

MICHIGAN TRADESMAN

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Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 19, 1921

Number 1948

LIFE

If I live a life that is clean and square,
And I love my fellow man,
And I lend him a hand to help him bear
His burden whenever I can,
I need not fear what the future holds,
Nor what the reward shall be,
For the mighty love that all enfolds
Will most surely care for me.

If I speak a good word of cheer to one
Whose sorrows have borne him down,
And give him new hope to journey on,
And change to a smile his frown,
I shall not dread when the shadows fall
And the end of life draws near,
For that wondrous love that shelters all
Will drive away my fear.

For my life is measured by what I mete,
And I earn my own reward,
So the love I give makes my heart complete,
And through it I gain the award.
For whether I dwell in a house by the road
Or far from the haunts of men,
If only my love makes bright the abode
No fear shall enter it then.

There is an Increased Demand for Fleischmann's Yeast

Urged by a large advertising campaign this demand will grow.

Thousands of people already are eating FLEISCHMANN'S YEAST as an addition to their regular diet—as an aid to digestion—a complexion beautifier—and a laxative.

Telling the interested customer about

Fleischmann's Yeast for Health
means better business and bigger profits to you.

Putnam's **AA CANDY**
"DOUBLE A"

Has again proven that **QUALITY COUNTS.**

Get in a new fresh supply for your "after holiday" trade. Always something new.

We are also distributors of

LOWNEY'S AND PARIS' FINE PACKAGE CHOCOLATES

Putnam Factory **Grand Rapids, Michigan**

Red Crown



RED CROWN FOOD PRODUCTS have survived and continue today with stronger force, and with greater success than at any previous time, because of the cumulative effect of consumer confidence, recognition and quality appreciation which is proved by the phenomenal repeating demand now existing.



ACME PACKING COMPANY
CHICAGO, U. S. A.

Independent Packers



The delicious cane flavor and attractive color of

Franklin Golden Syrup



is creating for it a growing demand. It is an excellent table syrup and adds a tempting flavor and zest to baked apples, baked beans, fruit cake, and pie.

its quality is guaranteed by the Franklin reputation

The Franklin Sugar Refining Company
(PHILADELPHIA)

"A Franklin Cane Sugar for every use"

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



DIAMOND CRYSTAL

*The Salt
that's all salt.*

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

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.
Published Weekly by
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TREND OF COUNTRY TO CITY.

The 1920 census shows for the first time more than half of the population of the United States lives in the "cities," meaning towns over 2,500 population. The urban population is 54,318,032, and the rural 51,390,739. The cities are growing seven and one-half times faster than the rural districts. Those who are never so happy as when they are alarmed about something fear that the increasing population of the "cities," which may be taken to include the factory towns, makes it so much easier for the growing majority to supply the dwindling minority with consumable goods that there is danger of excess manufactures. On the other hand, they fear that the lack of farmers threatens increasing difficulty in producing food enough for all. The crucial year of trouble is fixed far ahead. In 1950 our population will be 194,208,566, and at about the same time all our fertile lands will be farmed, instead of about one-half, as now. Then the point of contact of the converging lines of population and diminishing capacity of the land will have been reached.

Somehow, the oftener this is predicted the less confidence we feel in it. It is nearly a score of years since we were told that we could not much longer export food at the \$571,000,000, the peak of 1901. But in 1915 we exported \$600,000,000. The facts are not denied. But there are other factors than where people live. Despite the trend of country to city, the farmers continue to raise more cattle and more hogs. Between 1899 and 1919 there was an increase in yield of the three leading foodstuffs—corn, wheat and oats—from 44 to 48 bushels per inhabitant. The record is that the supply increases with the demand.

The trouble with the prophecies is that they leave out of the calculation factors of production possibly outranking both men and acres. We have often been reproached because our production per acre is less than

that of foreign countries. We have been told that we mine our crops, exhausting the soil, instead of developing it by intensive cultivation and fertilization. This was because we had acres to spare at that stage of our economic development. Across the seas they lacked land and had a surplus of cheap labor. There is nothing to prevent us from surpassing them, and there are indications that we shall teach the world in agriculture as we have already taught it quantity production—that is, cheap goods along with dear labor.

Great progress has already been made in the substitution of machinery for muscle in raising food products. The harvester is an old story, but it is no longer necessary for six or seven men to follow each one to bind the sheaves. The self-binder released five of the seven. Still later in date were the planters and corn-shellers. The present novelty is the tractor, which supplies motive power for all uses, and does not eat food like horses, oxen and mules. The usual allowance of land to support a farm beast is five acres. Each animal displaced by a machine gives a gain for human food. If the men were not released from the farms, we could not have the factory products which make American standards of living the world's envy. If our factory workers raised their own food, we should have less of both foods and goods. Huge as our exports of farm products are, and greater as they may be, they neither do nor will satisfy demand until all human wants are met. Nor is it remembered that we are also importers of foods. Coffee, sugar, tea and other foreign products are commanded alike by the output of our farms and factories. The more we can produce the more we can spare, and the more we spare the more we can import.

Motor cars must be mentioned, as well as tractors. The tractors release the farm population from the heavy work of agriculture, and the cars might be thought to increase the city congestion. The contrary is the case. In the pre-mobile era men congested in the cities because it was hard to get to and from them. The cars enable the families to live where they wish, and lessen the necessity of living in town for society. The strongest factor of distribution has not yet been cited. The prices of foods and goods in their relation to each other will divide up the population between city and country more surely than the preferences of either farmers or factory workers. When goods are too cheap, more food will be produced. When foods are too dear more will be produced, up to that dim future when our population

may equal per acre that of Belgium or China.

PATRON SAINT OF THRIFT.

Benjamin Franklin was 26 when the first number of "Poor Richard's Almanac" came out. He had begun to publish the Pennsylvania Gazette, which was to be the foundation of his fortune. As every one knows, the almanac abounded in exhortations, in the form of maxims chiefly, to practice thrift. No parsimonious philosopher could have laid down the principle that 'the use of money is all the advantage there is in having money.' A reader who followed Richard's pithy advice could not help prospering, for mingled with its morality were shrewd business hints. It rather takes one's breath away to come upon the "Plan for saving one hundred thousand pounds" in the annual for 1756; but the philomath whom Franklin had hired to prepare his almanac—that is to say himself—was addressing the people of "the Jerseys," whom lately he had been visiting. He heard great complaints for "want of money," and "leave to make more paper bills could not be obtained." Import half your usual stock of European, East Indian and Western commodities, he advised. And he goes on in a style that might be adapted in degree to present-day conditions, although it must be borne in mind that he was speaking of importations. The Jerseys were to wear old coats, and patch them if need were. "Remember," said Poor Richard Saunders, "a patch on your coat and money in your pocket is better and more creditable than a writ on your back and no money to take it off." Give up buying chinaware, chintzes, India silk and other flimsies for a year, said he. Drink punch or wine but once a day, and "when you incline to drink rum, fill the glass half with water." Thus at the year's end there will be a hundred thousand pounds more money in your country" (the Jerseys), was the cheerful conclusion. Poor Richard's readers may have expected a deep financial plan with such an imposing headline, but thrift, thrift, thrift, was all the advice the philomath had to offer, and enough. All poor Richard's counsel on the way to wealth was summed up in a preface to the 1758 almanac, where the maxims of the series were brought together. They are a genial array, for the philomath was never dull or dour. There one comes across such weighty sayings as "The eye of the master will do more work than both his hands" and "A fat kitchen makes a lean will."

Who has not read Poor Richard on thrift and simple worldly wisdom? If any such there be, now is the appointed time to know how Franklin acquired a fortune and could abandon

money-making by the time he was 40. It seems incredible that many people anywhere have missed the appeal of the "clean old man, with white locks." Almost a hundred editions have been printed in English, fifty-six in French (one wonders whether Franklin did not teach thrift to the French, among whom he lived so long, admired and honored), eleven in German and nine in Italian. There have also been translations into Spanish, Danish, Swedish, Welsh, Polish, Gaelic, Russian, Bohemian, Dutch, Catalan, Chinese and modern Greek. Poor Richard had to plead guilty to plagiarism, but he uniformly improved what he pilfered. Who has not heard of the admonition, "Don't give too much for the whistle." Franklin wrote the little story of an experience as a child, while he was representing his country in France, and everybody was delighted with the applications Franklin made of the maxim. Turn the whistle into the automobile or any other luxury that might be spared, and the saying is as pat to-day as it ever was.

CHAIN STORE FORTUNES.

A personal romance attaches to the will of the late F. W. Woolworth by which an estate of nearly \$30,000,000 goes to his wife. He had married in 1876 on a salary of \$10 a week. In 1877 he took charge of his first tiny five and ten cent store. In 1899, when he made this will, he was still a poor man. He and his wife little thought that the next quarter century would see an average of a million a year roll into his pockets.

The greater romance is that of the business Woolworth captained. His idea had expanded, for himself when he died, into 1,100 stores, with an annual turnover of \$100,000,000. It had been seized upon by others, and there were at least 15,000 five and ten cent stores in America. Three other companies, the Kresge, McCrory, and Kress, have piled up huge fortunes by it. The mere plan of linking retail establishments in a "chain" of course long antedated Woolworth, for the Great Atlantic and Pacific Tea Company is more than a half century old. But Woolworth was the first to realize the psychological appeal in a large display of articles at not more than ten cents each, and to perceive that an astonishing value could be given for ten cents by production and distribution in vast quantities. The average American wage is a deal less than most people realize, and to millions the dime looms larger than the fortunate few would believe. The ten-cent store met a genuine need. Great as the fortune is that goes to Woolworth's family, it is small compared with the object lesson he left the mercantile world in the wealth found in a multitude of small individual sales at small profits.

SHOT DOWN IN COLD BLOOD.

Tragic Death of Well-known Bay City Grocer.

Armed bandits held up the Broadway branch of the Bay County Savings Bank, at Bay City, Saturday night, shot and killed Martin L. De Bats, 65, President of the Valley Home Telephone Co., of Bay City and Saginaw, and L. M. Persons, Bay City insurance man, and escaped with about \$4,000 in cash and checks.

Mr. De Bats was born in Detroit September 22, 1860. Three years later his family removed to Bay City, which had at that time about 700 inhabitants. He attended school until he was 11 years of age, when he went to work in a sawmill, which at that time made sawdust twelve hours per day, from 6 o'clock a. m. until 6:30 p. m., with one-half hour for lunch. His father died when he was 14 years old and he, with his brother, who was three years his senior, supported the mother, brother and sister, the latter of which were younger. Three years later the mother again married and he left home at that time to make his way in the world. He learned the trade of pail and tub making and continued at this until he was compelled by sickness to give up the work. He engaged in the grocery business with a capital of \$160 and did not ask a jobber to give him credit, but three years later, when he had built up a fair business, he was persuaded by a jobber to put in a larger stock of goods, after which time he accepted credit and conducted his business along regulation lines.

At the annual meeting of the Michigan Retail Grocers' and General Merchants' Association, held in Detroit in 1910, Mr. De Bats was elected President and he gave considerable time to the work of that organization. Naturally, he was anxious to make a good record as President of the Association, and, being a man of high ideas and enthusiastic expectations, he succeeded in raising the standard of the Association so that the annual meetings from that time on were something more than mere pleasure occasions.

Mr. De Bats was married March 28, 1882, to Miss Annetta Willard, of Bay City. They had three children, Charles J., who is an electrical engineer and a graduate of Purdue University; Martin L., who is a dentist and a graduate of the University of Michigan, and Miss Gertrude, who is a graduate of the Bay City high school.

Mr. De Bats was a member of the Board of Education for two terms and had also been an Alderman for one term. He was Director of the Bay City Board of Trade the first two years of its organization.

While no seeker after political advancement, Mr. De Bats for many years took an active part in politics. He was a politician of principle and for principle. When he thought a good cause needed assistance he left his business and went to work with might and main for what he believed to be right and, although many opposed his beliefs, none ever questioned his motives. No better law-

and-order man ever lived in Michigan than M. L. De Bats, and he was a credit to the city in which he made his home.

Late News From Michigan's Metropolis.

Detroit, Jan. 18.—From messenger boy to bank president is the range of experience Walter G. Toepel attained with his election, last Thursday, as president of the newly organized Continental Bank of Detroit. He began his banking career as messenger with the former Michigan Savings Bank in 1887, retiring as paying teller of that institution in August 1910 to become auditor of the Peninsular State Bank from which he resigned as vice-president a few months ago to devote his energies to organization of the new bank. Mr. Toepel is a member of a family well known in Detroit business circles. He is president of the Continental Real Estate

Annual Round-Up of the Worden Grocer Company.

The annual dinner and reunion of the officers, department heads and traveling salesmen of the Worden Grocer Company was held at the Peninsular Club last Saturday, being attended by the following:

Officers and Directors.

Guy W. Rouse, President and Toastmaster.

E. D. Winchester.
R. J. Prendergast.
T. B. Carlile.
H. P. Winchester.
Van Cleve Ganson.
N. Fred Avery.
Chas. W. Garfield.
Wm. S. Cooke.

Speakers.

Charles W. Garfield.
Rev. A. W. Wishart.

Guests.

Franklin E. Leonard.

Geo. W. Haskell.
O. C. Hayden.
George Hartger.
J. J. Hartger.
W. W. Hubbard.
Will Jones.
V. M. Johnson.
E. E. Kraai.
P. C. Kieft.
A. Loughery.
G. A. Lindemulder.
A. E. Motley.
Peter VanEss.
A. VerMerris.
Richard Warner, Sr.
G. A. Winchester.
R. N. O'Neill.
C. P. Ryan.
Oliver Hamel.
Jos. Petz.
Saul Benyas.
Kent Butters.
C. H. Bucher.
Gerald Glass.
H. R. Geers.

Kalamazoo Organization.

Wm. S. Cooke.
G. R. Clark.
Chas. McArthur.
Dan Fox.
A. M. Hall.
C. D. Cook.
Wm. Stockbarger.
Harrison Bauer.
John Linihan.
A. Schwalm.
Jack Trowbridge.
W. J. Borden.
J. P. Bosker.
A. Saville.
H. Brakeman.

Lansing Organization.

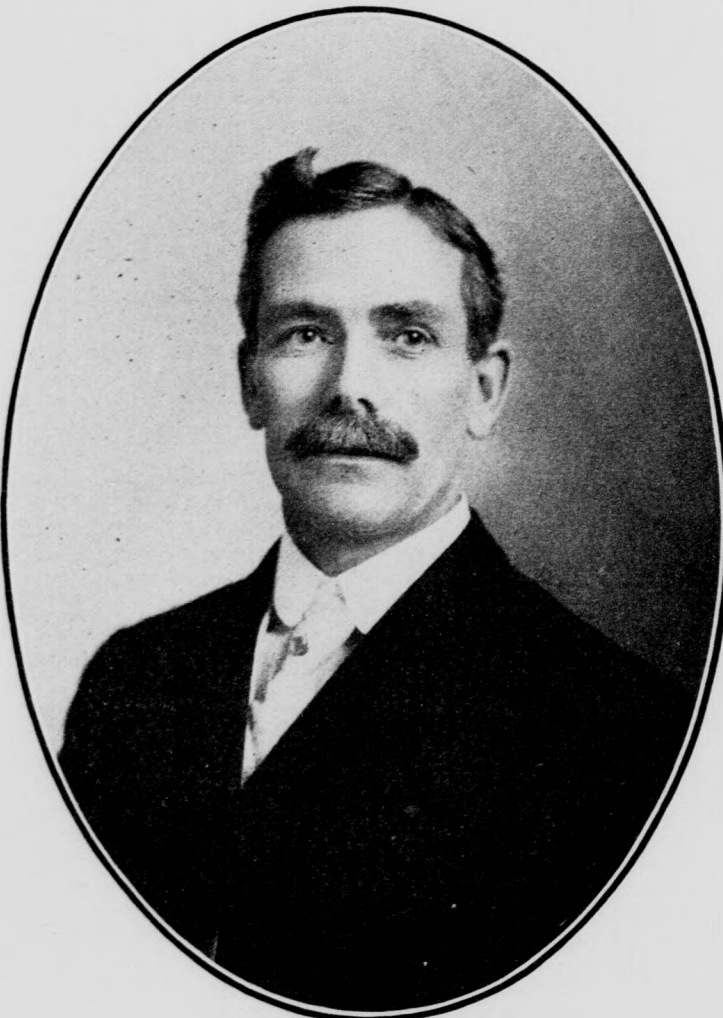
H. U. Biggar.
Fred H. Warner.
Chester V. Fuller.
Floyd Nixon.
Lawrence A. Wright.
Victor E. Stephens.
Peter Lawrence.
Peter Sumner.
George H. Higgs.
W. E. Lemon.
Geo. H. Russell.
A. E. Barber.
M. J. Boyer.
G. E. Lewis.
Edw. E. Bullard.
R. S. Loyd.

After the menu had been discussed, President Rouse paid a beautiful tribute to the memory of the late William H. Gay, who was for many years a director of the corporation. He also called attention to the absence of Harry P. Winchester, who was detained at home by illness. He then introduced Han, Charles W. Garfield, who briefly touched on the social and family side of life, leaving a beautiful picture of contentment and happiness for the edification and enlightenment of his auditors. The next and last speaker was Rev. A. W. Wishart, who spoke for an hour on the evils of bolshevism and communism, as exemplified in their practices in Russia and elsewhere. He defended the system known as capitalism—not because it is perfect, by any means, but because it embodies more elements of fairness and justice than any system yet devised by the mind of man for the general good of mankind. The address was a masterly one, was listened to intently by all present and greeted with applause at the close.

Beautiful fob ornaments were presented to all who attended the affair.

Store Fixtures Sixty-One Years Old.

Muncie, Ind., Jan. 18.—The H. M. Jackson drug store which has been located at Mulberry and Main streets for several years, has moved to 119 West Main street. The fixtures in the store were placed there sixty-one years ago when the store opened. The lumber used in the construction of the fixtures is from trees which were cut down along Mulberry street when Muncie was a mere village.



Martin L. De Bats.

Trust Co. and a director and treasurer of the Broadway Market Co.

The regular weekly meeting of the Wholesale Merchants' Bureau of the Detroit Board of Commerce has been changed from Thursday to Friday of each week. The change was made owing to the fact that the Board of Directors of the Board of Commerce changed their meeting day from Friday to Thursday, and the Wholesalers through their chairman, F. H. Nichols, desired representation at the Board meeting.

William R. Roehm, well known in the office furnishing business, with which he has been connected for thirty years, has returned to the Gregory, Mayer & Thom Co. For twelve years Mr. Roehm was connected with the Gregory, Mayer & Thom Co., leaving there six years ago to go with the Geo. A. Drake & Co. It is from this latter company, where he has been acting as secretary, that he returns to Gregory, Mayer & Thom Co. He will act in an advisory capacity in the sales department.

E. A. Stowe.
C. M. Moore.

Musicians.

J. Francis Campbell.
Wm. J. Fenton.
Harold Tower.

Grand Rapids Organization.

T. B. Carlile.
E. J. Hart.
J. J. McMahon.
D. F. Helmer.
L. T. Hanson.
Glen Cederlund.
W. H. Cowdin.
James DeKraker.
J. W. Quinn.
R. Simms.
L. R. Vercoe.
W. H. Wheeler.
A. C. Walker.
A. P. Anderson.
F. E. Beardslee.
L. Berles.
E. A. Crandall.
Wm. DeKuiper.
P. F. Dykema.
E. C. Below.
Arie Donker.

If Your Store Burned To-Night—

Have you the **proper amount of insurance** on your stock?

The cold winter months appear to have more fires than any other period of the year. We have already seen several customers who have had fires during the last few weeks and had forgotten to increase their insurance, or had put it off until it was too late. Don't procrastinate, but for your own sake check up to-day and increase your insurance to the point that good business judgment dictates.

Does your **fire insurance policy** cover your property?

Have you read it over?

Are you sure that it covers the goods in the building, and have you any outside storages that ought to be included? Does it also cover delivery equipment as well?

Can you **tell the terms of your insurance** policy, or in other words, do you know what obligations the policy puts upon you? Do you know that it is your responsibility to know what obligations are upon you when you accept the policy?

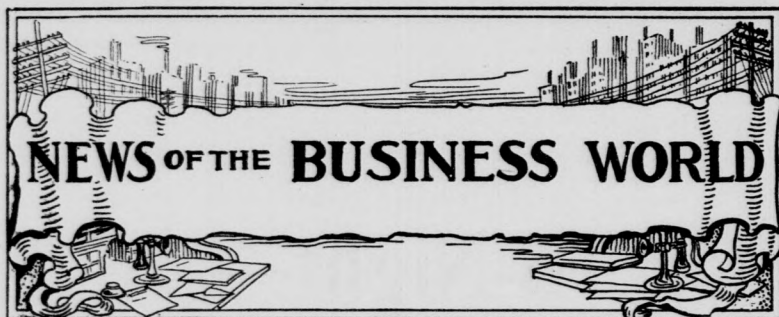
Have you **fulfilled your part of the contract**? Paying the premium on your policy and keeping it in your safe does not mean that you are covered. Under the terms of your fire insurance policy you agree to certain definite terms, and if you fail to fulfil your part of the agreement, your insurance may be of no value to you.

**INSURE TO-DAY
READ YOUR POLICY
FULFIL YOUR PART OF THE AGREEMENT**

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Nunica—Mrs. W. Boosenbark succeeds G. Bullman in general trade.

Holland—Steffins Bros. succeed Steffins Bros. & Co. in general trade.

Kibbie—Reiley Overhiser succeeds A. B. Johnson in general trade at Leisure.

Holland—Van Lente & Son succeeds Henry Visscher in the grocery business.

Grand Ledge—Fred Sattler succeeds F. J. Watson in the grocery business.

Detroit—The Peoples Meat Market has changed its name to the Peoples Market, Inc.

Ashley—Lake Kirby succeeds C. E. Beck in the grocery, dry goods and shoe business.

Detroit—The Peninsular Fish Co. has decreased its capital stock from \$10,000 to \$1,000.

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

Battle Creek—The C. R. Brewer Lumber Co. has increased its capital stock from \$10,000 to \$20,000.

Highland Park—The Highland Auto Sales & Repair Co. has changed its name to Thomas Brooks, Inc.

Grand Rapids—The Welmers-Dykman Fuel Co. has increased its capital stock from \$20,000 to \$40,000.

