of the party from New England.

Milton Sublette accompanied the Wyeth party of eleven men only 100 miles, when they were left to find their way as best they could to the Columbia River and thence to the Pacific.

Oct. 29: "Temp 55. S. E. wind. Rain. Arrive Ft. Vancouver. Located on right side of river, 100 miles from ocean. Well received by gentlemen of company (Hudson Bay Co. factors), notwithstanding the awkward and somewhat suspicious circumstances in which we appeared."

Here I will go back and give a little history that will explain Mr. Ball's note just quoted.

In 1792 an American sea captain, Robert Gray, discovered the Columbia River and named it after his ship. This priority of discovery was one of our Government's first valid claims to the "Land of the Oregon."

For second claim we had the results of Lewis and Clark's exploration.

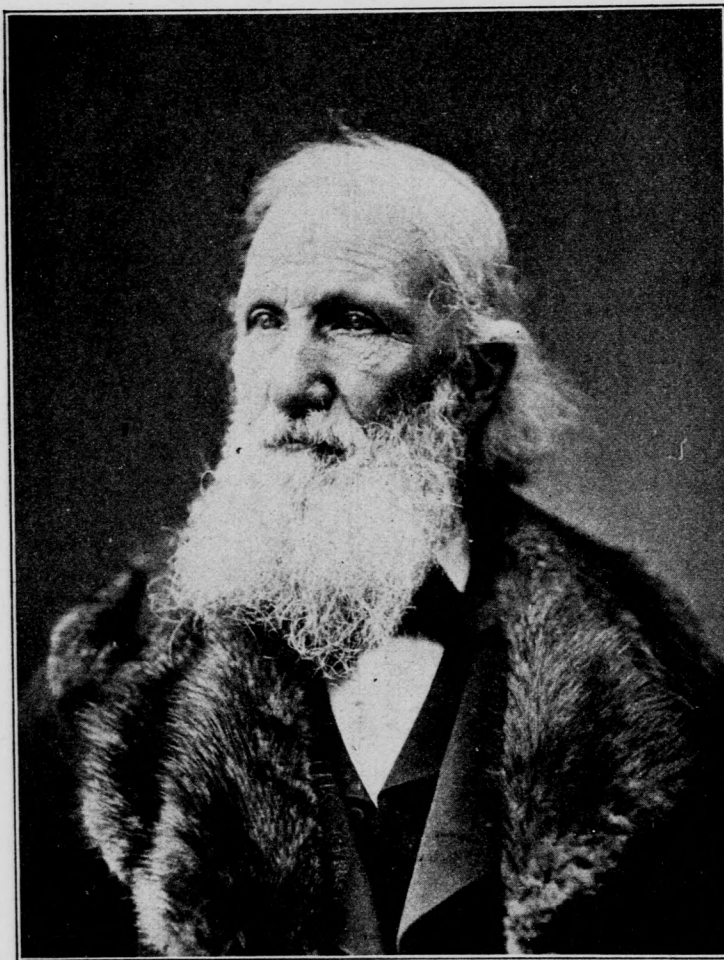
To establish a third claim—that of real occupancy—was the chief motive of our party of twelve men, of whom Nathaniel Wyeth and John Ball were representative types.

Only one attempt—that of John Jacob Astor in 1811—had been made to establish trading posts in Oregon. This post was at the mouth of the Columbia and was called Astoria; later Fort George.

The British captured this fort in 1813, but, according to the treaty of Ghent in 1815, it was to be returned to the U. S.

As there was only one American left on the River, the British Northwest Co. had everything its own way. In 1821 a consolidation took place between the Hudson Bay Co. and the Northwest Fur Co. and a factor was established at what is now Ft. Vancouver, where John Ball landed.

Practically, the British were in possession of the great territory and were



John Ball in 1873.

pronounced by experienced frontiersmen as impractical, so they were sold for half their cost. This setback somewhat impaired their confidence in Captain Wyeth's judgment.

Putting their goods on a small steamboat they proceeded up the Missouri River as far as Independence Mo., the last white settlement on the route to Oregon.

At Independence they fell in with a party of sixty-two experienced hunters and trappers under the command of William Sublette, who, seeing their ignorance and lack of proper equipment for the journey, kindly consented to take Wyeth's party "under his wing," which was very fortunate for our green Yankees.

Before leaving, two of their companions quit and returned East, having lost their enthusiasm by their first encounter with the wild life of the plains.

ed with pine and cedar. Encamped on a creek. Sandstone. Twenty miles."

These notes, taken from Mr. Ball's diary, will serve to show that he was a close observer and inclined to record in a scientific manner his observations en route.

July 8 the party arrived at Piers Hole, the rendezvous of the trappers in all that section.

Quoting further, July 18: "Temp. 75 S. W. wind. As we were catching up to leave our camp we saw a band in the direction we were to march. An Indian and half breed rode out and, discovering they were Blackfeet, they shot their chief through as he approached them in a friendly manner. They returned (to our camp). News was immediately sent back to the rendezvous and whites and Indians came in great numbers. Each one as he arrived went against the Blackfeet



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and the  
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rapidly bringing the whole Northwest under their rule. It was to head off the absolute control of the Northwest by the British that agitation set in in the Eastern states, first started by one Hall J. Kelley, a school teacher, which resulted in the incorporation in 1831 of a colonization society with the avowed purpose of holding Oregon for the United States.

John Ball joined this society and, as has been shown, was one of twelve men who finally arrived at Ft. Vancouver. It was the delicate relation between the Americans and the English that Mr. Ball refers to in his notes on arrival. It is a great pleasure to record that the party was very hospitably received by the English factor, Dr. McLoughlin, who fed and cared for them, even though they might prove rivals later on in the fur trade.

Capt. Wyeth soon saw that all their hardship availed them nothing and that it would be impossible for their little band to establish a trading post in competition with the highly organized Hudson Bay Co.

This fact was forcibly impressed upon him when he learned that the ship from Boston with their supplies had been wrecked in the Society Islands. Capt. Wyeth returned East and later on brought back another party to Oregon. Among the timid ones of his original party of twenty-one, who left him at Rendezvous, was a relative, John B. Wyeth, the 19 year old lad who later wrote the small book before referred to.

This boy experienced many hardships on his return journey and was the only member of the original party to return to New England, the other members all remaining in the Great West.

Young Wyeth sums up his opinion of those who roam far from home and fireside in search of fortune by closing his narrative with the following verse:

"How happy—if he knew his happy state—

The man, who, free from turmoil and debate,

Receives his wholesome food from Nature's hand,

The just return of cultivated land."

To return to our subject, Mr. Ball was restless and anxious to see the Pacific Ocean, so only tarrying five days at Ft. Vancouver, he started with four others in a canoe to descend the great Columbia River. His notes continue:

Nov. 3: "Tem. 55. Wind N. W. Clear. Five of us go down river in Indian canoe. Country continuing low on both sides. Pass the mouth of the Willamette, three miles below Vancouver. Mount Hood in rear. St. Helen to right, appearing a hexagonal cone, truncated, white and beautiful."

Nov. 5: "Tem. 55. Wind East. Cloudy. Company sloop continue down River, which is white with swan and geese. Encamp on Tongue Point in sight of Ft. George" (Astoria).

Nov. 9: "Tem. 55. Cloudy. Went across to Clatsop Point through rough sea. Encamped on East side. Went three miles at low water round to the Point. Had full view of the rolling billows which I may some day

pass with prosperous sails. Cape Disappointment bore N. W. the coast South St. Helens, East."

It would be well for present Oregon citizens, particularly of Portland, to pause a moment and try to enter into the spirit of John Ball's thoughts as he stood on that beach at sunset and watched the sun slowly sink into the Pacific Ocean, that washed the shores of distant Japan, which he had so longed to see. It is difficult for those who now find peaceful happy homes in Oregon to realize the emotions that must have filled the heart of that pioneer, eighty-eight years ago, when he first glimpsed the final goal of his ambition.

Leaving Boston March 11, 1832, he, "with others, had endured over seven

Later on he writes: "Soon after dissolving connection with N. J. Wyeth on November 17, I was invited by Dr. John McLoughlin, chief factor at Ft. Vancouver, a man of first rate general intelligence and, if I am not much mistaken, of very liberal views to take charge as a pedagogue of his own and a few other boys in the post for the winter. (Mr. Ball thus became the first school teacher in the Northwest.) All the gentlemen within the post sit at a common table where the fare is plain but good and much instructive conversation. Here I passed the time, not disagreeably, until March, 1833."

Sept. 15, 1833: "On the Willamette River, about fifty miles from Fort Vancouver, in my own habitation, the

a country in which I thought to make my home."

Mr. Ball's journal describes his further adventures in the Sandwich Islands, Tahite and his final journey back home on board the U. S. Man of War Boxer, commanded by Lieutenant (afterwards Admiral) Farragut. It is not my intention in this paper to follow him on his further travels, but I will refer back to his experience as a teacher at Ft. Vancouver.

The historical writer, Eva Emery Dye, has written a very interesting book, descriptive of this time, called McDonald of Oregon. She mentions several times John Ball's teaching the young lads at Ft. Vancouver. Mrs. Dye makes her chief character a lad of 8, named Ronald McDonald, who she states was one of Mr. Ball's pupils. Ronald was the son of a Scotch pioneer named Archibald McDonald and the daughter of a Chinook chief, King Cumcully. Her name was Raven, but she was rechristened Princess Sunday on the day she was married to McDonald.

It may be assumed that Ronald and his school mates held Mr. Ball in very high esteem judging from three notes which I found among his papers.

These farewell letters, written in a boyish hand, are like copper plate engraving and speak eloquently of Mr. Ball's careful training that winter of 1833. I will quote but one:

Fort Vancouver, 5th October, 1833 —Master David McLoughlin presents his compliments to Mr. Ball, wishes him a pleasant passage home, a happy meeting with his friends and begs him to be assured that he will remember Mr. Ball's kindness.

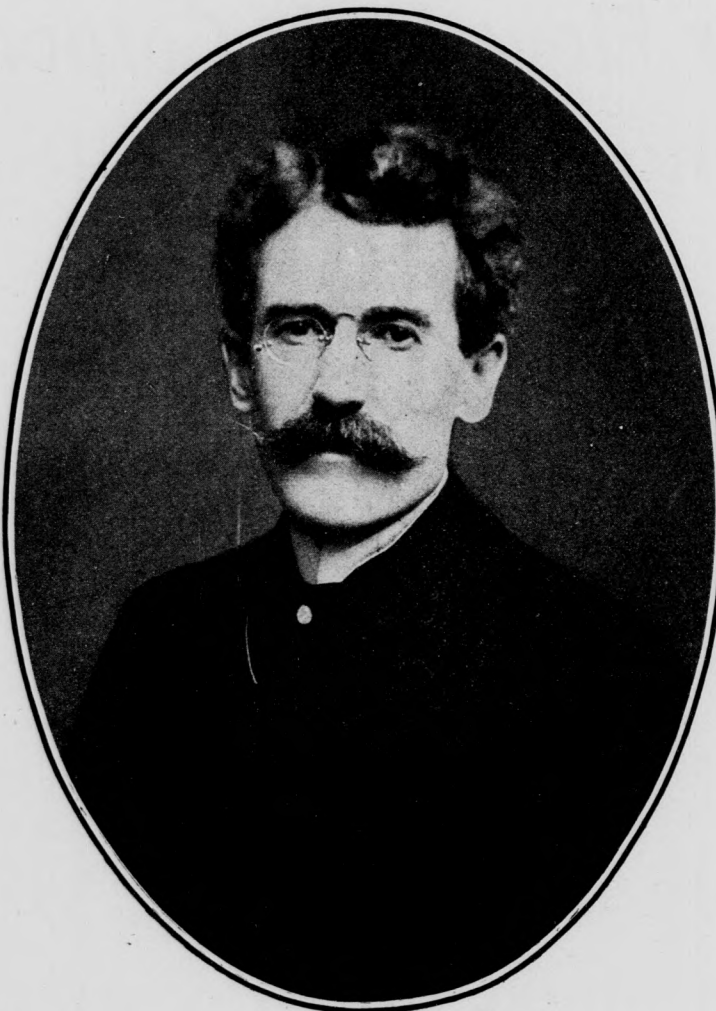
While in Portland last April I met a gentleman, John Gill, who has had much to do with the preservation of facts pertaining to Oregon history. He related to me the following narrative, which I afterwards confirmed by reading Mrs. Dye's story of McDonald of Oregon.

"It appears that while Mr. Ball was teaching his school, a Japanese junk was wrecked on the rocky coast near the mouth of the Columbia. Two young men and one boy were rescued and finally were brought to the post by the Indians. There they were taught English by Mr. Ball, along with Ronald McDonald, and it is presumed that a warm friendship grew up between Ronald and the Japanese castaways that later on greatly influenced his life and, incidentally, the diplomatic relations of our Nation and Japan.

After about a year the young Japs were placed on one of the fur vessels and taken to England and from there, after four years absence, finally found their way back to Macao, China, in 1837, where an American merchant C. W. King, endeavored to return them on his ship, the Morrison, into the bay of Yeddo.

The vessel was fired upon by the Japanese forts and the castaways begged the Captain to put to sea, recalling the stern law of their native land: "Japanese who have left their country are not allowed to return, except under penalty of death."

At the port of Kagoshima they met with no better reception and, finally, the three Japanese exiles spent their



Daniel Webster Tower.

months of hardship and danger to bring into reality this supreme moment."

It was really a braver undertaking than that of Lewis and Clark, who were backed by all the military and material resources of our Government.

The names of Capt. Wyeth, John Ball and others of the little band of twelve which are here recorded should never be lost to future historians, nor to those who respect deeds of endurance and daring. The other members of the party were: J. Woodman Smith, Z. Sargent, —Abbot, W. Breck, S. Burditt, St. Clair, C. Tibbets, Z. Trumbull and a Mr. Whittier.

Nov. 17: "Tem. 50. Wind East. Cloudy. All arrive back at Ft. Vancouver. Dissolve all connection with N. J. Wyeth."

This is the way he finished his

journal of his trip to Ft. Vancouver. walls of which are the cylindrical fir and the roof thereof cypress and yew. I made horse harness and hoe handles plowed, made fence, sowed and planted without help, except a wild Indian six weeks in the spring. Raised fifty bushels from twenty-five sowing. No corn or potatoes from want of rain. Have had two attacks (fever and ague) already this month."

Sept. 20, 1833: "Abandon my house, farm, etc., on the Willamette to return to what is called in this country, America."

Sept. 28, 1833: "Seeing no prospect of more settlers, having no society and having no prospects of making money or gaining much information, ship on board of the brig Dryad, Capt. Kipling (in fore-castle), for the Sandwich Islands, by the way of California, feeling that I probably quit forever



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*Bob White Soap*

*Lenox Soap*

*Star Soap*

*Star Naphtha*

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days among the American missionaries in China, translating the scripture.

To return to Ronald McDonald. Although born of an Indian mother, he had been educated and brought up by the whites. Of a romantic and dreamy nature he often thought of his little Japanese playmates. To visit Japan was his life ambition. At 20 he was sent to St. Thomas, Canada, where he began work in a bank, an occupation that was to him very distasteful. Disappearing from sight, he shipped as a sailor from New York in 1845. When he signed the ship's papers he made Capt. Edwards, of the whaler, Plymouth, promise to sell him a boat and to cast him adrift off the coast of Japan. His plan was to drift ashore as a shipwrecked sailor and compel the Japs to receive him. With only a keg of water and a bag of provisions, he said good bye to his mates on the Plymouth and, waving a farewell to Capt. Edwards, he set out on as great an adventure as ever fell to the lot of man—the opening up to civilized eyes the hidden mysteries of the Hermit Nation of Japan. Many adventures befell Ronald before he was finally taken before the authorities at Nagasaki, where he employed his time in teaching English to his interpreter, Moryama Yenaske.

This interpreter who had been instructed by Ronald was later instrumental in inducing the Japanese government to give Commodore Perry a hearing when he was sent by the U. S. Government in 1851 to negotiate a treaty with Japan. In this connection it is stated that when Perry applied to Daniel Webster, then Secretary of State, for final instructions, Webster, who was sick unto death, told him to write his own instructions, which Perry did and thus he was really a free lance to act as his best judgment dictated.

The story of the "Black Ships" and of Perry's determined yet forceful diplomatic relations make intensely interesting reading, but that story cannot be dealt with in this sketch.

It brings a thrill of pride to every American and should particularly to residents of Grand Rapids to remember that it was John Ball who gave Ronald McDonald his first schooling and that it was McDonald who, by his daring and bravery, made the first forcible entry into Japan in 1845. It was also due to his teaching of English to Moryama Yenaske that the latter was able to exert such a favorable influence over his government that Perry was at last given an audience with the highest officials in Japan, the result of which was that Perry returned to the U. S. in 1855 with our most famous foreign treaty.

Moryama was rewarded by being made secretary of foreign affairs and in 1862 was sent to England on a treaty mission. He also visited the U. S. He was described, sketched and photographed by every envoy who visited Japan sixty years ago. It is difficult to estimate how much Japan owes to the ready pen, linguistic skill and keen intelligence of Moryama Yenaske, the favorite pupil of Ronald McDonald.

William Elliot Griffes says: "It was McDonald who began educational ac-

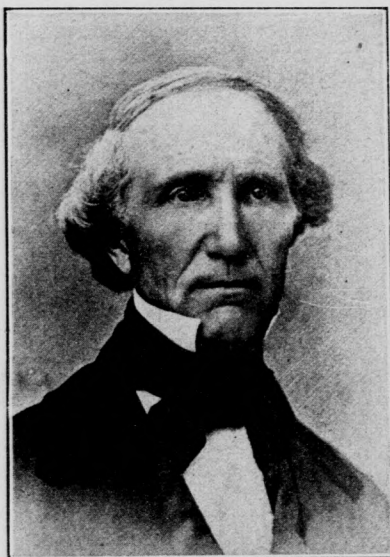
tivity in Japan, the story of which will some day be fully written."

And it was our own esteemed former citizen, John Ball, who gave McDonald his first training and who probably fired his soul with an intense desire to learn of the great world around him.

On his return East in 1834 Mr. Ball wrote a paper on the "Zoology and Geography of the Northwest," which was published in the American Journal of Science, Troy, N. Y., Nov. 27 1834.

Mr. Ball came to Grand Rapids in 1836 to invest in lands in Western Michigan, with funds subscribed by Eastern capitalists.

He was also appointed by the State government to select school lands which were to be sold to settlers later for the benefit of Michigan schools. Because of this experience he was consulted by new comers who desired his advice in making their selections of land.



John Ball in 1855.

Mr. Ball also bought and sold land on his own account, often taking settlers unendorsed notes in payment until they could realize on their crops. His daughter relates that he used to say with pride that he never lost a dollar in such transactions, showing a high sense of honesty in the early settlers of Michigan that might be emulated to-day.

John Ball was born Nov. 12, 1794, at Hebron, N. H. He died in Grand Rapids Feb. 5, 1884, aged 89 years.

Practically all his years from 1836 were passed in Grand Rapids, where he was universally loved and esteemed. For thirty years he was school director or moderator, as it was then called.

Of a very generous disposition he showed his love for the Valley City by leaving forty acres of natural wooded hills to the city for the public park which bears his name.

The writer hopes to live to see a fine bronze bust of John Ball adorning the entrance to the park, together with a suitable inscription briefly recording the principal events of his remarkable life. It would be a very fitting thing to do if the city should erect such a memorial with public funds, but if the city authorities cannot see their way clear to take such action, the undersigned would be

glad to contribute to a private fund to be used for this purpose. Citizens of Grand Rapids, think it over.

Daniel W. Tower.

Note: An intensely interesting article by Katharine Berry Judson, entitled "The Hudson Bay Co. and the Pacific Northwest" was printed in the December Century, while this paper was being set up in type. The author quotes freely from John Ball's journal, and includes a picture of Dr. John McLoughlin.

#### Greatest Business Asset Is Good-Will of Customers.

The greatest business asset is not cash, accounts receivable or merchandise, but the good-will of customers. This can only be secured in most cases by years of fair, honorable treatment and courteous consideration. Hence, it is costly and hard to secure, and as an asset cannot be computed in dollars and cents. It makes, however, for a steady and increasing business.

The newspapers have broadcasted very radical declines in raw and finished products, and consumers generally are demanding reductions in retail prices, and have determined to withhold buying until these are secured.

Manufacturers have been running their factories, not because of the sales made, but in most cases to use up raw materials on hand, and have the finished article ready when buying is resumed. In consequence, the factories have been working longer than conditions would justify based upon sales.

Trade is deadlocked and the key is in the hands of the retailer. It is generally understood that retailers have decided to withhold reductions until after the Christmas holidays in the hope of unloading stocks purchased at high prices. The buying public are equally determined that they will not purchase except sparingly until reasonable reductions are obtained. To retain the good-will of customers, it would seem necessary for every one to concede and bear his share of the depreciation which is inevitable, to bring prices down to a sane and reasonable level.

It is very doubtful if many of the retailers realize that they are slowly strangling the "golden goose" represented by their customers as long as they withhold buying from the manufacturers, necessitating the shutting down of plants and curtailment of labor. Thus, the buying power is being daily decreased, and in the course of a few months, the retail trade will be greatly affected.

One large department store in the West has recently made a 15 per cent. reduction without advertising the fact. It only took their customers, however, a few days to realize this, and the result has been the largest business in the history of this store.

Some individual customers at times are unreasonable and unfair, but the demand for lower commodity prices is universal and must be met. It is inevitable, and the longer postponed, the greater the loss.

It has been the experience of the

past and will not doubt continue, that advances are first made in commodity prices and wages follow, while commodity prices invariably decline first. Here and there, individual concerns throughout the country have made concessions to their advantage, many taking the broad view that what is best for all is best for them.

If for no other than selfish reasons, it would seem wisest for retailers to start selling immediately by making reasonable reduction, for the consumers are ready and willing to buy when they do so, and not until then.

First, to satisfy and hold customers which is the greatest of all assets.

Second, immediately start buying on increased scale.

Third, start the wheels of industry moving.

Fourth, put money in circulation and pay debts.

Fifth, dispose of high cost stock at less reductions than later on.

Sixth, replace advantageously and at prices at which it can be sold profitably.

Seventh, decrease overhead by increased sales which will largely, if not altogether make good any loss.

Eighth, permit a retention of all valuable employees.

Ninth, show a healthy financial condition on January 1.

Tenth, start the new year with an up-to-date stock on hand.

If the retail trade generally will act as above, they will start the wheels of industry going, stem the tide of unemployment and do their share for the general welfare of the country.

James M. Montgomery.

#### This "On Trial" Stuff.

The razor had been advertised widely in an offer to send it for "thirty days' trial," concluding with the words, "If you don't like it at the end of that time, return the razor and you owe us nothing." One of the trial customers returned a badly-nicked razor with this letter:

"Here is your razor. She was a bird while she lasted. When I got her, thirty days ago, she cut as well as any razor I ever saw. I work in a sandstone quarry and have, naturally, a mighty hard beard, anyway, so no razor would last me any longer than this one has. But I don't like it now, so I send it back, like you said. Much obliged. If you have any buckwheat flour or pork sausage to send on the same terms, ship her along. Living is mighty high, and this free stuff certainly does help out."

#### The Old Salt's Wish.

Written for the Tradesman.  
When the shadders lengthen  
And there comes at sea  
Days that do not strengthen  
The riggin given me  
When my log is broken  
By rheumatic pains  
Till I have no token  
That I'm makin' gains;  
When my teeth are taken  
Fallen is my hair  
Yet as I awaken  
Jaws with skull are there,  
When my eyesight's failing  
Horizons cannot see,  
Ears too unavailing  
Catch no bell for me  
Then I hope my losses  
Many tho' they are  
Simply are the mosses  
For each beam and spar;  
And in some fair offing  
Where the seas are blue  
This old hulk I'm doffing  
And set sail anew.  
Charles A. Heath.





*—and bring the family along!*

Mother and the children will be just as much interested in the wonderful sights at the telephone exchange as you. Gather them together some afternoon for a personally conducted tour through your exchange.

Your nearest telephone office will welcome the opportunity to receive you. Every **Tuesday** and **Thursday** afternoon, between 2 and 4, the exchange manager or his personal representative will be on hand to show you through and explain everything.

He is anxious, too, to show you the many things that have been done to make your service what it should be.

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## NOTHING TO APOLOGIZE FOR.

### Business Men Meet Offensive Against Extreme Measures.

Written for the Tradesman.

It has been commonly talked throughout the leading nations of the world during the last three or four decades that the United States, which among other nations is commonly called America, is to a large degree a commercial nation. It has been said of us that we are dollar chasers and our competitive friends among the nations have attempted to use this as against us when our country would be referred to as regards its advance in science, literature, art religion and business.

It can be truthfully stated, however, that a silver dollar can roll as far in the street of any American town or city without bringing perspiration to the brow of the chaser to any greater extent than as if the dollar had been rolling in the street of any city among the leading nations of the world. The truth is that the nations who have spoken so slightly of us from a commercial standpoint, as a rule, love money for itself, while the Americans love money for what it will buy or bring to them. It is a common expression that business is business. This is only the blanket that was originally made to cover a multitude of sins and the statement really has no intrinsic or fundamental meaning.

Before proceeding to the analysis of our topic, it might be right to say that America will admit that it is a commercial nation, but will also claim that if it had not been for its progressive methods in commerce, the world would have been a sadder, a poorer and possibly a wiser world. When business is spoken of in this connection, it naturally refers to banking, industrial, manufacturing and commercial life, but there are many other undertakings in this country which can be classed as business, and we must speak of them as a whole. Just at the present time there seems to be clouds upon the horizon of commercial enterprise in this country, and the pessimist and the loafer has many detrimental things to say about our condition and what will happen to us in the near future.

As we read our newspapers and especially our periodicals in which men are writing upon economic conditions, and possibly in the same article criticizing the commercial world, we are sometimes inclined to believe that fraud is abroad in the land. During the late war on account of the necessity of abundance of employment, and the fact that the Government was profligate in its use of money for bringing about the desired results in their undertakings abroad, there was gathered to these undertakings a large number of men and corporations who by one manner and another became identified with the undertakings and whose careers did not bring good results nor leave good impressions among the people at large. It will not, however, do for American citizens to say at once that all men are grafters. Before jumping to any conclusion it is well to remind ourselves of two facts.

The first fact is that the cases of

fraud and sinister dealings are exceptions and that the majority of business men as defined above are not tainted with fraud. No sane man will doubt or attempt to say that during the last five or six years there has not been a large amount of fraud and especially in business and contracts that had to do with war supplies and contracts with the Government. Many of these evils, we are bold enough to say, came into existence through political pull and the enterprises at the time were not entitled to the name of good business propositions. It is not safe to judge a group of business men by one man who may have gone wrong.

Business as defined above represents in its varied forms, both domestic and foreign, the interests of our country from the raw material to the finished product, as well as in banking, the professions and all those things in which one man serves another. In all of these undertakings the men are entitled to compensation for services rendered. The amount of compensations received depends upon the individual's initiative and efficiency. Business thus far comprises a vast majority of the commercial life of this country. There are a few who undertake to live by their wits and they throw a shadow upon business integrity.

We are glad to say, however, that in the ordinary course of commercial life when conditions are somewhat normal in our country, that the percentage of fraudulent undertakings to the grand total is very much smaller than it was two or three decades ago. There was a time a good many years ago when if the son of a farmer was inclined to read his bible, his father and mother at once concluded that he ought to be a minister. If another son was good in figures and was sharp in a bargain, it was concluded that he must leave the farm and go to work in some man's store. The result was that in those early days the Eastern states of this country filled their pulpits with very mediocre ability, and the business men were of small capital and limited vision.

The natural resources of this country, backed by the ambition of the American personality, increased not only the possibility but the demand for our products from the bowels of the earth, the forest, the field, the stream, the flock, etc., to such an extent that the trained business man was a necessity and the country at large began to realize that there must be such men as masters in finance, captains in industry, and princes in commerce. If you go to our leading educational institutions, you will find that the business administration departments during the last fifteen or twenty years have constantly on file from the leading firms and corporations of the country requests for the best men who graduate from these departments.

We have grown not only in our own power as a commercial nation, but in our relations with the leading nations of the world to such an extent, and have been so prosperous that the men who attempt to be successful in our commercial undertak-

ings realize that they must have trained men with a good measure of brawn to take their places in the fields of commerce with the ability and ambition and desire to bring good results and be successful. This demand has been such and the compensation has been so satisfactory that it has drawn largely upon the professions, and in fact it is a serious question, if it cannot be safely stated that outside of a quite limited field the leading men of the country with the best trained minds are engaged in commercial life.

The writer is inclined to go a step further and make the statement that this has gone so far that our state legislatures and halls of Congress, with a very few exceptions, are named and controlled by men whose average mental ability is not in just proportion to a great many men who are leaders in the commercial life of our country. When we stop to realize that the large proportion of the bills introduced into the legislatures and in Congress are devoted to business affairs, we are astounded and we might say appalled at the indifference of the ordinary business man in the selection by vote of those who shall go to the State legislature and those who shall represent them in Congress. There is a further astounding thing and that is, that the majority of these bills grow out of what is supposed to be a belief on the part of those who legislate that certain laws must be passed to control and correct business, and in very few instances do they stop to consider that we are entitled not so much to their destructive force in the halls of legislature as we to their constructive force.

Considering the fact that business is the machinery that makes the wheels go round, and from the branches of which all the taxes are paid, churches and schools built, public buildings erected, good roads constructed, galleries built, hospitals maintained, etc., it would seem that the effort should be not so much directed against possible fraud, but in behalf of constructive measures which would seek and arrange to strengthen the pursuits of commercial life so that the Nation will not only be first in these lines in the world, but pay that tribute to its Government which good business alone can pay.

It is our opinion that the time has come when the business men of the country who are without any question, the most ambitious, the most optimistic and the brainiest men of the country, should see to it that business is not on the defensive, but that business should take the offensive from the election of the men who represent us in the legislatures clear

through to the greatest constructive measure that Congress and the Senate can form so that we may not only perform our functions as a commercial nation to a satisfactory end, but maintain the place that we should occupy among the nations of the world. Business as a whole and in the great majority has nothing to apologize for.

In conclusion, let it be said that there is no doubt but that the coming sessions of legislatures of the different states and the coming legislation of Congress and the Senate of the United States will be freighted with more radical bills for enactment bearing upon business from many standpoints than ever in the history of any country. These will be largely drawn and pushed by men who are not business men, and the time has come when business must assert itself and give notice to our country especially that we shall not only defend ourselves, but we shall assume the offensive attitude as against the extreme measures that will be introduced.

Lee M. Hutchins.

When good advertising has given your business a momentum, don't stop advertising and expect to keep on going. You know how soon the boat loses momentum against the stream when you rest on the oars.

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how much loss will you have to take on slow-selling goods that were bought at higher figures?

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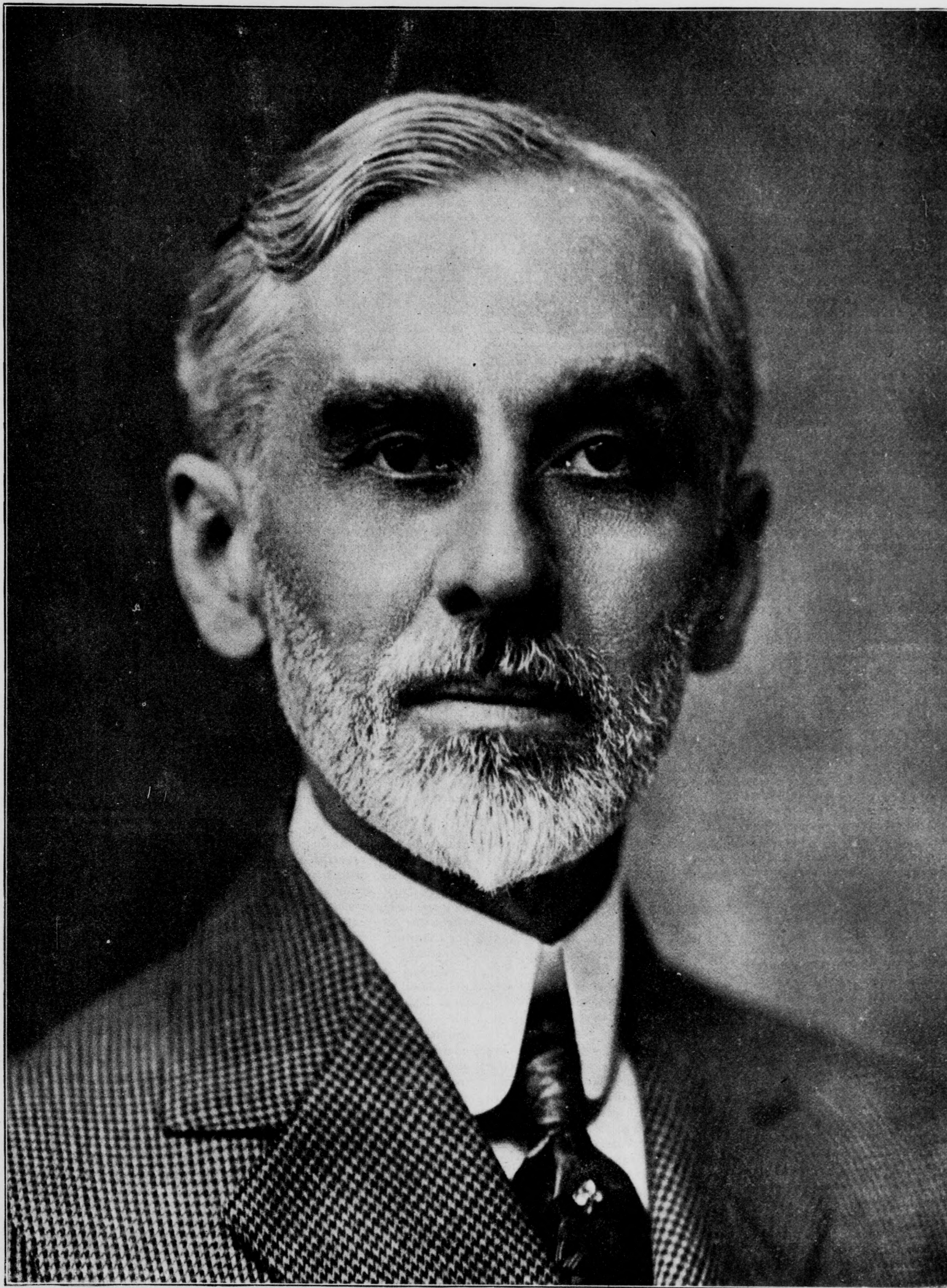
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LEE M. HUTCHINS.



## ELIHU ROOT ON LINCOLN.

## Full Text of His Great Westminster Abbey Speech.\*

By authority of his Majesty's Government, a statue of an American has been set up in the Canning Enclosure, where on one side of Westminster Abbey and on another the Houses of Parliament look down upon it, where it is surrounded by memorials of British statesmen whose lives are inseparable parts of the history of the kingdom and of the empire, and where the living tides of London will ebb and flow about it. The statue is the work of Augustus Saint-Gaudens, son of a French father, native of Ireland and greatest of American sculptors. The American commemorated is Abraham Lincoln, sixteenth President of the United States. In behalf of the American donors I now formally present the statue to the British people.

Abraham Lincoln was born on Feb. 12, 111 years ago, in a log cabin among the mountains of the State of Kentucky. He came into a frontier life of comparative poverty, labor, hardship, and rude adventure. He had little instruction and few books. He had no friends among the great and powerful of his time. An equal among equals in the crude simplicity of scattered communities on the borders of the wilderness, he rose above the common level by force of his own qualities. He was sent by his neighbors to the State Legislature, where he learned the rudiments of government. He was sent to the Congress at Washington, where he broadened his conceptions to National scope. He was admitted to the Bar, and won a high place as a successful and distinguished advocate. He became convinced of the wickedness of African slavery, that baleful institution which the defective humanity of our fathers permitted to be established in the American colonies. He gave voice to the awakened conscience of the North. He led in the struggle for freedom against slavery. Upon that issue he was elected President. In that cause, as President, he conducted a great war of four years' duration, in which millions of armed men were engaged. When in his wise judgment the time was ripe for it, then upon his own responsibility, in the exercise of his authority as commander-in-chief, invoking the support of his country, the considerate judgment of mankind, and the blessing of God upon his act, he set free the 3,000,000 slaves by his official proclamation, and dedicated the soil of America forever as the home of a united, liberty-loving commonwealth. The act was accepted, it was effective; African slavery was ended; the war was won—for union and for freedom; and in the very hour of victory the great emancipator fell at the hand of a crazed fanatic.

It was not chance or favorable circumstance that achieved Lincoln's success. The struggle was long and desperate, and often appeared hopeless. He won through the possession of the noblest qualities of manhood. He was simple, honest, sincere and

unselfish. He had high courage for action and fortitude in adversity. Never for an instant did the thought of personal advantage compete with the interests of the public cause. He never faltered in the positive and unequivocal declaration of the wrong of slavery, but his sympathy with all his fellow-men was so genuine, his knowledge of human nature was so just, that he was able to lead his countrymen without dogmatism or imputation of assumed superiority. He carried the civil war to its successful conclusion with inflexible determination; but the many evidences of his kindness of heart toward the people of the South and of his compassion for distress and suffering were the despair of many of his subordinates, and the effect of his humanity and considerate spirit upon the conduct of the war became one of the chief reasons why, when the war was over, North and South were able during the same generation to join again in friendship as citizens of a restored Union.

It would be difficult to conceive of a sharper contrast in all the incidental and immaterial things of life than existed between Lincoln and the statesmen whose statues stand in Parliament Square. He never set foot on British soil. His life was lived and his work was wholly done in a far distant land. He differed in manners and in habits of thought and speech. He never seemed to touch the life of Britain. Yet the contrast but emphasizes the significance of the statue standing where it does. Put aside superficial difference, accidental and unimportant, and Abraham Lincoln appears in the simple greatness of his life, his character and his service to mankind, a representative of his race—the qualities that great emergencies reveal, unchangingly the same in every continent; the qualities that have made both Britain and America great. He was of English blood, and he has brought enduring honor to the name. Every child of English sires should learn the story and think with pride. "Of such stuff as this are we English made." He was of English speech. The English Bible and English Shakespeare, studied in the intervals of toil and by the flare of the log fire in the frontier cabin, were the bases of his education; and from them he gained, through greatness of heart and fine intelligence, the power of expression to give his Gettysburg address and his second inaugural a place among the masterpieces of English prose.

He was imbued with the conceptions of justice and liberty that the people of Britain had been working out in struggle and sacrifice since before Magna Charta—the conceptions for which Chatham and Burke and Franklin and Washington stood together, a century and a half ago, when the battle for British liberty was fought and won for Britain as well as for America on the other side of the Atlantic. These conceptions of justice and liberty have been the formative power that has brought all America, from the Atlantic to the Pacific, to order its life according to the course of the common law, to assert its popular sovereignty through

representative government—Britain's great gift to the political science of the world—and to establish the relation of individual citizenship to the State, on the basis of inalienable rights which Governments are established to secure. It is the identity of these fundamental conceptions in both countries which makes it impossible that in any great world emergency Britain and America can be on opposing sides. These conceptions of justice and liberty are the breath of life for both. While they prevail both nations will endure; if they perish both nations will die. These were Lincoln's inheritance, and when he declared that slavery was eternally wrong, and gave his life to end it, he was responding to impulses born in him from a long line of humble folk, as well in England as in America, who were themselves a product of the age-long struggles for the development of Anglo-Saxon freedom.

The true heart of Britain understood him while he lived. We remember the Lancashire workmen brought into poverty and suffering through lack of cotton. When the Emancipation Proclamation had dispelled all doubt as to the real nature of the struggle in America, 6,000 of them met in a great hall in Manchester and sent to President Lincoln a message of sympathy and support. This was his answer:

"Under these circumstances I cannot but regard your decisive utterances upon the question as an instance of sublime Christian heroism which has not been surpassed in any age or in any country. It is, indeed, an energetic and reinspiring assurance of the inherent power of truth, and the ultimate and universal triumph of justice, humanity and freedom. I do not doubt that the sentiments you have expressed will be sustained by your great nation; and, on the other hand, I have no hesitation in assuring you that they will excite admiration, esteem and the most reciprocal feelings of friendship among the American people. I hail this interchange of sentiment, therefore, as an augury that, whatever else may happen, whatever misfortune may befall your country or my own, the peace and friendship which now exist between the two nations will be, as it shall be my desire to make them, perpetual.

We may disregard all the little prejudices and quarrels that result from casual friction and pinpricks and from outside misrepresentations and detraction and rest upon Lincoln's unerring judgment of his countrymen and his race. We may be assured from him that, whenever trials come, whenever there is need for assurance of the inherent power of truth and the triumph of justice, humanity and freedom, then peace and friendship between Britain and America will prove to be, as Lincoln desired to make them, perpetual. This man, full of sorrows, spoke not merely for the occasions and incidents of his own day. He expressed the deepest and holiest feelings of his race for all time. Listen to the words of his second inaugural:

"Fondly we hope, fervently do we pray, that this mighty scourge of

war may soon pass away. Yet, if God wills that it continue until all the wealth piled by the bondsman's 250 years of unrequited toil shall be sunk, and until every drop of blood drawn by the lash shall be paid by another drawn with the sword, as was said 3,000 years ago, so still it must be said: 'The judgments of the Lord are true and righteous altogether.' With malice toward none, with charity for all, with firmness in the right as God gives us to see the right, let us strive on to finish the work we are in; to bind up the nation's wounds; to care for him who shall have borne the battle, and for his widow and for his orphan; to do all which may achieve and cherish a just and lasting peace among ourselves, and with all nations."

Consider the letter which he wrote to Mrs. Bixby of Boston:

"I have been shown on the files of the War Department a statement of the Adjutant General of Massachusetts that you are the mother of five sons who have died gloriously on the field of battle. I feel how weak and fruitless must be any word of mine which should attempt to beguile you from the grief of a loss so overwhelming; but I cannot refrain from tendering to you the consolation that may be found in the thanks of the Republic they died to save. I pray that our Heavenly Father may assuage the anguish of your bereavement, and leave only the cherished memory of the loved and lost, and the solemn pride that must be yours to have laid so costly a sacrifice upon the altar of freedom."

More than half a century has passed, but is this the voice of a stranger to the men and women of Britain in these later years? Because, under the direst tests of national character, in the valley of the shadow of death, the souls of both Britain and America prove themselves of kin to the soul of Abraham Lincoln, friendship between us is safe, and the statue of Lincoln the American stands as of right before the old Abbey where sleep the great of Britain's history.

## Sugar At \$375 a Pound.

Sugar is down and the housewife rejoices. But let her try to buy a pound of dulcitol, or mannose, or xylose, or inulin, or any of the three or four other varieties of sugar, and she will have to pay from \$75 to \$375 a pound.

These are all sugars, and all in frequent use, and the American chemist has freed us of our dependence on Germany for them. Their chief use is in bacteriology. One of them is indispensable in the detection of typhoid, as the organisms of that disease are so fond of it that they naturally select it and so multiply upon it that their presence can readily be detected. The military hospitals of the United States called upon members of the American Chemical Society to co-operate in the making of rare bacteriological sugars for typhoid work and, according to a bulletin issued recently by that society, these efforts soon proved successful. Other rare sugars are used as guides in the detection of cholera germs.

\*Address delivered in Westminster Abbey, July 28, 1920, at the unveiling of Saint-Gaudens's statue of Abraham Lincoln, gift of America to the British people.



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### Choking Up the Arteries of Commerce Is Mischievous.

A farmers' organization has recently agreed that its members will not sell their wheat until a price of \$3 per bushel is reached. A cotton growers' organization similarly insists on 40 cents a pound for cotton. The question as to whether or not these demands are justified has been much discussed pro and con, without convincing either the proponents or antagonists of the holding policy.

Frederick Bastiat once remarked that all economic problems were simple until money intruded. Dr. Arthur Perry said much the same thing, adding that anything in nature was easily understood, but that money, being an invention of man, was highly complex. Perhaps if we approach the wheat and cotton problem, with the dollar itself kept in the background, the farmers' position may be more distinctly defined.

In the science of economics all value is the product of labor and the only measure of value is power in exchange. Now suppose a bushel of wheat represents a day's labor, and ten pounds of cotton also represents a day's labor. Leaving artificial or abnormal conditions aside, a bushel of wheat should naturally exchange for ten pounds of cotton or ten pounds of cotton for a bushel of wheat. Therefore the price of a bushel of wheat is ten pounds of cotton, and the price of ten pounds of cotton is a bushel of wheat. And this law applies to all other commodities.

Now when a period of commodity price deflation occurs the farmer demands that he shall receive not ten, but twenty or thirty pounds of cotton for a bushel of wheat. He refuses to adjust his price to the normal basis of exchange. But the cotton planter is in exactly the same state of mind. He is quite willing to see the price of wheat fall to the normal exchange equivalent, but he demands four bushels of wheat for ten pounds of cotton. If we extend the principle to all other products we have obviously reached a stage of deadlock in business—that is to say, in the exchange of goods. In order to prevent this or to remedy the maladjustment when it arises, all commodities must be reconciled to the common and natural level of value in exchange. This readjustment is always a painful and disturbing process, but those who imagine they can prevent it might as well try to control the elements.

Perhaps the producer of wheat and cotton will ask what advantage there is in commerce if he is to exchange his product on an even basis. He does not do so. His gain may lie in territorial or climatic advantage or in the equation of personal skill. To illus-

trate this, assume that the Georgia planter raises ten pounds of cotton at the same cost as the Kansas farmer raises a bushel of wheat, and that they exchange on a flat basis. There is no apparent profit. But if the Georgia man were to attempt to raise the bushel of wheat for himself it would take him, say, two days, while it would take the Kansas farmer two days to raise ten pounds of cotton. By exchanging, each party to the transaction gains a day, in which they may make an additional bushel of wheat and ten pounds of cotton for sale or exchange.

As to the equation of personal skill, assume that a shoemaker can make a pair of shoes in a day and a tailor can make a coat in a day, while it would take either of them a week to perform his own and the other's task. A gross saving of ten productive days is realized when the exchange is effected.

The principal argument of farmers and other producers is that they cannot be expected to sell below the cost of production. There is no merit to this contention when applied to a period of general deflation. No one wants to be first in the process of deflating prices but, sooner or later, all must bear their share of the burden—the farmer as well as the manufacturer or anyone else.

There is another angle to this "cost of production" theory which changes its aspect materially. A farmer, because of general deflation, may be able to dispose of wheat at a profit by selling at \$1.50 per bushel, even if it cost him \$2 per bushel to raise it. This is one of the propositions which is so obscured by the dollar sign that it is more likely to be greeted with ridicule than with respectful attention. But if the \$2 which it cost the farmer to produce a bushel of wheat had an exchange power of only 50 per cent., or \$1, and the \$1.50 which he now receives for it has a full exchange power of \$1.50, the producer is obviously a gainer. He can exchange the \$1.50 for more goods than he could have exchanged his \$2 for at planting time. This may be answered by the statement that the farmer borrowed from his bank to pay the cost of raising his wheat and that he cannot pay off his loan in depreciated dollars. This is true, but it begs the questions. In the early stages of warfare all producers made abnormal profits. If these were expended in an extravagant or unwise manner no one is to blame but the farmer himself. The consuming public cannot be expected to pay for such losses. War is waste and cannot be transmuted into abnormal and perpetual profit by any class.