Calumet—The Farmers' Co-Operative Blacksmith Shop Co. has been incorporated with an authorized capital stock of \$14,500.

Ann Arbor—The Pruner Coal Co., Inc., has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Kingsley—Louis Morris has sold his dry goods stock to Moore's Cash Store which will continue the business at the same location, handling dry goods exclusively.

Muskegon—The Muskegon Produce Co. and the produce house of M. Piowaty & Sons have merged into one company under the name of the Piowaty-Muskegon Co.

Detroit—The By-Products Sales Corporation has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,010 has been subscribed and paid in in cash.

Lakeview—The Lakeview Marketing Association has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Kalamazoo—M. Piowaty & Sons have discontinued the produce business here. Carl Ely, who has been manager of the store for the past two years, will shortly engage in the wholesale confectionery business.

Albion—Spears & Scofield, who have conducted a hardware store at Albion for the past ten years, have sold the business to H. C. Menke, of Jonesville, and E. J. Weeks, of Jonesville, and E. J. Weeks, of Jackson.

Albion—Arthur G. Noble has merged his garage and automobile supplies and accessories business into a stock company under the style of the A. G. Noble Co., with an authorized capital stock of \$35,000, of which amount \$17,500 has been subscribed and paid in, \$7,500 in cash and \$10,000 in property.

Manufacturing Matters.

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

Saginaw—Barton-O'Gorman, sawmill, has increased its capital stock from \$50,000 to \$150,000.

Kalamazoo—The Kalamazoo Bread Co. has increased its capital stock from \$50,000 to \$125,000.

Grand Rapids—The Couple-Gear Freight-Wheel has changed its name to the Couple-Gear Electric Truck Co.

Hastings—The Grand Rapids Piston Ring Co. has changed its name to the Michigan Piston Ring Co.

Kalamazoo—The Modern Beverage Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Dowagiac—The Niedner Rifle Corporation has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and \$20,000 paid in in cash.

Detroit—The American Confection Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and \$2,500 paid in in cash.

Detroit—The Champion Porcelain Co. has been incorporated with an authorized capital stock of \$750,000, of which amount \$375,000 has been subscribed and \$75,000 paid in in cash.

Detroit—The Angus McCallum Corporation has been incorporated to manufacture good roads machinery, with an authorized capital stock of \$25,000, \$20,000 of which has been subscribed and paid in in cash.

Detroit—The Detroit Paste & Glue Manufacturing Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$51,000 has been subscribed, \$10,000 paid in in cash and \$1,800 in property.

Grand Rapids—The Muste-Dykstra Co. has been incorporated to manufacture and sell stone, granite and marble, with an authorized capital stock of \$10,000, of which amount

\$9,100 has been subscribed and paid in in cash.

Coldwater—The Coldwater Electrical Co. has been incorporated to manufacture and sell electric and other mechanical appliances, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and \$2,500 paid in in cash.

Plainwell—At the annual meeting of the Michigan Paper Co., held Jan. 13, it was decided to increase the capital stock of the corporation from \$1,000,000 to \$2,000,000. The distribution of the new stock was left to the directors for decision and action.

Detroit—Frank W. Shuell has merged his water heater manufacturing business into a stock company under the style of the Ever Hot Heater Co., with an authorized capital stock of \$50,000, \$30,460 of which has been subscribed and paid in, \$4,200 in cash and \$26,260 in property.

Ann Arbor—Otmar Eberbach, pioneer and retail and manufacturing pharmacist, died of pneumonia Jan. 15, at the age of 76. He leaves five children, Mrs. S. P. Weaver, Sprague, Wash.; Mrs. Phillip Schaupner, Detroit, and Mrs. Oscar Eberbach, Miss Linda Eberbach and Dr. Karl W. Eberbach, all of this city.

Petoskey—At the annual meeting of the Petoskey Canning and Preserving Co. stockholders, it was agreed to increase the capital stock, distributing the increase, which will amount to about 25 per cent., among the present stockholders. This plan will provide working capital and funds for extensive improvement at the local canning plant.

Confidence With Prudence Required in Cotton Goods.

It is a good time to take stock of the future and as business is quiet we might do so. In the first place we should realize that we are the most favored nation on earth to-day. Our friendship is desired by the whole world, but even more, our money. Poor old Europe, threatened on one side by Bolshevism and on the other by bankruptcy, calls for our assistance. If the assistance is for the purpose of rebuilding and starting up industry we should furnish it, but if it is to be used for further increase of military and naval armament we must turn our backs. It is within the bounds of possibility that our foreign policy during the next few years may determine the future of Europe and the old civilized world.

Depreciated currency, depressed exchange, low prices for home products and overstocked merchandise markets do not make for export trade and we feel that it will be many months before the situation clears sufficiently to give promise of good export business.

At home our cotton textile industry is fortunate in being one of the early ones to go through the necessary price revision, which, no doubt, all commodities must pass through. Our revision is almost as good as completed, but many commodities are still on the downward path and we cannot expect to vastly improve while depression is under way in other important lines. However, we are getting firm ground under our feet once more and

shall soon begin to move ahead slowly but surely. Our improvement will begin before the decline is completed in other lines.

This month final revisions on all important lines of cotton goods will be completed. Jobbers have comparatively light stocks and if prudence is used in naming prices they will buy liberally. We think there was a tendency a few weeks ago to over-estimate the probable January buying, but, nevertheless, we expect it to be of very satisfactory proportions and quite sufficient to furnish sound support to the market.

An important question that none can answer yet is the extent to which the buying power of the public has been curtailed. Against the reduction in wages and unemployment we have some reduction in food products and considerable in other articles. How will these balance off? This question cannot be definitely answered until the retailer finally offers goods over the counter based on present cost of replacement.

The Bank of England this week showed the lowest reserve in more than fifty years if we are not mistaken. Our own Federal Reserve banks are back to about the same reserve as a year ago, but there is still a heavy drain on the financial world and dreams of easy money about the middle of January will prove false. All that we can hope for, just as in merchandise, is a gradual upbuilding. Further weak spots will surely be developed and have to suffer, but from now on they may be found more in other lines than in textiles.

What we need most to-day is confidence backed by prudence. No reckless plunging such as we have had the past few years, but careful planning.

The business of our own country plus what export business there may be, will take care of our textile production, although not likely to overburden it, provided we have sufficient tariff protection against foreign goods. We look forward with courage in our hearts and determined to do everything to place our cotton textile industry in a safe and sound position.

George Walcott.

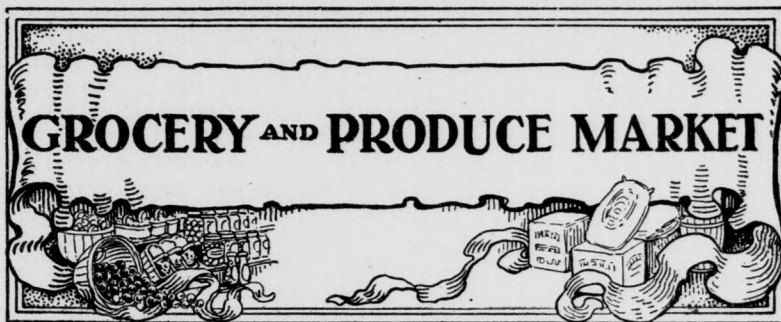
The Coin of the Realm.

Written for the Tradesman.

Some day I'd like to be a self
Bird free, unfettered and alert
Apart from bargaining baser self
Where life had every act overt.
Where purposes were unrestrained
And bent on ever doing things
Not for some end that's sought or gained
Because a sordid wealth it brings;
Where men and men could ever be
Content and happy in their day
Because of opportunity
Of doing good with good for pay.
It seems so strange that after all
The loveliness which crowns the earth
That we should barter this old ball
For dangerous dollars as its worth;
Encloded with atmospheres of life
With suns by day and moon by night
And seasons without rancorous strife
Impelled by an eternal right
This home of man could ever be
In its unending course and race
The birthplace of humanity
And with the stars roll on apace.

Charles A. Heath.

A man may fight fiercely to hold his own in business; but he does not need to fight to get ahead of someone in the elevator, or up the car steps, or at the post office window. And no matter how strong competition is, business and personal courtesy make it easier and pleasanter for everybody.



Essential Features of the Grocery Staples.

Sugar—Eastern refiners reduced their price quotations on granulated 15 points and Michigan jobbers reduced their prices 30 points—to 8.70 for cane granulated and 8.60 for beet. What the next turn of the wheel will bring forth no one seems to be able to foretell.

Tea—The week has been quiet in the tea business, although holders still seem to feel that the undertone is satisfactory. The demand, however, has undoubtedly been very dull during the week, with prices about where they were a week ago.

Coffee—The coffee market shows an advance in all Rio and Santos grades of about $\frac{1}{2}$ c during the week. This is due entirely to a better feeling in Brazil and the fact that firm cables have come forward from there during the week. Improvement in the rate of exchange and rumored demand from Europe are responsible. It cannot be said, however, that the undertone in coffee is as yet very strong. Buyers generally realize that and are not anticipating their wants in spite of the slight advance. As to milds, they are a little firmer for the week, but without any material change. Consumptive demand for coffee is about normal.

Canned Fruits—The regular jobbing channels do not offer a large outlet for California fruits, but special distributing demands exist, such as through the chain stores. That class of trade during the past few weeks has been picking up "distress" lots of peaches and apricots, chiefly the latter, and the cheap lots of both are now much harder to locate. The fruit is put into consumption immediately and the public is given the opportunity to get stocks at greatly reduced prices. This is proving a splendid thing for apricots, as that fruit never sold as well in former years as peaches, largely because it was not so well known. Now it is building up a reputation for itself and is establishing a market which will prove to be worth while in other years.

Canned Vegetables—There is no doubt that the market is in better shape, that there is a better demand and that the outlook is more encouraging, but operators are anxious to keep the market in healthy shape and not allow any mushroom advances to develop chaos a little later on. Government old goods are out of the road and the trade will have to look to the regular trade channels from now on. There is no doubt either but what tomatoes are by far the best retail seller in the entire canned food line, which causes the fear that it is

playing with fire to let a runaway market develop when industrial and financial conditions are as they exist at present. Puree remains dull at former prices as there has been no increased buying. Peas in the cheaper grades continue to show more firmness. Retail sales are increasing and good, serviceable grades which can be sold at low prices are wanted by the chain stores. Standard early June Southern packs are held at \$1 factory and cannot be had at any lower prices. Supplies in warehouses here are offered at \$1.15 for Southern sifted and at that price also for Western sugar peas. Fancy peas of all packs are high and scarce and are not freely offered by first hands. Corn remains the cheapest and the least active of the major vegetables. Confirmations are going through on the basis of 70@75c factory for Maine style Southern standards. Pickup orders are the main source of business, as there is little buying by the jobbing trade, as it apparently is not in need of either standards or the better grades. Other vegetables are more active than in December but in a small way out of spot holdings.

Canned Fish—Although Lent is not far off the jobbing call is not heavy and it does not show the increase to be noted in vegetables. Weakness is shown by the lower range on tuna fish, which is selling below opening, as previously reported, and is not moving freely at that. Maine sardines are selling better at the lower range but it is routine business and still expressed in small lot purchases. California and imported sardines are about the same in price and in demand. Salmon is neglected in the domestic field, and while there are foreign inquiries they have not developed into business. There have been some local offers on pinks and chums, but they are at low prices and below the ideas of holders. Shrimp is not so active and a shade easier.

Dried Fruits—Given the proper support by the jobbing and retail trade, the dried fruit market bids fair to emerge from its former state of weakness and assume a more normal aspect in all of its offerings, but the situation will have to be carefully handled because the market has been pretty sick and caution must be exercised to avoid a relapse. The improvement so far has been solid and substantial as sales are increasing without a too sudden advance in prices which would check trading. There has been enough improvement in tone to create more confidence and lead to heavier sales out of spot offerings. No worth while Coast interest has developed, but there is a

little inquiry in that field which the Coast packers are eager to develop. The prune situation is more favorable owing to two satisfactory features. There is a better retail demand for new fruit even if the orders are small, while old fruit is less of a disturbing element than it has been. One well posted operator said yesterday that old crop Oregon prunes had pretty well passed out of first hands. They are not out of the market, but their influence will be less potent from now on. Old crop California are also a minor factor. That leaves new fruit to a clearer field. Jobbing orders are more frequently placed than ten days ago and at small advances. There are one or two features to cause conservatism, but it is perhaps a good thing that they exist as they will tend to stabilize the market and prevent a speculative outlet which might prove a boomerang. Apricots are in somewhat better demand on spot in a small way, especially for the desirable grades like Blenheims, which are scarce. Peach inquiry is developing but it is a little early to expect much demand for the spring market, as that business does not come to the surface usually until about the middle of February. Jobbing stocks in the East are reported light. Seeded raisins are the most active, although the line as a whole is not moving freely in a large way. It was reported yesterday that England was in the market, presumably through Coast purchases, but nothing definite has been heard here of this buying interest. Currants are dragging and are salable only in a small way out of spot stocks.

Sugar Syrups—Conditions remain depressed and the outlook for a revival of business does not seem to be promising.

Molasses—The grocery grades are moving steadily on small orders and prices are maintained at the levels prevailing since the beginning of the year. Little interest appears to be shown in blackstrap.

Rice—Domestic trade channels offer a moderate outlet for rice; there is no big business, but small and medium sized orders are placed frequently and in volume enough to sustain prices. While there is more enquiry the disposition is to encourage trading by maintaining prices, as in fact marked advances would be seriously resisted. Domestic grades are moving quietly and foreign types hold their own.

Cheese—The market is slightly firmer; quotations, however, remain unchanged. There is a fairly active demand for cheese at this writing, but no material advance in the market is looked for.

Condensed Milk—The market is much below par as a satisfactory demand is lacking in the domestic as well as in the foreign field. Prices on unadvertised brands remain low and irregular but they do not attract traders since there is no large outlet in the way of resales. Foreign traders are not placing any big orders and the domestic buyer is ultra-conservative. Lesser known packs, because of their low prices, are outselling the better packs as the careful buyer can pick up good serviceable lots at a considerable discount.

Provisions—The market on lard is

steady to firm, with quotations about the same as a week ago. There is a fairly active demand and a good supply. The market on lard substitutes is weak at unchanged quotations, there being an adequate supply to meet the present moderate demand. The market on smoked meats is slightly firmer, due to a fair supply and a good active demand. The market on dried beef is steady and unchanged. The market on barreled pork is slightly firmer; quotations remain about the same, with a fairly heavy demand. The market on canned meats is steady and unchanged.

Boomlets From Busy Boyne City.

Boyne City, Jan. 18—The writer was surprised on going to the Peoples State Bank to see the smiling face of D. B. Herrick at the teller's window, having for the past ten years become accustomed to meet him over the counter of Herrick Bros. jewelry store and as the city treasurer. "Dwight" has made himself a place in the business family of Boyne City and his personality will be an asset to the newly organized State bank.

The Michigan State Telephone Co. has completed the change of office and equipment from the Herron building, Park and Water streets, to the First National Bank block across the street. The offices are much more commodious and convenient and much aerial equipment has been removed from Water and Park streets to the alley in the rear. The company has had a gang of men here for two months preparing for and cleaning up after the change of location.

Our winter seems to have set in in good earnest. We have plenty of snow and not too much. Pine Lake is frozen over and good ice making all the time, although the weather is not very cold. We hope that we will be favored by a continuous freezing temperature until it is ready to quit permanently in the spring.

Like a giant river winding its full banked course to the sea, gaining its volume and strength from the drop by drop accumulation of millions of acres of saturated soil and not from great lakes and pools, so the full banked flow of business comes from the day by day accumulation of day's work. When the source of supply is cut off the pools and lakes of savings are drained and before the river resumes its full volume these same little pools have to be filled again by the day's work. When the day's work furnishes only the bare necessities, there is nothing left for comforts, still less luxuries. Our banks may release great volumes of wealth, but before it began really to flow through the hands of thousands and millions of workers. Work must be resumed. Work, not money, is real wealth, the unexhaustable Golconda. When work ceases, wealth disappears. Maxy.

News of the Bankruptcy Court.

Grand Rapids, Jan. 1—On this day was held the first meeting in the matter of Leo Goodrich, Bankrupt No. 1922. The bankrupt was not present or represented by attorney. The creditors were present in person and by attorneys Geo. S. Norcross, Gillette, and Lillie. Four claims were proved and allowed. Frank V. Blakely was elected trustee by those present and the amount of his bond fixed by the Referee in the sum of \$500. The first meeting was then adjourned to Jan. 27 at 2 o'clock p. m., at which time the bankrupt is ordered to appear.

Idleness never won distinction in the world, and never will. The world does not owe us a living, but every man owes the world work. God made man for employment and we cannot dodge the issue.

FORTY YEARS ON THE ROAD.

Retirement of Wm. A. Rindge, the Shoe Salesman.

William A. Rindge was born on North Front street, West Side (Grand Rapids), July 19, 1857. His father was of English origin, being a lineal descendant of Daniel Rindge, who came to this country from England in 1648. His mother was of Scotch descent. He attended the public schools of Grand Rapids until he was 15 years old, when he entered the employ of L. J. Rindge & Co., who were then engaged in the retail shoe business on Canal street. His salary at that time was \$3 per week. A few months later he was made very happy when he heard Christian Bertsch tell Henry Formby, the book-keeper of the house, "to pay Willie \$5 per week" from that time on. After working eight years in the retail store, he was summoned to the wholesale store one day by A. P. Carstens, still book-keeper for the house, to take the position of road salesman vacated by the resignation of Mr. Tuttle, who retired to align himself with the old house of Tyler, Graham & Co. His territory at that time—1880—included all the towns on the C. & W. M. North to White Cloud (then called Morgan Station), South to Coloma and East on the Grand Trunk as far as Vernon. For the next twenty-five years he visited 150 merchants every six weeks, selling \$125,000 worth of goods each year, without counting the mail orders which came from his territory. Mr. Rindge has been gradually relinquishing his customers to younger and more ambitious men, with a view to retiring from the road altogether. This he did with the end of 1920, after serving his house forty consecutive years.

Mr. Rindge was married May 10, 1888, to Miss Mary Caroline Bishop. Three children have graced the family circle—a daughter who is now Mrs. Joseph Harlow, of Turners Falls, Mass., where her husband is engaged in the furniture business; Warren L., who graduated in the architectural course at Ann Arbor and is now a professional architect in this city; William Kenneth, who is now a junior at Ann Arbor, in the architectural course.

Mr. Rindge has been a member of Park Congregational church about thirty years, during which time he has served the organization six years as deacon. He is not a member of any fraternity.

Mr. Rindge owns up to but one hobby—automobiling—having driven a Cadillac car for the past eleven years. The family spend the summer months in their resort cottage at Michilinda.

Mr. Rindge attributes his success as a salesman to the fact that he always looked at the other fellow's side of the game. He has always maintained that the salesman who gains the confidence of his customers has an asset which will always stay with him. He has always been regarded by his customers as the soul of honor and no man has ever traveled forty years and made as few enemies as he has. Every one who knows him respects him for his high character and the

lofty ideals which he has always cherished. Mr. Rindge retires from active road work with a comfortable competence as the result of right living, frugal habits and fortunate investments. No one has ever earned a respite from business cares and responsibilities more thoroughly than he has.

How To Order Millinery.

As prompter deliveries and more satisfactory selections are made possible when an order is written plainly and given correctly, a pamphlet of suggestions is being distributed by the Millinery Jobbers' Association describing the things to remember when making out an order. Many of the rules are applicable to orders for other articles than millinery, while others deal specifically with this item. The general rules are as follows:

Always date your order.

Always give shipping instructions.

Always sign your firm name, or, if incorporated, the name of the corporation. If your store is known as "The Style Shop" or "The Specialty Shop," etc., and is not incorporated under that name, avoid using it in ordering from the wholesaler.

Put only one item on a line, and give as much information as possible regarding color, quality, style and price of merchandise desired.

Do not write any message on your order. Use separate sheet of paper if you are addressing the credit or book-keeping department, or are asking any other information.

Be sure to enclose samples or price tickets.

In taking up orders for millinery, the following details are emphasized:

Always designate the color and, if possible, the shade desired. Of course, you must designate the color, but there are so many shades of colors, like green, brown, blue, etc., that to merely indicate the color does not give very much information. It is, therefore, necessary to designate the exact shade to be sure of being understood.

Always designate the price, or the range of prices. There is a vast range of prices in all branches of millinery. Unless you indicate in some way what price articles you want, the order filler has nothing to guide him, and may send you high-priced goods when you want low-priced ones, or vice versa.

The order suggestions then describe the care that must be taken in attaching the sample or ticket to the communication, so as to avoid loss in opening. In ordering trimmings a full description should be given and a second choice named when possible. In ordering hats, which is a general term, customers are urged to specify whether untrimmed shapes, ready-to-wear, banded or trimmed hats are wanted. Frames should not be confused with untrimmed shapes, and the frame should be designated as buckram, rice net or wire.

Reminiscent.

"I tell you that is a man of splendid personality, character and brains!"
"Yep, he minds me of some stockings I have on sale—double soul and re-enforced top, besides being remarkably well-heeled."

Piowaty Houses To Be Conducted as Separate Units.

M. Piowaty & Sons are making an important change in their former method of operation. They are organizing individual corporations in the various cities in which they have branches, consolidating in a great many instances with competitive houses already established and holding controlling interest in these new organizations. Through this plan they will be able to operate on a much larger scale, and it will give their old employees an opportunity of acquiring an interest in these organizations.

It is the intention of the Piowaty chain to operate on a more extensive basis than ever before and they have some new thoughts in mind along their line of business. This reorganization is already established in some of the cities in which they have branches, the Piowaty Company taking the controlling interest in the Piowaty-Downs Co., of Lansing, with a capitalization of \$40,000 paid in, this company being a consolidation of M. Piowaty & Sons, branch at Lansing and the Downs Fruit Company; holding the controlling interest in the Piowaty-Muskegon Company, with a capitalization of \$75,000 fully paid in, this being a consolidation of M. Piowaty & Sons' branch at Muskegon and

the Muskegon Produce Company, also holding controlling interest in the Lake Superior Fruit Co., Consolidating same with the Copper Country Produce Co., of Hancock, Houghton and Calumet.

The changes according to this plan are meeting with great success and the plan is going to be carried out at all of the cities where the Piowaty chain maintains branches.