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The farmer may contend, and with some reason, that retail prices have not yet declined enough to increase the purchasing power of his dollar materially. He would like to have the price reductions begin with the retailer, but that never happens. The stream of commerce flows from producer to consumer and the reductions naturally begin at the source. The producer may console himself with the reflection that it will all work out in the cycle. The average lapse of time between producer and consumer is roughly estimated at six months. It will be easily realized that when the stream is obstructed at any point it backs up on everything that lies behind the point of obstruction. For example, if the consumer quits buying from the retailer, the retailer in turn quits buying from the wholesaler, and so on back to the producer. The present obstruction is, in the writer's estimation, of a twofold character, partly between the consumer and the retailer and partly between the retailer and the wholesaler. The consumer is curtailing purchases to some extent; and the retailer, anxious to dispose of his stocks on hand, is curtailing purchases from the wholesaler or jobber. The farmer adds to the trouble by trying to check the stream at its source.

In all periods of rising prices wages rise after prices have advanced, and in this period of rising prices and static wages the producers make abnormal profits. When prices fall wages do not at once decline, and during this period the producer loses. But these are temporary phases of transition. There is not the slightest danger of anything remaining below the cost of production for long. The inevitable reconciliation of costs and prices through the automatic operation of the laws of supply and demand constitutes one of the most wonderful harmonies of natural law.

The principles of economics are so little understood that when they are expounded in a case like this there is a tendency to speak of them as theories. As if a natural law could be a theory. The only theories in a problem of this kind are represented by efforts to subvert or retard natural laws in order to gain a personal advantage. As such theories are always false, they result in loss rather than in gain. Of all the numerous holding movements ever originated not one has succeeded. Almost all of them have been followed by lower prices than would naturally have occurred.

The farmer will do well to reflect on these facts. The influences which brought about the inflated prices are rapidly disappearing and so, consequently, are the inflated prices. The student of the history and causes of price movements may state without fear of being proved a false prophet that the high commodity prices of recent years will not be reached or even approximated in the next generation unless the abnormal causes which brought them about should be repeated. Those who allow misunderstanding or hope to obscure this fact will pay the penalty.

There is another point. The farmer who holds his wheat does so at a high cost for storage and insurance, with

no assurance that even this expense will be overcome by a higher price level. Furthermore, money commands a greater return to-day than it ever did before, whether it is employed in business or invested in securities. The farmer who borrows money must pay this high rate for accommodation, and add it to the cost of carrying his product. The farmer who is not a borrower, but who refuses to convert his product into cash, is losing his opportunity to secure a high return on the funds he might release for investment.

There is no intention in the foregoing remarks to single out the farmer as a target for criticism. The desire is to help him to a clearer understanding of the fundamental laws governing prices. Many other producers of essentials are making the same mistake and their course, if persisted in, will rebound to their disadvantage.

As to the general effects of this policy of attempting to choke up the arteries of commerce for individual gain, they are as mischievous as they are futile. They retard the natural progress of business and finance and postpone the beginning of an era of normal and prosperous conditions.

Thomas Gibson.

#### President's Address Before Michigan Implement Dealers Convention.

Ladies and Gentlemen, Members of the Association, it affords me great pleasure to extend to you a cordial and sincere welcome on behalf of the officers of your Association at the opening of this, our 17th annual convention.

I know that some of you have come here at a great personal sacrifice, so to speak, but I wish to assure you that your presence here is greatly appreciated by your officers. By your co-operation only shall we be able to make this convention a success. We have again assembled in our annual convention to review our work of the last year and to make plans for the future good of our organization and our fellow implement merchants. In reviewing our work for the last year I will not go into detail, but will leave this for our Secretary.

One year ago, when we met in convention at Saginaw, little did we dream of some of the problems that would confront us, but soon after that it became apparent to your Board of Directors that some action should be taken to counteract the malicious propaganda being circulated about our dealers, as well as all other trade merchants in regard to unlawful profiteering, so-called. Merchants of whatever trade were being maligned and called all manner of names and one would think that if a citizen chose to be a merchant he was unfit for good people to associate with. After these conditions had become very obnoxious and trying to mercantile interests of the State, a meeting was called at Lansing with some of our State officials and, while some light was thrown upon the subject, it was thought best by the mercantile interests to organize an allied association of merchants, consisting of all the different mercantile associations of the State. The Michigan Merchants Association was formed

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### Merry Xmas Happy New Year

We take pleasure in announcing that enrollment in our 1921

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here in Grand Rapids and its purpose is the promoting of fair dealings in the selling of merchandise and to protect the merchants of Michigan. I believe this organization has a great work to do and should be especially active during the session of our next Legislature. I would suggest that if any of our members can be of service to this Association in any way that they be willing to render such service and if called upon by the officers of the Michigan Merchants Association for any favors, that they be granted believing that you are doing yourself, as well as your brother merchants, a great favor.

#### National Federation.

In regard to our National Federation of Implement and Vehicle Dealers Association, I can only speak of the highest terms. The Secretary, H. J. Hodge, is an untiring worker and always has the interest of the Federation at heart. I am just in receipt of a letter from Mr. Hodge, giving us a resolution passed by the American Farm Bureau Federation, which was brought about by the co-operation of the National Federation of Implement Dealers with them. The resolution is as follows:

"The County Farm Bureau as an organization shall not engage in commercial activities. It may encourage, however, the organization of such activities or industries as may seem necessary and advisable to the Board of Directors."

This, I believe, is a step in the right direction and we, as implement merchants, should co-operate in every way we can with the farmer and our customers as well as with the Farm Bureau.

#### Prison Twine.

I cannot leave our last year's work without saying a word in regard to the prison twine situation. Your Board of Directors did considerable work along this line and, while we did not get all we asked for or what we thought we should have, we did the best we could. Warden Hurlburt is to be here during the convention and your Board of Directors will have a meeting with him and see what arrangements can be made for next year.

#### Our Future Work.

We find ourselves confronted with serious problems of reconstruction and no one knows just what is in store for him. As an organization we must stand by each other, but we must each one of us watch well our work. We must be conservative and while we must buy what is needed in our respective territories, and thereby give service to our customers and co-operate with them, I cannot help but urge you to be cautious and look well into the future. The reconstruction period is here and we must face declining markets. We shall, of necessity, have to meet with losses, but like true business men, let us meet the situation promptly and, like business men, merit the confidence and esteem of the manufacturer on the one hand and our customers on the other. We have met here to do business, let us be up and doing, let us be snappy, I wish to hear from every member of the Association during this convention as it is only through you

that our meetings can be made profitable. We have the problems of high freight rates, C. O. D. shipments, split shipments, one line contracts, price lists contracts, guaranteed prices, repair work, conditions as regards prices confronting the implement merchant and many other problems that should be discussed here and I would like to see these problems taken up by our resolution committee and some good strong resolutions enacted. Through our resolutions only is our work reflected to our Federation and finally to the manufacturers and jobbers.

To the Manufacturers and Exhibitors.

In behalf of the Association I wish to thank you for being with us, knowing that to your efforts in a great measure is due the success of our convention. We have arranged our meetings so that you can be with us and we want you to take part in our discussions. It is a pleasure to us to have you with us and, while we realize that we must make it profitable for you or your employers to be here or you will not come again, we feel that you should not be too exacting at this time. To the members of the Association, I hope that you each and everyone have come here with a memorandum of what you need and that you will patronize the boys, so far as your necessities may require and your good business judgment prompts you.

In conclusion, I wish to say I believe that which we need now through this, our reconstruction period, is co-operation and work. The manufacturers should co-operate with the merchants and the merchants should co-operate with their customers and they should all together work to the end that at the end of the reconstruction period all should have been a success, for a failure is a damage to any community, to any state or to any nation.

Frank L. Williams.

#### Advertising His Want.

She—And how is your bachelor friend?

He—When I saw him last he was mending slowly.

She—Indeed. I didn't know he had been ill.

He—He hasn't been; he was sewing some buttons on his clothes.

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### Are We Going To Stop Burning?

Evidently this year is going to be as bad as the rest of them in its preventable ash heap. The optimistic say that inflated values make the losses really less. It is cold comfort. The housing situation is daily growing more desperate. Every fire in a dwelling or apartment house either herds people together in intensified discomfort or turns them into the street altogether. The mayor of a Western city of 20,000 told me the other day that if a local merchant burns out to-day he is done for. There is not a shed or a shack in the city to house a new stock of goods. Every city in the country gets nearer to this same deplorable condition with every fire that occurs in it. What is the use, under such circumstances, of talking about inflated values and percentages of loss? We must stop burning. That is the answer!

All our educational efforts must go on, as they are going on, but we must get closer to the thing itself. Every fire is local. It starts somewhere. Local organization is therefore necessary—collective action by men and women who have been awakened and who are capable of enthusiasm and devotion in eliminating local fire hazards. We must organize these forces already at our command; we must create an organization that will function before the hour of disaster, that will look forward and not backward; that will collect the factors of fire safety and weave them into the fabric of the community life. We must begin locally, in each city, to eliminate

the fire hazards which in their aggregate throughout the nation are impoverishing the collective life and blackening our National fame.

Such organization work is now under way; and any citizen, man or woman, may become identified with it. The plan is this: In every city in the United States and Canada the National Fire Protection Association has members. At present they are collectively inactive, because they never have been asked to act collectively. They are men in various walks of life. Fire prevention is not their main interest. They are busy with their own affairs. But the fact that they are members of this association sets them apart in their communities as men who are awake to the significance of the fire waste and interested in reducing it. They are willing to help if someone will take the initiative and tell them how they can help.

The fire chief is the man to do this. The plan is to assemble these local members about him as a sort of permanent committee or cabinet which he can call together monthly, or oftener if need be, and to which he can tell his troubles and outline his plans to make their city safe from fire. The value of such co-operation is obvious. The fact that these men are in different walks of life is a peculiar advantage, for nobody can charge that any special interest is behind the local fire prevention undertakings. By persistent efforts such a group can influence every factor of civic life to advance the city in the direction of its endeavor. Cities are

not made safe from fires in a day. A long background, beginning with proper building construction and following with proper safeguards, is essential. There is scarcely a city in the country which would not be benefited by certain amendments to its building ordinances. It is the ever-present conflagration hazard that is the principal municipal peril.

In one Western city where the plan of organization I have outlined is already under way the local cabinet is to make a survey of the city with special reference to 'sweeping fires, picking out the buildings that might serve as fire-stops and ascertaining if their window openings are protected either by fire shutters or metal window frames and wired glass. Where such window openings are unprotected a committee of the cabinet is to call upon the owners with the fire chief and explain the advantage, both to the tenants and to the city, of providing such protection. No good citizen could ignore such a request made in the interest of the common safety. This is just one example of what such a cabinet can do. The downtown, high value portions of all cities can gradually be made proof against conflagration by such quietly effective work.

The time for such a plan as this is ripe and all the other fire prevention agencies, physical and educational, dovetail logically into it. There must be definite, constructive work in every city of the country, undertaken by the group that understands the significance of it. The credit men in every city can be the leaders in

this movement, or at least share prominently in it.

Franklin H. Wentworth,  
Secretary National Fire Protection Association.

Kindness will win any dog, whether he has four legs or two.

## Rushing BLINDLY

**T**O rush blindly on to the end of the year before reviewing the effects of current transactions on your tax liabilities is obviously unsound.

The sensible method is to subject your business now to a thorough-going, impartial audit and investigation—carefully made to insure a just interpretation of your taxable income.

This organization, specializing in the fields of tax and accounting, can materially assist you.

### Seidman & Seidman

Accountants and Tax Consultants

GRAND RAPIDS  
SAVINGS BANK BLDG.

NEW YORK WASHINGTON  
NEWARK

# It's a sure bet, Sir!

That it is not from Quaker Oats that your competitor gets the smile

*that wins the trade that you should have*

# No Sir!—He got that smile with the

*wonderful saving, protection and service*

that he is receiving from

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

**WILLIAM N. SENF, Secretary**

## 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.

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"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%
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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

## CAN INCREASE HIS PROFITS.

### By Mastering the Principles of Retail Merchandising.

In a carefully prepared address to the recent annual convention of the Mississippi Retail Hardware and Implement Association, held at the Agricultural Engineering Building of the A. & M. College, Agricultural College, Mississippi, Captain John W. Corby, of the Cyclone Fence Company, Cleveland, Ohio, clearly indicated the means by which the retailer can increase his profits. The text of his address is substantially as follows:

The State convention is the dealer's greatest opportunity of the year to obtain new ideas for increasing his business. The business man of today differs from the business man of yesterday, in this striking fact that among the principles of successful business men of to-day, luck and haphazard methods have given away to scientific principles of doing business so that business success is looked upon, not as an accident, but as the working out of tried and true principles which are as scientific in their nature as are the principles of geometry.

These are the days when business men study all parts of their business. It is my purpose to point out clearly the ways which the retail merchants or hardware dealers can increase their business. The first point that we desire to make is: That any man with average intelligence can by study master the principles here laid down and can become thereby a successful hardware dealer or retail merchant.

By all means have an object in view. Know why you are in business and exactly what you desire to accomplish each day. Each day make some advance, however small, and thereby bring your goal that much nearer. If your ambition is to have one hundred thousand dollars then figure out how much you must make this month in order to obtain it when you are about sixty or seventy years of age.

If your object is to be the best hardware dealer in this State, follow the principles here laid down and in space of time you will be fully established in your realized ambition. Success, is after all, a matter of happiness and the successful merchant succeeds not so much because of a conscious and expressed intention of being successful as in the various habits formed and which will actually make him succeed or fail.

This success lies primarily in good organization. You should have your business departmentized. There should be the paint department, the stove department, the nail department, the tool and building department, ornamental and field fence, glassware, furniture; and any side line that you may carry, such as auto supplies or wall paper, should stand on its own feet, upon its own success for its existence.

You should have a system of cost keeping. Every article you sell should show upon your record exactly the cost of that article, so that when you sell, you will know exactly what you have made.

The next subject for discussion is "How to go after the Business." Hav-

ing a system of cost keeping and having a departmentized store, now fix responsibility on some one person for the management of that department.

This has been a subject of intimate study with your speaker for many years. Many men can get the business, but cannot keep it. Many men who could keep the business cannot get it, and partly because they lack energy necessary to initiative. Remember this: You are commander-in-chief of your business. You will, therefore, study your field as a general who studies the map on which the battle is to be fought. The battle ground is your own territory. Therefore, study your field, every corner of it, outline it on the map before you in your store so that you will know exactly the territory you cover, whether it is one county or a dozen states. Card index every man and woman and child in your territory. Put on that card the age, occupation and any interesting habits which the prospects may have. Remember, every human being in your territory is your prospect.

"How will you do it?" you ask. There are many different methods of doing this. Some dealers pay some representative in each community to send the names of the incoming and outgoing inhabitants, which is a very good way, providing you have a good representative. Quite frequently, the newspaper will help you to obtain lists at a very small figure. Sometimes, ministers of the Gospel will enable you to obtain information in this direction. This problem has to be worked out by yourself in your own community. There is no way that will work best in all communities.

Work that problem out for yourself, but, by all means keep an up-to-date list and call it your mailing list, your prospect list, or what you will. That list must be kept up to date because out of that list comes the business by which you are to succeed. Remember that by having the list once does not mean that all work is done. You must keep up the list from time to time so that it will remain alive and business producing and not become dead and useless.

How will you let them know? Some hardware dealers have a house organ or a bulletin, or a circular, if you please, published weekly or monthly which goes by mail to each one of the people in the community. This circular or house organ must have something in it of human interest. Suggest that it contain news items, snappy stories, one column is sufficient for this. All good women like to hear news of their neighbors, especially through the country section, and a little ear for news on your part will do a great deal toward making your circular one that is awaited and expected as the time approaches for its arrival. This is not by any means intended as a substitute, but as a supplement, of your local newspaper, and which is regarded as essential to make a successful business. Change your copy each week. Have your leader, whatever it may be, and also have your columns of local news in your leader.

Be sure each month, at least that

often that this representative gets a personal letter from you in the territory assigned to him. He is your sales manager in that district.

Other dealers have been quite successful in the use of wedding and baby cards. This can be furnished you by almost any good publishing house. The baby cards will have record of the first smile, first step, first word and what it is, and when, and if you don't believe that this will be interesting to every mother in your community you are simply mistaken in human nature. The wedding is not only a matter of intense interest to all the community, but, by a receipt of the wedding card the bride and groom are nearly always led in the direction of your store and the full household equipment will probably be purchased from the hardware dealer or retail merchant who took the trouble and pleasure of presenting the young couple with a wedding card.

Of very greatest value is a personal call on the trade. Make it a point to visit each section of your territory ever so often.

In a store of modest size success lies quite frequently in kindred lines, such as furniture, auto supplies, fencing, or wall paper, that the store may carry. You should have a live leader for every month in the year. In this way, you need not have any dull seasons. Some dealers have found success in the following calendar for the year, and to this make additional suggestions to yourself, based upon what may be best handled in your community.

January: Clearance sales. February: Ornamental and Fencing. March: Paint, April, May and June: Farm Implements, auto supplies, and household goods. July and August: Hot weather specialties and laying the foundation for your fall trade. September: Stoves and Ranges. October: Phonographs. November: Rifles and ammunition. December: Holiday goods. To these will be added, of course, as your local conditions warrant. Having your mailing list and your house organ and personal call, all these will work together with your special sales to your advantage and your almost certain success.

In speaking of home and the leaders of homes, do not forget that the very large percentage of sales nowadays are made to women, and one of the great problems of to-day is "How to attract women to a hardware store." Many successful hardware dealers have done this by establishing a queen's ware or china ware department, or a ladies' rest room in the neighborhood where women may come and visit if they so desire. These have been found very attractive in calling women to your store. Have a fine mirror or two conveniently located where the women come in and to your advantage have a woman's room very tastefully decorated by some women of your staff, where they can see pretty dishes, fine mirrors and hear a nice phonograph grand opera record while they wait. You will find this double advantage of not only bringing women to your store, but making them your customers as well. You will not fail to

become popular with the ladies of the neighborhood.

Remember to remove all unsightly boxes and to have your store ship shape, clean, and in arrangement peculiarly attractive, with goods all in plain sight if possible.

A few words as to your competitor: Remember this, that he is usually a better fellow than he is represented to be. False stories are circulated about him just as they are circulated about you. Remember that if you know him better, you would probably be better friends. Come to the convention with him and learn to know him better. Remember that your best success lies in co-operation with him rather than fighting against him. Remember that men are like steel, no good after they lose their temper.

There is an all year around convention coming to you each week or each month which you can not afford not to take, that is your trade paper. There are other splendid papers published which actually mean dollars in your pocket when coming to your store if you use them as you should. Why should you take, read and use trade papers in your business? First of all, because they constitute an all the year around convention. Second, by keeping posted on your trade papers you keep ahead of your competitors who do not read the paper and do not attend the convention. Third, trade papers stimulate your imagination to new and successful methods of advertising for they are the modern market places. They save the old timer's habit of traveling long miles to market with additional expense. They make the two cent stamp do what the railroad ticket formerly would do. They invite you to conventions where you mingle with the leaders of the business world of which you are a part. They introduce you to snappy goods which are money makers for you. Many times you would not have heard of these goods and your community would have been denied their use by the fact that you did not read the trade papers. In many cases they give you suggestions for live advertising matter for your local paper. They give you new ideas for your window display. For many years the speaker has kept a file of live ideas taken from trade papers and this file has become of great value to him in his work. I strongly suggest that you start a file right away. That file will obtain ideas like the following: Advertising copy, aluminum ware, arrangement of the store, auto supplies, bonuses, bookkeeper, booster methods, cash business, charge account, clerks, unfair competition, your competitor, cost of doing business, cutlery, etc. A study of your trade paper will bring you in new ideas for handling credits and collections.

Identify yourself with all good and great movements in your community. Be a leader in every sense of the word. Succeed because you desire to succeed, and you will be astonished how many hands will be held out to you to support you, and the first thing you know in your community your entire territory will be co-operating with you so that your success will exceed all your expectations.



# We Appreciate the Co-operation of our Good Friends and Customers



We are now closing the 8th year in the Wholesale Hardware business. The biggest and most successful we have ever enjoyed.

This has been accomplished by being loyal to our customers and maintaining an exclusively wholesale policy and protecting the retail hardware dealer, whose business we have enjoyed and whom we shall continue to protect.

We have added many new lines which will enable us to serve our customers in the future better than ever.

We have not curtailed our buying. We have been conservative, but not to such an extent as to interfere in anyway with our serving our customers in an acceptable manner. Our stock will soon be in excellent shape, which will enable us to fill orders complete.

We have added a full line of Fishing Tackle.

We want to thank particularly every Retail Dealer who took part in building up this business as it stands to-day.

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## MICHIGAN HARDWARE COMPANY

*Exclusive Jobbers of Hardware and Sporting Goods*

Corner Oakes Street and Ellsworth Avenue

GRAND RAPIDS, MICHIGAN

Established 1912

## OUR BEST LOVED HOLIDAY.

### Urgent Plea For Retention of Santa Claus.

Written for the Tradesman.

The world's best observed, most loved holiday.

St. Nicholas comes but once a year to make glad the hearts of the children and it is meet that we observe that day with all due solemnity as well with a measure of hilarity, because it is above all else little folks' day.

In the depths of the wilderness, where holidays are sometimes forgotten, good old Christmas time does not pass unobserved. Back in the days when Michigan was considered the "Far West," Christmas was a time for rejoicing and good cheer as was no other day in all the year.

It is well that this should be so, since it is the birthday of the immaculate One who loved children, likening them to the best loved of God's creation. "Except ye become as little children ye cannot have fellowship with me."

The parent who can so far forget his manhood as to raise the rod to strike his child, whatever the offense, is not on the road to a better abode in realms above. On the contrary, he invites the wrath of a loving Father who numbers the hairs of our heads and notes the sparrow's fall.

That blessed old saint, Santa Claus!

Modern practicalists would banish such a beloved myth from our land, substituting nothing in his place. Banish good St. Nicholas and his overburdened sleigh of good things, his reindeer, his round, jolly face, his chimney-diving methods of entering habitations to fill the stockings of the good little boys and girls!

Right here I wish to enter a protest against destroying the child's faith in Santa. That old story of the saint who drives his sleigh and four, who is the patron saint of all children wherever the Christian religion holds good, is as truly a living, breathing being as is any of the ancient heroes of history. To banish the dear old gentleman from the home of little Nell and sturdy Sammy Brown is to take away from the very young one of the most pleasing experiences of childhood.

I well remember the Christmas morning back in the long ago, when Santa Claus first visited our home amid the pine-clad hills of old Michigan. I was a boy of five, my brother two years my senior. There were no chimneys then for Santa to slide down; instead, he was forced to make use of a six-inch stove funnel, which, of course, rather puzzled our young brains as to how so fat a body could enter the house by such a route, nevertheless we accepted the miraculous with awed conviction and awaited his coming with anxiously beating hearts.

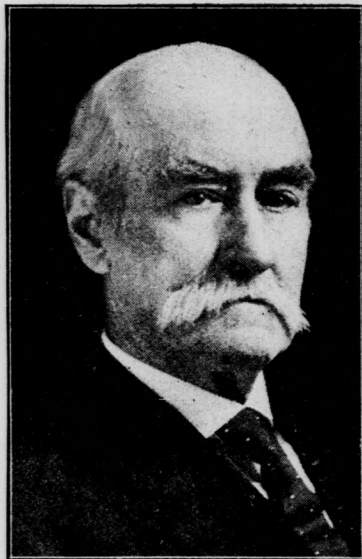
Our stockings were hung on nails behind the heating stove, that they might be the first objects seen when Santa opened the stove door and stepped into the living room.

He came all right, since the next morning we boys found our stockings bulging with good things, my brother's topped out with a pair of brand-new skates, just what he had express-

ed a wish for many times since cold weather set in. How did Santa find out just what a boy wanted? It was somewhat puzzling, yet we accepted the facts without question and were very happy because of our faith in the unseen wizard.