Mr. Piowaty is greatly elated over the receipt of the following letter from the War Department:

Washington, D. C., Jan. 18—In accordance with the recommendation of the Director of Purchase, a certificate of merit has been sent to you under separate cover.

The citation by the Director of Purchase is as follows:

"For special meritorious services in rendering the most efficient and satisfactory service of any firm supplying perishable commodities. They have furnished amounts in excess of contracts without question of price. For commendable services rendered under extremely adverse weather and market conditions, in furnishing large quantities of onions for overseas shipment."

It is very gratifying to me to be enabled to transmit this visible recognition of patriotic war service.

Geo. W. Burr,
Major General, Assistant Chief of Staff.

Too many drawing room smiles deteriorate into kitchen frowns.

Taking Inventory

Taking inventory is not merely the counting, weighing or measuring of the merchandise on hand.

What about its pricing? Shall it be at "cost"? At "cost or market, whichever is lower"? May you change from the basis used last year? How may you substantiate the valuations used? How value goods in process of manufacture, goods in transit on consignment? Can your inventory valuations anticipate the lower value of prices?

The answer to these and other questions determine your profit for last year, and therefore your tax liability.

Through this organization it is now possible to have definite light thrown on all your inventory problems. The service we are rendering leading organizations throughout the United States is now directly available to Western Michigan business interests.

On request an executive will be pleased to discuss your particular inventory questions with you.

SEIDMAN & SEIDMAN

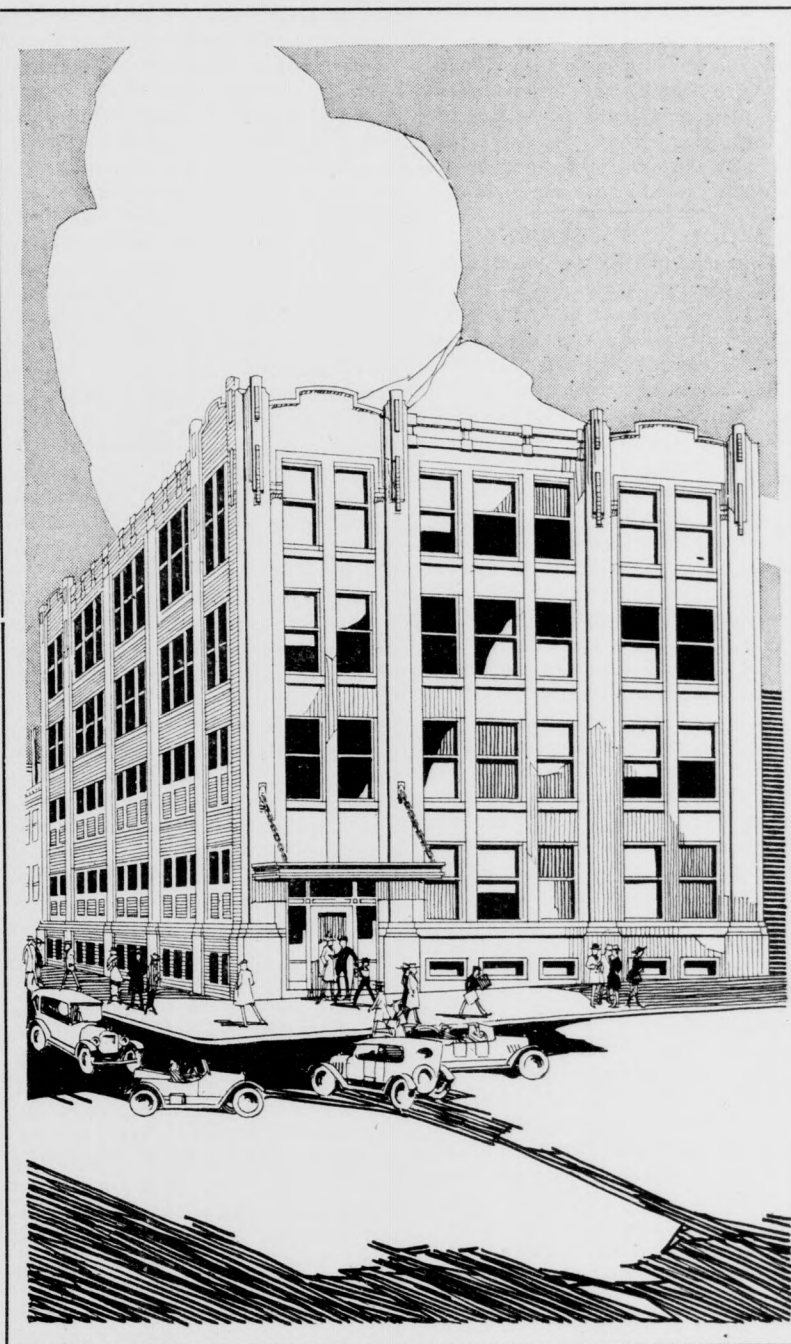
Accountants and Tax Consultants

Savings Bank Building
GRAND RAPIDS

NEW YORK — WASHINGTON — CHICAGO — NEWARK — ROCKFORD — JAMESTOWN

**Special Display
of
Trimmed
Hats
and materials
during the
month of
February**

**You are
cordially invited
to call and
inspect our
stock during
this time**



**Trimmed
Hats
our specialty**

**Prices
ranging from
\$3.00
upwards**

**Prompt
delivery
assured**

ON MONDAY, JANUARY 31ST, we will make our first showing of Spring Millinery consisting principally of TRIMMED and UNTRIMMED HATS, FLOWERS, FEATHERS, SILKS, RIBBONS, VEILING, ORNAMENTS and MILLINERY NOVELTIES.

We have used special care in the selection of our spring stock, keeping in mind the requirements of our many patrons, with an arrangement of prices sufficiently low to enable our customers to meet all competition.

We are neither down-hearted nor pessimistic regarding the business outlook for 1921. Everything at this time points to a revival throughout the country of business. Our prediction is that within the next thirty days business will assume normality.

With our increased facilities we are better prepared than ever to cater to the demands of our customers.

When you are ready to buy TRIMMED HATS or anything in the line of millinery call on us, or send for prices.

CORL, KNOTT CO.
Wholesale Millinery **Grand Rapids, Michigan**

PAYING THE PENALTY.

The present abnormal conditions are giving rise to the same old nostrums and panaceas for alleviation of our business and financial ills. We have now, for instance, the contention in some quarters that the Federal Reserve Banks should extend credit to the limit of their reserves, that in times of depression this will help business and bring back prosperity. Let us see. One of the important functions of the Reserve Bank, probably its most important function, is to make credit elastic and responsive to the needs of trade, that when business increases more credit will be available to finance the increase in business. Well and good. That the Federal Reserve Bank performed this function to the limit, no one will gainsay. They cannot.

Figures showing the enormous expansion in loans and currency since the war started is sufficient answer, and now that credit has been expanded until prices have toppled over, we are told that we should still continue to issue more credit. Inflation began when the credit structure rose above the accumulative savings of the Nation. When the consumer finally rebelled, this tremendous expansion of credit, instead of being a factor of safety, became a menace, for credit had been too cheap. You can remedy an over-extended credit situation by issuing more credit with about as much success as you can put out a fire by adding more fuel to the flame.

To-day we are paying the penalty of having too much credit, too much inflation, and are engaged in the unpleasant task of writing off this paper wealth and adjusting values in their more normal relation to production. We have builded our credit structure on one-third of the world's gold. Economy, thrift and industry is the only way in which an equilibrium between production and prices can be established. If there is any other method that will accomplish this, it has not yet been discovered.

Yes, credit has been too cheap. There has been, for instance, the dangerous practice on the part of many concerns in using all their lines of credit at the same time, leaving none in reserve. This practice naturally becomes more dangerous as prices rise and inflation increases. A concern that has deliberately over-extended its credit position is certainly not entitled to more credit when prices fall. Open market borrowing should not be abused. During boom times the temptation to use credit beyond the limit of conservatism is naturally very great. It is a singular thing that human nature, in the mass, has never changed; that the same old practices are indulged in during every recurrent period of prosperity, and that during such times if there is credit available it will be used to the limit in spite of any lesson of the past. A year ago when profits were out of all character, it was very hard to realize the artificiality of the situation. The expansion process is a very easy one, and while it lasts it goes along without any impediments so long as the credit is available, but all these artificial remedies that are now being advanced to cure the pa-

tient, including the demands for Government assistance, are nothing new if we go over like periods of the past. This country has a bad headache and all-gone feeling, which is the price it is paying for hitting the high spots. There are some things, however, that should be permanently corrected, and one of them is the looseness in the matter of the use of credit from too many sources at the same time.

WOOL AND WOOLENS.

Not much relief in the wool situation is apparent from the results of the auction sales held in London and in Australia during the past week. Where an upset price was fixed the bidding languished except for special qualities and, consequently, the percentage of withdrawals was large. This amounted, at times to 80 per cent. of the offerings. Americans bid for choice crossbreds in Australia. In free offerings in London the prices for merinos were from 15 to 20 per cent. below recent levels. The British government is anxious to get rid of its vast holdings, and decided to accept the proposition to turn them over to a company representing the Australian growers. The wool will be sold as promptly as market conditions permit. It will be interesting to watch how this scheme works out. The odds are against its success. There is so much wool available that it will take years to dispose of it. Meanwhile the expense of carrying the stocks will add to their cost. But, temporarily, the plan may have the effect of raising the price of wool. The woolen mills in this country are gradually getting to work again, although the demand of Spring fabrics is quite light. The market continues to await with patience the announcements for next fall's goods. The only certainty about these is that the prices will show a marked reduction from last season. The manufacturing clothiers do not seem to be worried much over their labor troubles. One reason for this is that they will have little difficulty in filling their Spring orders because of the light demand. Somewhat of a drive seems apparent in certain lines of dress goods like tricootines, which is providing work for the mills producing such fabrics.

Complaints reach the Tradesman in considerable numbers of specialty salesmen who take orders for one case of goods and subsequently double the order on the buyer. Of course, men who pursue such tactics are usually transients who seldom come along a second time, so they can be taken to task for their dishonesty and turned down cold on subsequent occasions. In giving any order to a stranger who may never be seen again the merchant should insist on receiving a duplicate copy of the order before he consents to sign the original. Signing orders is poor business at best, and great care should be exercised in dealing with the crafty salesman who lives by his wits and adds to his income by preying on the credulity of the unsuspecting merchant.

Most people spend so much time in getting a living that they have no time to live.

COTTON AND COTTON GOODS.

Various reasons have been given for the hardening of cotton prices in the last fortnight. One of them is the greater domestic demand caused by the renewed operation of the mills and the certainty that such demand must continue. Another is the belief that, somehow or another, foreign countries needing cotton will find a way of getting it. That the low record figure for the year has been reached is the general belief, as is also the probability that advances will be the rule henceforth. This is helped by the fact that holders in the growing districts seem to be able to avoid sacrificing what they have. Before long planters will have to determine what course to pursue for next season, and it by no means follows that the plan to restrict the acreage by one-half will materialize. Curious calculations continue to be put out showing how hard is the lot of the cotton planter. In one of these published during the week it was figured that a crop of thirty-six bales grown on 200 acres cost to produce at the rate of 32 2-3 cents per pound. This was by a tenant farmer. Manifestly, it would not pay under any circumstances to grow only 90 pounds of cotton to the acre, and the farmer's duty should be to grow something else. The Department of Agriculture has recently shown that much money is lost by using seed which will not germinate, and it has been proved, time and again, that there is usually no selection of seed so as to produce the better grades of cotton.

In the goods market the past week has exhibited considerable activity. Advantage has been taken of the drastic cuts in the prices of colored and finished fabrics to such an extent that, where advances have not resulted, there have been withdrawals of lines from sale. Gray goods have responded to the advances so-made, and the sales of them at advancing levels have been a marked feature. Declines in knit goods and hosiery to make them more attractive to buyers have occurred. The present week and next will show what effect these will have.

BOYCOTT UNDER THE LAW.

By defining primary and secondary boycotts the Supreme Court in its recent decision has made clear a point which has been much confused. The full text of the decision, containing the definition, is now available. According to the court, when employees combine to refrain from dealing with their employer or to advise or by peaceful means to persuade his customers to refrain, they are practicing a primary boycott. The right to do this is recognized by the infamous Section 20 of the Clayton act. When employees combine to "exercise coercive pressure upon such customers, actual or prospective, in order to cause them to withhold or withdraw patronage through fear of loss or damage to themselves should they deal with it," they are held to be practicing a secondary boycott. This is the practice against which a right to an injunction is recognized by the ruling of the court in this case.

If employees on strike merely try by

argument to persuade customers of their employer not to deal with him, they are within the law. If they reinforce argument by threats of any action which would cause loss to the customer in case he should not yield to persuasion, they are guilty of a violation of law and liable to injunction and prosecution. Such an authoritative settlement of the legal status of boycotts has been needed, both for purposes of practical action and as a definite basis for discussion on the issue of further legislation which is certain to arise.

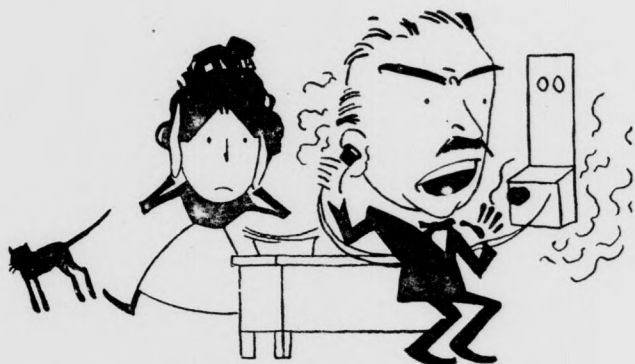
THE TURN IN THE TIDE.

That there has been a turn in the tide of general mercantile business is a fair inference to be drawn from the happenings of the first fortnight of the year. Sales both at wholesale and retail are making more of a showing, and these are most pronounced where price reductions are most striking. Plenty of buyers from out of town have been in the city during the week just passed, and they have been here to get goods. More of them will be here this week and next. Spring buying has been long delayed, shelves need replenishing and broken lots need filling up in stores all over the country. There is the urge to buy for immediate needs for both men's and women's wear, although the last named branch commands most attention. Clearance sales in all the large business centers are in progress to prepare the way for new offerings, and the aim apparently is that the prices for the latter shall be low enough to stimulate trade to a brisker movement than has been the case. This is causing some shopping around here on the part of buyers, who have found a disposition by some sellers to raise prices at the first sign of an increased demand for any particular article. Action of this kind on the part of these sellers is not calculated to help business. After a continued demand on any broad scale, an increase in price would be quite natural. But attempts to force things at the offset are likely to cause buyers to continue on the hand-to-mouth basis, which has been so much the custom of late to the detriment of all concerned.

SELLING THE FARMERS.

Merchants everywhere are realizing more and more each day what a mighty factor of buying power the farmer represents. Farmers, with their families, compose the largest single buying class in the country. The farmer is a discriminating purchaser. He is no longer an imitator; he is a leader in determining American buying tendencies. He has his likes and dislikes, the same as every other buying class. He will continue to patronize the country store just so long as he can buy there what he needs; and the country store has developed rapidly until to-day some of the finest merchandising establishments in the United States are to be found in the small towns. The Tradesman presents elsewhere an excellent contribution which deals with the farmer as a buyer. It should prove of vital interest to all retail dealer.

A-a-a-h—the Soothing Difference!



Training for a college cheer leader

Long Distance Telephone Service has changed.

It used to be that calling forty miles was as trying to the temper as calling, say, an absent son at dusk.

You waited an interminable length of time, the line clattered and sputtered, and when finally you did get your party you had to shout like mad to make yourself heard.

But To-day—ah, the soothing difference!

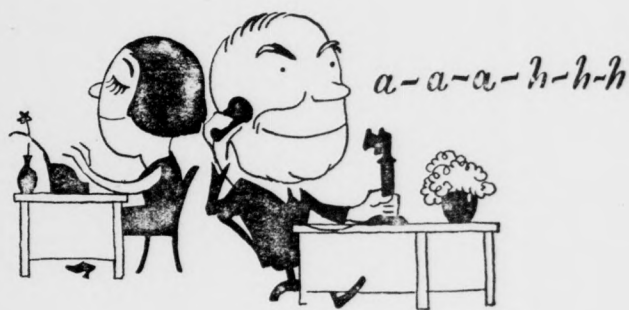
Service is prompt, quiet, efficient.

You can usually get cities outside the state in ten minutes—Michigan towns in less. And every word spoken in an ordinary tone is heard distinctly.

Have you realized that **YOU** can use toll service profitably in business and personal affairs?

Such affairs, you know, are best “put over” when they are talked over.

And Long Distance Service affords the quick, convenient, economical means of communication. Try it.



Transact your affairs via Long Distance Telephone.

MICHIGAN STATE



TELEPHONE CO.

“Our Ambition—Ideal Telephone Service for Michigan”

Leather Production During Year Below Normal.

A review of the year's activities in packer hides presents a picture of dull and delayed operations at declining prices. Trade in the first two months of 1920, was about normal. Plenty of hides of fall slaughter were carried over from 1919, to augment the 1920 winter take-off. Purchasing of the fall hides was delayed considerably and they were not marketed altogether until early February, when the high rates for the year were obtained on these carried over hides. Winter goods were at a discount on account of plentiful supply and were entirely neglected. Killers being unable to dispose of them, sent them to tanneries for working into leather, hoping thereby to stimulate interest in the prime spring hides among the independent tanners and thus stiffen the situation and aid them in marketing their winter hides in leather. The severe curtailment of credit and the closing of the foreign outlets set the market back to such an extent that it was impossible to interest tanners in any hides beyond sufficient quantities to keep their plants going at reduced schedules. Many of the larger tanneries closed down many of their yards, shipping unused hide stocks to plants they wished to operate, thus increasing their hide supplies and reducing the need to enter the market.

Leather production in the United States is said to exceed domestic consumption by 100 per cent. The 50 per cent. United States consumption of leather was being supplied by tanneries working but 30 per cent. of capacity in order to reduce leather stocks by moving faster than adding to reserves. The wave of economy overspreading the country provided for continued good shoe findings business, but offal leathers continued to pile up in the sole descriptions. Leather production in the United States was, therefore, below normal as well as the consumption of same. Hides were continually imported. Domestic supplies would have been sufficient to maintain production, but the foreigners insisted upon keeping sold up on account of the good value of the American dollar and these oversupplies of hides provided tanners with enough raw stock for their meager demands, causing them to remain passive in the domestic situation.

Practically all killers assert that the general depression existing in general business of the manufacturing order will likely continue for a few months more at least. They are generally of the opinion that a resumption of activities will be noted in the early winter months of 1921, but that available supplies will be sufficient to supply needs. They further believe the surplus in hides and leather will not be consumed until mid-summer 1921, unless foreign exchange should improve suddenly and permit of exportations. The last half of the year 1921, is expected to present an appearance of normalcy.

The year opened with values about

on a 25 cent level for over forty-five pound weights and 35c for the extreme light end of the list. The depressions which existed in the closing months of 1919 were manifest in the opening weeks of this year and rates continued their downward trend. Mid-January saw a slight stiffening in the call for goods of the fall description causing rates to ascend for the balance of the month. The middle of February, however, saw a sharp break in foreign exchange which ruined the outlets for leather abroad. In addition the bankers of the country started restricting credits, calling loans on speculative commodities thereby causing pressure to sell hides, which could not be absorbed in the face of the restricted outlets for finished materials. This period of transition from war to peace values extended for the remainder of the year.

The first effect of the changing conditions was a sharp break and then a moderate declining tendency which was checked about mid-April while the tanners were in convention at Atlantic City. At that meeting a large interest sold calfskins short at a very sharp break and booked tanners as far ahead as they cared to go on a 50 cent basis, such quotation being 20 cent under rates ruling several weeks prior and representing a decline in which tanners took confidence for an upward turn. The quotations were no more than a fortnight old when another dime break was inaugurated. At that time it was the conjecture that strong Western skin interests were endeavoring to stifle competition in Eastern markets for the city calfskin business by bankrupting competition. The weakness in calfskins was communicated to the light end of the hide list, causing declines to about a 20 cent basis on extremes.

Business was put through in extremes for almost two months on an 18 cent basis and a temporary recovery was effected to the 20 cent level again about the middle of July, only to sag suddenly in August to a 17 cent basis where values remained steady under mid-October. From that time to the end of the year the packers caused them to sell at best prices possible, and the accepted reductions were immediately communicated to the country hides descriptions. Extremes held steady about a 13 cent price, but movement was slow. Buyers were picking up the fresh hides from large and small packers which appeared relatively cheaper on account of producing more salable leather than the inferior taken off country hides. The year closed with rates at the lowest point and below any existing in the immediate pre-war period of 1914.

A very good call was noted late in the year for calfskins, pieces and trimmings in all condition for the manufacture of gelatin suitable for camera and motion picture films and as high as 8½ cents a pound was paid for such stuff for such outlet. This virtually pegged the bottom of the calfskin market and enabled operators to figure proportionate values on goods not yet suitable for glue purposes.

A glance in retrospect is generally very painful for all persons connected with the hide industry. Losses were the order rather than the exception. The profits accumulated in 1919, dwindled to a mere nothing or were wiped out entirely. Some firms were bankrupted through inability to sell hides when pressed to meet obligations. A catastrophe blighted the trade in country hides, one from which many lessons will be taken by the surviving members of the industry. In prospect, much is expected. Operators confidently expect 1921 to yield them a good measure of profit to recoup losses sustained in the year just passed. Prices are on a low plane and capital required for operations is consequently small, permitting of speedy turn over at good profits when the reaction from the wave of pessimism sweeping the country subsides and the populace ascertains that there is in reality a virtual shortage of footwear material the world over, and that uneconomic distributing was responsible for the forced draft operations of 1919 and the underconsumption of 1920.

Courtesy to Customers Pays.

A buyer of footwear recently said that courtesy to customers was a most important factor in the shoe business. This buyer said that in his establishment every effort was made to see that their customers were courteously treated, and that their stock was arranged in a way that would cause customers the least inconven-

ience in viewing it and making selections from it.

"We find," said this buyer, "that a doorman is a most necessary feature of our business. By a doorman I mean one who greets our customers when they enter the store, and who courteously asks what they desire. Then he directs them to the aisle where a salesman serves them."

In the shoe department of this buyer, spats, hosiery—both silk and wool—and buckles are carried. The buyer said in each department he had a woman or man in charge whom he holds responsible for any mistakes made. In the inspector's section he had a head girl who, with her assistants, sees that every pair of shoes is thoroughly examined before being sent to a customer.