Thanksgiving day was unknown at that time in the Michigan woods. Reunions of families and friends were pulled off on Christmas day, regardless of the condition of the roads or weather.

As I remember, we boys were firm believers in Santa Claus for several years thereafter, until a big boy from outside moved in with his folks and began attending our school. He it was who "let the cat out of the bag," and I am frank to say the revelation



James M. Merrill.

was far from happily received, although to this day I am, in a way, a firm believer in the good old St. Nicholas of my boyhood, so much so, in fact, as to trust that the mythical old fellow may ever rule in the childish dreams and delights of every boy and girl of kindergarten age in the land.

Christmas time was well observed by even the busy loggers of that time. No man was required to work that day, nor the days immediately subsequent. Many of the young men sought out girls and drove to distant points where dances were held, using up several days in holiday celebrating. It was no unusual thing for a young fellow to expend forty or fifty dollars on such an occasion, which was a considerable extravagance when we remember that the ordinary monthly wage was less than \$20.

Doubtless there is no spot in Christendom so remote as to preclude the observance of this solemnly happy day, the universal holiday of the whole civilized world.

During the dark days of our Civil War, Christmas was invariably observed by the American soldier on both sides of the fighting line where actual hostilities were not in progress at the time.

Many a soldier's heart was gladdened with a package of good things from home, and when his messmate failed to get a supply, the boy in blue always divided his store of goodies.

The one chief amusement in the

lumber woods was dancing. These parties were in evidence at almost every social gathering. Even where a few neighbors called of an evening, the fiddle was brought out and dancing was in order.

No Christmas passed without some sort of "doings" among the backwoods folks. Always there were good things to eat and plenty of them. The housewife had the holiday in view very early in the fall and made preparations for the event by saving up of eatables for the occasion.

With all due deference to the other feast and fast days of the world, it must be admitted that Christmas day is the one day of all others, both with young and old. The Christ child is, of course, the one inspiration to all of the church persuasion, while with the very least religious among the multitudes of earth there are none so forgetful as to pass the birthday of our Saviour by without taking heed of its importance to the world at large.

Children look longingly forward to that day as a day for the giving and receiving of gifts, while older people recognize it as a fitting time for the putting aside the cares of a busy life, making of this holiday a time for rest and reunion with family and friends.

A white Christmas in the North is regarded with more favor than one with bare ground. The jingle of sleigh bells has a musical sound that nothing can counterfeit. Young and old enjoy the sleigh rides through the crisp December air. Rosy cheeks and sleek comfort is everywhere. It is the one pre-eminent time for the loosening of tensed nerves made taut by business and household cares, the time when young and old meet on common ground for the celebration of the birth morn of the being who brought upon this earth good will to man.

There are fewer pessimists on Christmas day than at any other time in the year. It is a day for the cementing of fractured friendships, the day for universal rejoicing, the day when good will and brotherhood seem nearer to realization than at any other time in the year.

It seems impossible for even the most evil-minded of our people to harbor resentment on such a hallowed birthday as this, and we may well feel thankful that Christmas is what it is, the happiest as well as the most hallowed day of the year.

Old Timer.

### Merely a Matter of Temperament.

Boyne City, Dec. 7—I have been thinking, and with me it is a very painful process, but it has its compensations. The thoughts are about a couple of ladies. The word is used with proper consideration.

One has a nice commodious home. She has only one child, never has had and probably never will have any more. She is well educated and refined. In a way she is a leader among women and has everything necessary, apparently, for a happy existence. Still she is oppressed with the burdens of living and house keeping.

Another is the picture of happiness and contentment. Not yet 45, she has six children, two of whom are grown men and the youngest a small child. She was the daughter of well-to-do parents, but when married had to get out with her husband, who was only an overgrown boy, and hustle. And

hustle she did. She has stood shoulder to shoulder with her husband as they fought their way up, not only in her home, but in a business way, in mill and lumber camp, book-keeping, storekeeping—anything that helped push along. Is she a faded, wornout dragged out wreck? She is not. Her eye is bright. Her face is full of life. She has the step and carriage of twenty and does not look a day over thirty and she is a real leader of women—and men.

Knowing your ability to make good use of ideas that have to do with common sense living, I have ventured to send you this letter. One of these women makes her home a cage. The other has made her life to embrace not only her home, but the whole of her world. Her home has not suffered and her world is as broad as her husband's—which is saying a good deal.

Maxy.

The situation described by Maxy can be expressed in a single word—temperament. It is not work that wears, but worry. Work is the most glorious thing in the world, when it is done cheerfully and philosophically; but when it is accompanied with worrying and fretting and fault finding, it becomes a curse, instead of a blessing, dulls the eye, unsettles the nerves, impairs the digestion and makes its victim poor indeed. Emerson once remarked that one-half the people did the work of the world, while the other half settled back and wondered why it was not done the other way. The man or woman who is continually carping about the way the other does things never gets anywhere and is headed directly for a career of disappointment and premature old age.

### Panacea of Honest Work.

It is impossible to achieve by doing less than one's best.

It matters not whether one's job be to stoke a furnace, pound a typewriter, handle tools, tend looms, dig coal, run an engine, answer correspondence, teach children, sweep the streets, preach, plow, sell goods or edit a publication, the work can be done in a way that ennobles character or in a way that degrades it.

Not the nature of the work, but the nature of the spirit in which the work is done, counts.

No man or woman who is doing superior work ever feels superior to that work.

It is he who is doing work in a way that is not worth doing who feels that the work is not worth doing.

Were Carlyle alive to-day he could not write a truer or more timely word than this. "Work is the grand cure for all the maladies and miseries that ever beset mankind—honest work which you intend getting done."

### Voluntary Opinion of Three Muskegon Merchants.

Henry Rose, manager Jefferson Coffee Ranch, 16 Jefferson street: "I am pleased to renew my subscription for the Tradesman. I find it a very instructive and valuable paper, which every merchant should have."

John Knooihuizen, 97 Terrace: "We have taken the Tradesman many years, and are very much pleased with it."

Frank G. Ransom, manager Self Serve Store: "Sure I like the Tradesman. I am pleased to renew. Here is \$6. Keep it coming. I need it in our business."



# Should Retailers Try To Ruin Their Market?

Liquidation of high prices has been in process for over six months. Before the liquidation began many retailers over-bought and now they are going to the other extreme of buying nothing. Such retailers are not merchants but are gamblers and extremists. Many of the larger merchants are buying carefully for immediate delivery and a small percentage of their Spring needs, because they realize the following facts:

1. If the Manufacturers cannot get orders, they will shut down indefinitely and cause such unemployment that the buying power of the public generally will be gradually lessened to the point where consumers will be unable to buy except in a limited manner. This means that wholesalers and retailers must do their part NOW.
2. This policy will build up the chain stores and those who are now willing to buy reasonable quantities and will ruin the business of those who do not buy. You cannot sell merchandise which you haven't.
3. This will build up the Mail-order Houses and direct-to-consumer businesses. Many merchants at the present time who are allowing their stocks to dwindle, refusing to buy, do not realize that their customers are buying from Mail-order Houses.
4. This policy is also developing a tendency on the part of the Manufacturer to go direct to the consumer or to sell factory commissary stores or others who are willing to sell their employees direct and eliminate the retailer.

Many items are now priced below cost and are about as low as they will go. Other items are too high and must come down further. You can depend on us to steer you right. What we want to emphasize is that you are making a big mistake if you refuse to buy anything or if you do not keep up your stocks. You are gradually ruining your business, which it will take years to get back.

Other retailers take the position that they will buy when the season is on and when they need the merchandise. To a certain extent this is good policy, but on the other hand you cannot expect other Wholesalers and ourselves to buy enough merchandise for all retailers next Spring, if none of them are willing to buy minimum quantities now.

Now is the time for you to make a thorough inventory of your stock and know just what you have and buy such items as are priced right, and which are necessary to make your stock complete. If your stock is broken and not continually freshened up by additions of new merchandise, you cannot expect but that your trade will dwindle and go elsewhere.

If you believe in the future of the United States, now is the time to buy such items as you need for immediate and Spring use, providing that you know that such items are priced right and further, that you buy carefully. We have bought on this basis for Spring and our salesmen will soon present such lines to you for your consideration.

If you agree with us, there is only one other point for you to have in mind and that is that your trade is going to demand the kind of merchandise that represents the best quality possible for the least money. This is a different kind of demand than you have experienced in the last year or two and is worth your careful consideration.

Our salesmen can advise you or you can talk this over with us when you are in the House. Send us your mail or telephone orders. We specialize on prompt shipments and lowest prices.

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**GRAND RAPIDS DRY GOODS CO.**  
GRAND RAPIDS, MICHIGAN

**EXCLUSIVELY WHOLESALE**

**NO RETAIL CONNECTIONS**



Michigan Retail Dry Goods Association.  
President—J. W. Knapp, Lansing.  
First Vice-President—J. C. Toeller,  
Battle Creek.  
Second Vice-President—J. B. Sperry,  
Port Huron.  
Secretary - Treasurer—W. O. Jones,  
Kalamazoo.

#### Getting Down to Sane Basis For New Business.

Buyers in the markets talk much of the lack of common understanding and cohesion among selling agents handling many of the standard products. They think that the constant irregularities in price revisions prevent them from making progress in shaping up their business for spring. They point out the basis price variations between bleached goods, prints and percales, gingham, wide sheetings, tickings and many other fabrics of a staple character widely used and widely quoted, and they say it ought to be possible for agents operating in a small area like the New York wholesale districts to work together more uniformly as to the time of making prices. Agreements, or understandings, as to the prices themselves are, of course, out of the question. One of the widely disturbing factors to them is the common knowledge attaching to prices on unfinished goods, and the effect it has upon goods in nowise connected with them in cost or selling periods.

Agents admit that there is a greater independence of movement among them now than formerly. There are cases where mills have more to do with the time and character of price-making than agents have. It has frequently happened in the past year that merchants were balked in their efforts to stabilize prices by the movements of manufacturers who have desired the public to know fully how quickly the mills divested themselves of the wide profit margins under which they were working. It has also been true that so many questions of cancellations, payments, etc., were bound up in the naming of reduced prices that common action was not always possible. There was a wide diversity of terms and contracts and harmonizing them has not been simple.

The agreement in New England to revise textile wages will be carried out in the next twenty days and an opportunity is afforded to take advantage of that in making final revisions in many lines where the movement was held up by the labor uncertainty. Several agents intend to take advantage of it, and regardless of what others may do they will take action. This will accord with many wishes expressed this week by visiting jobbers. The question of wheth-

er business will result is one of serious doubt.

Conditions in the cutting trade are still so unsettled that sales to cutters cannot be made freely, whatever price may be placed before them. The cutters have their labor troubles to contend with, but a more serious matter with them is the lack of business on made-up garments.

In most of the markets this week a general characteristic has been the broadened enquiries at low prices for merchandise actually needed. Several jobbers have not only asked for goods, but after having purchased them in moderate quantities have requested that half of them be shipped by express. This has been a common happening in selling agencies handling finished goods. Liquidation has gone far in many channels and if price stability at some level, low or high, be accomplished merchants feel that more general ordering is near at hand.

The burlap markets are at very low price levels. The demand for heavy-weights is very small, so that, relatively speaking, lightweights are firm, while heavyweights are unfirm on a market that at best is very quiet.

The probability of legislative interference with the normal readjustment of things in raw wool markets grows stronger because of the power of wool growers in this country in the halls of Congress. It is suggested that embargoes be placed on foreign wools, or on the source of more than half this country's supply.

The textile markets are trying hard to drag themselves away from the mischievous war-time interference brought about by the willingness to tolerate anything that might, even remotely, help in winning the war. With tariff and other legislation now looming up, the things that will interfere with normal trade influences may increase.

Asking people to trade with you because they belong to the same lodge or church or political party is a poor way to develop a business.

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.

VALUES that you need; that will make it possible for you to

### Attract Trade and Convince Them That YOU Are RIGHT

That's what we are showing in Christmas Neckwear, Scarfs, Handkerchiefs, Garters, and in All Heavy Winter Goods.

**Daniel T. Patton & Company**

GRAND RAPIDS  
59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan

## Last Call on Xmas Goods

#### Number

- 1000—Handkerchief, assortment of twelve dozen. All hemstitched white & colored embroideries, formerly \$15.00, now per cab. \$10.20
- 3020—Handkerchief, three in fancy box, colored embroidery, were \$5.40, now, per doz. boxes .....\$4.25
- 1540—Paris Garters, Holly Boxes, doz. ....\$2.95
- 2025—Ivory Garters, 1 doz. to box, assorted colors, per doz. ....\$3.00
- 602—Gents Fancy Cross-Back Suspenders, each pair in fancy box, were \$8.50 doz., now .....\$6.75
- 60—Fancy Ribbons in plaids, checks and warp prints, were \$2.25, special per bolt of 10 yards .....\$1.65
- 1810—Gents Linen Handkerchiefs, special per doz. ....\$4.25
- 1300—Doll, 15 inches high with unbreakable head and arms, were \$4.50 doz., now .....\$3.50
- 141—Fancy Stripe Turkish Towel, pinks only, special per doz. ....\$3.25
- 5340—Guest set of three pieces; bath towel, guest towel and wash cloth in pink, blue or yellow, packed in nice cartons, were \$2.65 a set, now .....\$2.25
- St. Nicholas, black and cordovan Men's Full Mercerized Lisle Sock, 2 pair to the box, Holiday packing, doz. pair .....\$5.00
- Mistletoe, black and cordovan Ladies' Full Mercerized Lisle Hose, 2 pair to the box, Holiday packing, doz. pair .....\$5.50

### Paul Steketee & Sons

Wholesale Dry Goods      Grand Rapids, Mich.

## 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**



**Sights Seen in Sunny Southland.**

Cumberland, Md., Dec. 13.—It has been a long time since I have seen a copy of the Tradesman and still longer since I have written a letter for Editor Stowe to criticize, but only recently in looking over some old letters found in the bottom of the still older grip, which, during the past two years has been toted from place to place in thirty-five different states, I came across the following letter which was written almost a year ago, but some forgotten reason was never mailed.

During the month of November our route led a little further South and we visited several cities in North and South Carolina. A greater portion of the cotton crop had been harvested in this section prior to the visit, and frost had already deadened the stalks, but in many places late picking was still in progress.

At Greenville, S. C., time was found to visit a cotton gin, with an oil mill in connection, and the process proved so interesting that a brief description is presented herewith for the benefit of those who have never had the pleasure of witnessing a cotton harvest.

Cotton as it is picked usually comes to the gin in large high wagon boxes packed as tightly as possible by much treading of bare-footed pickannies and is delivered to the gin by suction, through a large telescoping pipe which is lowered from above the drive-way, the limit of adjustment being great enough to reach the bottom of the load as well as the top. The driver simply guides the mouth of the pipe over the surface of the load and the snow white balls disappear as if by magic and are conveyed to the gin, where they are separated from the seeds by many circular sawlike discs set about half an inch apart, the front edge of which runs through narrow slits in a V shaped receptacle, into which the cotton is fed at a uniform speed, regardless of how fast it might come from the load. In the bottom of this tapering hopper is an opening just large enough to allow the seeds to fall out when a greater portion of the cotton has been drawn through the slits by the teeth of the discs.

Just underneath the discs is a rotary brush which, running at a faster surface speed than the discs, draws the cotton from the teeth of the discs and it is again carried by suction to the press, where it is baled, usually about 500 pound to the bale. The seeds as they drop from the gin are still covered with a small amount of staple which clings tightly to them and in this condition they resemble white beans and are thus conveyed to the oil mill, where the remaining cotton is removed by a process similar to the wheat scouter in a flour mill. This short staple has a commercial value, but far less than that of the beautiful snow white mass which goes to the press.

From the scouter the seed is put through another process that removes the hull, which is the most worthless part. We did not fully understand just how this was done, but the meat, called by the operator the "goody part," is then crushed by a system of rolls similar to those in a flour mill and it is then cooked by a steaming process and pressed for the oil.

Special machinery delivers this for the press in uniform packages wrapped in very strong hair cloth on iron trays, which are placed in the press in vertical rows and these are then subjected to a pressure of several tons per square inch for the area of the tray.

When these are taken from the press a special machine is required to remove the hair cloth from the pulp which in this state resembles short boards and is nearly as hard. After the hair cloth has been removed the boards or pieces of pulp are corded up to dry for some time and then ground into cotton seed meal.

The farmers are usually a happy

bunch as they are now getting not only 40 cents per pound for their cotton, but \$85 per ton for the seed.

The district embraced by Raleigh, Durham, Greensboro and Winston-Salem is considered the wealthiest portion of the South, as regards the agricultural production. Several times in this district we heard the expression, "Farmers have so much money they don't know what to do with it." If this be literally true, we are inclined to believe it is because of a lack of knowledge, rather than excessive wealth.

At Winston-Salem we visited all three of the large tobacco markets and were surprised to see farmers receiving from three to four hundred dollars for a little stack of tobacco smaller in size than an ordinary shock of corn.

Many were there from distances ranging as high as one hundred miles or more and conveyances ranged from mule carts to "flivvers" which, in some instances, carried \$500 worth of the weed. There seems to be about as many different grades of raw tobacco as there are cents in a dollar, as prices received for it on the market ranged from 26 cents at the lowest to \$1.25 per pound at the highest. We were told that in the height of the marketing season it is not uncommon for the combined receipts of the three markets at Winston-Salem to reach as high as 4,000,000 pounds per week.

During the month of October, 1920, we again visited this territory and found that this season tobacco was selling at the Winston-Salem markets from six cents per pound at the lowest, to sixty-nine cents at the highest. At Union, S. C., we enquired the price that farmers were receiving for cotton, and were told that 22 cents was the limit and \$28 per ton was the price for seed. H. D. Bullen.

**Wrapping Paper Stays High.**

Wrapping paper remains a problem with retail merchants who are considerably puzzled over its uncanny ability to stay high in price, despite the lowered cost of all other supplies. Paper that used to cost four and five cents per pound advanced to four times those figures and holds its position firmly. Cardboard boxes, cartons and other paper products have been reduced, but these price changes seemingly have in nowise affected the strength of wrapping paper. An investigation has been undertaken by certain retail groups with the object of unraveling the mystery.

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



**Michigan Motor Garment Co.**  
Greenville, Mich.  
6 Factories—9 Branches

# SELL Lowell Garments

and have satisfied customers

*Our Spring Lines are now ready and we  
guarantee to fill all orders we accept*

**LADIES'**

Gingham, Percale and Lawn Housedresses, Sacques, Wrappers, Aprons, Outing Flannel Night-gowns and Pajamas.

**CHILDREN'S**

Gingham and Percale Dresses, Outing Flannel Night-gowns and Pajamas.

**MEN'S**

Outing Flannel and Muslin Night-shirts and Pajamas.

Out Sizes and Stouts for Men and Women a Specialty.

**Hemstitching**

done on any kind of Cotton or Silk Fabric.

**LOWELL MANUFACTURING CO.**  
GRAND RAPIDS, MICHIGAN

Hold your orders for Genuine  
Horse Hide Gloves until our  
salesman calls upon you the  
first of the year.

These are real values in  
gloves. The workman needs  
them.

**HIRTH-KRAUSE**

Manufacturers and Tanners of Genuine  
Horse-Hide Gloves

GRAND RAPIDS

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.

### Pleasing the Eye Instead of the Palate.

New York, Dec. 14—A wholesale produce dealer was talking here during the week about the stupidity of the public in refusing to buy perfectly good food products which did not please the eye. He said this:

Take, for example, the Shrewsbury oyster. Twenty years or more ago the Shrewsbury that filled your river here in Monmouth county was famous. If you're an old-timer you will recall that it ranked them all on the bills of fare at the leading restaurants and hotels. Ever hear of it now? Yes, if you go down along the Shrewsbury River, where the natives still enjoy it. But it has had its day, and the once great beds have been all but abandoned. Instead of the fleets of oyster boats that used to carry the bivalve to the markets you will see only an occasional old oyster man in a rowboat raking a small bed for local consumption.

Why? I'll tell you. The Shrewsbury oyster is brown. It is a big, fine flavored, succulent oyster—but it made the mistake of being born brown, while the modern city fellow demands that his oyster be white. Serve it to him small and hard and lacking flavor, but so long as it is white you can charge him any price you care to ask—and get it.

Which reminds me of a young housewife who went to an honest dealer and told him she wanted a dozen of his best eggs. Being an honest dealer, he got down a dozen of the finest, biggest brown eggs that ever was hatched. "Oh, I don't want those," she said. "I want the eggs you get from the white chickens." He obliged her, and for 20 cents more a dozen sold her smaller, inferior eggs—but they were beautifully white.

Now, it is a fact that the brown egg contains a higher percentage of food value than the white. But that doesn't matter to the consumer in the city. Although he doesn't eat the shell, he insists that it be white. Consequently, the white egg is in so much greater demand that it commands a considerably higher price—and again the dear public fools itself, while it complains of the ever-increasing cost of living.

There is another example—celery. Give them any tough old stalk, so long as it is white, and they will pay you a quarter for it without a murmur. But I will tell you, some of the finest, tenderest, crispest celery I've ever eaten was grown right here in Upper New Jersey—and it is green. Yes sir, green; but you couldn't sell such stuff in a city shop, where they are out for white goods.

Take corn, too. That has got to be white if it is to go on the table of a city epicure. Of course, the man born of the country knows that the very sweetest, tenderest, juiciest table corn is the golden bantam. But sell that to the cityite? Not on your life. It is yellow, and he would think you were trying to feed him horse

corn. He knows what he wants in the way of corn; and no matter how dry it may be from long residence on the stand of the green grocer, it is all right if it is white.

For the same reason, I suppose, the cityite demands white bread. His aesthetic vision cannot tolerate the sight of wholewheat bread, which is vastly more nutritious. It looks dirty, I suppose, so, to please his eye, the city bread eater makes his stomach suffer. And he will take his corn meal white, also, thank you, despite the superiority of the yellow.

Then the city fellow has his notions about the size and color of other things he eats. Take apples. There never was, nor never will be, a finer, sweeter, juicier apple than the russet. It is undersized and a rusty brown, but it is there with the flavor. Sell it on the city stands? Never. Your apple eater there is willing to pay 10 cents apiece for a fine, large, polished red skin that contains a mass of dry mealy substance that he considers an apple.

He will do the same with a pear. That must be large and yellow with a blush on one side. It doesn't matter so much what is inside. But try to offer him as a substitute the little sickle pear. Would he buy it? Not much. It isn't pretty.

And there are many of these finer things going to waste by the wholesale, right at the gates of the cities. Some one will say why not give the public an opportunity to buy? What is the use? It has been tried. The dealers, naturally, are in business to make money, and they are trying to give the buying public what it wants. And so long as that public insists on eating white goods, and is willing to pay the price for selected stock, that is what it is going to get.

### Christmas.

It is Christmas once more, and once more envy and malice and the bitter of life are overshadowed by the finer elements of man's nature. The joy of being alive finds its fullest expression. Men come nearer to their ideal of brotherhood on Christmas than at any other time. Then men wish health to the invalid, wealth to the poor and joy to the sorrowing. The cynic at his worst says that it is custom; but it is custom that has endured for 2,000 years and that in itself is proof that it is founded on sincerity. And surely a custom that is sincere is worthy of applause.

Christmas brings out the contrasts of life. Our sorrows are keener and our hurts deeper. Men see poverty as it really is; sickness at Christmas wins the sympathy it deserves and the fortunate come to a truer appreciation of their blessings.

Our Christmas wish for all is that their cares will lessen and their joys will increase, and that every Christmas will be but the blossoming time for the spirit of friendship that is with men always.

The man with the most sand gets the girl with the most rocks.

## SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads  
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.

## MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building  
Grand Rapids, Michigan



## 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

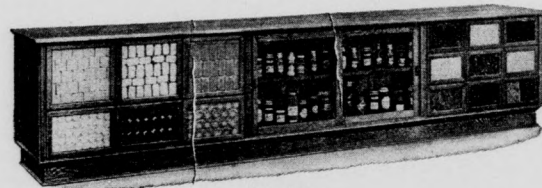
M. J. DARK & SONS

Sole Distributors in Western Michigan

Grand Rapids, Mich.

With a full line of all Seasonable Fruits and Vegetables

## 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 28½ 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

## Holiday Suggestions

HIGHEST QUALITY

NUT MEATS } FULL LINE  
NUTS }

SWEET POTATOES (Red Star Brand)

SHREDDED COCOANUT, Dromedary Brand

Pop Corn (Sure Pop) Apples

Grape Fruit—All Sizes Oranges Cranberries

Dates Fancy Blue Rose Rice

Dried Fruits Figs

SERVICE AND ATTRACTIVE PRICES

KENT STORAGE CO.,

Grand Rapids, Michigan



### Voluntary Testimonials From Muskegon Merchants.

Hans Johnson, one of the leading grocerymen of Muskegon at 465 Washington avenue, says: "I am pleased to renew for another year. The Tradesman is an exceedingly beneficial trade journal. It is by far the best I ever saw for the groceryman or general merchant or in fact for any one handling merchandise and it has been published by the same man and same management since it was founded by Mr. Stowe, its owner and editor. We merchants of Muskegon, who comprise 90 per cent. of the trade and have taken the Tradesman for years, want to get Mr. Stowe, at no distant day to come here and give us one of his characteristic talks on the trade and its conditions throughout the country and its future outlook, for we know he is thoroughly posted in that line and is heart and soul with us and can give us lots of valuable information."

Emil Haas, grocer at 36 Beidler street, says: "I have taken the Tradesman for years and I am always pleased to renew without regard to price. It has made and saved me many a dollar. I read it all I have time to and the longer I take it and the more I read it, the better I like it. There are so many things to be said in its favor, it is hard to enumerate them, but will say it protects the trade in many ways. It is snappy and right up-to-date in keeping us posted in regard to the markets and its forecast of the future conditions are as good as the best and most of the editorials are certainly fine and strictly American at all times. No business man should be without the Michigan Tradesman. It certainly pays to take it."

Ernest F. Hulbert, grocer at 110 Division street, says: "The money I spend for the Michigan Tradesman, brings me the best returns of any money I ever invested. I look for it every week and it never disappoints us. Every issue is good. There are no poor ones. It keeps its readers well posted in regard to trade affairs and the market changes and the future outlook, so far as any one can tell, and it is chuck full of good interesting reading all the time. No one in trade should be without it. I have taken it several years and the longer I take it the more I appreciate what it is doing for the trade. I wish to say, long live the Tradesman and its able editor and promoter, Mr. Stowe. We merchants owe much to him for the many good things he has done for us."

Hasper & Wildebore, grocers at 50 Mason avenue: "We have taken the Tradesman quite a while and find that it is a very profitable investment. It is a splendid trade journal and it is useful in so many ways, aside from its splendid up-to-date market reports. It guides and protects the trade, teaches salesmanship, how to keep


the store in fine shape, often gives us pointers on window displays, lets us know what is going on in the business world. In fact, it is a great teacher for anyone in business who will take it and read it. The longer we have it the better we like it and would hate to be in trade without it. We have only spoken of a few of the many good things that are to be found in the Tradesman from week to week."

### Tomato Juice as a Beverage.

Campers and tramps have long known that there is nothing more refreshing in fatigue than a good deep swig from a can of tomatoes. It is food and drink in one, stimulating and nutritious as well. The poets that used to sing so sweetly of the ruddy wine should, now that the eighteenth amendment is passed, turn their attention to this new beverage, the essence of the love apple, quite as colorful and much more healthful than the juice of the grape. A hundred years ago the tomato was thought to be poisonous and more dangerous to morality than alcohol. To-day it is one of the most popular factors in our dietary and is especially recommended to infants. It has been found to contain in abundance all three of those mysterious substances, misnamed "vitamines," that are essential to our health, growth and resistance to disease. Dried tomato is as good as lime juice as a preventive of scurvy. The medical journals recommend an ounce of canned tomato juice a day for babies who have to be artificially fed and who suffer for lack of their natural aliment. The forbidden fruit is at last in good repute both with the public and the doctors, a rare combination.

The man who makes the best of everything is always sure of a market for his products.

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



SHORT CUTS

You Make  
**Satisfied Customers**

when you sell

**"SUNSHINE"  
FLOUR**

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

Genuine Buckwheat Flour  
Graham and Corn Meal

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



8 oz. to 100 lbs.

Order from  
your Jobber

## Bel-Car-Mo Peanut Butter

It is significant that the **BEST** Jobbing Houses in Michigan carry "Bel-Car-Mo" in stock. To win this recognition a product must have more than usual merit, and if you're acquainted with its goodness you can understand why it won its way.

We wish all our friends

## Compliments of the Season



## The Vinkemulder Company

For a quarter century Western Michigan's  
Leading Fruit and Produce Distributors.

NONE BETTER  
AT ANY PRICE

**White House Coffee**  
1-3-5 LB. PACKAGES ONLY



The Very Best  
BUY  
Any Grocer Can  
Possibly Make—  
Both for Himself  
And His Customers

**LEE & CADY—Detroit**

Wholesale Distributors of  
Dwinell-Wright Co.'s Products

Grand  
Rapids  
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.

### Your Business Competitor Not a Personal Enemy.

Written for the Tradesman.

Thirty years ago it was not an uncommon thing, particularly in small communities, for competitors in business to regard one another with a feeling of enmity entirely incompatible with the Christmas spirit. Not merely did this feeling exist between merchants, but it was recognized by the public generally; and it was a matter for surprised comment when hardware dealer Jones and hardware dealer Smith were seen chatting in apparent amity on a street corner.

A kindlier feeling toward competitors is a noticeable feature in modern merchandising. The shrewd hardware dealer recognizes that he has nothing to gain by "knocking" a rival. The most progressive and successful hardware dealers realize that while each merchant is out for all the business he can get, they all have a great many interests in common, and that the retailer who adopts a consistently friendly attitude toward his fellow merchant not merely helps the other fellow but helps himself.

Yet there are many communities where it is still difficult to form a merchants association representative of all lines of business; and where it is still more difficult to form a local hardware dealers' association. The old animosity, although covered up to a large extent, is still sufficiently alive to arouse discord where there should be harmony. And the merchant still exists who, having been stung by a dead beat, is quite willing to see his competitor suffer likewise; or who would rather be stung himself than escape through the friendly intervention of a business competitor.

Even where it is difficult, for one reason or another, to form an association, a great deal of good can be done, however, by a mutual understanding. And even where some of the merchants persist in the old attitude of personal animosity toward competitors, two or three friendly chaps in the same line of business can do a lot of good for one another by swapping experiences.

A hardware dealer accumulated in course of time an account against a certain individual amounting to about \$50 for sundry small articles. The dealer was a bit lax in looking after his credits, but he at length pressed for settlement, only to be put off on one pretext or another. When he became peremptory the debtory declared

vehemently that he was perfectly honest and perfectly able to pay in the long run, and that other hardware stores would welcome his business, and be glad to extend him credit.

"Very well," said the hardware dealer, quietly. "I'll give them the opportunity."

He made enquiries which confirmed his growing suspicion that the individual in question was developing into a dead beat. Then he telephoned the other men in the same line of trade, telling them very simply what his experience had been. The result was that a certain individual is developing the habit of paying cash when he deals with hardware stores in that community. He still owes that merchant the \$50; but one or two of the competitors the merchant helped have reciprocated by similar information that protected him against putting bad debts on his books.

Legitimate competition is an excellent thing, in its way; but it need not prevent hardware dealers, or, indeed, merchants in all lines of trade, from working together where their interests are mutual.

In one small city the hardware dealers entertained the old-time mutual suspicions of one another. A new hardware business was started, and the owner proceeded to make himself friendly with his competitors. Now, that is one of the hardest things in the world to do; for the man with an old established business, while he may welcome the chap who takes over an established competing business with a fair show of graciousness, is usually in no mood to shake hands with the chap who simply butts in. Nevertheless, the new comer made the round of calls. One man showed him the door; several others were cold; two shook hands in return and discussed the weather. Nevertheless, the new comer persevered.

"There is no need of our working until 11 o'clock every night, and driving our best help to seek work in

## 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.*

237-239 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

## 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

## Foster, Stevens & Co.

### Wholesale Hardware



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

Grand Rapids, Mich.



other towns," he suggested one day. "Let us get together and close at 6 o'clock, and enjoy life a little."

Eventually, the entire trade signed up for 6 o'clock closing, except on Saturdays and during the harvest season. The next step was the organization of a local hardware association, primarily to talk over matters of interest to the trade. Conditions in that particular town have improved 100 per cent.—all because one man, and he a newcomer, was willing to be friendly with his competitors.

A certain town some years ago was pestered by all sorts of solicitors for semi-charitable schemes, program advertising, and the like. Most of these ventures were of local origin; and all of them regarded the mercantile fraternity as fair game. The solicitors went up one side and down the other side of the business section, and there halted; the merchant at his place of business could not get away, and as a result large sums were annually paid out by merchants for so-called advertising that had no value whatever, and toward so-called charities, many of which were undeserving.

The merchants got together and talked things over; and the result was a unanimous resolution that they would use only the recognized legitimate forms of advertising, and that they would not contribute to charitable purposes at their places of business. If the solicitor cared to canvass the merchant at his home, well and good. The merchants stuck to the resolution; with the result that a great deal of money was saved that would otherwise, fully 90 per cent. of it, have been absolutely wasted. As for legitimate charities, any merchant was free to contribute voluntarily to any cause he liked; but the resolution put a stop to a certain "hold-up" process with which all merchants are familiar.

A country customer went into a hardware store to price paint brushes. He manifestly knew what sort of brush he wanted; but he objected to a price of \$1.10.

"Why," he exclaimed, "I can drive over to Wilson's in Mervyl (naming a small town near his farm) and get any quantity of brushes just like that for 75 cents."

The hardware dealer smiled. "Mervyl is just as close," he said "and if you can get a brush just like that for 75 cents at Wilson's, I would advise you to do so. What is more, I will ride over with you and buy his whole stock, for that is cheaper than I am quoted wholesale."

The merchant saw his shot had gone home. "I fancy the brushes you saw at Wilson's were like this," and he showed a cheaper brush. "Wilson sells the brush I'm selling for \$1.10 at the identical price." The man examined the \$1.10 brush and the cheaper one very carefully, took the more expensive brush, and paid the \$1.10 for it without a word.

"I was letting him down easy," said the hardware dealer afterward. He was doing what a lot of customers do; he was merely bluffing. How did I know that Wilson at Mervyl wasn't cutting prices? Because every time I have to go over to Mervyl I call on the hardware dealers there and

talk shop with them. It helps them, and it helps me; they can meet the same kind of bluff in the identical way because we know what we pay and we know what it costs to do business. A merchant who doesn't know anything about his competitor may fall for a bluff of that sort; but I think it is better to swap occasionally that to leave the way open for mutual distrust." Victor Lauriston.

#### Ropes Instead of Belts.

For twenty years there has been an increasing use in this country of manila rope for power transmission in mills and factories in the place of leather belting. In English factories ropes superseded belting long ago, and their use is nearly universal.

In the United States the change that has taken place began with the acquisition of the Philippine Islands, where, as every body knows, the manila hemp flourishes.

The fiber of this hemp varies in length from six to twelve feet, and occasionally attains a length of eighteen feet. It is said to possess greater tensile strength than any other fiber known, exceeding 50,000 pounds per square inch.

Rope drives, as transmission ropes are called, possess the advantage of noiselessness, owing to their flexibility and to the existence of an air passage in the grooves between the rope and the sheath.

#### Up-to-Date Xmas Maxims.

Never look a Christmas gift in the price tag.

There is nothing so rare as a present you wanted.

A ton of coal is rather to be chosen than gaudy jewels.

Beware of mistletoe; it grows on the border of matrimonial jungles.

Better broken toy drums than broken eardrums.

Christmas spirit seldom intoxicates, but it generally bankrupts.

Christmas belles manage to ring in quite a few gifts.

Just now the most popular book seems to be the pocketbook.

Never put a gift cigar in the mouth.

Christmas gifts are somewhat like babies—you can't always get what you want, but wisely be contented with what came.

#### 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.

#### 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.

## WM. D. BATT FURS Hides Wool and Tallow

28-30 Louis St.

Grand Rapids, Michigan

## McCRAY

SANITARY  
REFRIGERATORS

For All Purposes  
Send for Catalog

McCRAY REFRIGERATOR  
CO.

944 Lake St. Kendallville, Ind.

## 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.

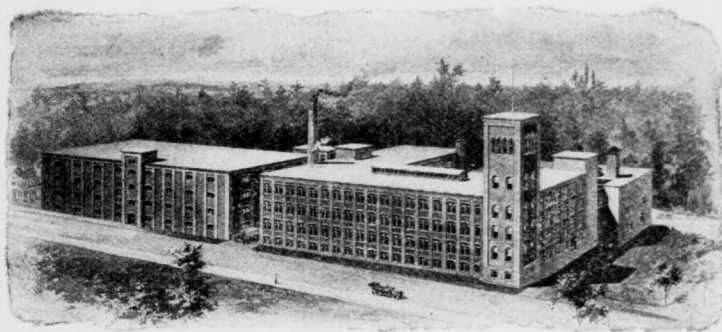
A fast seller and a money maker.

Michigan Hardware Company  
Grand Rapids, Mich.

PRIZE

GOLD BOND

WHITE SWAN



## AMSTERDAM BROOM CO.

MANUFACTURERS OF BROOMS AND WHISKIS

41-49 BROOKSIDE AVE.

ESTABLISHED 1884

AMSTERDAM, N. Y.

CAPACITY 1000 DOZEN SANITARY MADE BROOMS A DAY

The Machine  
you will  
eventually  
Buy



## VICTOR ADDING MACHINE

The Michigan Tradesman will help solve your problem. But Mr. Stowe says if I talk too much he will charge me for it. So write me for more details about the VICTOR.

M. V. Cheesman, State Distributor,

317 Houseman Bldg.

Grand Rapids, Michigan

135.00 ALL MACHINES  
FULLY GUARANTEED

### Why Paul Was the World's Greatest Salesman.

Salesmanship is a pretty broad subject. For salesmanship is part of every profession, every act, every business, every trade, every phase of human intercourse. We are all salesmen to a greater or less degree. Some of us are conscious salesmen, some of us are salesmen unconsciously, but we are all selling if we are succeeding.

The foundation of salesmanship is, of course, the arousing of human interest.

In courses on salesmanship, and by salesmanship I am now speaking of salesmanship as a specialized profession, many technical phrases are used, but they are all based on understanding. Any man who understands his fellows, who knows the cause of human action, has the foundation on which to build a selling career. If he hasn't this knowledge, either consciously learned, or intuitively acquired, he will never get far as a salesman.

For understanding guides a man in his approach, and the presentation of his appeal. As there are many men of many minds, so must the salesman employ methods of many kinds.

One of the greatest natural salesmen of the world was Paul, the Apostle. He was selling an unpopular line, the idea of one God—and he did it.

Paul's methods are worthy of close study by any one who is ambitious to become a salesman. Many ministers would be better preachers if they studied Paul and applied his principles of salesmanship.

Paul won out by an easy approach. He started with the stream of the tendency of the times. He did not try to go against it. For instance, Paul went to Athens to sell his idea. What did he find there? A city of splendor, where men were worshipping many strange gods. All over the city were shrines to these various gods. A shrine to Ceres, Goddess of Crops; a shrine to Mars, God of War; a shrine to Athena, Goddess of Learning—hundreds of shrines to hundreds of gods.

These shrines and this worship was for the purpose of placating these gods and making them look with favor on the city. But the Athenians evidently feared that among the great number of gods they might have overlooked some god.

So the Athenians, in order to play safe, elected a shrine "to the Unknown God."

Paul, like all good salesmen, sized up the situation. He gazed at all the various shrines, and saw the shrine to the "Unknown God." There Paul, the salesman, got his lead. His action showed him a master salesman. If Paul had said, "Men of Athens, you are all wrong spending time and money erecting shrines to fake gods—it is all bunk—there is nothing to it. There is only one god and I am"—the chances are a paving stone in the head would have ended his discourse, for stoning unpopular orators was a favorite outdoor sport of Athenian crowds.

But Paul knew his business; he

knew his crowd. So he started out something like this:

"Ye men of Athens, I am amazed at the wonders of this city. Your buildings, your arts have attained a magnificence such as mine eyes have never before beheld. In walking about amidst the wonders of your city, I marvelled at the magnificent shrines you have erected to your gods. Ye have not overlooked any one. Particularly was I pleased, as I wandered, friendless and alone, to see that ye had builded a shrine of surprising beauty to the 'Unknown God.' For he, oh Athenians, is the God whom I am honored in representing."

In this opening Paul both complimented and aroused the interest of the Athenians. He thus paved the way for his selling talk, and it was a wonder. Read it some time. And read the rest of Paul's experiences. They are full of instances which show Paul was a master salesman. He wasn't always successful. He got in wrong several times. He was stoned, but he was insistent and consistent and the record of his results stand to-day a monument to his salesmanship. The sales principles of Paul are as practical to-day as they were when he used them.

For Paul, more than any one man I can think of, had the requisites of a salesman—

He understood men.

He had tact.

He had courage.

He had convictions.

He was sincere.

He knew he had the right line—and

He had persistency.

He told his hearers because he believed what he said to them.

There is a great need for salesmen in the world to-day. The seeds of discontent have been sown on the ground of misunderstanding.

It is high time that men awoke to a realization of the crop of disturbance and turmoil that is being cultivated by impractical theorists, as well as sinister demagogues.

Unless we stamp out this menacing crop, and sow the seeds of practical truth on the ground of common understanding, we are threatened with a crop of license, in place of liberty; a terrorism instead of law; a crop of the weeds of want, instead of the grain of plenty.

While we have gone about our business, the red flame has been working the surface of our civilization. Now and then it has shown itself in the light of day, but we have adopted no means to quench the flame. The forces born of discontent are stronger than we realize. We must start now if we are to avert disaster. It will take salesmen like Paul to fight for more sales and bring back better times to all.

The greatest accomplishment for a salesman to-day is to increase his own sales, to sell the truth—to make those who misunderstand, understand.

Teach the retailer to make an effort to actually sell the goods on his shelves and not wait until customers take them off.

I am enough of a salesman to believe that when the real salesmen of

this country begin selling the ideals of the founders of this country, the clouds of misunderstanding will be dissipated by the sun of Americanism. But we must work harder selling true propaganda than those who are selling false propaganda. It is the sure, certain salvation of our civilization, the safe road to peace and prosperity. Men, let us all join in this noblest work of salesmanship for ourselves, for our children and for generations yet unborn. Let us deliver the goods.

Let us work more hours per day, accomplish more each minute per hour, and make more sales each week. Let us increase sales production and let us sell that idea and plan to our fellow workers and our customers as well.

William H. Rankin.

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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

THE MCCASKEY REGISTER CO.  
ALLIANCE, OHIO

### 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.

*McLachlan University*

"The Quality School"

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

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

### Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

### OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.  
Muskegon Mich.

Bell Phone 596

Citz. Phone 61366

### Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising  
Expert Merchandising

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

**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.



# GREETINGS



1871



1920

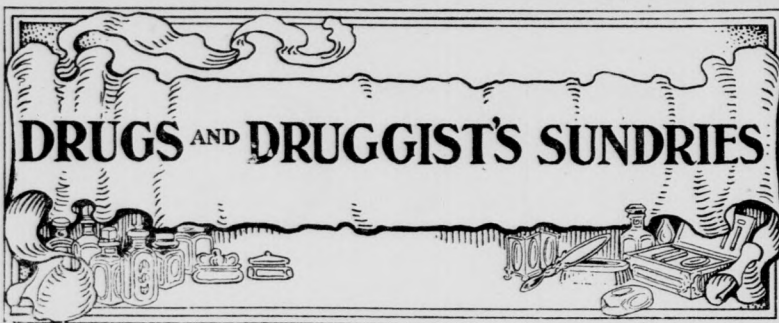
- ¶ The successful growth of our business has been due largely to the co-operation and confidence of our friends.
- ¶ We are grateful for the reliance they have placed in us and the generous patronage extended during the past year.
- ¶ We hope that the same cordial relations that have always existed with the trade in the past will continue with the many new customers whose names are being added daily to our books.
- ¶ An efficient and aggressive organization backed by modern facilities makes possible our efforts to render

**UNEXCELLED SERVICE**

---

**A. KROLIK & CO.**  
**WHOLESALE DRY GOODS**  
**JOBBER AND MANUFACTURERS**  
**DETROIT**

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#### 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—Detroit, Jan. 18, 19 and 20; Grand Rapids, March 15, 16 and 17.

#### Recording Exempt Narcotic Preparations.

It is reported that a number of retail druggists are lax in keeping a record of exempt narcotic preparations and that the internal revenue bureau is looking into this matter. The Harrison law as amended requires all persons who handle exempt narcotic preparations—that is, preparations exempt under Section 6 of the Harrison law—to make a record of all such transactions, and this record must show the date, the name and quantity of the preparation and the signature and address of the person to whom it is delivered.

It is provided in Section 9 of the Harrison act, as amended, "that any person who violates or fails to comply with any of the requirements of this act shall, on conviction, be fined not more than \$2,000 or be imprisoned not more than five years, or both, in the discretion of the court." The law includes the regulations made for its enforcement. Article 148 of the regulations is based on Section 6 of the act as amended, which provides, among other things, "that any manufacturer, producer, vendor, including dispensing physicians, of the preparations and remedies mentioned in this section—exempt preparations—shall keep a record of all sales, exchanges, or gifts of such preparations and remedies in such manner as the commissioner of internal revenue, with the approval of the secretary of the treasury, shall direct.

We think the great majority of retail druggists are aware of the requirements and carefully fulfill the regulations. If, however, there are any who through want of knowledge of the amendment have not been keeping these records, we urge them to lose no time in keeping such, in view of the heavy penalty inflicted on those who violate the law.

#### Prohibition Spurs Chemical Invention.

Prohibition in the United States is responsible for an improved apparatus for determining the amount of alcohol in cereal beverages. The device was shown at a recent meeting of the New York Section of the American Chemical Society, held in that city. As the method depends upon an accurate determination of the boiling or ebullition point of liquids, the appliance is known as an ebullioscope. Complicated forms of this instrument

have been used for years, but the new improved type has been developed largely for the use of brewers who must now produce malt drinks containing less than one-half per cent. of alcohol. The makers of temperance drinks also find it a safeguard in detecting fermentation.

Although it is possible to prepare drinks made from grain with less than the statutory half of one per cent., the practice generally followed is to produce a beer containing from two to three per cent. of alcohol and then to remove the spirits by special processes. By this method such beverages have been prepared containing only a trace of alcohol. There are certain malt tonics on the market which are labeled as having only one-tenth of one per cent. of alcohol.

The excess of alcohol is usually driven off by running the beverage over a hot surface in a thin stream or sheet. The same result may be obtained by heating the liquid, usually in a vacuum. The excess alcohol may be saved through a process of distillation, although most brewers waste it, for recovery is rather expensive.

As the margin necessary to keep within the law is a close one, the brewers have found the improved ebullioscope useful for making off-hand determinations of the alcoholic strength while their product is still in the plant. The device is also used by inspectors of the United States Revenue Bureau in their field work, as it is light and portable and the tests may be made in fifteen minutes.

#### Medicating Toilet Preparations.

Now that the division of technology of the prohibition unit of the internal revenue bureau has been reorganized into the division of permits and the industrial alcohol and chemical division, it is understood that representatives of manufacturers of hair tonics and other toilet preparations, including barbers' supplies, will endeavor to prevail upon the department to permit less than one-half of one ounce of essential oil to be used to the gallon of preparation provided it is so modified with one of the modifying agents prescribed by the regulations in combination with other ingredients as to render it unfit for beverage purposes.

The department now requires the following: One ounce of essential oil to the gallon, in which event it is not necessary to use a modifying agent, or submit the formula; one-half ounce or less than one ounce of essential oil to the gallon, in which event it is necessary to use a modifying agent and make the percentage of alcoholic content such that the preparation will be unfit for use as a beverage; mini-

mum content of essential oil, one-half ounce to the gallon of preparation.

It is contended that there are many preparations which must be sold at a low figure for toilet purposes, especially in cheap barber shops, which must be made with small percentage of essential oil, less than one-half ounce to the gallon, and which when so made have a lower alcoholic content, the product being unfit for beverage purposes. If this be the fact, legal counsel advises that the manufacturers have no cause to fear the outcome of any action by the Government.

It should be understood that where one ounce of essential oil to the gallon of preparation is used and no modifying agent is contained in the preparation, the department reserves the right to determine whether the preparation is potable. If it is found to be fit for beverage purposes, it will be placed under the ban of the law.

Coats may not make the man, but lawsuits make the attorney.



*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

#### Toledo Scales

"No Springs" "Honest Weight"

Are your scales right in every "WEIGH." Visit our sales and service rooms at 20 Fulton St., West., or Phone Citiz. 1685.

## "Last Minute" Business

### A Practical Necessity at Every Xmas Season

At the time you read this little advertisement, you retail merchants will be wondering how to care for a certain amount of your business which means a "hurry-up" order or re-order from your wholesaler.

Our main efforts Xmas week will be expended in forwarding you small orders on 24-hour service. We have the goods, or will get them for you. We will positively ship, mail and express orders within a few hours after receipt.

**Hazeltine & Perkins Drug Co.**  
Grand Rapids, Michigan



### Bottom Facts From Booming Boyne City.

Boyne City, Dec. 14—During the past four weeks Cadwell & Sons have completed the excavation of the State trunk line road on Northeast and State streets and the filling of the approaches to the East street bridge ready for paving next spring. The weather has been ideal for the work and it has been well done in record time. This bridge has been closed to traffic for vehicles for over three years and has been an eyesore and the cause of much inconvenience to the traveling public. When the paving is laid next spring, it will be an ornament to the city and one of the most used thoroughfares of the town.

The unseasonable weather of the past month has caused the shut-down of both our lumber industries. The weather has been like May with the added handicap, the short days and the weeping heavens, have made logging roads impassable. A few degrees fall of temperature would turn the rain to snow and make good roads. Anyway, nobody don't want no lumber, so they ain't particular. We have had five years of strenuous work and a little let-up will hurt nobody.

We are pleased to see that our friend Quinn, of the Petoskey Chamber of Commerce, has recognized that the Tradesman is a worth-while medium of putting his town on the map. Petoskey is quite a lively little town and seems to be coming along fine. Anyway, Quinn never did believe in hiding his light under a bushel, and possibly he may put Petoskey in the same class with Boyne City.

The steamer Griffin, the Charcoal Iron Co. of America ore steamer, has made its last trip and laid up at this port for the winter. The officers report a very good season, so far as weather and navigation are concerned, but owing to the condition of the fuel supply, their season's work has been very much interrupted and ex-

pensive. During the best part of the summer they, like everyone else dependent on coal, were held up and held down, sand bagged and waylaid, until it was a question—a very large one—whether to try to operate or lay up. Nature has provided the best season for navigation the lakes have known for years. What is it the old song says? "Every prospect pleases and only man is vile."

The State Park Board, through Wencel Cukerski, Park Engineer, is pushing the work of putting the Boyne City State Park in usable condition. Twenty men are now employed in cleaning up and laying out roads. The park, after complete survey, is found to contain about 200 acres and the engineer is highly pleased with the beauties and desirabilities of the site. The park has a frontage on Pine Lake of over half a mile for its Western boundary and an equal distance on the East side along the Boyne City-Charlevoix road. A quarter of a mile of the lake front is the finest kind of bathing beach. It will be a very attractive and convenient place for tourists the coming season. Maxy.

## Signs of the Times Are Electric Signs

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

### THE POWER CO.

Bell M 797 Citizens 4261

ESTABLISHED 1867

# J. C. Herkner Jewelry Company

GRAND RAPIDS, MICH.

Shoppers in Grand Rapids this season will find this store an ideal place to purchase gifts in the line of Jewelry.

We have spent several months back in assembling the most magnificent display of Diamond Jewelry, Watches, Silverware, Cut Glass, Solid Gold and Gold Filled Jewelry we have ever shown for Christmas gifts.

You will be particularly interested in our line of Wrist Watches, Men's Watches, Bar Pins, Brooches, Scarf Pins and Cuff Buttons.

Wrist Watches, \$24.00 to \$1000.00.

Men's Watches, \$18.00 to \$150.00.

Brooches, \$1.50 to \$500.00.

Cuff Buttons, \$2.00 to \$50.00.

Scarf Pins, \$1.00 to \$75.00.

MEET YOUR FRIENDS AT HERKNER'S

114 MONROE AVE.

121 OTTAWA AVE.

## Wholesale Drug Price Current

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	20@ 29	imitation	85@1 00	Aconite	@1 85
Boric (Xtal)	20@ 29	Amber, crude	3 00@3 25	Aloes	@1 65
Carbolic	35@ 40	Amber, rectified	3 50@3 75	Arnica	@1 75
Citric	85@ 90	Anise	2 00@2 25	Asafoetida	@3 90
Muriatic	4@ 6	Bergamont	9 50@9 75	Belladonna	@1 40
Nitric	10@ 15	Cajeput	1 50@1 75	Benzoin	@2 40
Oxalic	55@ 60	Cassia	3 75@4 00	Benzoin Comp'd	@3 15
Sulphuric	4@ 6	Castor	1 70@1 86	Buchu	@2 70
Tartaric	73@ 80	Cedar Leaf	3 00@3 25	Cantharides	@3 00
Ammonia		Citronella	1 25@1 60	Capsicum	@2 30
Water, 26 deg.	12@ 20	Cloves	3 25@3 60	Cardamon	@1 50
Water, 18 deg.	10@ 17	Cocunut	4@ 50	Cardamon, Comp.	@1 25
Water, 14 deg.	9@ 16	Cod Liver	3 00@3 25	Catechu	@1 50
Carbonate	22@ 26	Croton	2 25@2 50	Cinchona	@2 40
Chloride (Gran)	20@ 30	Cotton Seed	2 00@2 15	Colchicum	@2 40
Balsams		Cubebbs	12 50@12 75	Cubebbs	@3 00
Copaiba	90@1 20	Elaeagnus	9 00@9 25	Digitalis	@1 80
Fir (Canada)	2 50@2 75	Eucalyptus	1 25@1 60	Gentian	@1 40
Fir (Oregon)	60@ 80	Hemlock, pure	2 00@2 25	Ginger	@2 00
Peru	25@4 50	Juniper Berries	7 50@7 75	Guaiac	@2 80
Tolu	1 50@1 80	Juniper Wood	3 00@3 25	Guaiac, Ammon.	@2 50
Barks		Lard, extra	1 80@2 00	Iodine	@1 50
Cassia (ordinary)	45@ 50	Lard, No. 1	1 60@1 80	Iodine, Colorless	@2 00
Cassia (Saigon)	75@ 85	Lavender Flow	12 00@12 25	Iron, clo.	@1 50
Sassafras (pw. 70c)	@ 65	Lavender Gar'n	1 75@2 00	Kino	@1 40
Soap Cut (powd.)	40c 30@ 35	Lemon	2 50@2 80	Myrrh	@2 25
Berries		Linseed Boiled bbl.	@ 98	Nux Vomica	@1 90
Cubeb	1 90@2 00	Linseed bld less	1 08@1 18	Opium	@4 50
Fish	50@ 60	Linseed raw, bbl.	@ 96	Opium, Camp.	@1 50
Juniper	10@ 20	Linseed raw less	1 06@1 16	Opium, Deodor'd	@4 50
Prickly Ash	@ 30	Mustard, true oz.	@ 75	Rhubarb	@2 70
Extracts		Mustard, artifil. oz.	@ 55	Paints	
Licorice	60@ 65	Neatsfoot	1 40@1 60	Lead, red dry	14@14 1/2
Licorice powd.	1 20@1 25	Olive, pure	5 75@6 50	Lead, white dry	14@14 1/2
Flowers		Olive, Malaga,	4 00@4 25	Lead, white oil	14@14 1/2
Arnica	75@ 80	green	4 00@4 25	Ochre, yellow bbl.	@ 2
Chamomile (Ger.)	80@1 00	Orange, Sweet	6 50@6 75	Ochre, yellow less	2 1/2@ 6
Chamomile Rom	40@ 45	Origanum, pure	@ 2 50	Putty	@ 8
Gums		Origanum, com'l	1 25@1 50	Red Venet'n Am.	3@ 7
Acacia, 1st	60@ 65	Pennyroyal	3 00@3 25	Red Venet'n Eng.	4@ 8
Acacia, 2nd	55@ 60	Peppermint	9 00@9 40	Whiting, bbl.	@ 4 1/2
Acacia, Sorts	35@ 40	Rose, pure	24 00@25 00	L. H. P. Prep.	3 75@4 09
Acacia, powdered	45@ 50	Rosemary Flows	2 50@2 75	Miscellaneous	
Aloes (Barb Pow)	30@ 40	Sandalwood, E.	15 00@15 20	Acetanalid	80@ 85
Aloes (Cape Pow)	30@ 35	Sassafras, true	3 00@3 25	Alum	16@ 20
Aloes (Soc Pow)	1 25@1 30	Sassafras, art'l	1 25@1 60	Alum, powdered and	17@ 20
Asafoetida	4 50@5 00	Spearment	16 00@16 20	Bismuth, Subni-	3 75@4 00
Pow.	6 50@6 75	Sperm	2 75@3 00	trate	
Camphor	1 45@1 50	Tansy	11 50@11 75	Borax xtal or	11 1/2@ 16
Guaiac	@ 1 50	Tar, USP	48@ 60	powdered	11 1/2@ 16
Guaiac, powdered	@ 1 50	Turpentine, blbls.	@ 1 08	Cantharides, po	2 00@5 50
Kino	@ 1 00	Turpentine, less	1 18@1 28	Calomel	2 22@2 30
Kino, powdered	@ 1 40	Wintergreen,	12 00@12 25	Capsicum	45@ 50
Myrrh	@ 1 50	Wintergreen, sweet	8 00@8 25	Carmine	7 50@8 00
Myrrh, Pow.	11 50@12 00	birch	1 20@1 40	Cassia Buds	50@ 60
Opium	13 00@13 60	Wintergreen art	8 50@8 75	Cloves	67@ 75
Opium, powd.	13 00@13 60	Wormseed	20 00@20 25	Chalk Prepared	16@ 18
Opium, gran.	13 00@13 60	Wormwood	20 00@20 25	Chloroform	63@ 72
Shellac	1 25@1 50	Potassium		Chloral Hydrate	1 70@2 10
Shellac Bleached	1 40@1 50	Bicarbonate	55@ 60	Cocaine	15 85@16 90
Tragacanth	4 50@6 00	Bichromate	47@ 55	Cocoa Butter	70@ 85
Tragacanth, pow.	@ 5 00	Bromide	1 10@1 15	Corks, list, less	40%.
Turpentine	35@ 40	Carbonate	92@1 00	Copperas, blbls.	@ 04
Insecticides		Chlorate, gran'r.	48@ 55	Copperas, less	6 1/2@ 10
Arsenic	20@ 30	Chlorate, xtal or	28@ 35	Copperas, powd.	5 1/2@ 15
Blue Vitriol, bbl.	@ 09	powd.	28@ 35	Corrosive Sublim	2 00@2 10
Blue Vitriol, less	10@ 15	Cyanide	50@ 65	Cream Tartar	60@ 66
Bordeaux Mix Dry	18@ 38	Iodide	4 10@4 25	Cuttlebone	70@ 80
Hellebore, White	38@ 45	Permanganate	1 20@1 30	Dextrose	10@ 15
powdered	38@ 45	Prussiate, yellow	50@ 65	Dover's Powder	5 75@6 00
Insect Powder	75@1 05	Prussiate, red.	1 85@2 00	Emery, All Nos.	10@ 15
Lead Arsenate P.	35@ 55	Sulphate	@ 85	Emery, Powdered.	8@ 10
Lime and Sulphur	12 1/2@ 27	Roots		Epsom Salts, blbl.	@04 1/2
Dry	48@ 58	Alkanet	1 00@1 25	Epsom Salts, less	5 1/2@ 10
Paris Green	48@ 58	Blood, powdered	50@ 60	Ergot, powdered	@ 6 00
Ice Cream		Calamus	35@1 00	Flake White	15@ 20
Arctic Ice Cream Co.		Elecampane, pwd	26@ 35	Formaldehyde, lb.	25@ 30
Bulk, Vanilla	1 25	Gentian, powd.	27 1/2@ 35	Gelatin	2 25@2 40
Bulk, Chocolate	1 35	Ginger, African,	29@ 36	Glassware, less 50%.	
Bulk, Caramel	1 45	powdered	29@ 36	Glassware, full case	50.10%.
Bulk, Grape-Nut	1 35	Ginger, Jamaica,	57 1/2@ 65	Glauber Salts, bbl.	@03 1/2
Bulk, Strawberry	1 35	powdered	57 1/2@ 65	Glauber Salts less	04@ 10
Bulk, Tutti Fruiti	1 35	Goldenseal, pow.	8 50@8 80	Glue, Brown	21@30
Bulk, Vanilla	1 40	Ipecac, powd.	4 75@5 00	Glue, Brown Grd.	19@ 25
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	Oris, powdered	40@ 45	Glycerine	30@ 46
Bulk, Tutti Fruiti	1 60	Poke, powdered	40@ 45	Hops	1 75@2 00
Piper Ice Cream Co.		Rhubarb	@1 50	Iodine	5 70@5 90
Bulk, Vanilla	1 25	Rhubarb, powd.	@1 50	Iodoform	7 00@7 30
Bulk, Chocolate	1 30	Rosinwood, powd.	30@ 35	Lead, Acetate	20@ 30
Bulk, Caramel	1 30	Sarsaparilla, Hond.	1 25@1 40	Lycopodium	5 25@5 50
Bulk, Grape-Nut	1 30	ground	1 25@1 40	Mace	75@ 80
Bulk, Strawberry	1 35	Sarsaparilla Mexican	@ 80	Mace, powdered	95@1 00
Bulk, Tutti Fruiti	1 35	ground	@ 80	Menthol	7 25@7 60
Bulk, Vanilla	1 40	Squills, powdered	60@ 70	Morphine	11 48@12 73
Bulk, Chocolate	1 60	Tumeric, powd.	25@ 30	Nux Vomica	@ 30
Bulk, Caramel	1 60	Valerian, powd.	@ 75	Nux Vomica, pow.	26@ 35
Bulk, Strawberry	1 60	Seeds		Pepper black pow.	32@ 35
Bulk, Tutti Fruiti	1 60	Anise	33@ 35	Pepper, white	@ 50
Leaves		Anise, powdered	38@ 40	Pitch, Burgundy	15@ 20
Buchu	@5 00	Bird, ls	13@ 19	Quassia	12@ 15
Buchu, powdered	@ 5 50	Canary	12@ 16	Quinine	99@1 72
Sage, bulk	67@ 70	Caraway, Po.	30	Rochelle Salts	45@ 50
Sage, 1/4 loose	72@ 78	Cardamon	2 50@2 75	Saccharine	@ 38
Sage, powdered	55@ 60	Celery, powd.	45	Salt Peter	20@ 30
Senna, Alex.	1 40@1 50	Coriander pow.	25@ 30	Seidlitz Mixture	40@ 45
Senna, Tinn.	30@ 35	Dill	15@ 25	Soap, green	25@ 35
Senna, Tinn. pow	35@ 40	Fennel	30@ 40	Soap mott castile	22 1/2@ 25
Uva Ursi	20@ 25	Flax	09@ 15	Soap, white castile	@25 00
Oils		Flax, ground	09@ 15	case	
Almonds, Bitter,	16 00@16 25	Foenugreek pow.	10@ 15	Soap, white castile	@2 75
true		Hemp	10@ 18	Soda Ash	05@ 10
Almonds, Bitter,	2 50@2 75	Lobelia	2 50@2 75	Soda Bicarbonate	@ 10
artificial		Mustard, yellow	18@ 25	Soda, Sal	2 1/2@ 5
Almonds, Sweet,	1 75@2 00	Mustard, black	30@ 35	Spirits Camphor	@1 60
true		Poppy	50@ 60	Sulphur, roll	5@ 10
		Quince	1 50@1 75	Sulphur, Subl.	5 1/2@ 10
		Rape	15@ 20	Tamarinds	25@ 30
		Sabadilla	35@ 40	Tartar Emetic	1 03@1 10
		Sunflower	12@ 16	Turpentine, Ven.	50@5 00
		Worm American	45@ 50	Vanilla Ex. pure	1 50@2 00
		Worm Levant	2 00@2 25	Witch Hazel	1 60@2 15
				Zinc Sulphate	10@ 15



# 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

Cheese  
Cocoanut  
Twine

**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 70

### 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 Brfst Biscuit 1 90  
Quaker Corn Flakes 3 70  
Ralston Purina 4 00  
Ralston Branos 3 00  
Ralston Food, large 4 10  
Ralston Food, small 3 20  
Saxon Wheat Food 5 60  
Shred Wheat Biscuit 4 90  
Triacut, 18 2 25

### Kellogg's Brands

Toasted Corn Flakes 4 10  
Toasted Corn Flakes  
Individual 2 00  
Krumbles, Individual 4 20  
Biscuit 2 00  
Drinket 2 60  
Krumble Bran, 12s 2 25

### BROOMS

Stanard Parlor 23 lb. 5 75  
Fancy Parlor, 23 lb. 8 00  
Ex. Fancy Parlor 25 lb. 9 50  
Ex. Fcy, 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

3 lb. Standards 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 35  
Van Camp, No. 1 90  
Van Camp, No. 1 1 25  
Van Camp, No. 1 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  
Standard 1 35@1 75  
Country Gentmn 1 85@1 90  
Maine 1 90@2 25

### Hominy

Van Camp 1 60  
Glenville 1 35

### Lobster

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-  
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 1/2 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 1 50@5 60

### 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 27  
Longhorn 30  
New York 30  
Michigan Full Cream 25

### CHEWING GUM

Adams Black Jack 70  
Adams Bloodberry 70  
Adams Calif. Fruit 70  
Adams Chiclets 80  
Adams Sen Sen 70  
Adams Yucatan 70  
American Flag Spruce 70  
Beeman's Pepsin 80  
Beechnut 90  
Dementint 70  
Juicy Fruit 70  
Spearmint, Wrigleys 70  
Zeno 65

### 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,  
Corono, 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  
Gold Stand, 25s 105 00  
Odins Monarch, 50s 65 00

Worden Grocer Co. Brands  
Harvester Line  
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  
Brokers, 50, per M. 97 50

La Azora Lines  
Operas, 50s 58 00  
Washington, 50s 75 00  
Panatella (Foil) 50s 75 00  
Aristocrats, 50s 75 00  
La Azora Cabinet,  
50, per M. 95 00  
La Azora Cabinet,  
25, per M. 100 00  
Perfecto Grande (foil) 97 50  
Pals, 50s (Foil)  
(2 in foil pkg.) 97 50  
La Azora, Imperial,  
25, per M. 115 00

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  
(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  
Peninsular Club, 25s 150 00  
Palmas, 25s, per M. 175 00  
Perfecto, 25s 195 00

Rosenthals Bros.  
R. B. Londres, 50s 60 00  
Tissue Wrapped 60 00  
R. B. Invincible, 50s  
Foil Wrapped 75 00  
Frank P. Lewis Brands  
Lewis Single Binder,  
50s, (5 in foil) 58 00  
Union Made Brands  
El Overture, 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 58 00  
Boston Straights 58 00  
Iroquois, 50s 58 00  
Knickerbocker, 50s 60 00  
Trans Michigan, 50s 60 00  
Hemmetts 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  
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 45  
Bunte, 15c size 55  
Bunte, 1/2 lb. 50  
Bunte, 1 lb. 48  
Cleveland 41  
Colonial, 1/2s 35  
Droste's Dutch, 1 lb. 9 00  
Droste's Dutch, 1/2 lb. 4 75  
Droste's Dutch, 1/4 lb. 2 00  
Epps 42  
Hersheys, 1/4s 42  
Hersheys, 1/2s 40  
Huyler 36  
Lowney, 1/2s 52  
Lowney, 1/4s 50  
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 32  
Bulk, barrels 30  
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 26  
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 retail-  
ers only. Mail all orders  
direct to W. F. McLaugh-  
lin & 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 doz. 6 00  
Pet, Tall 6 50  
Pet, Baby 6 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  
Horehound 28  
Standard 28  
Cases  
Boston Sugar Stick 39  
Mixed Candy Pails  
Broken 24  
Cut Loaf 25  
Grocers 20  
Kindergarten 30  
Leader 24  
Premio Creams 45  
Royal 29  
X L O 25  
French Creams 30

### Specialties

Auto Kisses (baskets) 31  
Bonnie Butter Bites 36  
Butter Cream Corn 37  
Caramel Bon Bons 38  
Caramel Croquettes 30  
Cocoanut Waffles 36  
Coffy Toffy 40  
Fudge, Walnut 35  
Fudge, Walnut Choc. 36  
Champion Gum Drops 30  
Raspberry Gum Drops 30  
Iced Orange Jellies 30  
Italian Bon Bons 30  
AA Licorice Drops 2 15  
Manchus 34  
Nut Butter Puffs 35  
Snow Flake Fudge 32

### Chocolate

Assorted Choc. 39  
Champion 27  
Honeysuckle Chips 54  
Klondike Chocolates 43  
Nabobs 43  
Nibble Sticks, box 2 80  
Nut Wafers 43  
Ocoro Choc. Caramels 43  
Peanut Clusters 43  
Quintette 32  
Regina 26  
Victoria Caramels 35

### Gum Drops

Champion 30  
Raspberry 30  
Favorite 28  
Superior 31  
Orange Jellies 30

### Lozenges

A A Pep. Lozenges 30  
A A Pink Lozenges 30  
A A Choc. Lozenges 30  
Motto Lozenges 32  
Motto Hearts 32

### Hard Goods

Lemon Drops 31  
O. F. Horehound Drps 31  
Anise Squares 31  
Peanut Squares 26  
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  
Hound 1 80

### CRISCO

36s, 24s and 12s 23  
6 lb. 22 1/4

### 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, special-  
ly 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, 14 oz. 23  
Boxes, Bulk, per lb. 22 1/4

### 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 1/2  
Thompson Seedless,  
1 lb. pkg. 27  
Thompson Seedless,  
bulk 26 1/2

### 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. 2 80

### Hominy

Pearl, 100 lb. sack 5 25

### Macaroni

Domestic, 10 lb. box 1 20  
Domestic, brkn bbls. 8 1/2  
Skinner's 24s, case 1 37 1/2  
Golden Age, 2 doz. 1 90  
Fould's, 2 doz., 8 oz. 2 00

### Pearl Barley

Chester 5 75

### Peas

Scotch, lb. 4 1/2  
Split, lb. 7 1/2

### Sago

East India 9

### Taploca

Pearl, 100 lb. sacks 8 1/2  
Minute, 8 oz., 3 doz. 4 35  
Dromedary Instant, 3  
doz., per case 2 70

### FISHING TACKLE

#### Cotton Lines

No. 2, 15 feet 1 45  
No. 3, 15 feet 1 70  
No. 4, 15 feet 1 85  
No. 5, 15 feet 2 15  
No. 6, 15 feet 2 45

#### Linen Lines

Small, per 100 yards 6 65  
Medium, per 100 yards 7 25  
Large, per 100 yards 9 00

#### Floats

No. 1 1/2, per gross 1 50  
No. 2, per gross 1 75  
No. 2 1/2, per gross 2 25

#### Hooks—Kirby

Size 1-12, per 1,000 84  
Size 1-0, per 1,000 96  
Size 2-0, per 1,000 1 15  
Size 3-0, per 1,000 1 32  
Size 4-0, per 1,000 1 65  
Size 5-0, per 1,000 1 95



## HIDES AND PELTS

Hides	
Green, No. 1	07
Green, No. 2	06
Cured, No. 1	09
Cured, No. 2	08
Calfskin, green, No. 1	09
Calfskin, green, No. 2	07 1/2
Calfskin, cured, No. 1	11
Calfskin, cured, No. 2	09 1/2
Horse, No. 1	3 00
Horse, No. 2	2 00

Pelts	
Old Wool	25@ 50
Lambs	25@ 50
Shearings	25@ 50

Tallow	
Prime	@ 6
No. 1	@ 5
No. 2	@ 4

Wool	
Unwashed, medium	@ 15
Unwashed, rejects	@ 10
Fine	@ 15
Market dull and neglected.	