Lansing—The Brackett Rubber Footwear Vulcanizing Co. has been organized by Carl Brackett, to market a new device for repairing rubber footwear, etc., which is being manufactured at the company's plant at 217 North Cedar street.

The man who jumps from one business to another, experimenting here and experimenting there, usually fails in all, because he lacks the experience or determination to succeed in any.

Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER
LEATHER CO.

57-59 Division Ave. S. Grand Rapids

Shoes of Good Style That Are Strong and Durable and Moderate in Price

That's what you want to build your trade on. The BERTSCH shoe answers every requirement for style and service, and is rightly priced.

It appeals to the great mass of people, men who want a dollar of value for every dollar paid out. You cannot go wrong on the BERTSCH Line.

Get acquainted with this wonderful line now, if you are not already selling it. It's the most consistent seller and best trade builder offered you today.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

Lack of Confidence Hinders Resumption of Trade.

Expressing the belief that further retrenchment is impossible and that only constructive effort on the parts of the allied branches of the shoe and leather industries will improve the situation, Ames Holden McCready, Limited, of Montreal, has sent to its 8,000 retail shoe merchant customers a letter outlining conditions in the industry and calling for greater co-operation between all branches of the trade. The letter is as follows:

"The facts as we see them are as follows: For nine months the Canadian public has refused, for reasons of economy, to buy leather footwear except for its most pressing needs. The result is that the Canadian public is to-day very poorly shod. Because of the public's attitude the shoe dealer has likewise refused to buy from the manufacturer and has liquidated his stock until it is as threadbare as that of the consumer. Shoe manufacturers and tanners have also endeavored to liquidate their stocks, and as a last resort closed down their plants months ago, either partially or wholly. This condition has been world-wide with the result that prices for hides and most other important raw materials used for making shoes have fallen tremendously.

"We feel that the prices now quoted us for our raw materials have, as is stated by our tanners and other vendors, reached the lowest possible point for some time to come. In fact leather is now selling much below the cost of production, and probably below costs that will rule during 1921,

even with considerably reduced wages.

"We feel that our employees are willing to make our shoes for less compensation than the high rates still prevailing.

"We feel that the public needs new shoes, has the money to pay for them, and, now that the luxury tax has been abolished, will buy them if they can be made to feel that the prices are fair and reasonable.

"We feel that the dealer needs to replenish his depleted stock, and will do so if manufacturers quote right prices.

"Confidence between all the links of the industry is all that is lacking, and when the people think more about serving each other than getting from each other, the old-time business conditions will return.

"We now accept the statements of tanners and our other vendors of supplies and materials that the prices of their products are as low as they can possibly go.

"We believe that our employees can get along with only a reasonable reduction in wages.

"Upon this basis, all our stocks, whether of finished shoes or of raw materials, have been reduced in price to accord with replacement values.

"We start the New Year full of confidence in the public, in you and in ourselves.

"We believe that further retrenchment is no longer possible, and that nothing but constructive effort on the part of all will improve the situation.

"Our sales staff has not been diminished, but it has been strengthened

because of our belief that distinctly constructive efforts will be made not only on the part of manufacturers, but also of retailers and the general public.

"To show our confidence in the situation, we have fixed new selling prices as of January 3. These prices take no account whatever of past costs of materials and wages. They are based on to-day's cost of leather and other materials. Our new prices are our absolute minimum.

"On this basis we solicit your business for your immediate or future requirements.

"As the largest manufacturers of footwear in Canada, we would very much appreciate any suggestions or advice that you care to favor us with, and for this purpose are enclosing a questionnaire which we hope you will fill out and return to us promptly."

The questionnaire sent with the letter contained 12 questions, as follows:

1. Do the people in your community really need new leather shoes for spring?
2. Will they have the money with which to buy them?
3. When can they be induced to buy?
4. Have shoe dealers in your community sufficient stock on hand to meet the demand?
5. Have you held clearance sales recently?
6. If so, did such sales at reduced prices stimulate buying?
7. What can we do to help you re-establish the public's confidence in you and in us?
8. Shall we tell the public, through

newspaper advertising, that we are offering leather shoes to retailers at prices based upon to-day's low market for hides and leather, and that these prices apply not only to new production but also to leather shoes made out of materials purchased at much higher costs?

9. If so, when shall we commence newspaper advertising in this manner?

10. Are you willing, as we have done, to re-price your present stock, based upon prices at which you can replace these shoes?

11. Are you willing, as we have done, to take less percentage of profit on your turnover during 1921 than you have done in the past, and thus increase your sales volume?

12. What would you consider a reasonable net profit on your 1921 turnover?

Leather Made From Rabbit Skin.

An Australian has discovered a process of making leather from rabbit skins, and a company has been formed at Sydney to turn the invention to practical use. It has established a plant capable of handling 100,000 skins a week.

The leather has already been used at Sydney in the manufacture of boot and shoe uppers, handbags, gloves and other articles. The rabbit fur is not wasted, but, being removed from the skins before the latter are tanned, is utilized for making felt for hats and other purposes.

When a customer thinks you think he doubts your word, he begins to doubt it.

IN addition to our Rouge Rex | More Mileage shoes we have a new and complete line of men's dress welts. These are what you have been waiting for.

ORDER NOW

MENS SHOES—SPRING, 1921

541	Mens Brown Standard Kid Blucher No. 1 Tip 8½ Iron Sole Campus Last, 6-10 C D	6.40
545	Mens Rueping Lea Co. Mahogany Veal Blucher No. 1 Tip 10 Iron Sole Munson Last, 6-10 C D	6.15
546	Mens Beggs and Cobb Gun Side Bluch No. 2 Tip Full Double Iron Sole Munson Last, 6-11 D E	5.25
547	Mens Glazed Colt Bal. 8½ Iron Sole Komfort Last, 6-12 EE	5.00
548	Mens Beggs and Cobb Gun Fox Bluch Matt Top No. 2 Tip 8½ Iron Sole Campus Last, 6-11 C D E	4.50
549	Mens Surpass Kid Bal. No. 6 Tip 8½ Iron Sole Bunion Last, 6-12 EE	5.00
551	Mens Rueping Gun Calf Bal. No. 1 Tip 9 Iron Sole Cambridge Last, 6-10 B C D	5.75
552	Mens Rueping Gun Calf Fox Bluch. Matt. Top No. 1 Tip 9 Iron Sole Campus Last, 6-11 B C D	5.75
553	Mens Glazed Colt Blucher No. 1 Tip 8½ Iron Sole Campus, 6-11 D E	5.00
555	Mens Surpass Kid Bal No. 1 Tip 8½ Iron Sole Banker Last B C D 6-11	5.00



556	Mens Beggs and Cobb Gun Side Bal No. 6 Tip 8½ Iron Sole London Last, 6-11 C D E	4.50
557	Mens Tan Calf Ox. Eng. Last Flat Toe Whole Qtr. Stag Vp. Pattern Goodyear Welt, C D 6-10	6.60
558	Mens Greiss Pfeiffer Cocoa Kip Bal. No. 1 Tip 9 Iron Sole Cambridge Last, 6-10 B C D	5.75
559	Mens Greiss Pfeiffer Cocoa Kip Blucher No. 1 Tip 9 Iron Sole Campus Last, 6-11 B C D	5.75
561	Mens Greiss Pfeiffer Cocoa Side Bal. No. 6 Tip 8½ Iron Sole London Last, 6-11 C D E	5.00
564	Mens Greiss Pfeiffer Cocoa Side Blucher No. 2 Tip 8½ Iron Sole Campus Last C D E 6-11	5.00
565	Mens Surpass Kid Blucher No. 1 Tip 8½ Iron Sole Pilgrim Last, 6-10 D	5.00
566	Mens Standard Brown Kid Blucher No. 1 Tip 9 Iron Sole Premier Last, 6-10 B C D	6.85
567	Mens Standard Kid Blucher No. 1 Tip 9 Iron Sole Quaker Last, 6-10 B C D	6.85
568	Mens Standard Brown Kid Bal. Cord Tip 9 Iron Sole Banker Last, 6-10 C D	6.85

Don't forget to order those Genuine Horse Hide Gloves you were contemplating buying.

HIRTH-KRAUSE

Tanners and Manufacturers of More Mileage Shoes

GRAND RAPIDS, MICHIGAN



Mistake to Raise a Tax by Its Bootstraps.

The Bureau of Internal Revenue has just issued a ruling relating to inventories which is of vital interest to every concern handling merchandise, whether as manufacturers, wholesalers, importers, or dealers.

To understand the effect of the ruling one must know something of its background. The present Revenue Act gave taxpayers filing returns for 1918, or, where the first return was filed for 1919, the return for the latter year, a choice between two methods of taking inventories: (1) on the basis of cost; (2) on the basis of cost or market value, whichever is lower. After making a choice for 1918 or for 1919, if that was the first return, the chosen methods had to be followed for subsequent years.

Now, in 1919, when the 1918 returns were filed, the cost was lower than the market almost universally, as market prices were climbing higher every day. Consequently, whether they chose the basis of cost, or the basis of cost or market, whichever is lower, their inventories for 1918 would have been computed at cost anyway. It happened in a great many instances that taxpayers stated that they had chosen the basis of cost, thinking that, since it made no difference which basis they chose, they would take what seemed to be the simpler method.

During 1920, however, market values have fallen far below cost in a great many lines. In such cases, a computation of inventories on the basis of cost would show greatly inflated paper profits, on which the taxpayer would be required to pay a tax.

The actual profits can be shown only on the basis of market value. But, under the regulations, those taxpayers who chose the cost basis for 1918 returns cannot take market values into account for any subsequent year. In many businesses a very serious condition was created.

Now the Committee of Review and Appeal, speaking for the Bureau of Internal Revenue, comes forward and says in effect:

"If at the end of 1918 or 1919 the market values of your goods was as a matter of fact higher than your cost and, therefore, you would have reported your inventories at cost whether you had chosen the basis of cost or the basis of cost or market whichever is lower, you may now have a new choice between the two methods and you may compute your inventories for 1920 on the basis you now adopt, regardless of your previous choice."

Having chosen a method of reporting inventories for 1918, a taxpayer

is required to secure permission to make a change, and it does not appear from the ruling that the requirement is waived. The point is that formerly there was very little chance of such permission being granted while now, wherever the taxpayer can show that market values in his business were higher than cost in 1918 or 1919, he has a very good chance to receive permission. It would also appear that if the taxpayer applies for permission to change the method and does not receive notice of approval of his application, or where the time is too short for him to make application, he may use whatever method he desires and explain in the return that he is changing the method on the strength of the Committee's ruling and requests that the change be approved.

The experience of the last two years, with their wide and rapid change in prices and values, has demonstrated very clearly the importance of the method of reporting inventories in its effect and it is advisable for every concern to make a careful study of the question in relation to its own peculiar conditions.

In making a choice between the two methods of reporting inventories and also, where the basis of cost or market value whichever is lower is adopted, the taxpayer should bear in mind that market value is not a fixed, definite thing. The regulations define market value as being "the current bid price prevailing at the date of the inventory for the particular merchandise."

But not only may it be difficult to determine the current bid price prevailing at a given time, it may often happen that there are two distinct "prices" at the same time. At the beginning of 1920 the general condition was that the demand exceeded the supply; at the close of the year it is an equally general condition that



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**GRAND RAPIDS
SAVINGS BANK
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44,000

Satisfied Customers

know that we
specialize in

accommodation
and service.

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Madison Square and Hall Street
West Leonard and Alpine Avenue
Monroe Avenue, near Michigan
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Grandville Avenue and B Street
Grandville Avenue and Cordella Street
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Fourth National Bank

Grand Rapids, Mich.
United States Depositary

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
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of

THE MICHIGAN TRUST COMPANY

PREPARES Income and Excess Profits Tax and
other Federal Tax Returns;

INSTALLS General and Cost Accounting Systems;

MAKES Audits and investigations for any
purpose desired.

Pearl St. and Ottawa Ave.
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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

the supply exceeds the demand. In other words, the sellers' market has become a buyers' market. But, while either the sellers or the buyers may dominate the market at any particular time, there are always both a selling market and a buying market and, therefore, from the standpoint of any particular taxpayer, there are always both a selling market value and a buying market value. The selling market value is the price which the taxpayer can obtain for it by sale. The buying market value is the price for which the taxpayer can replace the article. No general rule can be laid down as to which market value should be used. It depends to a great extent upon the article being inventoried.

For instance, in the case of a manufacturer who carries both raw materials and finished products in his inventory, he will generally use the buying market value for the raw materials and the selling market value for the finished products. In those cases where it is possible to do so, tax payer should use the buying market value, since the selling market value, including, as it generally does, an element of profit, is likely to be appreciably higher.

The ruling on inventories is significant not only in itself but even more so as an indication of a new attitude on the part of the Bureau. Formerly, the Bureau compelled taxpayers to adhere strictly to the general rules laid down in the regulations, no matter how unjust or how unfortunate the application of those rules might be in the case of a particular taxpayer or even in the case of business in general where it was subjected to conditions which were not foreseen at the time those rules were formulated. The Advisory Tax Board, however, initiated the wise policy, which has been followed by the Committee of Review and Appeal, in those matters in which the Bureau was granted powers of discretion, of modifying the regulations, or other administrative provisions, to suit unusual cases or unusual conditions which Congress obviously was aware could not be covered by detailed statutory provisions and, therefore, left to the Bureau to handle in a manner which would be most equitable both to the government and the taxpayer. Evidently, the Bureau has determined to use its powers in manifold fashion. In short, it is being generally recognized that a tax cannot be raised by its bootstraps; the lever of common sense and equity must be applied.

S. C. Walsh.

Reducing the National Debt.

It was not so long ago—1913 to be exact—that the United States was literally staggering under a National debt of \$1,028,564,000. To the Nation, prosperous as it was in those days, this seemed almost insurmountable. But times change and, under stress, ideas change with them. The war came and in midsummer of 1919 our National debt had reached its peak of \$26,596,701,648.

Comparing these two sums we come to a realization of the sense of gratitude we should feel in the fact that this debt is being steadily and rapidly reduced and that only the other day

another lump sum of \$192,982,075 had been wiped from the slate, bringing the present total indebtedness of the Nation down to \$23,788,242,123.

Judged by the standards that existed in ante-bellum days these figures seem prodigious, but when it is considered by those standards to which we became accustomed during the war, it would seem that we are beginning to see daylight. It is scarcely possible that the time will ever come again when the United States will maintain a debt at the level that once prevailed. In fact, the best authorities are agreed that the minimum will never fall below the \$10,000,000,000 mark, but the Nation has demonstrated that it can float an indebtedness of this size without seriously burdening the people.

The rapidity with which the balance of this debt is now reduced will depend largely upon Government economy. The present administration has been accused of undue extravagance and it is now very generally conceded that if we had had a business administration during the war the cost of the war would have been \$15,000,000,000 less than it was under an academic administration. The Nation was plunged into war and was totally unprepared to meet it. There was little time to devote to the study of economic methods and profiteering at the expense of the Government was rife. However, greater thrift in Governmental affairs will no doubt be practiced by the incoming administration on the principle that a new broom sweeps clean if for no other reason.

Another factor which would be a great aid in reducing the National debt is the prompt payment of interest on the loans we advanced to our allies. Great Britain owes us \$4,000,000,000 and France \$3,000,000,000. An additional \$3,000,000,000 has been loaned elsewhere. So far the interest has not been paid, nor have we anything to show for the \$10,000,000,000 we loaned our allies except the I. O. U. of the ambassadors. No nation ever expended so large an amount of money so prodigally and recklessly as we did during the war. Taken all in all, the United States is in far better condition than England, which has shouldered a burden of \$39,000,000,000, and the fact that we are reducing our debt far more rapidly than was thought possible at the time the obligation was incurred is proof of our power of recuperation along all lines.

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

13 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



The Year 1921

will see many changes
in the business world. The right

Banking Connection

is something to be carefully considered.
We invite you to avail yourself of the facilities of our complete banking system.

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GEORGE F. MACKENZIE	Vice-President and Cashier
H. A. WOODRUFF	Assistant Cashier
EUGENE RICHARDS	Assistant Cashier
H. E. FORD	Auditor

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Regularly Examined by United States Government Examiners

President-elect Harding Displaying Abundant Tact.

Grandville, Jan. 18—There can be no comparison between tact and talent. Talent may shine for a brief time, but without tact talent is bound to put its foot in it, to the confusion and disgust of right minded humanity.

There have been several modern instances proving the vitally necessary use of tact to make the wheels of public felicity turn on an even axle. President-elect Harding has displayed abundant tact in his every act since his election to the highest office in the gift of the American people. Doubtless he learned in his teenage at school the vital necessity for the use of tact if one were to get on in life and make a success of his ventures.

We know very well how tactful most newspapers have grown to be, and some big men of the Nation, although there are far too many of the latter who forget, else never knew, the value of understanding and acting upon that simple fact.

Benjamin Harrison and William McKinley were tactful men. In a long summer and fall campaigning, Harrison never made a false step, even though he made any number of speeches. Blaine was not so fortunate in that he permitted one of his partisans to utter a most tactless remark unrebuked. Less than a dozen words from the magnetic statesman from Maine on one occasion would have made him President of the United States.

A word spoken at the right time, a sentence left unuttered, many times serves the weal or woe of a man's life, and therefore it is well worth while to look after slips of the tongue which are potent for good or evil as the case may be.

President-elect Harding's ban on an expensive inaugural display is an exhibition of tact highly to be commended. Some may argue with a large show of logic that it is altogether right and proper to make suitable demonstration once in four years when a President is sworn in to take charge of the executive branch of the republic. It does not seem to be amiss on such an occasion to indulge in a big parade and demonstration to emphasize the fact that a new President is about to take the reins of Government.

Billions of good money have been wasted during the last three years, with no protest going up from Congress, pulpit or people. Now why such a fuss over spending half a hundred thousand dollars in celebrating a change in the Government?

If you look at it that way the argument seems good, but the public has

been nauseated with gigantic extravagance in the expenditure of the people's money and are right now demanding a halt. President-elect Harding sees the handwriting on the wall and is tactful enough to make use of this feeling to call a halt to even the smallest extravagance, which is tact with a capital T.

The business man who fails to employ tact in dealing with the public is in a fair way to lose out in the end. Talent is a brilliant fair weather friend, but tact stands good in both fair and foul weather. The latter is and has always been the main spoke in the wheel of progress. Tact and talent combined, of course, make a splendid combination, yet they are so seldom met with in such juxtaposition it is scarcely worth while discussing them.

So much trouble is engendered through want of tact it almost seems as though it would not be out of place to emphasize the importance of this gift of the gods by including a study of tactfulness in our common schools and colleges. The old saying that knowledge is power was only half true. Knowledge although piled mountains high is insufficient for much accomplishment in this world without tact to go with it. The two should go together.

It might be all right to include here the astounding news that a league calling itself German-American has seen fit to recommend one of its number for a place in the cabinet.

The man recommended is George Sylvester Vierick, one-time editor of a notorious German sympathizing newspaper up to the time the United States entered the world war. Of course, no one in his sober senses believes the President-elect will pay any heed to such a wild suggestion.

There is no place in the United States Government for any German-American. Nor is there place for Irish-Americans, Scotch-Americans, Holland-Americans, or any other hyphenated monstrosity whatsoever. If the war settled anything beyond peradventure it was that no hyphenates need apply hereafter in America. The United States has no room on its payrolls for any other than Americans, through and through, no matter where their birthplace. Those who have not learned this fact had better get out of the country.

So far in his public capacity President-elect Harding has displayed a supreme tact that recommends him to our best citizenship regardless of party affiliations, and it is not expected that he can by any manner of means be bamboozled by this organization of self styled German-Americans. Old Timer.

Peace of Mind

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

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

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.

WE ARE SPECIALISTS

Writing only Automobile Insurance.

Live Agents Wanted.

MICHIGAN AUTOMOBILE INSURANCE CO.

Grand Rapids, Mich.

A Stock Company.

STOCKS AND BONDS—PRIVATE WIRES TO THE LEADING MARKETS

HILLIKER, PERKINS, EVERETT & GEISTERT

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STOCKS

BONDS



STRAIGHT LINE METHODS OF ERNST & ERNST

A straight line is the shortest distance between two points.

Method is System in following the straight line. It develops the perfect organization.

The Straight Line Methods of Ernst & Ernst assure the executive, at all times, exact knowledge in all branches of his business, based on facts and figures.

Straight Line Methods is strictly an American idea. Its development and growth is due to the correctness of the idea and to the high quality of the System Service of Ernst & Ernst, its originators.

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OFFICES IN 23 OTHER CITIES
STRAIGHT LINE METHODS

Fenton Davis & Boyle

MICHIGAN TRUST BUILDING
Telephones Main 5139
Citizens 4212

Chicago

GRAND RAPIDS

Detroit

Service the Jobber Could Render the Retailer.

For many years I have urged the jobbing trade of this market to create a bureau, composed of one man to begin with, to call on the merchants who do business with Grand Rapids wholesalers, inspect their premises, show them how to improve their risks so as to obtain more favorable rates, inspect their insurance policies and have them rewritten so they will be in harmony with each other and also properly cover property actually owned by the insured, introduce a simple book-keeping system which will supplement the annual inventory and the record of daily sales and purchases, so that any merchant may know where he is and what his net worth is at any time. Such a bureau could also furnish each retail merchant at cost or free an inexpensive set of blanks or cheaply bound books in which he could keep his records of sales and purchases.

Judging by past experience, however, I have not much confidence in this idea ever being adopted. If it is adopted, it will probably be referred to some who has no especial interest in the subject and who will pass it on to merely clerical help to work it out in mechanical fashion. For several months the wholesalers of this market discussed fire insurance matters at their weekly dinner meetings. Evidence of the most startling character was brought out as to grave abuses, overcharges and criminal conduct on the part of stock company managers, but the entire matter was allowed to die without a gasp.

I am in receipt of dozens of insurance policies daily which I carefully scan and analyze to the best of my ability. The following letter is a fair sample of the replies I make to my friends of the retail trade:

"I am in receipt of your letter of Dec. 14 and beg leave to state that your policy No. 504 of the German American Insurance Co. appears to be all right, except the use of the word 'concurrent,' in the center of the waiver which should not be tolerated under any circumstances.

"The policies written on your stock and building are not worth the paper they are written on.