Raw Furs	
Skunk	1 50@1 00@50@25
Raccoon	2 00@1 25@75
Mink	5 00@3 50@2 00
Musk rats	50@25@05
Above prices on prime skins.	

HONEY	
Airline, No. 10	4 00
Airline, No. 15	6 00
Airline, No. 25	9 00

HORSE RADISH	
Per doz.	1 60

JELLY	
Pure, per pail, 30 lb.	4 50

JELLY GLASSES	
8 oz., per doz.	44

MAPLEINE	
1 oz. bottles, per doz.	1 75
2 oz. bottles, per doz.	3 00
4 oz. bottles, per doz.	5 50
8 oz. bottles, per doz.	10 50
Pints, per doz.	18 00
Quarts, per doz.	33 00
1/2 Gallons, per doz.	5 25
Gallons, per doz.	10 00

MINCE MEAT	
None Such, 3 doz.	
case for	5 60
Quaker, 3 doz. case	5 00
for	

MOLASSES	
New Orleans	
Fancy Open Kettle	95
Choice	85
Good	65
Stock	28
Half barrels 5c extra	

NUTS—Whole	
Almonds, Terragona	25
Brazils, large washed	31
Fancy Mixed	24
Filberts, Barcelona	32
Peanuts, Virginia raw	11
Peanuts, Virginia, roasted	13
Peanuts, Spanish	25
Walnuts, California	30
Walnuts, Naples	25

Shelled	
Almonds	55
Peanuts, Spanish	25
10 lb. box	2 75
Peanuts, Spanish	25
100 lb. bbl.	25
Peanuts, Spanish	25
200 lb. bbl.	24 1/2
Pecans	95
Walnuts	48

OLIVES	
Bulk, 3 gal. kegs, each	6 50
Bulk, 5 gal. kegs each	10 50
Stuffed, 3 1/2 oz.	2 25
Stuffed, 9 oz.	4 50
Pitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs.	2 50
per doz.	

## PEANUT BUTTER



Bel-Car-Mo Brand

8 oz., 2 doz. in case	
24 1 lb. pails	
12 2 lb. pails	
5 lb. pails, 6 in crate	
10 lb. pails	
15 lb. pails	
25 lb. pails	
50 lb. tins	
100 lb. drums	

## PETROLEUM PRODUCTS

Iron Barrels	
Perfection	19.6
Red Crown Gasoline	29.1
Gas Machine Gasoline	44
Y. M. & P. Naphtha	31
Capitol Cylinder, Iron	
Bbls.	54.5
Atlantic Red Engine, Iron Bbls.	34.5
Winter Black, Iron Bbls.	20.5
Polarine, Iron Bbls.	62.5

## PICKLES

Medium	
Barrel, 1,200 count	16 00
Half bbls., 600 count	9 00
5 gallon kegs	4 00

Small	
Barrels	20 00
Half barrels	11 00
5 gallon kegs	3 80

Gherkins	
Barrels	28 00
Half barrels	15 00
5 gallon kegs	5 00

Sweet Small	
Barrels	30 00
Half barrels	16 00
5 gallon kegs	6 50

PIPES	
Cob, 3 doz. in box	1 25

PLAYING CARDS	
No. 90 Steamboat	2 75
No. 808, Bicycle	4 50
Pickett	3 50

POTASH	
Babbitt's, 3 doz.	2 75

PROVISIONS	
Barreled Pork	
Clear Back	36 00@38 00
Short Cut Clear	33 00@35 00
reg	
Clear Family	48 00

Dry Salt Meats	
S P Bellies	22 00@24 00

Lard	
80 lb. tubs	advance 1/8
Pure in tierces 17 1/2@18	
Compound Lard 12 1/2@13	
69 lb. tubs	advance 1/2
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 3/8
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	26 @28
Hams, 16-18 lb.	24 @26
Hams, 18-20 lb.	22 @24
Ham, dried beef	
sets	41 @42
California Hams	22 @23
Picnic Boiled	
Hams	35 @40
Boiled Hams	42 @44
Mixed Hams	18 @20
Bacon	23 @44

Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	14@15
Veal	11
Tongue	11
Headcheese	14

Beef	
Boneless	30 00@35 00
Rump, new	40 00@42 00

Pig's Feet	
1/4 bbls.	2 15
1/2 bbls., 35 lbs.	3 50
1/2 bbls.	10 00
1 bbl.	17 50

## Canned Meats

Red Crown Brand	
Corned Beef, 24 1s	4 05
Roast Beef, 24 1s	4 05
Veal Loaf, 48 1/2s	1 80
Vienna Style Sausage, 48 1/2s	1 50
Virginies, 24 1s	3 45
Potted Meat, 48 1/2s	70
Potted Meat, 48 1/2s	1 15
Hamburger Steak and Onions, 48 1/2s	1 80
Corned Beef Hash, 48 1/2s	1 80
Cooked Lunch Tongue, 24 1/2s	4 00
Cooked Ox Tongues, 12 2s	22 90
Chili Con Carne, 48 1s	1 80
Sliced Bacon, medium	4 00
Sliced Bacon, large	6 30
Sliced Beef, 2 1/2 oz.	2 25
Sliced Beef, 5 oz.	4 05

Mince Meat	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	@65
Beef, round set	19@20
Beef, middles, set	50@60
Sheep, a skein	1 75@2 00

Uncolored Oleomargarine	
oSlid Dairy	28@29
Country Rolls	30@31

RICE	
Fancy Head	10@12
Blue Rose	8 50

ROLLED OATS	
Monarch, bbls.	7 00
Rollad Avena, bbls.	7 50
Steel Cut, 100 lb. sks.	4 00
Monarch, 90 lb. sacks	3 60
Quaker, 18 Regular	2 25
Quaker, 20 Family	5 70

SALAD DRESSING	
Columbia, 1/2 pints	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	7 05
Durkee's med., 2 doz.	7 65
Durkee's Picnic, 2 doz.	3 50
Snider's large, 1 doz.	2 40
Snider's small, 2 doz.	1 45

SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 75
Wyandotte, 100 1/2s	3 00

SAL SODA	
Granulated, bbls.	2 50
Granulated, 100 lbs cs	2 75
Granulated, 36 2 1/2 lb. packages	3 00

SALT	
Solar Rock	
56 lb. sacks	75

Common	
Granulated, Fine	3 00
Medium, Fine	3 35



Per case, 24 2 lbs.	2 40
Five case lots	2 30

SALT FISH	
Cod	
Middles	28
Tablets, 1 lb.	30@32
Tablets, 1/2 lb.	1 90
Wood boxes	19

Holland Herring	
Standards, bbls.	14 50
Y. M., bbls.	17 00
Standards, kegs	90
Y. M., kegs	1 10

Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 10
Scaled, per box	20
Boned, 10 lb. boxes	24

Trout	
No. 1, 100 lbs.	12
No. 1, 40 lbs.	
No. 1, 10 lbs.	
No. 1, 3 lbs.	

Mackerel	
Mess, 100 lbs.	26 00
Mess, 50 lbs.	13 50
Mess, 10 lbs.	3 00
Mess, 8 lbs.	2 85
No. 1, 100 lbs.	25 00
No. 1, 50 lbs.	13 00
No. 1, 10 lbs.	2 85

Lake Herring	
1/2 bbl., 100 lbs.	7 50

SEEDS	
Anise	32
Canary, Smyrna	10
Cardamon, Malabar	1
Celery	20
Hemp, Russian	09
Mixed Bird	13 1/2
Mustard, yellow	20
Poppy	65
Rape	18

SHOE BLACKING	
Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	1 35
Miller's Crown Polish	90

SNUFF	
Swedish Rapee 10c 8 for	64
Swedish Rapee, 1 lb gls	85
Norkoping, 10c 8 for	64
Norkoping, 1 lb. glass	85
Copenhagen, 10c. 8 for	64
Copenhagen, 1 lb. glass	85

SOAP	
James S. Kirk & Company	
American Family, 100 7 15	
Jap Rose, 50 cakes	4 85
Kirk's White Flake	6 35

Proctor & Gamble	
5 box lots, assorted	
Ivory, 100 6 oz.	7 75
Ivory Soap Flks., 100s	9 00
Ivory Soap Flks., 150s	4 60
Lenox, 120 cakes	4 70
P. & G. White Naphtha	
100 cakes	6 40
Star, 100 No. 11 cakes	6 40
Star Nap. Pwd., 84s	3 35
Star Nap. Pwd., 24s	6 65

Lautz Bros. & Co.	
Acme, 100 cakes	6 75
Big Master, 100 blocks	8 00
Climax, 100s	6 00
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00

Tradesman Company	
Black Hawk, one box	4 50
Black Hawk, fixe bxs	4 25
Black Hawk, ten bxs	4 00
Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	

Scouring Powders	
Sapallo, gross lots	12 50
Sapallo, half gro. lots	6 30
Sapallo, single boxes	3 15
Sapallo, hand	3 15
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

Washing Powders	
Snow Boy, 100 5c	4 10
Snow Boy, 60 14 oz.	4 20
Snow Boy, 24 pkgs.	6 00
Snow Boy, 20 pkgs.	7 00

Soap Powders	
Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 10
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 75
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50

## CLEANSERS.

KITCHEN KLENZER	
-----------------	--



80 can cases, \$4.80 per case

SODA	
Bi Carb, Kegs	4

SPICES	
Whole Spices	
Allspice, Jamaica ----	@18



## AROUND THE WORLD.

Impressions Graphically Recorded By  
Noted Globe Trotter.

En route to Naples, May 10—Some one suggested that at the rate my letters were reaching home, I would likely be there before some of them arrived. This, if it does occur, is not entirely my fault, for since leaving India, we have been traveling almost as fast as the mails. It also speaks well for life aboard the ship, where, as usual, with nothing at all to do, one finds time to do nothing. This accounts for my Bombay letter being written from here.

The train ride from Delhi to Bombay, a thirty-six hour run, principally through the desert, is very hot and uninteresting. From a sightseeing standpoint, I have not much to say about Bombay. It is a very attractive city, I should say the most attractive in India. It has a population of about one million and is situated on an island containing about twenty-two square miles. The city is very well laid out, contains many parks and driveways along the water front and on the hills.

Along the queen road, a broad driveway, are many commons used as polo fields and for games of cricket and hockey. Late every afternoon one can find them crowded with players, Indian as well as English—the former, I am told, taking more interest in these sports from year to year. Here you find the richest of Indians—the Parsis—living on a very high European plane, adopting the manners, clothes and many other European customs, sending their children to public schools, but still clinging to their religion with many of its peculiar customs.

The Parsi wedding, for instance, is a wonderful event and is celebrated for three days, ending with an elaborate fete, the decorations of the house and gardens of the bride's parents virtually taking one back to fairyland.

Then the Parsi funeral, ending at the Towers of Silence, where the body is exposed to be devoured by vultures. Within half an hour after the body is placed on the Tower, nothing but the skeleton remains. This is left to the sun until it is perfectly dry and then cast into a well, where it crumbles to dust. The accumulation is so slow that in forty years it has not risen over five feet. As the Parsis worship the elements, this mode of burial is adopted, instead of burial in the ground or burning, so that the elements may not be polluted.

The Towers of Silence are situated on Malabar Mills, a beautiful residential section of the city, one of the most attractive drives in Bombay and from which an excellent view of the city and its harbor can be obtained.

A drive through the native city streets would probably be more interesting to one who had landed in Bombay, rather than to him who was making it the last stopping place in India. There is, however, a greater variety of people represented here than in other Indian cities which we visited. Trading in precious stones is carried on a great deal in the open or in an exchange, and I have read that the native city contains over three thousand jewelers of different Indian nationalities.

In Bombay we were fortunate in being invited to the home of Captain and Mrs. Reardon and being introduced and entertained at the Royal Bombay Yacht Club.

This Club is unique. Naturally, built on the water front, it is so arranged as to permit of a full circulation of air, and while a pavilion, its effect is that of a closed building. It is very large, having a frontage, I should say, of several hundred feet. Its furnishings are in excellent taste, its cuisine splendid and its wet stuff, as in most yacht clubs, more than abundant. Through Captain Reardon, I had the pleasure of an early morning view of his regiment, the 2nd

Rajputs, and breakfast at the officers' mess as the guest of Col. Smith.

A word about the Rajputs. "Rajputs" means Sons-of-Kings, and every man in the regiment must trace his ancestry through an unbroken line, on both his father's and mother's side, back to a king of India. No mistake is made, either, for in case the line is broken, the other men in the regiment will not associate with him.

Col. Smith has been with the regiment for twenty-seven years. He informed me that after enlistment, a man is not sworn in until he has proved himself mentally, physically and socially fit to become a member of the regiment. They are certainly as fine a looking body of men as I have ever seen, proud of their regiment and of their ancestry.

Anyone not quite surfeited with Indian sightseeing might visit Elephanta Island, so called from a mass of rocks which, at one time, took on the shape of an elephant. There can be found shrines and idols, also ruins of more or less interest, which might be visited if there were nothing better to do.

A drive in a motor car to Vehor Lake, the Bombay water supply, a distance of about seventeen miles from Bombay, through native villages and coconut groves, is very pleasant early in the morning or late in the afternoon. The lake (it is artificial and almost two miles square) is very picturesquely situated and, if fortunate, one can get sight of an alligator or two. When we left the hotel our chauffeur was full of alligator stories, but the nearer we came to the lake, the less enthusiastic he became and when we finally got there, he remembered that it was the wrong time of the day for the alligators to appear.

The Taj Mahal Hotel, at which we stopped, is rated as the best hotel in India. It is on the water front and so arranged as to permit of as much circulation of air as possible. Its service and cuisine are very fair, in fact I was pleasantly surprised in all the hotels which we found in India.

Upon our departure, on the afternoon of April 26, after luncheon with them, the Reardons and several of their friends accompanied us aboard ship for a farewell toast. I left India with a feeling of regret, although I cannot say with a burning desire to return very soon.

It is true, we have had only a glimpse of a country that teems with untold interest and novelty. More time might have been spent to great advantage, especially at Agra and Delhi, and still other places might have been visited.

On the whole, however, we have obtained a very fair idea of the country and the life of its people, to which a few added days would have been of no particular advantage. A study of the country, in order to more thoroughly understand its conditions, would comprehend the work of months. Maybe some day I shall be inclined to try, but before that, there are other places I would prefer to conquer, should I have the time to travel.

Julius Fleischman.

## Sights Seen in Sunny Southland.

Knoxville, Tenn., Dec. 20—During January, February and March of 1920 we continued to spill ink on the registers of Southern hotels and thanked the powers that be for the opportunity which made it possible to escape the cold changeable climate of Michigan.

At Chattanooga we found a delightful climate and many interesting things to see. A trip was made to the top of Lookout Mountain and considerable of the time allotted was spent at Point Lookout where, on a perfectly clear day, a portion of seven different states may be seen as well as the waters of the Tennessee River for more than thirty miles of its length.

Near the base of the mountain stands the village of St. Elmo, taken for the title of that beautiful story by Augusta Evans Wilson and on the battle ground, which is some distance

below the top of the mountain, but yet above the clouds, still stands the house in which she lived when the book was written.

From St. Elmo to the top of the mountain there is a cable railway of two cars mechanically balanced. One car goes up as the other comes down, each attached to opposite ends of the cable and the drum, or winding and paying machinery at the top of the mountain. The track is built of three lines of rails, the center line serving both cars, except when they meet when the track broadens into four rails. We have never seen any passenger railway steeper than this in the one-fourth of its length nearest the top of the mountain where it reaches the dizzy slant of 70 per cent.

We were greatly impressed with the city of Atlanta. While the population is only about 200,000, yet it compares favorably with Detroit in the matter of high and costly office buildings.

About sixteen miles from Atlanta is Stone Mountain. This is one solid rock, without crack or crevice, greater than the rock of Gibraltar and here in our own country. It covers more than six hundred and forty acres of Georgia's rich soil and is more than a thousand feet high. The top may be reached if one is a good climber, one side being of more or less gradual slant, but always steep, and at places 40 per cent. grade or over. Some shrubs and small timber are growing on the side of the mountain near the base where the soil in places is from a few inches to two or more feet in depth and on the top are several small ponds of water in which is moss and other vegetable matter. The other sides, however, are very steep and abrupt, for too steep to be climbed by even a squirrel.

These almost perfectly smooth and perpendicular sides are being made into a gigantic monument to the Confederate Army. For several years the work of sculpture has been in progress, which, when finished, will show General Robert E. Lee at the head of the Confederate Hosts mounted on a magnificent charger.

Some idea of the magnitude of the undertaking may be gained from the fact that the image of one ordinary trooper will be thirty feet high and there will be thousands of them. Horses and equipment will be in the

same proportion. It is needless to say that this monument will stand for all time to come. H. D. Bullen.

## The Pessimist's Christmas Carol.

Same old Christmas,  
Same old bunk,  
Same old greetings,  
Same old junk,  
Same old presents,  
Same old ties,  
Same old slippers,  
Same old size,  
Same old shirts and  
Same old socks,  
Same old watches,  
Same old clocks,  
Same old cuff-links,  
Same old rings,  
Same old memos,  
Same old things;  
Same old gifts with  
Same old looks;  
Same old mufflers,  
Same old books,  
Same old prose and  
Same old verse,  
Same old scissors,  
Same old purse,  
Same old holders,  
Same old racks,  
Same old vase with  
Same old cracks,  
Same old leather,  
Same old glass,  
Same old china,  
Same old brass,  
Same old golf-bag,  
Same old sticks,  
Same old crackers,  
Same old picks,  
Same old fish-lines,  
Same old caps,  
Same old road-books,  
Same old maps,  
Same old tables,  
Same old chairs,  
Same old lace with  
Same old tears;  
Same old dishes,  
Same old bowls,  
Same old gloves with  
Same old holes;  
Same old dinner,  
Same old tray,  
Same old turkey,  
Same old way,  
Same old salad,  
Same old ice—  
And not a thing at  
The same old price!  
Douglas Mallock.

## His Wants.

I want two drums  
When Christmas comes;  
(But I don't want slates fer doin' sums!)  
An' a wagon load of sugar-plums!  
An' a big foot ball an' a top that hums,  
(But never a slate fer doin' sums!)  
Oh, I just want lots when Christmas comes!

You may succeed when others do not believe in you, but never when you do not believe in yourself.

# Red Star Flour

The desirability of RED STAR  
is such that it creates a constant  
market for this excellent flour.

JUDSON GROCER CO.

GRAND RAPIDS

MICHIGAN



## Sources of Colds.

The greatest menace to health in cool and cold weather is too much heat. Travel is always a hazard then unless one is dressed for temperatures varying between 60 and 78 degrees Fahrenheit. At home, or in a hotel room, one may control the temperature. But in a railroad car, or a theater, public dining room, or other place where many congregate—impossible! Only such dressing as permits the traveler to shift from winter to summer weights in clothing as occasion may require, is real protection.

Under proper conditions the ventilation and heating of public conveyances should be wholly controlled by the management. Then the lady muffled up in heavy fur coat would not be permitted to open the car window and set the passengers behind her to sneezing. Instead, she would be politely requested to shut the window and remove her wraps, if too warm.

Always more colds are caught by over, than by underheating, and this

applies to the home as well as to public resorts.

## The Smile of a Friend.

Written for the Tradesman.

You can talk about the splendor  
When the sun is shining bright  
Or of moonbeams soft and tender  
When that orb is full at night  
But I know another glowing  
Which I hope will never end  
Ever better with the knowing—  
It's the smile of just a friend.

Oh the smile of just a friend  
Who would dare to speak its worth?  
Or the comfort it can send  
Turning trouble into mirth  
Like the dew upon the flowers  
When the starlight shadows end  
Or a May with welcome showers  
Is the smile of just a friend.

Once my day was dull and dreary  
There were trials by the score  
And I sat alone a-weary  
Tho' I prayed it might be o'er  
Still its burdens grew the greater  
I could feel my shoulders bend—  
But erect I stood as later  
Came the smile of just a friend.

Yes the smile of just a friend  
Is more precious far than gold  
Heaven made 'em just to lend  
They are never bought or sold;  
When the darker clouds do gather  
Like a night which has no end  
Let me have—I'd nothing rather—  
Then the smile of just a friend.  
Charles A. Heath.

## 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.

For Sale—Or 99 year lease: Site for Lansing's biggest garage, 39,000 square feet grade floor opportunity. 170 feet, central, Ottawa street frontage, \$150 a month (50 feet front for \$45 month). Call or write, Owner 203 N. Cedar St., Lansing, Mich. 146

If you want to sell or exchange your business or other property, no matter where located, write me, John J. Black, 130th St., Chippewa Falls, Wis. 147

For Sale—\$9,000 stock general merchandise paying \$4,000 clear profit. Exceptionally good business town. Sales nine days, \$2,700. Reason for selling, going into other business. Oakwood Mercantile Co., Oakwood, Oklahoma. 148

For Sale—An established grocery and meat market with a clean stock and up-to-date fixtures, located in Muskegon county, Mich. Sales average \$1,500 per week. Stock will invoice about \$7,000. Must sell, on account of sickness. No. 149, c-o Michigan Tradesman. 149

2,000 letter heads \$5.90. Samples. Copper Journal, Hancock, Michigan. 150

A 480-acre improved farm in Ransom county, N. Dak., for trade for good stock general merchandise. If interested, address A. L. Intlehouse, Milnor, N. Dak. 151

For Sale—Modern cement block garage 44x100 ft., doing business of \$100,000 yearly. Central location in hustling town. Stock, business, machinery and building, all for \$15,000. Address No. 152, c-o Tradesman. 152

For Sale—Restaurant in a live town of 1200. Would consider automobile as part payment. Address No. 153, c-o Tradesman. 153

Wanted—A competent accountant with satisfactory references desires position with large manufacturing concern; experience in every branch of accounting; specialized in cost accounting; present connection with lumber manufacturers; capable of taking charge of any accounting department, even where executive ability is required. Can make change December 1. Address "ACCOUNTANT," P. O. Box 378, Alexandria, La. 154

For Sale—Or will EXCHANGE for merchandise, stock or part of your stock: One fine store with up-to-date plate glass front. Located in good railroad town. Price \$1,700. James K. Rundell, Oakley, Mich. 155

Wanted—To change the first of year. Display man and Card Writer. A. No. 1 references. Address No. 156, c-o Tradesman. 156

For Sale—Grocery and meat market, town population 1500 and fine country trade and factories. At the right price. Average sales \$45,000. A fine proposition. Address No. 157 c-o Michigan Tradesman. 157

New York Agent—Your purchases, messages, or information desired promptly executed. Reliability, satisfaction, responsibility absolutely assured. \$1. Inquiries invited. Albert Verheyen, New Milford, New Jersey. 145

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. 146

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

Wanted—Registered pharmacist or assistant. Chase's Drug Store, Muskegon, Mich. 123

## 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.

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.