"Only two of the policies provide for concurrent insurance in writing and the other two are not concurrent.

"Furthermore, all four of the pol-

icies contain the 'joker' which I have frequently described in the Tradesman, together with a copy of a letter from the State Insurance Commissioner, stating that insurance agents who use this joker are violating the Anti-Discrimination law and are liable to fine of \$500 and a year's imprisonment.

"I do not happen to know your agent personally but I presume he has put this 'joker' in because it was sent to him by the company, and, of course, the company would probably keep him out of jail or do all they could to protect him, but the fact nevertheless remains that he has taken your money for policies which have no value whatever, providing the companies saw fit to avail themselves of the technicalities they have introduced therein in violation of the law.

"I very much regret having to write you in this manner, and it makes me feel very bad to think that you should rely upon your agent for protection, only to find in the event of a fire, that you have no protection whatever in case the adjustment is made by an adjustment bureau and some man like Shaw is sent to settle your loss. He would immediately inform you that your policies are null and void and that possibly he can get you 25 cents on the dollar. Later he will probably offer you 50 cents on the dollar. This was the course he pursued in connection with Hatchew & Brooks, at Grattan, and but for the efforts of the Tradesman in their behalf, they would have been coerced into settling for \$1,500 less than they subsequently received. We not only forced Shaw to pay the policies in full, but we unearthed a lot of skullduggery in connection with his work in this and other cases which cost him his position. Instead of firing him outright, as his employer—the adjustment bureau—should have done, he was transferred to another station, where he probably repeated the wretched work he did here, because he was subsequently discharged."

E. A. Stowe.

Natural Cause.

"I notice Van going around with his head done up like a Hindu. What is wrong—some new cult?"

"No! Didn't you hear? The barber got absent-minded and gave him a singe too soon after a crude oil shampoo."

STRENGTH

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

Michigan Shoe Dealers Mutual Fire Insurance Company

Main Office: FREMONT, MICHIGAN

ALBERT MURRAY Pres.

GEORGE BODE, Sec'y

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

We Represent the Following Companies, Allowing Dividends as Indicated:

Minnesota Hardware Mutual... 65%	Michigan Shoe Dealers Mutual... 30%
Wisconsin Hardware Mutual... 60%	Illinois Hardware Underwriters 60%
Minnesota Implement Mutual... 50%	Druggists Indemnity Exchange 36%
The Finnish Mutual Fire Ins. Co. 50%	

REMEMBER WE HANDLE THE BEST COMPANIES IN THE MUTUAL FIELD.

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

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

C. N. BRISTOL, Manager

A. T. MONSON, Secretary

J. D. SUTHERLAND, Fieldman

FREMONT,

MICHIGAN

Preferred Risks! Small Losses! Efficient Management!

enables us to declare a

30% Dividend For Year 1921

100% Protection and 30% Dividend, both for same money you are paying to a stock company for a policy that may be haggled over in case of loss.

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Mich.

WM. N. SENF, Sec'y

Assets \$3,886,069



Insurance in Force \$80,000,000

MERCHANTS LIFE INSURANCE COMPANY

WILLIAM A. WATTS, President

CLAUDE HAMILTON, Vice Pres.

FRANK H. DAVIS, Secretary

JOHN A. MCKELLAR, Vice Pres.

CLAY H. HOLLISTER, Treasurer

RANSOM E. OLDS, Chairman of Board

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

The Grand Rapids Merchants Mutual Fire Insurance Co.

STRICTLY MUTUAL

Operated for benefit of members only.

Endorsed by The Michigan Retail Dry Goods Association.

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

Associated with several million dollar companies.

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

Owe Seven Times As Much As Their Assets.

Grand Rapids, Jan. 5.—On this day the first meeting in the matter of Fred W. French was held. The bankrupt was present in person and by attorneys, Clapperton & Owen. Creditors were present in person and also represented by Wicks, Fuller & Starr, attorneys. Many claims were proved, after which the examination of bankrupt was begun. This examination was conducted by the various attorneys who had interest in the estate of the bankrupt. The meeting was continued from this date to the following day and from then to the next day until noon on Saturday, at which time the meeting was adjourned until Monday, Jan. 10. The schedules having been received and the creditors listed, the list of the bankrupt's creditors is as follows: At the present writing it is impossible to include the amount of claim that the creditor has, owing to the fact that these have to be gone over and ascertained:

The following are tax claims: Township Treasurer, Grandville. Township Treasurer, Walker Township. Township Treasurer, Park Township, Ot-tawa county.

City Treasurer, Grand Rapids. Township Treasurer, Wyoming Township. The following are claims of the various workmen employed by the bankrupt in the conduct of the various enterprises in which he was interested:

C. M. Best, Chas. F. Hufford, Cecil Rust, Chas. D. Harrison, Gus Baker, J. J. Newhardt, W. Robinson, E. M. Averill, H. Thomas, Ray Snyder, Walter Nowak, Henry B. Paul, Clarence Comstock, Henry Hudson, Harry Zandberger, Hiram Vander Scheer, William Pitts, Clarence Shoemaker, Kenneth Wedgwood, Rein-dert De Vries, Fred C. Brown, Ralph Van Der Scheer, John Huizenga, Fred Brendel, Otto Gluck, Joseph Steadman, M. M. Murray, Hugh Leach, Geo. F. Jones, O. W. French, Hugh Burwell, Peter Karsten, Victor Brown, Lyle Bowen, South Grand Rapids State Bank (mort-gage).

Grandville State Bank (mortgage). Peoples State Bank, Holland (mortgage). Chas. W. Wilde, Holland (mortgage). Philip Jewett (land contract). Adolph Brandt, Grand Rapids. C. J. Kindell, Grand Rapids. Johnson (foundry and equipment) Sparta. City Trust & Savings Bank, Grand Rapids (secured).

Walter J. Nelson (secured by stock in Simplicity Products Co.) City Trust and Savings Bank, Grand Rapids (unsecured). Morris Plan Industrial Bank, Grand Rapids.

F. C. Ballard, Sparta. Travelers Indemnity Co., Grand Rapids. Goodyear Tire & Rubber Co., Grand Rapids. E. M. Averill, Sparta. Michigan Metal Co., Grand Rapids. Hayden Supply Co., Grand Rapids. Bestwall Manufacturing Co., Chicago. Fred B. Stevens, Detroit. G. R. Forging & Iron Works, Grand Rapids.

West Drug Stores, Grand Rapids. Independent Pneumatic Tire Co. (loca-tion unknown). Manning Maxwell & Moore, New York. E. J. Conroy Co., Grand Rapids. A. L. Holcomb Co., Grand Rapids. S. A. Morman Co., Grand Rapids. Sparta Lumber Co., Sparta. Foster, Stevens Co., Grand Rapids. Kutsche Hardware Co., Grand Rapids. Auto Trim Co., Grand Rapids. Standard Oil Co., Grand Rapids. Tisch-Hine Co., Grand Rapids. Litscher Electric Co., Grand Rapids. Alden & Judson, Grand Rapids. Barclay, Ayers & Bertsch, Grand Rapids.

Bixby Office Supply Co., Grand Rapids. International Tag Co., Chicago. Simplicity Products Mfg. Co., Grand Rapids.

Wright Machine Co., Grand Rapids. Sparta State Bank, Sparta. Matthew Addy Co., Cincinnati. Associated Truck Lines, Grand Rapids. Born Sales Co., Grand Rapids. J. C. Ballard Co., Sparta. Carborundum Co., Niagara Falls. Chas. A. Coye, Grand Rapids. Camera Shop, Grand Rapids. Commonwealth Printing Co., Grand Rapids.

Detroit Testing Laboratories, Detroit. Elston Storage & Packing Co., Grand Rapids.

Forrest G. Field, Sparta. G. R. Blow Pipe Co., Grand Rapids. A. A. Johnson & Co., Sparta. Litho. Advertising Co., Grand Rapids. Michigan Boiler & Iron Works, Grand Rapids.

Moline Iron Works, Moline, Ill. Moltrup Steel Products Co., Beaver Falls, Pa.

Simon Osse Co., Grand Rapids. A. W. & B. H. Putnam, Sparta. Siebolt Sand Co., Louisville. Simplicity Wheel Co., Grand Rapids. W. L. Slocum, Grand Rapids. Suburban Fuel & Coal Co., Grandville. Standing Grain Thresher Co., Wichita, Kansas.

Chas. A. Strelegened Co., Detroit. Wolverine Pat. & Model Works, Grand Rapids. Whiting Foundry & Equipment Co., South Harvey, Ill.

Spears Lumber Co., Grand Rapids. G. R. Gravel Co., Grand Rapids.

G. R. Lumber Co., Grand Rapids. Leban De Ryke, Grandville. Hygeia Respirator Co., New York. Canfield & Pearce, Grand Rapids. Citizens Telephone Co., Grand Rapids. Suburban Fuel & Ice Co., Grandville. Nyberg Plumbing & Heating Co., Grand Rapids.

Grandville Hardware Co., Grandville. J. A. Reddering, Grandville. Sun Co., Grand Rapids. Bestwall Manufacturing Co., Chicago. F. Ranville, Grand Rapids. Michigan Gen. Ins. Agency, Grand Rapids. Heystek-Canfield Co., Grand Rapids. G. R. Varnish Co., Grand Rapids. Simplicity Manufacturing & Foundry Co., Grand Rapids.

Scott Liebers, Holland. Grandville State Bank, Grandville. Steketee & Sons, Grand Rapids. Mr. Van Wert, Grand Rapids. Fourth National Bank, Grand Rapids. Commercial Savings Banks, Grand Rapids.

W. J. Nelson, Grand Rapids. David Warner, Grand Rapids. T. H. Tapley, Grand Rapids. Clapperton & Owen, Grand Rapids. Jesiek Bros., Jenison Park. G. R. Savings Bank, Grand Rapids.

Jan. 7.—On this day the schedules were received in the matter of John Feringa, Bankrupt No. 1920. In the Dec. 22 issue of the Tradesman the writer gave notice of the bankruptcy of Mr. Feringa and stated that as it was a case which revealed no assets, further proceedings would be deferred until the advancement of funds to cover expenses. The necessary funds have been furnished and the first meeting in this matter has been set at Jan. 24. The bankrupt schedules show the following to be his creditors:

Anna Benjamin, Grand Rapids ---\$300.00
Dyk's Grocery, Grand Rapids --- 81.15
E. J. Manshun, Grand Rapids --- 26.96
Rosendall Bros., Grand Rapids --- 25.66
Van Derveen Bros., Grand Rapids --- 5.00
Van's Meat Market, Grand Rapids --- 4.05
Friedman-Spring Dry Goods Co., Grand Rapids --- 8.78
Andrew Hemkes, Grand Rapids --- 12.00
Mentor Clothing Co., Grand Rapids --- 25.50
Peoples Credit Clothing Co., Grand Rapids --- 7.48

Paul Steketee & Sons, Grand Rap. --- 48.76
Donovan Clothing Co., Grand Rap. --- 45.50
Alice Feringa (home unknown) --- 35.00
Tousend & Maloney, a corporation of Grand Rapids, conducting a bean and grain brokerage and jobbing business in the Commercial Savings Bank building, was adjudged a voluntary bankrupt. The matter has been referred to Benn M. Corwin as referee, who has also been appointed as receiver by the court. A custodian has been appointed in this matter and an appraisal will be had as soon as may be. The bankrupt's number in the court is 1923. The bankrupt schedules liabilities in the sum of \$73,507.35 and total assets in the sum of \$10,598.22. The date set for the first meeting in the matter is Jan. 24. The following is a list of the creditors of the bankrupt corporation:

City of Grand Rapids (tax claim) \$ 10.00
Martin Ruster, Grand Rapids --- 25.00
Commercial Savings Bank, Grand Rapids --- 9,504.09
John M. Dunham, Grand Rapids --- 250.00
Claude H. Estee, Shepard --- 1,500.00
R. E. Smith, Loroy --- 580.00
Farmers Feed & Elevator Co., Fremont --- 480.00
Breckenridge Farmers Elev. Co., Co., Breckenridge --- 1,200.00
Pacific Mut. Life Ins. Co., Detroit --- 335.00
H. Ruttle & Sons, Carsonville --- 600.00
F. C. Porter, Comstock Park --- 418.00
Square Deal Co-op. Co., Charlotte --- 700.00
W. H. Westbrook & Son, Paxton, Ill. --- 6,890.00
Michigan Milling Co., Ann Arbor --- 500.00
West Michigan Jobbers Inc., Grand Rapids --- 600.00
Farmers & Gleaners Elev. Co., Elkton --- 540.00
J. C. Liken & Co., Sebewaing --- 706.04
T. J. Jenkins Co., Pittsburgh --- 102.10
C. B. Spang, Georgetown, Ill. --- 6,531.25
Captener Grain Co., Battle Creek --- 714.18
C. H. Runciman, Lowell --- 2,739.96
Maier Sales & Storage Co., Huntington, W. Va. --- 4.05
Marlsy & Co., Cumberland, Md. --- 5.28
Elliott Elevator Co., Elliott, Ill. --- 2,010.00
Farmers & Gleaners Elevator Co., Elkton --- 12.10
Farmers Elevator & Produce Co., Bad Axe --- 5.62
Flint & Co., Boston --- 2.88
Fowler Grocery & Bakery Co., Zanesville, Ohio --- 40.41
Franco-American Food Products

It Looked Expensive But It Wasn't!

Three Months ago I was induced to install one of your display fixtures with the result that my fruit and vegetable business has more than doubled. If I could not secure another one of these fixtures I would not take \$1,000.00 for this one.

Signed: Lily White Market,
By L. H. Joseph, Pres. & Mgr.
Columbia, S. C.

"WE ARE making a profit on our green goods business and we can't see why we should add this expense."

Many grocers have told our salesmen that—grocers who afterward bought the Dayton Display Fixture, and then found they made twice as much profit or more on their green goods.

Remember this, we guarantee the fixture if properly used to increase sales. Like Mr. Joseph many merchants have written us and we can cite hundreds of instances—with names and addresses—in which it has doubled and trebled green goods profits, and paid for itself in a few months.

The Dayton Display Fixture speeds turnover, reduces spoilage and waste, saves clerks' time, saves valuable floor space, and attracts a better class of trade to the store.

It not only brings more profit but brings it in an exceptionally clean and desirable way. It helps the other departments in the store, too.

Write today for literature, prices and easy payment terms.



THE
DAYTON
DISPLAY
FIXTURE
COMPANY

Dayton,
Ohio

Patented

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

Dayton
Display Fixture

Co., Jersey City	110.12
Marshall Field & Co., Chicago	122.00
Farmers Grain Co., Gibson City, Ill.	855.00
Fisher, Marshallman & Haan Co., Grand Rapids	10.28
R. T. French & Son, Middleville	408.26
Gray Elevator Co., Romeo	541.71
J. W. Gilbert, Owensboro, Ky.	30.00
M. E. Gillis & Co., Memphis, Tenn.	2.20
Griffith Brokerage Co., St. Louis	24.00
Gilchrist Bros., Cumberland, Md.	16.70
Gleaners Clearing House Association, Grand Rapids	1,830.13
Farmers Grain & Coal Co., Saybrook, Ill.	2,535.00
Gable, Johnson Harwood Co., Kansas City	10.75
Great Western Grocery Co., Detroit	6.25
G. R. National City Bank, Grand Rapids	3,240.00
Louis Hilfer Co., St. Louis	437.49
Hannah & Lay Milling Co., Traverse City	789.25
Geo. F. Houseman, Davenport, Iowa	25.50
Hoffman Bros. Produce Co., St. Louis	29.82
Haasman Henard Co., Paducah, Ky.	12.86
H. J. Heinz Co., Pittsburgh	80.00
C. A. Hoxie, Peoria	6.25
Hoosier Brokerage Co., Terre Haute	14.30
J. H. Hatcher, Hickory, N. C.	1.00
Hancock Grain Co., Philadelphia	17.47
Henderson, Amos, Parker, Terre Haute	2.88
Hankins Wickins Co., Lansing	27.43
Chas. Hitt Brokerage Co., Des Moines	3.00
Illinois Central Ry. Co., Springfield, Ill.	147.53
Fon L. Johnson Brokerage Co., Joplin	25.00
L. & L. Jenison Co., Jenison	388.09
Otto L. Kuehn Co., Milwaukee	21.23
Kroger Grocery & Baking Co., St. Louis	92.82
J. M. Kelly Co., Lexington, Ky.	.67
The Koll Grocery Co., Owensboro, Ky.	53.17
Kee Lox Mfg Co., Grand Rapids	5.75
E. A. Lavigne, Hancock	15.91
H. C. Lusk & Co., Davenport, Ia.	4.72
Wm. C. Lund, Kansas City	19.00
W. E. Lauer & Son, Midland	360.32
H. Leigh & Co., Little Rock	48.00
Lazara Levy & Co., New Orleans	18.18
W. T. McElroy Co., Ottumwa, Ia.	29.50
McClure Wood Who. Gro. Co., Harrisburgh, Ill.	57.90
McKee Fulton Co., Chicago	25.73
J. W. Mayo Co., Ashland, Ky.	18.00
Martin Brokerage Co., South Bend	46.96
Miller Bros., Scottville	500.06
W. J. Morse, Portland, Me.	2.73
T. J. Mercer, Saranac	500.00
Michigan Litho. Co., Grand Rapids	220.50
Mills-Broderick Printing Co., Grand Rapids	37.75
Mich. Bean Job. Assn., Lansing	62.72
Mich. State. Tel. Co., Grand Rapids	60.50
National Grocer Co., South Bend	28.87
National Grocer Co., Decatur, Ill.	8.49
Andrews Baking Co., Dayton	7.47
Association of Commerce, Grand Rapids	92.25
Amidon Bros., Sparta	175.09
E. M. Anderson, Washington, D.C.	1.13
Anniston Brokerage Co., Anniston, Ala.	2.48
Adams Grain & Provision Co., Richmond	124.85
G. R. Baiely & Co., Laingsburg	1,500.00
D. Bellows, Rockford	132.80
L. M. Burns, Anniston, Ala.	2.73
J. B. Biddle, Parkersburgh, W. Va.	1.50
Yates P. Boswell, Washington, D. C.	4.64
Booth Brokerage Co., Marshalltown, Iowa	61.15
Belmont Mill & Elev. Co., Belmont	593.96
W. G. Bragg, Richmond, Va.	82.77
F. A. Brown, Bellevue	15.53
C. P. Blackburn & Co., Baltimore, Md.	129.66
Booth Cold Storage Co., St. Louis	38.34
Bingham Huett Scholl Co., Indianapolis	1,285.71
Butterfield & Keeny, Grand Rapids	74.25
Bean Bag, Lansing	1.50
Bixby Office Supply Co., Grand Rapids	.75
Edgar E. Coleman, Washington, D. C.	2.50
Cedar Rapids Grain Co., Cedar Rapids	1,100.00
H. A. Crossland & Co., Inc., Indianapolis	8.00
M. F. Cravens, Owensboro, Ky.	3.00
C. H. Copp & Co., Wheeling, W. Va.	23.93
W. W. Cole, Fayetteville, N. C.	1.20
Cheboygan Flour Mills Co., Cheboygan	253.24
Creasey Corporation, Toledo	14.25
Carter Venable Co., Richmond	4.11
Cartan & Jeffrey Co., Omaha	.65
Coons Brokerage Co., Milwaukee	2.05
Clifford Rosen Brok Co., St. Louis	80.00
Chelsea Elevator Co., Elsie	30.79
Curtis Brokerage Co., Rochester	23.00
Caro Farmers Co-op. Elev. Co., Caro	539.08
D. M. Carson, Clarence, Ill.	900.00
Commercial Savings Bank, Grand Rapids	136.00
Citizens Telephone Co., Grand Rapids	23.45
City of Grand Rapids, Grand Rapids	10.04
Consumers Power Co., Grand Rapids	1.00
J. S. Cameron, Elliot, Ill.	2,614.50
Dueben Chaney Co., Des Moines	25.00
Draper Broker, Co., Des Moines	9.80
H. M. Dobson & Sons, Knoxville	1.20
Detroit Commerce Co., Detroit	8.52

Delton Farm Bureau Elev. Co., Delton	50.00
R. G. Dun & Co., Grand Rapids	150.00
Evart Milling Co., Evart	494.58
Edmonds Bros., Hastings	178.53
Evansville Commerce Co., Evansville, Ind.	7.13
Norton Smith Co., Duluth	150.00
Neisse Grocer Co., St. Louis	6.77
Newman Brokerage Co., Omaha	64.00
Albert O'Donald, Howard City	242.18
C. G. Ogg, Brunswick, Georgia	5.40
T. J. O'Brien, Erie, Pa.	.29
O. W. Pierce Co., Lafayette, Ind.	5.53
Pickrell & Craig, Louisville	51.40
G. C. Pray, Williamsburgh	28.92
Piedmont Grocery Co., Piedmont, W. Va.	111.24
R. R. Dennywilt, Charleston, W. Va.	40.00
Postal Telegraph Co., Grand Rapids	311.44
E. B. Guinby Co., Tampa, Fla.	20.00
Quincy Elevator Co., Quincy	46.02
Robert Whitehurst Co., Charleston, W. Va.	4.50
E. H. Royer, Inc., Des Moines	31.40
River F. Ross, Selma, Ala.	2.10
Rice Grain Co., Toledo	25.51
Reeks & Lafaye, New Orleans	173.15
A. D. Rockwell, Paxton, Ill.	124.50
Royal Typewriter Co., Grand Rapids	11.00
Seaton & Co., Peoria	3.82
Smith Bros. Velte Co., Lake Odessa	516.40
Scudders-Gale Grocery Co., St. Louis	6.76
St. Charles Flour & Feed Co., St. Charles	75.00
E. F. Steitz Co., Milwaukee	7.91
Ely N. Sonenstrahl, New York	92.06
J. C. Shaffer Grocery Co., Chicago	2,531.59
F. M. Smith, Washington, D. C.	9.51
Swartz Creek Grain Co., Gaines	540.00
Saranac Produce Co., Saranac	15.87
Standard Feed Co., Richmond, Va.	89.91
Summer Bros., Ambia, Ind.	2,337.50
Chas. Shelby, Paxton, Ill.	810.00
Tisch-Hine Co., Grand Rapids	56.14
Thomas Pub. Co., New York	10.00
United Brokerage Co., Charleston, W. Va.	20.00
Watson-Higgins Milling Co., Grand Rapids	249.30
E. G. Wilson, Logansport, Ind.	65.00
W. J. Willert, Erie, Pa.	.69
White-Wilson-Drew Co., Memphis	29.87
Whitting, Hill & Coble Co., Red Key, Ind.	1.00
Western Union Tel. Co., Grand Rapids	41.03
Wertham Bag Co., St. Louis	22.50
W. F. Wolfe, Athens	257.13
Traverse City Milling Co., Traverse City	1,421.40
William Murray, Champaigne, Ill.	6,700.00
Michigan Milling Co., Ann Arbor	10.98

What a Difference One Word Can Make!

Pittston, Pa., Jan. 10—Everybody in Pittston thinks it is funny except I. Warshal, the jeweler and optician, and the local newspaper.

But even while they laugh they can't blame Warshal for being slightly upset. Suppose you had prepared a nice advertisement about watches, diamonds, jewelry and toys—had prepared it very carefully, not forgetting your very important slogan at the top of the advertisement, "The Store of Small Expense." And suppose, after you had satisfied yourself that you couldn't have improved on that advertisement, and you had sent it down to the newspaper office, and the next morning wondered over your eggs and toast just how many customers that advertisement was going to bring in that day—just suppose you picked up the paper and found the slogan at the top of your advertisement was printed: "The Store of Small Experience." Wouldn't it slightly disturb you?

It takes two to carry on an argument, but one can stop it. You have it in your power to eliminate arguments with either customers or store people.

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.

Your Underwear Needs for Spring

can be filled to the satisfaction of yourself and your customers—Men, Women and Children, if you will stock with

"APEX" UNDERWEAR

Soft and comfortable, shapely and durable, it satisfies every user and brings repeat sales for the same make.

Our salesmen are ready to show you the entire line, or we will send you representative samples.

THE ADRIAN KNITTING COMPANY
ADRIAN, MICHIGAN



THE FARMER AS A BUYER.

He Is Largest Purchasing Power in the Country.

Provincialism in business is now a dead issue. There was a time when the people of certain communities were known by their peculiar habits and methods of doing business. The retail stores of the great city treated with some contempt people from smaller cities, while the country folks had little respect for the city man and his institutions.

There is no good reason for these differences. The man in the country town or the fellow who owns a nice farm home appreciates his talking machine, his motor car, or his modern bath just as much as does the owner of a city mansion, and he is one hundred per cent. loyal to his family.

Class distinction in merchandising is being rapidly eradicated. This being the case, we should consider the whole people as one great buying mass of consumers to be divided into classes only with respect to occupation. What then is the greatest buying class in America? There is but one answer to this question and that is—the American farmer.

There are approximately 6,500,000 farms in the United States. The farm family is larger than the city family, the average being about five members. Therefore, in an estimated population of 105,000,000 for the United States, exclusive of our colonies, 32,500,000 are living on farms.

If we add to this total population of farm families, the small average of one hired man for each farm, we have a total farm population of 39,000,000 people, or more than one-third of the total of the entire United States.

This tremendous buying market is attracting the attention of manufacturers to an extent that a few years ago was not dreamed of. The larger retail merchants of the country, from the county-seat towns up to the metropolitan cities, are cultivating the farmer's trade. They now know that he is a substantial buyer whose good will, when obtained, can be easily retained.

The farm products of America during 1919 brought our farmers approximately \$25,000,000,000. This means an average gross income of about \$4,000 per farm family. The average for Kansas was \$6,000.

Now then, suppose that it cost the farmer 50 per cent. of what he got for his crop to produce it. This is a big allowance but even on this basis the average net income per farm last year is figured at \$2,000, which is several hundred dollars more than the average income for city families.

When it is believed that the farmer produces most of his food and he cannot spend his money as freely for amusement as the city resident spends his, we must admit that \$2,000 cash in the hands of a farm family is equivalent to about twice this amount in the hands of a city family.

But what does he buy? Take a trip through any of the farming states of the United States and visit some of the farm families. You will find them buying talking machines, electric lighting plants, private water

plants, sewage disposal systems, and many other luxuries, including automobiles.

During the last four years more than 60 per cent. of all motor cars produced in this country have been purchased by farmers. They use their cars and are big buyers of tires and other equipment.

Farmers are educating their children in good schools. They have learned to appreciate good clothes and how to wear them. When they return home they demand that they be given the advantages of the city. And to the credit of their parents let it be said that the problem of keeping the young folks on the farm is being rapidly solved by bringing city conveniences into the country home.

The farmer responds readily to advertising. He buys the merchandise he knows best. It takes a little longer to gain his good will and patronage, but when you get it you can hold it. The good will of the city resident is constantly shifting, but when you obtain the patronage of a farmer by giving him good values and good service, it is not easy for a competitor to win him away from you.

All this is due to changing conditions. Not only the farmer, but also the country store has undergone a remarkable change in habits and methods. Several factors are responsible. One of the greatest is the automobile.

The development of the motor car industry has taken place within the last twenty years. Nineteen years ago when the writer of this article became a resident of Chicago, there were only six motor cars in that city.

The antagonism of the farmer toward this new form of transportation was most pronounced. Not until 1910, did motor car manufacturers begin to make a consistent effort to sell the farmer.

During the following five years country merchants lamented the fact that their former trade motored to the nearest large city to buy their better grades of merchandise. Many of these country merchants lost several valuable years in cursing motor cars.

In some sections merchants were antagonistic to the Good Roads movement, claiming that the better they made the roads, the more trade they would lose; but later they admitted that good roads were a necessity and if they wanted to hold their trade they must do business on a different basis.

Ten years ago most general stores in small country towns were poorly kept. But to-day you can buy in thousands of small country stores the kind of merchandise that will satisfy the requirements of the upper middle classes of the cities.

Every great farming section has its trading center. This center may be the county-seat town. In many counties are several towns where the farmers of the community congregate to sell their produce and buy their necessities and some of the luxuries they enjoy.

In most of these trading centers is an outstanding merchant who sells the better grades of merchandise. You will find in these towns agencies for the leading makes of talking ma-

chines, pianos, motor cars and modern farm equipment. In every case where one of these small centers is losing trade it is because the merchants have not been progressive enough to sell the farmer what he wants.

The well-to-do farmers of the country—and there are millions of them—will continue to patronize the country store. They will buy their agricultural implements, their work clothing and their other requirements of everyday life. They will also buy their home furnishings, their dress-up clothing and other merchandise of the better grades, if this store handles it.

But, if the store doesn't handle this most wanted merchandise, it is only natural for the farmer to load his family into the motor car and drive to the nearest city.

In our final analysis we find that the farmer has made more money during the last five years than he ever made in any similar period. Farm mortgages have been greatly reduced. The country banks are groaning with farmer money, and the standard of living on the farm has been greatly advanced.

On the other hand, the country store has developed in leaps and bounds until to-day some of the finest little mercantile establishments in the world are to be found in towns of less than 5,000 population.

Go to any county or state fair and put on a demonstration to show why your merchandise is superior, and you will have a crowd of farmers around you all the time. The city man would

give it only passing notice, but the farmer is eager to learn how the goods are made and he remembers what he sees and hears.

Store demonstration and advertisements that emphasize the construction, strength and practical value of the merchandise will attract the farmer and sell him. A pretty picture and commonplace phrases may be acceptable to a large proportion of the blase and easy-to-satisfy city folks, but they will not stampede the buyers in the small town and rural field.

This great market is being cultivated by both the manufacturer and the retailer—with methods which appeal to this particular class of people.

Electric Fires.

The comfort of open fires has not hitherto been available on board of ships. But the problem, difficult though it seems, has at last been solved; the great liners Olympia and Aquitania have been equipped with such fires, and undoubtedly other vessels will have them before long.

The fires are electric; yet they blaze. They can be fitted into grates of any pattern for the household. No flues or chimneys are required, because, with all the flame, there is no combustion. Nothing, that is to say, is burned. It is just electric, "juice."

There are clerks who reach a point where they think they have "learned the business," and they stop studying it. No man ever learned his business so well that it was not worth while to keep on learning.

Black Beauty Sateen Shirts

We offer the BLACK BEAUTY SATEEN Shirt—triple stitched, large and roomy, in all sizes, at the low price of \$9.00 per dozen.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Many dealers are *boosting their sales RIGHT NOW* by filling in on

Our special-below-the-market trade-getters

You can't go wrong on the values we are showing—and showing all along the line—but you can make money, and keep the wheels moving.

Write us—get in touch.

Daniel T. Patton & Company

GRAND RAPIDS
59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan

Kaiser Expects To Resume the German Throne.

Grandville, Jan 18—The sphinx in exile has spoken at last.

The ex-kaiser of Germany is biding his time. He still hopes to regain the throne from which untoward fate thrust him a few months ago.

From his retirement in Holland the Moses of the modern world speaks of his again being called to the imperial throne of Germany and that, too, at no distant day.

All the direful deeds of wrong ordered against an unresisting people have been forgotten in this new era of love and forgiveness which is sweeping the European world. That such a monster as kaiser wilhelm has been permitted to live in unmolested quiet within almost gunshot of the German border has been the wonder and confusion of right thinking folk the world over.

While the leading outlaw of the world has been nearly forgotten, he himself quietly plots to win back the throne for himself and a long line of Hohenzollerns yet to follow.

It is not strange that the ex-kaiser ruminates thus, because of his kindly treatment by the allied nations which were nearly dismembered by the brutal soldiers of the crown. Had victory perched on the banners of the fatherland, no sacrifice made by France, Belgium and even England would have been great enough to satisfy this monster's greed for blood and gold.

Safely exiled to Holland the victors in the war seem to think that all danger from this grizzled old man has forever passed. How simple and childlike is such faith! Grizzled and even broken in health, wilhelm of hohenzollern is still a menace to the peace of the world; he will continue to remain such a menace as long as life shall last.

Very recently the ex-kaiser was seen at the castle of Doorn, the occasion being the wedding of the daughter of Count Bentinck to the late emperor's aide-de-camp.

To a gentleman who was later interviewed by a correspondent of the New York World, the ex-emperor said: "Things are coming to a head in Germany because of the French oppression on one side and the growing bolshevik menace on the other. There will soon be need of the only power which can bring the country back to unity—the house of hohenzollern. Then will come the time for which I am waiting in confident expectation. Those who say that my day is past are going to have an unexpected awakening."

From this it will be seen that the monster of Pottsdam has not given up the thought of again ruling over the German nation. When once he gets back on the throne it may be readily believed that he will have revenges to gratify, even against some of his own people as well as of just those of enemy countries.

Why should not this man entertain ideas of renewed power, since his country remains intact to-day, unscourged by an invading foe, uninjured in any particular except only in the loss of soldiers fallen in battle?

There is no reason to think that Germany is anywhere near helpless at the present time. Her fields and factories have not felt the tread of enemy soldiers. Churches, schools, works of art were all unmolested, a tribute to the magnanimity of the allied foe.

The head and front of all the offending on the part of the Hunnish foe still lives in unmolested quietude to plan and plot new deeds of frightfulness to be visited upon his enemies who were kindly enough to grant the chief instigator of the world war freedom from even the fear of a just punishment.

It may well be asked, will the old emperor come back?

Like some prize fighters, who have been discarded, he may make another try in the ring of world affairs. Na-

poleon came back from Elba. His coming frightened all Europe. It goes without saying that should wilhelm again be seated on the German throne there would be a scurrying among the little and big nations of Europe to get from under. Mistaken leniency has, doubtless, convinced the late autocrat of the fatherland that he is feared even in his self punishment.

Napoleon fell at Waterloo to rise no more. It may be the decision of fate that kaiser wilhelm shall again succeed to the German throne. If this comes about many there be who will devoutly pray that his resumption of power may last no longer than did that of the great Frenchman after his illuminating march from the Mediterranean to Paris and the field of Waterloo.

It is doubtless predestined that Germany shall have a monarchical form of government. Despite the fact that the German people are more subservient to their rulers than any other in the world, they seem incapable of self government. Not as Russia, perhaps, which, from being the most powerful nation in continental Europe, has fallen the lowest in the scale, yet are they not ready for a democratic form of government. The Teutons require a strong hand of dictatorship to make the grooves of the nation slide smoothly, and that hand may still be the one that precipitated the ungodly world war.

Socialism or imperialism? Between these two Germany may soon be called upon to decide, and perhaps the ex-kaiser may hold the whip hand in the game when comes the hour for decision. Old Timer.

Bottom Has Been Reached on Merchandising Staples.

Speaking of deflation, it is our judgment that bottom prices have been reached in many staple lines of merchandise.

There seems to be a good deal of misconception on the part of the public regarding deflation. There is a widespread belief that prices on everything are falling. This is not true by any means. The price peak on most things was reached about last May, yet a number of commodities are still higher than they were last January and will probably remain so, because of peculiar conditions surrounding their production for some time to come.

Future prices seem to depend largely on the attitude of labor. If wages go down, or if greater efficiency and longer hours are effected, this will be at once reflected. At present it looks as if labor were supporting the movement for increased production, and if this is carried through the immediate effect would be a reduction of prices on classes of merchandise which have not already found their level.

There have been tremendous losses by manufacturers in the last six months through cancellations and by loss on raw materials held. These producers are not likely to make goods in advance of orders for fear of a flooded market. Their salvation lies in a continuous flow of orders from retail sources.

That there are good prospects for a resumption of manufacture seems to be indicated by recent events. The late fall and Christmas retail buying made tremendous reductions in the stocks of most retail stores. This plainly makes it necessary for merchants to replenish their stocks of seasonable merchandise directly after

the first of the year. It is very necessary that merchants maintain full assortments in all staple lines. The experience of our retail store is teaching us that the public is willing to purchase, and is going where the merchandise can be found.

Retail merchants stimulating production by their increased demand, and workmen putting in greater efficiency and longer hours to the same purpose will surely mean restored stability to business.

James Simpson.

Deserved Recognition of Faithful Service.

T. B. Catlin has been appointed by the prison board to be warden of the Branch State prison at Marquette, succeeding Hon. James Russell, deceased. The appointment was made by the board of control and later confirmed by Governor Groesbeck. There were many applicants for the position but Mr. Catlin was selected because he has been deputy warden under Mr. Russell for eighteen years and has made a good record. The action was a deserved promotion for his long service, ability and loyalty. Mr. Catlin takes hold of the job under some discouraging conditions, so far as the workshops of the prison are concerned. The prison manufacturing is affected by the general depression. Overalls and boxes are made. The prison is also badly crowded, there not being cells enough to accommodate all the inmates. It has been the practice to send incorrigibles to the Marquette institution, too, as they seem to get along

better there than elsewhere. The prison's location is such that escapes are difficult, and if a man does run away he gets only a short distance before he is captured. It isn't an easy country to get out of.

Mr. Catlin will put his best efforts into conducting the prison for the best interests of the many concerned. His appointment gives general satisfaction wherever Mr. Catlin is known.

The clothing the ladies are not wearing nowadays would clothe the population of Armenia for five years.

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



Michigan Motor Garment Co.
Greenville, Mich.
6 Factories—9 Branches

A great
trade
getter

**BROWN'S
BEACH
JACKET**



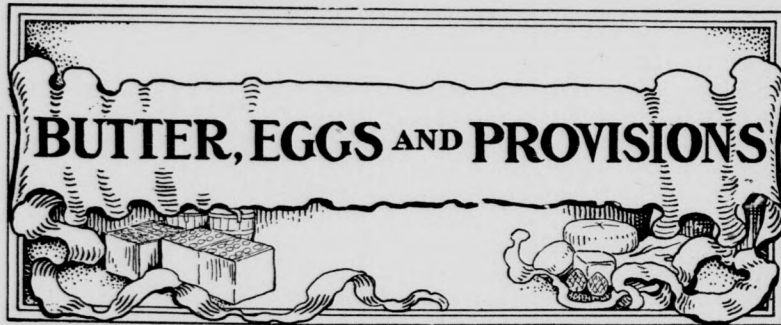
Reg. U. S. Pat. Off.

Nothing like it for the man who spends his time outdoors. Keeps in heat, keeps out cold and wears like iron. Cheaper than a good sweater and will wear twice as long. Is clean, because it can be washed repeatedly without losing its shape. Comes with or without collar; and vest. Widely advertised.

ASK YOUR JOBBER

or write

BROWN'S BEACH JACKET COMPANY
WORCESTER, MASSACHUSETTS



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.

What Inspection Seal Means on Canned Goods.

There has been much speculation in the grocery trade of late over the inspection seal of the National Canners' Association, which will appear on much of the 1920 pack of canned and tinned goods. It is used only on goods which have actually been inspected and have been found up to the standards which the association has set.

There has been much inquiry as to what those standards are. The Tradesman has been unable to answer that question up to now, but the Association has now sent in a complete copy of those standards, and they are here presented for the information of the trade:

Corn.

Canned corn to be certified shall be reasonably tender, but may be composed mostly of kernels that have reached but not passed the dough stage. It shall have an agreeable flavor.

Peas.

Canned peas to be certified shall be green, fairly succulent peas of mellow consistency, of fairly uniform size and color, unless declared to be ungraded for size, with reasonably clear liquor, although not necessarily free from sediment, and reasonably free from flavor defects due to imperfect processing.

String Beans.

Canned string beans to be certified may be fairly mature but shall be succulent beans, reasonably uniform in color, either whole or cut in pieces from whole beans.

Fresh Lima Beans.

Canned fresh lima beans to be certified shall be succulent beans, which may be fairly mature and white in color, with liquor which may be roily.

Dry Lima Beans.

Canned dry lima beans to be certified shall be free from defective beans, with liquor which may be roily.

Navy Beans and Similar Varieties.

The ingredients used in canned navy beans, and applicable to other similar varieties of edible beans, if correctly designated, shall comply with the following specifications:

1. The beans used shall be sound beans, of navy varieties, unless otherwise specified, free from stones and foreign matter, and shall not contain over 2 per cent. by weight of defective beans, not over one-half of which shall be beans defective on account of anthracnose or ground rot.

2. Pork, if used, shall comply, as to quality, with the Government requirements. If labeled as pork and beans, or beans with pork, each No. 1 can shall contain not less than one-sixth ounce pork when packed. Other sizes of cans shall contain a proportionate amount of pork.

3. The use of an excessive amount of sauce to take the place of beans will be considered grounds for refusing certification. Only sufficient sauce shall be used to give a well-moistened product, but without free liquid. Tomato sauce shall contain

not less than 15 per cent. by volume of tomato pulp of 1.035 specific gravity or its equivalent. Said pulp shall comply with requirements of the National Canners' Association Inspection Service for certified tomato pulp, except that during 1920 the use of pulp packed in 1919, or prior thereto, and complying with the Federal requirements, may be allowed in canned beans for certification.

Spinach.

Canned spinach to be certified shall be prepared from fresh, sound green spinach leaves, practically free from large, coarse stems and thoroughly washed until free from dirt and grit.

Only sufficient brine or water shall be added to properly process the product.

Sauer Kraut.

Canned sauer kraut to be certified shall be prepared from clean, sound cabbage, carefully trimmed, salted and subjected to proper fermentation.

During fermentation and curing of sauer kraut and subsequent storage, the liquor shall be skimmed as often as necessary to prevent material development of scum yeasts or mycoderma.

The resulting product, with or without the addition of pork, shall be sterilized by heat and be kept in hermetically sealed containers.

Pumpkin.

Canned pumpkin to be certified shall be produced from sound, ripe pumpkins, properly washed and reduced to a pulp, shall be practically free from pieces of skins and from seeds, and shall contain no added water.

Beets.

Canned beets to be certified shall be prepared from clean, sound, fresh beets, carefully trimmed and peeled, free from roots and fairly uniform in color.

Succotash.

Canned succotash to be certified shall be prepared from corn which complied at least with the minimum standard for canned corn, and from lima beans which comply at least with the minimum standard for lima beans; the proportion of lima beans used shall not be less than 25 per cent., and fresh lima beans shall be used unless otherwise declared on the label.

Asparagus.

Canned asparagus to be certified shall be prepared from the fresh stalks

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**"SUNSHINE"
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BLEND FOR FAMILY USE
THE QUALITY IS STANDARD AND THE
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Genuine Buckwheat Flour
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PLAINWELL, MICHIGAN

Sweet and Fresh to Your Table



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Stock Purity Nut

Recommend
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Every pound of Purity Nut is
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The Purest Spread for Bread
Packed 10 and 30 lb. cases 1 lb. cartons

M. J. DARK & SONS

Sole Distributors in Western Michigan

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With a full line of all Seasonable Fruits and Vegetables



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**EXCLUSIVE
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Battle Creek, Kalamazoo, Benton Harbor, Mich.; South Bend, Ind.

OUR NEAREST BRANCH WILL SERVE YOU

of the asparagus plant, which have been thoroughly washed until free from dirt and grit, and shall be free from objectionable flavor.

Tomatoes.

Canned tomatoes to be certified shall be prepared from sound, ripe fresh tomatoes, by thoroughly washing and scalding, and by proper peeling, coring and trimming, with or without grading, with or without the addition of sugar and salt, and sterilized by heat. The liquor used for filling the spaces between the fruits is juice derived from the tomatoes so prepared, or from others of the same quality and preparation and does not exceed in quantity that originally present in the prepared fruit contained in the can. The fruit shall be reasonably free from under-colored parts, and from pieces of skin, cores and blemishes.

Tomato Catsup.

Tomato catsup, ketchup, catchup is the clean, sound product made from properly prepared strained tomatoes with spices, salt, sugar and vinegar, with or without onions and garlic, concentrated to a thick consistency.

Dill Pickles.

Canned dill pickles to be certified shall be made from sound, clean, green cucumbers, not overgrown and seedy, and shall be properly fermented in casks or tanks, previous to canning.

The flavor shall be obtained by fermenting dill weed or dill seed with the pickles while curing, with or without other spices. They may be packed in plain or enameled cans. Dill pickles, known as "process dills," which are made from pickles which have been salted and fermented and then freshened will not be certified.

Peaches.

Canned peaches to be certified shall be prepared from sound, fresh, ripe peaches; the product shall be reasonably firm and free from blemishes.

Apple Sauce.

Canned apple sauce to be certified shall be the sound product prepared from clean, sound apples, freed from peel, cores, seeds and defects of all kinds, and cooked to a rather thick consistency, with or without the addition of sugar, spices and flavoring.

Apples.