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.

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

# It's PY-E-TA!



Big Advertising Campaign  
Starts Soon

In 200 of Michigan's Daily  
and Weekly Papers.

Watch Your Stock.

3 Flavors—Lemon,  
Chocolate and Cream.  
4 to 6 Pies in each Package.  
For Sale by all Jobbers.

**Wolverine Spice Company**  
Grand Rapids, Mich.

**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



**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.

# OCCIDENT FLOUR



Costs more—worth it!

OCCIDENT FLOUR makes  
friends and keeps them.

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



## BANKRUPTCY PROCEEDINGS.

## Important Matters Now Before Local Court.

Grand Rapids, Dec. 6—On this day Charles N. McCarty, who has been conducting a retail grocery store at 288 West Leonard street, was adjudged a bankrupt. The matter has been referred to Benn M. Corwin, who has also been appointed receiver. The date of the first meeting of creditors has been set for Dec. 20, at 9 a. m. The bankrupt schedules assets at \$1,594.70 and liabilities at \$1,832.44. The following are the creditors of the bankrupt:

Christopher Taylor, City, (chattel mortgage) -----	\$305.25
Rademaker & Dooze Co., City -----	349.75
National Grocer Co., City -----	216.87
W. F. McLaughlin & Co., Chicago -----	33.38
Standard Oil Co., City -----	2.96
Heckman Biscuit Co., City -----	53.59
Jennings Mfg. Co., City -----	1.65
G. R. Milling Co., City -----	14.85
Valley City Milling Co., -----	14.45
A. Casabianca & Son, City -----	35.53
Wilson & Co., City -----	10.40
Voigt Milling Co., City -----	103.03
Henry Meyer, City -----	71.70
Boydland Creamery Co., City -----	26.50
Proctor & Gamble, Detroit -----	47.60
National Candy Co., City -----	23.56
L. Van Westenbrugge, City -----	13.60
W. S. Canfield Co., City -----	13.00
Vandenberge Cigar Co., City -----	40.06
W. K. Boersma, City -----	39.28
Abe Scheffman, City -----	43.15
Woolson Spice Co., Toledo -----	60.50
Wagener Bros., City -----	11.50
M. Piowaty & Son, City -----	32.53
Steindler Paper Co., Muskegon -----	44.00
General Cigar Co., City -----	3.75
Thomas McDermont, City -----	20.00
Henry McCarty, City -----	150.00
Eliza Arntrout, City -----	45.00

December 6—On November 22 the R. J. Mercer Company, conducting a retail hardware store in Traverse City, was adjudged a bankrupt. The schedules in this matter were filed this day. The matter has been referred to Benn M. Corwin, who has also been appointed receiver. The bankrupt schedules assets at the sum of \$13,208.62 and its liabilities in the amount of \$15,672.03. The date of the first meeting has been set for Dec. 22 at 2 p. m. The following are the creditors of the bankrupt:

City of Traverse, tax claim, 1919 -----	\$337.88
City of Traverse, tax claim, 1920 -----	344.38
Brier Hill Steel Co., Pittsburgh -----	52.62
W. J. Burton Co., Detroit -----	11.91
A. Harvey Sons Mfg. Co., Detroit -----	162.81
Detroit Tank & Seat Co., Detroit -----	15.00
H. B. Smith Co., Westfield, Mass. -----	29.70
Re-New Lamp Co., Malden, Mass. -----	20.00
Northland Ski Mfg. Co., St. Paul -----	6.96
Standard Oil Co., Grand Rapids -----	34.30
Hibbard Spencer Bartlett, Chicago -----	330.46
Meyer Furnace Co., Peoria -----	21.93
F. E. Meyer & Bro., Peoria -----	49.02
Valentine & Co., Chicago -----	78.14
Harrison Bros. & Co., Chicago -----	6.16
U. S. Register Co., Battle Creek -----	6.98
Bickhouse File Co., Quincy, Ill. -----	15.92
Wolverine Brass Wks., Grand Rapids -----	274.59
Foster, Stevens Co., Grand Rapids -----	64.38
Pittsburgh Plate Glass Co., G. R. -----	231.04
Crane Co., Detroit -----	17.86

E. I. DuPont Nemours, Wilmington, Del. -----	17.86
Kewanee Private Utilities Co., Kewanee, Ill. -----	121.66
Johnson Service Co., Detroit -----	66.66
Sargent & Co., Chicago -----	213.38
Boynton Furnace Co., Chicago -----	35.82
Schroeder Rutka Hdw. Co., Howell -----	30.66
Rochester Stamping Co. -----	33.68
H. Mueller Mfg. Co., Decatur, Ill. -----	35.70

Aluminum Sales Mfg. Co., Manitowoc, Wis. -----	38.24
Central Electric Co., Chicago -----	16.92
Geo. B. Carpenter Co., Chicago -----	16.08
Ruhl Sons Co., Detroit -----	416.42
Baer Bros., New York -----	8.44
James B. Clowe & Sons, Chicago -----	296.96
Detroit Lead Pipe Wks., Detroit -----	425.14
A. T. Knowlson Co., Detroit -----	18.34
U. S. Radiator Corp., Detroit -----	510.52
Kenneth Anderson & Co., Detroit -----	22.08
Detroit Stove Works, Detroit -----	82.89
Richards-Wilson Co., Grand Rapids -----	18.22
C. J. Litscher Elec. Co., Grand Rapids -----	88.67
American Radiator Co., Detroit -----	42.18
Art Brass Co., New York -----	13.05
First Nat. Bank, Boyne City -----	67.41
John Pritsaff Hdw. Co., Milwaukee -----	22.42
L. Wolff Mfg. Co., Chicago -----	29.11
Union Cutlery Co., Olean, N. Y. -----	14.70
I. Weiss & Sons Co., Newark, N. J. -----	26.37

Western Roofing & Supply Co., Chicago -----	23.73
Laco Phillips Co., New York -----	21.27
J. M. Baker, Pomeroy, Ohio -----	159.90

Hibbard Spencer Bartlett Co., Chicago -----	40.07
Amer. Appliance Co., Indianapolis -----	51.28
Buhl Sons Co., Detroit -----	292.61
Baer Bros., New York -----	64.65
Burgess Battery Co., Madison, Wis. -----	41.75
Doll & Smith, New York -----	46.74
Gallup Roofing Co., Norwalk, Wis. -----	27.22
Griswold Mfg. Co., Erie, Pa. -----	61.78
Griffin Cutlery Wks., New York -----	38.43
Onieda Community, Chicago -----	47.66
Umphrey Co., Kalamazoo -----	31.80
Meyer Furnace Co., Peoria, Ill. -----	239.12
F. E. Meyer & Bro., Peoria, Ill. -----	43.64
1900 Washer Co., Binghamton, N.Y. -----	70.28
J. B. Rayl Co., Detroit -----	66.05
Valentine Co., Chicago -----	84.64
Pittsburgh Plate Glass Co., G. R. -----	36.00
National Lead Co., Chicago, Ill. -----	111.55
E. I. DuPont De Memour Co., Wilmington, Del. -----	51.80
Crane Co., Detroit -----	119.36

Kewanee Private Utilities Co., Kewanee, Ill. -----	64.64
Johnson Service Co., Detroit -----	37.73
Automatic Cradle Co., Stevens Point, Wis. -----	16.65
Amer. Appliance Co., Indianapolis -----	134.13
American Lawn Mower Co., Muncie, Ind. -----	13.31
Boettcher Pattern Co., Chicago -----	21.25
Belding Basket Co., Belding -----	8.50
Joseph, B. Clowe & Son, Chicago -----	10.00
Cadillac Lumber Co., Cadillac -----	26.24
Chamber of Commerce, Trav. City -----	12.50
City of Traverse City -----	49.54
Drury-Kelly Hdw. Co., Cadillac -----	16.24
Excelsior Stove Co., Quincy, Ill. -----	113.00
Detroit Lead Pipe Wks., Detroit -----	121.63
W. J. Dennis & Co., Chicago -----	17.03
Day Bergwall Co., Milwaukee -----	55.35
Eugene Ditzgen, Chicago -----	29.76

Detroit Safety Furnace Pipe Co. -----	9.07
H. D. Edwards Co., Detroit -----	65.78
Fox Furnace Co., Elyria, Ohio -----	24.05
L. Gould Co., Chicago -----	25.95
Gillette Razor Co., Boston -----	18.75

Grand Traverse Auto Co., Traverse City -----	64.41
Hurcules Chem. Co., New York -----	24.10
Hardware Age, New York -----	2.00
Heddon & Son, Dowagiac -----	33.23
R. H. Ingersoll & Bro., Chicago -----	20.03
W. B. Jarvis Co., Grand Rapids -----	25.00
Hollinger Cutlery Co., Fremont, O. -----	73.32
C. W. Mercer, Detroit -----	151.35
Mich. Ladder Co., Ypsilanti -----	78.93
McCob-Boehme Co., Petoskey -----	38.35
McLaughlin Co., Brockport, N. Y. -----	21.85

National Office Supply Co., Zion City, Ill. -----	23.13
Frank Nunewaker, Detroit -----	66.20
Northern Auto Co., Petoskey -----	11.56
Pioneer Mfg. Co., Cleveland -----	12.00
John R. Santo, Traverse City -----	78.25
Simmonds Hardware Co., Toledo -----	102.68
Specialty Supply Co., New York -----	12.91
Sunlite Aluminum Co., Milwaukee -----	29.60
Saginaw Ladder Co., Saginaw -----	13.00
Silverfield Co., Muncie, Ind. -----	19.58
Mertie Young & Son, Charlevoix -----	56.75
Brown Lumber Co., Traverse City -----	5.00
C. L. Dayton, Traverse City -----	35.00
Travelers Ins. Co., Grand Rapids -----	25.54

Lander Fray & Clark, New Britain, Conn. -----	(amount not known)
J. A. Montague, Traverse City -----	5,321.06
First National Bank, Trav. City -----	173.00
Mrs. M. J. Bushart, Traverse City -----	18.00
R. J. Mercer, Traverse City -----	8,252.87

Dec. 8—On this day Herbert P. Krantz, operating under the assumed name of "La Vogue," was adjudged a bankrupt. Mr. Krantz conducted a retail waist shop at 96 Monroe avenue, above the Walk-Over Boot Shop. The matter has been referred to Benn M. Corwin, who has also been appointed receiver. The date set for the first meeting of creditors is Dec. 21, at 10 a. m. The bankrupt schedules assets at \$5,164.91 and liabilities at \$2,394.44. The following are the creditors of the bankrupt:

Geo. E. Ellis, Grand Rapids -----	\$900.00
Queen Petticoat Co., New York -----	120.00
Remarkable Waist Co., New York -----	119.85
Richard Hat Co., Chicago -----	58.72
S. M. Robbins, Chicago -----	96.50
M. Stern & Co., New York -----	185.00
Shelby Salesbook Co., Shelby, O. -----	29.48
Paul Steketee & Sons, Grand Rapids -----	59.63
Peter Samules Co., New York -----	55.57
Sonora Waist Co., New York -----	44.01

United Silk Undergarment Co., Chicago -----	26.25
Uneeda Waist Co., New York -----	81.80
J. Tennenbaum & Sons, New York -----	114.47
Trio Waist Co., Philadelphia -----	221.50
Weinburg & Weinburg, New York -----	92.50
E. & J. Weinburg, New York -----	99.58
Warner Waist Co., New York -----	74.70
Wurzburger's, Grand Rapids -----	60.68
Weiskopf & Co., Chicago -----	90.00
Marquette Lumber Co., Grand Rapids -----	166.76
Consumers Power Co., Grand Rapids -----	10.04
Citizens Tel. Co., Grand Rapids -----	14.40
Henry Smith, Grand Rapids -----	16.00

Bixby Office Supply Co., Grand Rapids -----	3.70
Canfield-Pearce Co., Grand Rapids -----	4.80
Unionite, Union High School, G. R. -----	2.00
Walkover Boot Shop, Grand Rapids -----	125.00
Union National Bank, Muskegon -----	400.00
Homer Adrianse, Grand Rapids -----	21.50

Dec. 8—On this day the first meeting of creditors was held in the matter of Elmer C. Johnson, bankrupt No. 1905. The bankrupt was not present in person, but was represented by M. Thomas Ward, his attorney. Creditors were present in person and by attorney. Upon the failure of the creditors to elect a trustee, the referee appointed Frank V. Blakely and fixed his bond in the sum of \$1,000. The meeting then was adjourned to Dec. 20.

The final meeting in the matter of Frank A. Graham was also held on this day. No creditors were present. The bankrupt was not present in person or by attorney. Trustee was present in person. A final dividend was ordered paid, the exact amount of which has not yet been determined.

Dec. 10—On this day the first meeting was held in the matter of Louis P. Haight, bankrupt No. 1909. Bankrupt was not present in person but by his attorney. Creditors were present in person and by their attorney. An order to amend the schedules was allowed and entered upon the request of Mr. Carpenter, attorney for the bankrupt. Bankrupt was sworn and examined by the referee without a reporter. By unanimous vote of those present, E. A. Stowe was chosen trustee and the amount of his bond fixed by the referee at \$500. The meeting was then adjourned without date.

## Donovin Finally Meets His Waterloo.

Readers of the Tradesman will recall the warnings this publication has repeatedly uttered regarding James F. Donovin, who sent agents into Michigan some years ago to sell "service contracts" for \$100 to \$300, after the manner of the somewhat notorious Creasy. The Tradesman investigated the matter far enough to determine that Donovin never had a wholesale store of any consequence and that he was in no position to fill orders for shoes from other retail dealers—who had paid dearly for the privilege of buying goods from him. The Tradesman even went so far as to advise merchants who had foolishly given notes for bogus service or false representations to repudiate their obligations. It appears that Donovin has recently been conducting his nefarious scheme from Kansas City, judging from the following correspondence:

Kansas City, Dec. 13—James F. Donovin, 39 years old, former proprietor of the Kansas City Shoe Co., 308 Delaware street, and Robert Edwards, a salesman for the company, have been arrested by the police in St. Louis by request of postal authorities here, on a warrant charging them with fraudulent use of the mails.

According to James M. Donaldson, postoffice inspector, Donovin was engaged in selling exclusive agencies for his shoes to small town merchants. The purchase price for the agencies ranged from \$100 to \$300, according to the size of the town, Donaldson said. Investigation showed the firm had no shoes to deliver.

Donovin came here June 1 and operated until Nov. 22, postal officials said. The firm established agencies and took orders for shoes in Oklahoma, Kansas, Texas and Colorado. The office records showed a profit of \$12,000 on the sale of agencies.

The profits, however, were cut down by buyers who became suspicious and stopped checks, Donaldson said.

The firm was incorporated here with a capital stock of \$5,000, half of which was paid in, Donaldson said to Freda O'Donnell, book-keeper for the company, who held 23 of the 25 shares of stock. The other two shares, Donaldson said, were held by Edwards and another salesman, Charles Moore.

The records of the office show that Donovin paid the two salesmen \$50 per week and expenses, according to postal authorities.

Donovin formerly conducted the swindling Donovin Shoe Co. of Indianapolis. He has a home there and is married. His book-keeper, Freda O'Donnell, and the two salesmen also are from Indianapolis.

According to postal authorities, Donovin had no money when arrested in St. Louis. Investigation showed he had lived in the best hotels here and spent money freely.

According to Inspector Donaldson, Donovin was about to establish a similar business under the name of the Knickerbocker Shoe Co., in St. Louis, at the time of his arrest.

Donovin and Edwards were arraigned before a United States commissioner in St. Louis and held on bond of \$3,000 each. They will be brought to Kansas City by court order and will be held for the April Federal grand jury.

## The Hohenzollern Wealth.

William Hohenzollern, his fellow countrymen believe, is a tax-dodger. His fortune in 1914 was about \$35,000,000 and his annual income \$5,500,000. After his sneaking flight into

Holland the Prussian government paid the former emperor \$30,000,000. It is known now that when war was taxing Germany's resources to the utmost, her Kaiser's negotiable assets were smuggled out of the country and deposited in neutral countries for future use. While his faithful subjects were risking their all in his war, the Kaiser himself was secreting in other countries every ounce of gold and every industrial bond he had acquired where they could not be used for the defense or the later rehabilitation of the Fatherland. A sordid and selfish exhibit—in keeping with the perfidious character of the German people!

The German people have but one thing to be thankful for among the Hohenzollern assets. Their owner could not remove or dispose of his fifty-odd castles and his quarter of a million acres. They still remain subject to the heavy taxation now necessary in the former empire to pay war indemnities. The Kaiser has faded out of German affairs, enormously rich, leaving the people he professed to love so dearly poor indeed. His conduct when disaster came to German arms can be compared in meanness only with that of the men in America who made the pressing war needs of our own Government the occasion for extorting prodigious profits and for stealing immense sums. They, like the Kaiser, robbed the country that had protected and made them.

## First Good Word For Creasy Ever Received.

Cannelton, Ind., Dec. 10—Having been a member of the Creasy corporation for several years under the firm name of Thomas W. Irvin, and since Jan. 1, 1920, under the name of Irvin Bros., and having been benefited very much by such association and also having been a subscriber to the Michigan Tradesman, and likewise having been benefited, we cannot but feel that your attacks on the Creasy Corporation are unjust, whereas you should work in harmony with the same. If the retailers band together for the common benefit of all concerned, should they not rather be encouraged? The writer has a personal acquaintance with Mr. Creasy and has always found him straight-forward and honest in his dealings.

Thanking you for a just consideration of the cause for which we are working, we trust the attacks upon the Creasy Corporation and its founder may cease. Irvin Bros.

M. Ruster & Sons, grocers and meat dealers at 227-229 East Vine street, Kalamazoo, write as follows in renewing their subscription to the Tradesman: "We cannot conduct our business properly without your valued paper, hence our renewal."

The glory of love is that it delights in doing for nothing what nobody else will do for money.

Livingston Hotel  
and Cafeteria

## GRAND RAPIDS

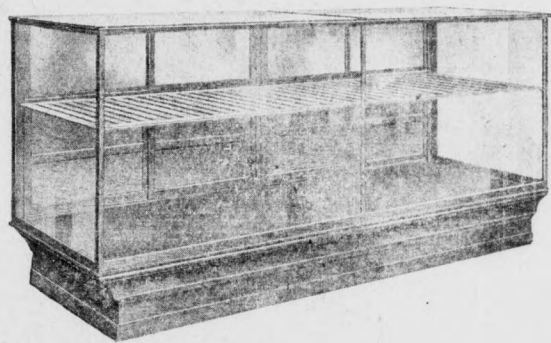
Nearer than anything to everything.  
Opposite Monument Square.  
New progressive management.

Rates \$1.25 to \$2.50

BERT A. HAYES, Propr.



## You Owe Us a Visit



Scores of people who visit our salesrooms after they have outfitted their store or office regret they did not come before buying.

We sell Scales, Cash Registers, Coffee Mills, Show Cases, Soda Fountains and Supplies, Counters, Account Systems, Safes, Desks, Files, etc., for the merchant and for the office.

Both new and used.

### Grand Rapids Store Fixture Co., Inc.

7 Ionia Ave., N. W.

Grand Rapids, Mich.

## A. E. Brooks & Co.

GRAND RAPIDS, MICHIGAN

Manufacturers of

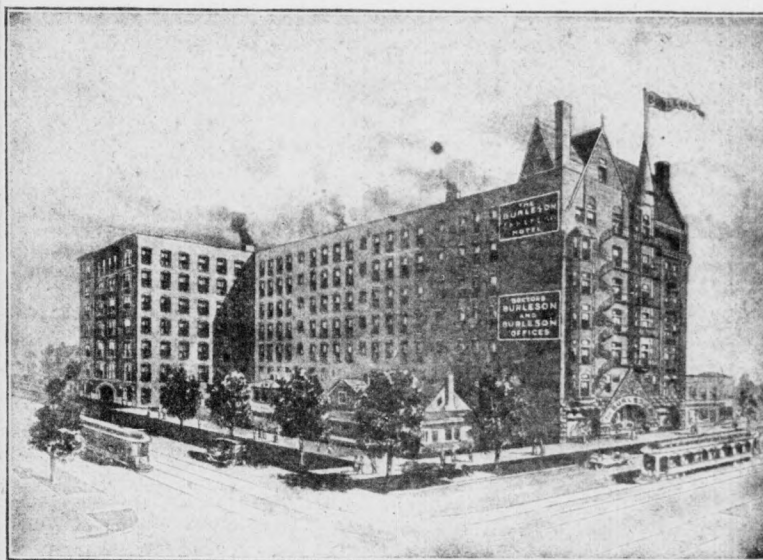
### Pure Candies and High Grade Confectionery

**Brooks'**  
**CHOCOLATES**

### *Our Valeur Bitter Sweet Chocolates*

are all that the name implies—value  
—and good value at that.

## Piles Cured WITHOUT the Knife



### *The Largest Institution in the World for the Treatment of Piles, Fistula and all other diseases of the Rec- tum (Except Cancer)*

WE CURE PILES, FISTULAS and all other DISEASES of the RECTUM (except cancer) by an original PAINLESS DISSOLVENT METHOD of our own WITHOUT CHLOROFORM OR KNIFE and with NO DANGER WHATEVER TO THE PATIENT. Our treatment has been so successful that we have built up the LARGEST PRACTICE IN THE WORLD in this line. Our treatment is NO EXPERIMENT but is the MOST SUCCESSFUL METHOD EVER DISCOVERED FOR THE TREATMENT OF DISEASES OF THE RECTUM. We have cured many cases, where the knife failed and many desperate cases that had been given up to die. WE GUARANTEE A CURE IN EVERY CASE WE ACCEPT OR MAKE NO CHARGE FOR OUR SERVICES. We have cured thousands and thousands from all parts of the United States and Canada. We are receiving letters every day from the grateful people whom we have cured telling us how thankful they are for the wonderful relief. We have printed a book explaining our treatment and containing several hundred of these letters to show what those who have been cured by us think of our treatment. We would like to have you write us for this book as we know it will interest you and may be the means of RELIEVING YOUR AFFLICTION also. You may find the names of many of your friends in this book.

We are not extensive advertisers as we depend almost wholly upon the gratitude of the thousands whom we have cured for our advertising. You may never see our ad again so you better write for our book today before you lose our address.

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RECTAL SPECIALISTS

150 East Fulton St.

GRAND RAPIDS, MICH.

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*Insures Succulency and Palatableness*

## FRUITS

Red Sour Cherries  
Red Raspberries  
Strawberries  
Blackberries  
Gooseberries  
Black Raspberries  
Pears  
Plums  
Peaches  
Apples



## VEGETABLES

Peas  
Corn  
Pumpkin  
Succotash  
String Beans  
Green Lima Beans  
Red Kidney Beans  
Squash

Hart Brand Vegetables and Fruits are packed in clean factories by clean employees and from proper raw material the same day they are gathered from the orchards, gardens and farms, under the National Canner's Sanitary Inspection Service.

### What This Seal Means to You

This Seal is an Emblem of honor of merit and self respect.



Read the story in many of the Women's Journals for January.

This Seal stands for Service to the housewives of the nation.

This Seal of Inspection appears on different brands and qualities of canned foods. It insures wholesome food scientifically prepared from well selected material in daily Inspected Canneries. Nature produces and canners produce many varieties and different qualities from which the consumer may select the particular flavor and desired delicacy.

Our five canning factories located in or near the vegetable and fruit gardens of Michigan, all under daily sanitary inspection, mean much to you. Most important is freshness, succulency, flavor and cleanliness.

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