Canned apples to be certified shall be prepared from clean, sound, fresh apples, properly peeled, cored and trimmed so as to be free from worm-holes, rot and scab; the product shall be of fairly uniform natural color, with fairly clear liquor, and consist of at least 66 per cent. whole quarters or halves.

Gooseberries.

Canned gooseberries to be certified shall be the sound product prepared from clean, sound, properly matured gooseberries, after removal of stems and blows.

Rhubarb.

Canned rhubarb to be certified shall be prepared from the crisp, fresh, leaf stems of the rhubarb plant, free from decay or disease, with or without the addition of sugar. The stems shall be thoroughly washed before canning.

Apple Butter.

Canned apple butter to be certified shall be the sound product prepared from clean, sound apples, freed from peel, cores, seeds and defects of all kinds, cooked to a rather thick consistency, with or without the addition of cider, sugar, spices and flavoring and packed in hermetically sealed containers. The words "sound apples" in this definition shall mean apples that are free from either rot or decay.

Mincemeat.

Canned mincemeat to be certified shall be the sound product prepared by mixing clean, sound, properly trimmed, chopped apples and other fruits, and sound, cooked, U. S. inspected meat and suet or vegetable shortening, with sugar or syrup, salt, spices and other condiments, and with or without the addition of fruit juices and alcoholic liquors, sterilized by heat, and keeping in hermetically sealed containers.

Sweet Cider.

Canned sweet cider to be certified shall be the unfermented fruit juice obtained by first pressing, in one or two operations, sound apples, the fruit being properly washed before pressing. The product shall be free from objectionable flavor. The words "sound apples" in this definition shall mean apples that are free from either rot or decay.

Jams, Marmalades and Jellies.

Jelly to be certified shall be the semi-solid pectinous product made from the juice of clean, sound fruit, by heating the fruit, with or without potable water, and concentrating the expressed and strained juice, to which sugar (sucrose) is added. Pectin and pure phosphoric, tartaric or citric acid may be used in the manufacture of jellies prepared from fruits deficient in pectin or acid, respectively, but shall not be used to conceal deficiency of fruit.

In case of the entire or partial substitution of other sugars for sucrose in jams, marmalades or jellies, the use of such substitute sugars shall be clearly indicated in the label. Jams, marmalades and jellies must be labeled before or at the time of certification.

Jams, marmalades or jellies (1) artificially colored or flavored, (2) prepared from dried fruits, or (3) put up in packages which are not hermetically sealed, will not be certified.

All preserved fruits used in jam, marmalade or jelly products to be certified must have been passed upon and approved by the inspection service at the time of their preparation, and must contain no added so-called chemical preservatives.

Fruit Preserves.

Fruit preserves to be certified shall be made from clean, sound, properly matured fruit and sugar (sucrose) syrup, with or without spices or vinegar, and conform in name to that of the fruit used.

Pectin may be used in the manufacture of preserves prepared from fruits deficient in pectin, provided the proportion of fruit used is not less than 45 pounds to each 55 pounds of sugar.

In case of the entire or partial substitution of other sugars for sucrose in preserves, the use of such substitute sugars shall be clearly indicated on the label. Preserves must be labeled before or at the time of certification.

Preserves artificially colored or flavored, preserves prepared from dried fruits, or preserves put up in packages which are not hermetically sealed, will not be certified.

All preserved fruits used in fruit preserve products to be certified must have been passed upon and approved by the inspection service at the time of their preparation, and must contain no added so-called chemical preservatives.

Meat.

Canned meats and meat products to be certified shall be sound and shall be prepared from clean, sound and edible meats, which have been inspected and passed by the Federal meat inspection service.

Poultry.

Canned poultry and poultry products to be certified shall be sound and shall be prepared from the edible parts of clean, sound poultry, free from taint, which have been thoroughly and carefully drawn and washed. If frozen poultry is used the frost shall be thoroughly removed before cooking.

Salesmanship is a sort of mental window display. Don't try to exhibit too much variety at one time.



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The airtight Tin Package keeps "Bel-Car-Mo" delicious to the last morsel.

Order from your Jobber



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**Jobbers in All Kinds of
BITUMINOUS COALS
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203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

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Ask about our way.

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SELL

**OCCIDENT
FLOUR**

Because

Every sale means a
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W. S. CANFIELD FLOUR CO.

205 Godfrey Bldg., Grand Rapids, Mich.

Cit. 65618 Wholesale Distributors Bell M 1465



Programme Prepared For Hardware Convention.

Marine City, Jan. 18—I am pleased to enclose herewith an advance copy of our convention and entertainment programme for our twenty-seventh annual convention and hardware exhibit, which are to be held in your city on Feb. 8, 9, 10 and 11.

Michigan now has the honor of having the largest Retail Hardware Association in the United States. On January 1 our membership roll showed 1,504 members, all of whom are in good standing.

Every inch of space on the main exhibit floor has been taken by manufacturers and jobbers and we found it necessary to plat the mezzanine floor to accommodate all that wish to make a display.

All arrangements are practically completed and I am looking forward to our having the very best convention and hardware show ever held in Michigan. In the past we have made each year outshine the year preceding and I feel this will be no exception to the rule.

Any publicity given will be greatly appreciated. Arthur J. Scott, Sec'y.

Monday Evening, Feb. 7.

8 p. m.—Meeting of the Executive Committee and Advisory Board at the Hotel Pantlind.

Tuesday Morning.

9 a. m.—The exhibit hall will be open in the Klingman furniture exhibition building at the corner of Ottawa avenue and Lyon street, with the main entrance on Ottawa avenue. The office of the Secretary will be located in this building and members should register there upon arrival and secure identification badge, theater ticket, banquet ticket, etc. Clerks will be on hand to receive application for membership and dues from active, associate and honorary members. The exhibit hall will be closed at noon.

Tuesday Afternoon.

(Open Session, Everybody Invited)

1:30 p. m.—Meeting called to order in the assembly hall in the Hotel Pantlind by President J. H. Lee, Muskegon.

Invocation by Past President, Charles M. Alden, Grand Rapids.

Song "America" led by William Moore, Detroit.

Address of welcome by Hon. John McNabb, Mayor of Grand Rapids.

Response to address, Norman G. Popp, Saginaw.

Annual address of President, J. H. Lee, Muskegon.

Announcement of committees.

Address, Merchandising Problems, Lee H. Bierce, Secretary of the Grand Rapids Association of Commerce.

Song by delegates.

Address, "Are you a Getter, a Giver, or a Taker?" by David A. Brown, Detroit.

Remarks by representatives of the manufacturers, jobbers and the press.

Adjournment at 4 p. m.

All members appointed for committee work should remain and arrange for meetings of their committees.

4 p. m.—The exhibit hall will be open until 6 p. m.

Tuesday Evening.

8 p. m.—Theater party at the Empress theater. Tickets given out at the Secretary's office must be exchanged for coupon seats before 7 o'clock, Tuesday evening. In addition to the excellent vaudeville programme, a special film will be shown dealing with the different phases of manufacturing of rope and binder twine. This film was secured through the courtesy of the Plymouth Cordage Co.

Wednesday Morning.

(Open Session, Everybody Invited).

9 a. m.—Meeting called to order.

Opening song by delegates.

Address, "Store Policy," Frank L. Willison, Climax.

Discussion of above subject.

Address, "Collections your Business Barometer," Otto C. Keils, Almont.

Discussion.

Address, "How to Increase the Dealers Profits," John W. Gorby, Waukegan, Ill.

Discussion.

Song by delegates.

Address, "Excess Profits," Mathias Ludlow, President of the National Association, Newark, N. J.

Discussion.

Address, "Dealers and Travelers, Business Relation and Mutual Interest," F. F. Woolley, Ann Arbor.

Adjournment at 12 noon.

Wednesday Afternoon.

1 p. m.—The exhibit hall will be open at this time and will remain so until 6 o'clock.

Wednesday Evening.

7 p. m.—Exhibit hall will be open to the public until 10:30 p. m.

7 p. m.—Question Box Session for Hardware Dealers only.

An Annual report of Secretary, Arthur J. Scott, Marine City.

Annual report of Treasurer, William Moore, Detroit.

The balance of the evening will be devoted entirely to the "Question Box" in charge of George W. Leedle, Marshall; Charles A. Ireland, Ionia, and Fred A. Rechlin, Bay City.

Thursday Morning.

(Open Session, Everybody Invited).

9 a. m.—Opening song by the delegates.

Address, "Value of Group Meetings," George W. McCabe, Petoskey.

Discussion.

Address, "The Customer is always Boss," Herman H. Dignan, Owosso.

Discussion.

Address, "The Credit End of your Business," J. G. Van Lewen, Flint.

Discussion.

Song of the delegates.

Address, "Something Beside Business," C. L. Glasgow, Nashville.

Discussion.

Address, "Smashing the Sale Through," H. C. Teller, Chicago.

Discussion.

Address, "Automobile Accessories as a Profitable Line," A. H. Nichols, Detroit.

11:30 a. m.—Report of the Committee on Nominations.

Election of officers.

Adjournment at 12 o'clock.

Thursday Afternoon.

1 p. m.—Exhibit hall will be open until 6 p. m. This whole afternoon can be profitably spent by the delegates, visiting the exhibitors. Don't forget the attractive prizes offered in the buying contest.

Thursday Evening.

6:15 p. m.—Banquet and entertainment at the Coliseum. Don't miss this, as it will be one of the most enjoyable features of the convention. Delegates will meet in the lobby of the Hotel Pantlind 6:15 sharp and go in a body to the Coliseum.

Friday Morning.

8 a. m.—The exhibit hall will be open until 12 o'clock. Don't go away without placing an order with every exhibitor whose line of goods you can use to advantage.

Friday Afternoon.

(Executive Session for Hardware Dealers Only).

1:30 p. m.—Reports of Committees on Constitution and By-Laws.

Auditing and resolutions.

Consideration of committees reports.

Report of the committee on next place of meeting.

Selection of next convention city.

Unfinished and new business.

Question Box.

Adjournment.

The new Executive Committee will hold a meeting at the Pantlind Ho-

tel immediately following adjournment.

Special Entertainment for the Ladies.

Wednesday Evening.

8 p. m.—Card party. Ladies will meet on the mezzanine floor of the Hotel Pantlind. Valuable prizes will be awarded to the winners.

Thursday Afternoon.

2:30 p. m.—Theater party at the Majestic theater. The ladies will meet on the mezzanine floor of the Hotel Pantlind at 2:30 o'clock and go to the theater in a body.

Ladies Entertainment Committee.

Mrs. L. J. Cortenhof

Mrs. O. J. Page

Mrs. Chas. Hawley

Mrs. Robert E. Baxter

Mrs. E. Stadt

Mrs. C. VanHouten

Mrs. A. Sluyter.

Some folks think a thing is such a cinch that they won't even try.

Pioneer Broom Co.

Amsterdam, N. Y.

Makers of

High Grade Brooms

Michigan Jobbers:

Symons & Moffett Co., Flint

Sturgis Grocery Co., Sturgis

Moulton Grocer Co., Muskegon

Ask for "Comet," "Banker,"

"Mohawk" or "Pioneer"

brands.

Krekel-Goetz Sales & Supply Co.

Grand Rapids, Mich.

Michigan Representatives

Foster, Stevens & Co.

Wholesale Hardware

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

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Making Paint An All-the-year-round Line.

Written for the Tradesman.

A hardware dealer who has made an unusual success of his paint department explains his achievement. He says:

"I have made the paint department an all-the-year-round department. I keep sales going from January 1 of one year to January 1 the next. In season and out of season, I am always working for sales. And there is no reason when I can't sell some kind of paint."

Thus, when outside painting is over in the fall, this dealer at once brings forward his interior paints and varnishes. Through the late fall and early winter he holds demonstrations of these lines. In the fall his slogan is "Let us show you how to decorate your home for Christmas." When Christmas is over, he adopts a new war-cry: "Turn your long winter evenings into money by decorating the house."

In January he sends out a small leaflet to all the women in the district. It gives ideas and suggestions for decorating the interior of the home and the proper preparing of floors. The introduction led off with the caption "When you entertain" and went on to point out the necessity for a handsome appearing home during the winter months when social activities are at their height. A most effective part of the booklet was a table showing the cost of preparing floors, etc. This piece of progressive publicity has resulted for several years in good sales, and that at a season when business is normally very quiet. What is more important still, housewives have been interested in the matter of interior decoration.

This dealer keeps his paint stock prominently displayed all the year around; and puts on a window display at least once a month. His aim is to keep prominently before his customers the fact that he handles paint, varnishes and allied lines.

The normal tendency on the part of the hardware dealer is to push the paint department quite out of sight toward the end of October and leave it hidden until March. It is of course essential to give prominence to the most seasonable lines; and in the old days when the paint department had not much to it except white lead and oil, there was little opportunity for selling paints between the close of the fall paint campaign and the commencement of the spring drive.

But in recent years many specialties for interior decoration have been introduced. There are a great many floor finishes and varnishes. With the vogue of hardwood floors, there is a constant steady sale for floor wax; and houses where the floors are merely painted white pine can be improved by graining in imitation of hardwood. Wall paints or tints are to some extent displacing wall paper. Then interior woodwork and furniture must be kept up, metal work polished or—as in the case of radiators—repainted with aluminum paint.

There are a lot of odd jobs in decorating that can be done at this season. There is scarcely a home in your town that does not need some work

of this sort. The business is waiting to be done. People won't come to you and order these things of their own accord. People will put off buying the materials and doing the work as long as they can.

But if you go after the business energetically, you can get quite a few orders and add considerably to your winter sales. More than that, featuring these indoor specialties right now will keep the paint department prominently before your customers, and will help bridge the gap between the fall and spring campaigns.

Demonstrations at this season will help considerably. Many of these lines can be demonstrated to very good advantage. Take any good floor paint—anybody of reasonable intelligence can apply it, yet most people would hesitate to attempt unless they are first shown how. A demonstration of one of these floor finishes will be a good feature. A salesman who has mastered the very slight technique of applying floor paint, graining, etc., can demonstrate almost as effectively as a professional demonstrator.

Or special wall tints can be demonstrated, or samples of work displayed. Color cards suggesting various combinations of wall border and ceiling make good advertising.

It is worth remembering that the women folk are especially interested in interior decoration, and that the primary and most effective appeal should be made to them. The average man is away from home most of the day; but the woman does her work there, and feels more keenly the shabbiness of her surroundings. The women are almost invariably enthusiasts for home decoration.

So it will pay you to put the men out of mind for the moment and compile a carefully selected list of women and make your advertising appeal to them. An advertising booklet showing attractive color schemes of interior decoration will enlist the average woman's interest at once.

"Try it on one room," is a good slogan in introducing a wall finish of any kind. With the woman of the house interested, the man of the house will usually be willing to compromise on one room. And when you have got your wall tint on one room, and a good job of it, the battle for larger sales is half won.

There are a lot of interior specialties that can be pushed right now, and should be kept before the public until the spring paint campaign opens. Here are some of them:

Enamel for beds, furniture, baths, mouldings, willowware, baby carriages, etc.

Floor varnishes and paints for floors and stairs.

Varnish stain for chairs, furniture, woodwork and dozens of other uses on articles used in the home. Carriage paint for owners of cutters, sleighs and implements.

Special wall finishes of various kinds.

Paint and enamel for furnace and stove pipes, registers, radiators. Gold and aluminum paint are good lines to feature for radiators.

Floor wax, furniture polish, linoleum varnish and many other spec-

ialties are excellent lines to feature.

One dealer who does a large paint trade during the late fall and winter has a display stand about five feet in height. This stand has five shelves and occupies a prominent position near the store entrance. Sample cans are displayed of all paints suitable for fall and winter trade. Polishes are also displayed. The dealer states that many sales are made from this display.

Customers will often approach the display stand and examine the goods shown there. This move on the customer's part gives the clerk an opportunity to explain the uses of the lines shown. Good personal salesmanship does the rest. This display stand also enables the dealer to keep these lines prominently before the public without utilizing the space that would be required to give the regular paint department the same degree of prominence.

Featuring these lines in winter months will often bring you into touch with prospects for exterior paints, and these can be listed and followed up in the spring.

Victor Lauriston.

I know a man
Who knows a man
Who knows a man
Whose wife's uncle
Has a business partner
Who has something in his cellar.
It is a furnace.

Now that the ladies are enameling their faces it will be dangerous for them to crack a smile.

McLachlan University

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

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.

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

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.

WM. D. BATT FURS Hides Wool and Tallow

28-30 Louis St.
Grand Rapids, Michigan

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

Bell Phone 596 City Phone 61364

Lynch Brothers Sales Co. Special Sale Experts

Expert Advertising
Expert Merchandising

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



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

Tenure of the Grocery Salesman in Jeopardy.

A well-known grocery salesman writes the Tradesman as follows:

The Creasey Corporation is an illegitimate concern doing business on false profits, principles and business methods, and any right thinking merchant cannot but see that the whole idea cannot continue unless he wants to prefer Creasey to his old jobber friend to whom he has in the past looked forward for credit and many other business favors.

The success of Creasey methods will result in the elimination of the wholesale grocery salesman.

Therefore, cannot the salesman as a body fight back? Cannot the salesmen in joint session threaten to deaden their efforts on merchandise staples which Creasey handles and put forth their concentrated effort on such goods as Creasey cannot get?

In last week's circular letter, written by Creasey to his co-operators, he admonished them that they must not let the jobber's salesman see their price lists, as one of the largest manufacturers of coconut, cocoa and candy has refused to sell them his products because they do not maintain the regular price and it is making trouble.

Cannot the salesmen as a body let these manufacturers know what they intend to do? Would they (the salesmen) be acting within the law?

If so, and I think we can, cannot this action be taken up at the next regular meeting of the U. C. T.?

What I contend is this: you have heard of the accusation made against the Aunt Jemima Pancake Flour Co. Nothing has been said by this company to contradict the assertion that it caters to Creasey. There are many lines of goods on the market as good and better than Aunt Jemima and we as salesmen are poor fish to offer this line in view of what we now know about the attitude of the manufacturer. We as salesmen should demand to know where they stand on the matter.

With concerted effort Aunt Jemima can be made as dead as a bloater on my territory. A personal test by me has proven this to my entire satisfaction.

Can we not have your opinion on this matter?

Time something was started. Time we woke up. What do you say?

The Editor's Reply.

All the writer says about Creasey is true—and then some. He is the enemy of good business because he obtains the money of well-meaning merchants under false pretenses and then snaps his fingers in their faces. I have fought the Creasey propaganda

ever since he invaded Michigan and if I had received the whole-hearted support of the wholesale grocery trade, he would have been headed off effectually. I am sorry to be compelled to record that the wholesale grocers of Michigan are so very short sighted as to permit a propaganda of falsehood and graft to be built up under their doorsteps. If they would exercise their God given right to self protection by refusing to handle factory brands furnished the Creasey excrescencies, they would soon have the Creasey graft games shoved into the discard. Of course, it would have to be done quietly and legally, so as to avoid Governmental action; but it could be done most effectually if the wholesale grocers went at it in the right way and pulled together in the right spirit, which they have never yet done and I am afraid they never will do.

The traveling men can accomplish the same result by getting together and agreeing to work together. The U. C. T. is not the right organization to work through, because it includes all kinds of traveling men and, like all social and business organizations, has a fair sprinkling of freaks and cranks who are not in accord with the aims and aspirations of grocery salesmen. All of the grocery salesmen of the State could get together three or four times a year and put a crimp into the Creasey stores by refusing to take orders for factory brands handled by those houses. I presume your employers would protest against such action on your part, because such a policy would reduce the volume of your sales to some extent. The jobber sometimes keeps the dollar so close to his nose that he cannot see the moon of gold just beyond; consequently he lives in the present and hesitates about joining in any movement that would bring about a redemption of the trade if it involves a small sacrifice to-day.

The Creasey stores are only the forerunners of numerous other interlopers, co-operators and conspirators. Two gangs of men are now soliciting subscriptions for "service certificates" in the American Grocers Society, Inc., of Newark, N. J., to furnish funds to start co-operative stores at Toledo and Detroit. Not a day passes that I do not receive several enquiries regarding this concern. It keeps me poor paying postage on replies to letters received from retail dealers who are attracted by the clap trap of the agile and resourceful (in lies) stock salesmen of co-operative concerns. Unless something is done to stop this business, we might as well all turn promoters. The juicy promotion fee of \$50 per is the only

thing which keeps such swindling schemes going. I know of merchants who have joined three such organizations within as many years and now curse themselves for permitting themselves to be inveigled into such traps. It is too late to combat this evil after the promoters get busy in the field. The time to do effective work is BEFORE the schemers get started with their nefarious and insidious propaganda.

Petoskey Merchants Are Up and Doing.

Petoskey, Jan. 18.—The "get-together-and-pull" spirit which made for Petoskey merchants an unprecedented holiday business is again exemplified in their plans to inaugurate a public market to which all rural dwellers may bring their products to sell to either dealers or consumers. This will establish even more firmly the fine friendly spirit existing between farming communities and the people of Petoskey.

A movement is also on foot among local merchants to set aside Wednesday afternoons for general half-holidays from Jan. 1 to May 1 each year. It is expected that the first of these will be observed generally the first Wednesday in February.

A committee of merchants are now investigating to find the most desirable form of credit system which may be established at the Chamber of Commerce and to which all subscribing local dealers may have access.

The superiority of Petoskey stores is widely known and the reason—or at least one of the reasons—for this success is found in their being "eternally at it" in publicity.

It is doubtful if any other community of like size can compare with this city in aggressive advertising. Lee H. Bierce spoke a "volume" when he said, "Retail merchandising is at the very base of a city's progress."

The special clearance sales now in progress here are demonstrating beyond question that the new level has been struck. New stock equipment should now start the long-looked-for cycle of equity in production, distribution and consumption.

J. Frank Quinn.

Whiting Hotel

Traverse City, Mich.

Rates \$3.50 Per Day
Meals 75c

American Plan

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.

CODY HOTEL

GRAND RAPIDS

RATES \$1.50 up without bath
\$2.50 up with bath

CAFETERIA IN CONNECTION

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

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.

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

:-:

Michigan

Use Citizens Long Distance Service



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

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

CITIZENS TELEPHONE COMPANY

THE SUNNY SOUTHLAND.

How It Looks To a Lansing Salesman.

Washington, D. C., Jan. 18—At Savannah, Ga., we saw the first real thrifty palm trees. While it is true that these grow to some extent North of Savannah, yet none that we saw could be considered real thrifty. Savannah is indeed a beautiful city and in some respects up-to-date. Many large business interests are represented there and appearances would indicate to the casual observer that cotton was the predominating industry.

The twenty or more miles of river from the city to the coast form a splendid harbor for shipping. From the mouth of the river to deep water, the channel is narrow and in times of dense fog or storms somewhat difficult to navigate.

The principal streets are well paved and hotel accommodations compare favorably with other cities of its size. Parks and playgrounds are numerous and well cared for and the climate is ideal.

We wired the Seminole Hotel, at Jacksonville, Florida, for reservations forty-eight hours in advance, but upon arrival were confronted with the "nothing doing" statement by the clerk. Oh, yes! We received your wire, but we haven't got to you yet. We still have a waiting list of nearly 200 and it is doubtful if we could give you accommodations inside of a week, and possibly ten days. This was about noon and we spent the remainder of the day looking for a place to sleep, and just at dark were fortunate in finding a room at a private house which another traveler was just vacating. Some idea of the congestion at Jacksonville at this time may be gained from the statement that the night before there were twenty-nine Pullman cars in the yards and every berth was filled, while hundreds walked the streets or snoozed in chairs of the hotel lobbies.

Here we found time for a visit to Alligator Joe's farm, which proved interesting indeed. We found alligators from a few days old to monstrous savage brutes, said to be over 800 years old and thousands of them. Alligator Joe gave a lecture on the alligator family and we quote from memory some of the things he said which made an impression. Alligators never grow after they reach a certain age, which if I remember correctly was said to be 50 years, although the jaws widen a quarter of an inch every fifty years regardless of how long they may live. This, he claimed, was the only way in which an alligator's age might be calculated with any degree of accuracy and he apparently proved his statement by comparing one which he claimed was just about full grown with those varying from 200 to 800 years old and over. He said that a full grown alligator will measure about fourteen feet in length and none grow longer than fifteen feet, regardless of how long they may live. He recalled instances where some men had claimed to have killed or captured alligators measuring eighteen feet in length, but as a proof of his claim that fifteen feet was the limit, he had for years made a standing offer of \$2,000 for any alligator, either dead or alive, measuring more than fifteen feet and still has the money.

It is conceded that Joe knows more about alligators than any person we have heard mentioned and we are perfectly willing to accept his statements as true rather than to do any experimenting with the hideous reptiles.

The female is very vicious during the hatching season and diligently keeps a wicked eye on the nest or spot in the sand where she has deposited her eggs, and woe be unto the man, woman or child who even

attempts to interfere with them. Strange as it may seem, however, no paternal care is given the young "gators" after they are hatched.

Joe says, that his full grown alligators will eat about fifty pounds of fish once a week if the weather is warm, but in cool weather they will sometimes remain submerged and perfectly motionless for more than a month unless they are disturbed. He claimed that their ability to live submerged for so long a time is due to the fact that nature has provided them with the ability to absorb oxygen from the water. Joe has one that seems unusually docile and has trained it to the extent that for exhibition purposes he will harness to a small cart, in which his 8 year old daughter will ride and guide the hideous steed at will.

Adjoining Joe's alligator farm is an ostrich farm which we visited with almost an equal interest. Here we listened to an instructive lecture given by the attendant on the peculiarities and habits of these monstrous birds, and witnessed the mounting and riding of one by the colored "gemen" who cares for them. In order to mount, it was necessary that the bird should stand still and close to the fence and in order to accomplish this it was first necessary to blindfold him. An old sock was used for this purpose and whether this had a soothing effect or the fact that the bird was unable to see what was going on was not explained. However, there was no more trouble in getting him to stand still and the dusky son of Ham mounted at leisure. When the rider was firmly seated and the short stubby wings drawn tightly across his legs the sock was withdrawn and the fun began. With race horse speed they circled the enclosure several times and then "Sambo" dexterously slid off behind and the bird was free.

The attendant explained that in nesting time both male and female share alike in the work and responsibility of hatching, taking turns of equal duration, setting on the nest, and regardless of sunshine or cloudy weather they never vary five minutes at changing time, though they are unable to see the town clock, and neither of them wears a wrist watch. They are full grown at two years and do not mate until then. The young birds to a great extent and for a greater portion of the time until they are two years old remain in groups, the male birds in one group and the females in another. When the mating age arrives the female bird makes her selection and the one thus chosen belongs to her for all time to come. Observations of their habits reveals no evidence that a marriage ceremony is performed, but divorce or unfaithfulness among them are unknown, and if one of a pair loses its life through accident or natural death the other remains single as long as it lives.

H. D. Bullen.

One Ray—Then Day.

Written for the Tradesman.

The Shades o' Night no promise gave
That they would cease to be
But darker still they grew—all save
One sunbeam I could see;
Like David's sling within his hand
Before a defiant host
It shot to bring again a land
Whose beauty I had lost.
Quite equally it was unfair
Without a claim to right
That they should stand for battle there
With that one ray of light
I wondered too how it could cope
With Darkness' multitude
Or how it ever had a hope
Of so great magnitude;
Yet like the sling-stone to its mark
It flew afar on high
Dispelled the gloom they called the "Dark"
And morning filled the sky.
How oft' it is in human life
When all lies dark before
Until we faint—give up the strife
And think our day is o'er
A single ray of hope is seen
Mayhap—a baby's smile
And then we let naught intervene
To make a day worth while.

Charles A. Heath.

Changed From Gwinn to Ishpeming.

Ishpeming, Jan. 17—W. Scott Nelson, well known to the people of this county as an expert dry goods and general mercantile man, has accepted a position as assistant manager for the Skud estate dry goods store in this city. Scott Nelson is one of the pioneer business men of this place, coming here many years ago taking charge of the Donohue Bros. dry goods business. The Donohues were then located on the corner of Division and Pine streets, where the Ishpeming & Furniture Co. now is doing business. They built the brownstone block occupied by this firm. They were of Ishpeming's pioneers, conducting a shoe shop before engaging in general merchandizing. Timothy Donohue was for several terms mayor of the town. They did a very large business, but too much credit proved disastrous. In their halcyon days Nels Majhanna was one of their prominent salesmen and then enjoyed the title of "king of the Finns," he being one of the few who could then interpret for his countrymen. Nels passed away a short time ago. Scott Nelson, went from the Donohues to Joseph Sellwood & Co., remaining there for seventeen years as manager of their dry goods store, and from there he went with F. Braastad & Co., going later to Gwinn with Richard Quayle and in which town he also held the position of postmaster for several years.

Scott Nelson knows all about the dry goods business that is worth knowing and will be as popular as ever in his new location.

Be more concerned now about the number of people who come into your store and buy goods than about the profits you are to make. The thing to do is to keep the tide of business rolling into your store so that when the days of profit come again that profit will be yours.

Woke Up a Dead Beat in Thirty Minutes by the Japanese Collection System

One set Dead Beat Chasers mailed on approval. Read this through.

8 Slow Pays were tickled by a Garage Owner. Within 3 weeks 6 of them paid in full, collection over \$240.00.

Citizen's Lumber Co., Emmett, Idaho, writes: "They act like Dewitt's Little Early Risers." Cornwall Bros., Alexandria Bay, N. Y., writes: "6 old accounts thrown out 2 years ago as worthless, collected in full. Send us another set." In Southington, Conn., a Dead Beat was awakened in 30 minutes. Big Lumber Co., in Iowa bought 50 of the sets to be used in their entire line of yards.

A Garage owner writes: "Laughed myself sick at one bird beating it in to settle up after 2 doses of Dead Beat Chasers." E. M. Taylor, of Iowa, writes: "They sure do the work. A 4 years old bill collected in full."

Other merchants write: "Sent Chaser this morning, got check in afternoon." "This system gets 'em all, send another set." "Best collection medium I ever tried." "Collected over \$100.00 last week from ungodly slow customers. All were in good humor too." "Used 4 stickers and got returns on all of them."

We mail them on approval. If they please you send us your check for \$1.50. If they don't suit you mail them back at a cost of 4c postage.

THE WESTERN SEED HOUSE
SALINA, KANSAS

Price Protection

The price of

KNOX

Sparkling

GELATINE

KNOX

Acidulated

GELATINE

cannot be reduced at present.

When a reduction becomes possible, both wholesale and retail trade will receive ample notice for protection.

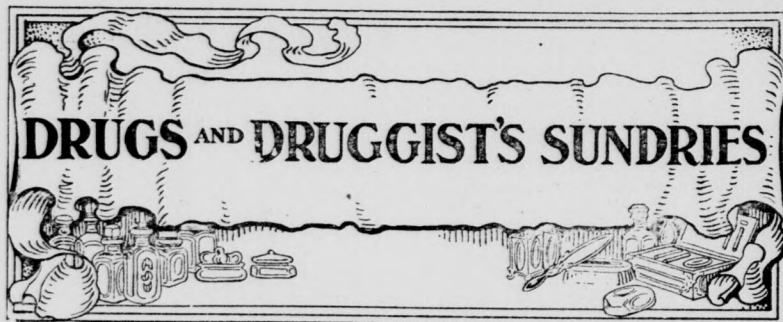
No dealer has ever lost a dollar on Knox Gelatine.

CHARLES B. KNOX
GELATINE CO., Inc.

Johnstown

New York





Michigan Board of Pharmacy.

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Next Examination Session—Detroit, Jan. 18, 19 and 20; Grand Rapids, March 15, 16 and 17.

My Experience With a Postal Substation.

My fifteen years' experience with drug store substations may be of interest to those druggists who contemplate applying for a postal substation, and at the same time be of help to those who now have a substation, in enabling them to receive better remuneration for their services.

Of course those having a postal substation know very well the trials and tribulations that go with it—stamps torn—cash short. Change a large bill for a few cents' worth of stamps. You think a lot, and would like to give vent to a few choice words—but you must be affable to the customer; and then, when the transaction is completed, you ask, "Is there anything else?"—you are abruptly handed back, "No, just wanted to get my bill changed, as I did not like to hand the conductor such a large bill." I would rather a person would ask outright for change than try to flim-flam me.

Perhaps it would not be so hard, if the general public knew the station was conducted for their benefit and accommodation, but they have the idea the druggist is well paid for his services, and they in return expect prompt service and no waiting.

I have heard people remark that they patronized the drug store for stamps—because the service as a general thing was better than the post office—and the drug store was a clean place to go into.

For a number of years we conducted a station at 52 and Market streets, and as it was customary to sell stamps we felt we might as well assume more responsibility, and be paid by the Government.

Our station practically took the time of one person from 7 a. m. to 12 midnight—and our salary was gradually increased until it reached \$400—per year.

About this time a carrier station was opened a square away, and our station was closed on a two hours' notice. At the same time there was a complaint from the clerks in the new station that they had too much to do—and they would have to take on extra help.

The substation located in the 60th and Market streets store was a different proposition—this was located in the center of a large business and residential district, with the nearest regular post-office eight squares away.

Parcel post went into effect during the early days of this station, and it practically required the services of two persons from 7 a. m. to 12 midnight. Issuing of money orders closed at 6 p. m., but you were required to register mail up until the last collection, 10:30 p. m., and receive parcel post until closing time—the regular post-offices closing at 8 p. m.

I cannot see why the Government is so parsimonious in reference to the pay of the drug store substation—you have to supply heat, light, all clerical service, a safe to keep supplies in—and pay the premium on a \$5,000 bond.

Shortly after the parcel post went into effect, and on account of the extra labor incidental to handling this branch of the service, the substation agents got together—and made application for increase in pay, or give up the stations. This agitation finally brought about an increase of from 25 to 50 per cent.—according to the amount of business transacted.

Each year you make application to continue your station, stating the salary you would like to receive.

We finally asked for \$1,500—but were only allowed \$800—an increase of \$200—over the previous year.

This station did a business of over \$100,000 per year—with very few complaints—and these mostly from lost parcel post packages.

Christmas season, when parcel post business was the heaviest, we employed three to four extra help—at our own expense. In this way the business was systematized, and we were able to take care of the rush with the least possible confusion—and when you consider that as high as 5,000 parcel post packages were handled in a day, and everything cleaned up, and packed in mail sacks before the store closed—you can perhaps realize how much work there is to do, and at the same time you think of the small pittance you receive for the labor entailed.

We figured we paid the help who came in contact with the postal business about \$1,500 per year, which meant a loss of \$700, but the station brought several thousand people into the store each week, and it was thought to be good advertising.

Now here is what happened. The store was sold. The new owners could not make satisfactory arrangements to continue the station—so ordered it taken out. One nearby druggist took it over, but very soon gave it up, as the business was too much for his small store, and consequently the neighborhood was without a station for some time; but the increasing demand caused the Government to establish a new station two squares

away from the main center of traffic and inconvenient to a majority of the people using the station.

They pay a rent of \$900 yearly; employ three clerks at a salary of about \$5,000, and with some extra force, makes this station cost about \$6,000 per year, against \$800 paid the previous station. The hours for this station are from 7 a. m. to 8 p. m.

Would it not have been a better business proposition to have paid the old station a fair remuneration and in a drug store—where the people were accommodated from 7 a. m. to 12 midnight—and with almost 100 per cent. service.

The question comes up, does it really pay to have a substation?

A high post-office official said to me one day—when I asked for better pay—that I ought to feel honored having a postal station: "Just see how many customers it brings to your store each day." "Yes," I said, "that may be true—but some of your customers go off with some of my merchandise, and they don't even stop to pay for it."

Stamp machines are coming into use more and more each day. With one of these in a prominent place, whether sold for net or at a profit, eliminates a great deal of worry and annoyance.

I found it impossible for a clerk to do justice to a customer if he has to stop now and then to sell one 2-cent stamp or a postal card, as a great many persons only buy just what they need for the time being and will go out three or four times a day for a 2-cent stamp. It may be like playing golf—they require the exercise—and besides, you know stamp customers are so exacting—become very impatient—and unless they are waited on at once, they have a feeling they are being neglected—and reflect discredit on the store. Walter A. Rumsey.

Reaping the Result of the Orgy of Spending.

Grandville, Jan. 18—Those public spirited citizens who lay the present slump in prices to a strike of the consumers have another guess coming.

So long as prodigious wages held sway, so long as every advance in wages pushed foodstuffs and wearing apparel to the top notch, so long the carnival of exorbitant prices boomed throughout the Nation. To lay the sudden cessation of big prices, both wage and foodstuffs, to the determination of a long-robbed public to assert their rights and quit purchasing, is not susceptible of proof, at least in the way these wise heads declare it.

A certain class of the American people were not benefiting by the crazy strife to see who could spend the most money and get away with it. There are people who never got any of the war wages, salaried folks, elderly retired people, pensioners and those unable to enter the lists in the mad race for bankruptcy of both purse and common sense.

These never spent more than necessity required and these did not go on strike, since they were never in a condition to do so even had they entertained such desires. They knew the orgy of fool extravagance would come an end in good time and they continued on the even tenor of their way, buying the necessities as occasion required, paying double value for them without grumbling; and now that a perceptible falling off in unreasonable prices has come, they continue, as heretofore, to buy what they need and no more. In no sense are these people strikers; in fact, they have not ceased buying.

Who, then, are the guilty ones, for guilty they are, according to some critics in the newspapers, and many of the newspapers themselves?

The ones who have ceased to patronize the clothing, food and dry goods dealers in the reckless manner of the past are the men and women who once earned big wages and who spent those wages in a most reckless and foolish manner. The end to such demoralizing extravagance had to come. The ones who were riding the wind are now reaping the whirlwind of past indiscretions in the scattering of easily earned dollars.

The strikers are these who have

Popular Fiction

There are two seasons at which popular fiction is most salable; one is mid-summer, and the other is mid-winter. The Xmas trade in books just seems to whet the appetite for more good reading, and then the rush to the retail druggists and general merchants who handle the popular priced copyright fiction begins.

It is our general practise to place large orders immediately after Xmas for the best sellers. We did so this year and a large percentage of the books are already in. We suggest that you freshen up your line with a few leaders. Write us for lists and prices.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

lost their easy jobs; who have dropped out of the counter rushes for high priced goods; who, in fact, are looking to see how far they can make every penny go in order to keep the wolf of want from the door.

If this be a strike as some attribute it, what folly to appeal to the strikers to loosen up the purse and resume buying when that purse is as empty as last year's birds nest.

There are wise editors appealing to the strikers to buy, buy and continue to buy, that the conditions throughout the country may be eased off. It might be well enough to remember that the people thus appealed to are not at present in a position to accept, much less to act upon that advice.

The slump in everything, wages and goods, is going to prove a benefit to the whole country in the long run. It had to come, and we as a people may as well meet it now as later on. The orgy of spending was beyond reason, the cut in wages and products of farms and workshops a necessary outcome of past fool notions which seemed to take no note of order, decency and common sense.

The banding together of farmers throughout the Middle West for the purpose of withholding wheat and other farm products from market is bound to work no end of hardship to innocent people who have all along been the victims of greed and graft.

By refusing to sell their stores of wheat the farmers have withheld payment of notes due at the banks and thus, as in Dakota, forced many of these country banks to suspend. Is that sort of deal honest? It doesn't appear so to an ordinary mortal. Why a farmer is justified in refusing to sell his wheat at the market price, by so doing withholding payment past due, either at the bank or to a private individual, is something past comprehending.

Queer ideas prevail among a certain class that the farmer and labor

unions have rights which are granted to no other mortals under the sun.

However, these organizations are standing in their own light. While flaying the wheat pit gamblers of Chicago for their unjust methods, these same men resort to even more questionable methods to accomplish their ends.

The holding back of wheat in order to increase the price is to prove a delusion and a snare. The law of supply and demand is surely going to get in its work, and many of the hoarders may find themselves, when too late, unloading their product on a falling market. It can never be right to beat your creditors in order to assure yourself a better price at some future time for what you have to sell.

Supply and demand should fix the price of products. The Government that essays to fix prices, more especially in time of peace, is overstepping its prerogative, and building snares for the feet of its own citizens.

The less the Government has to do with regulating business the better. On a smaller scale those organizations which essay to make prices by combining in restraint of trade under whatever name, or for whatever excuse are doing that which ought to be frowned upon by every honest man and woman in the country.

Old Timer.

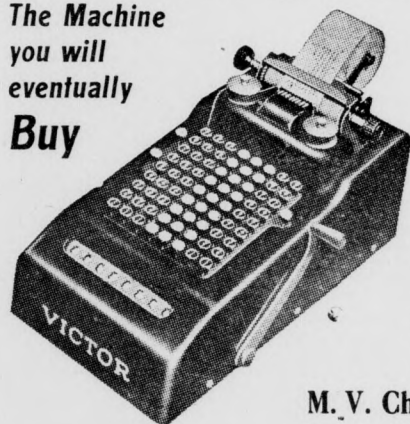
His First Thought.

Mr. Tarzan Jones was sitting down to breakfast one morning when he was astonished to see in the paper an announcement of his own death.

He rang up Friend Howard Smith and connection was made by central at once. "Halloa, Smith," he said. "Have you seen the announcement of my death in the paper?"

"Yes," replied Smith. "Where are you speaking from?"

The Machine
you will
eventually
Buy



VICTOR ADDING MACHINE

Universally conceded to be
the most useful and valuable
machine ever invented for the
purpose intended.

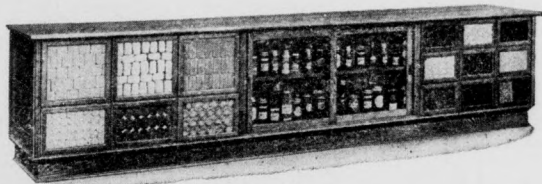
M. V. Cheesman, State Distributor,

317 Houseman Bldg.

Grand Rapids, Michigan

135.00 ALL MACHINES
FULLY GUARANTEED

Sanitation Plus Attractiveness



No. 46.

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

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

DETROIT SHOW CASE CO.

499 Fort St. W.

Detroit, Michigan

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	32@ 39	Amber, rectified	3 50@3 75	Arnica	@1 50
Citric	75@ 80	Anise	2 00@2 25	Asafoetida	@3 90
Muriatic	4@ 6	Bergamont	9 50@9 75	Belladonna	@1 35
Nitric	10@ 15	Cajuput	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 60@1 75	Buchu	@3 15
Tartaric	63@ 70	Cedar Leaf	2 50@2 75	Cantharides	@3 00
Ammonia		Citronella	1 25@1 60	Capsicum	@2 30
Water, 26 deg.	10 1/2@ 20	Cloves	3 00@3 25	Cardamon	@1 50
Water, 18 deg.	9@ 15	Cocanut	4@ 50	Cardamon, Comp.	@1 25
Water, 14 deg.	8@ 13	Cod Liver	2 25@2 50	Catechu	@1 50
Carbonate	22@ 26	Croton	2 25@2 50	Cinchona	@2 10
Chloride (Gran)	20@ 30	Cotton Seed	1 50@1 70	Colchicum	@2 00
Balsams		Cubebs	12 50@12 75	Cubebs	@3 00
Copaiba	90@1 20	Eigerson	7 00@7 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	3 50@3 80	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 65@1 85	Iodine	@1 50
Cassia (ordinary)	45@ 50	Lard, No. 1	1 20@1 40	Iodine, Colorless	@2 00
Cassia (Saigon)	50@ 60	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.)	30@ 35	Lemon	2 00@2 25	Myrrh	@2 25
Berries		Linseed Boiled bbl.	@ 87	Nux Vomica	@1 90
Cubeb	1 90@2 00	Linseed bld less	97@1 07	Opium	@4 20
Fish	50@ 60	Linseed raw, bbl.	@ 85	Opium, Camp.	@1 75
Juniper	10@ 20	Linseed raw less	95@1 05	Opium, Deodorz'd	@4 20
Prickly Ash	@ 30	Mustard, true oz.	@ 75	Rhubarb	@2 00
Extracts		Mustard, artifl. oz.	@ 55	Paints	
Licorice	60@ 65	Neatsfoot	1 30@1 50	Lead, red dry	13@13 1/2
Licorice powd.	@1 00	Olive, pure	5 75@6 50	Lead, white dry	13@13 1/2
Flowers		Olive, Malaga,	4 00@4 25	Lead, white oil	13@13 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	@ 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 Am. 3 1/2	@ 7
Acacia, 2nd	55@ 60	Peppermint	9 00@9 40	Red Venet'n Eng.	4@ 8
Acacia, Sorts	35@ 40	Rose, pure	20 00@24 00	Whiting, bbl.	@ 4 1/2
Acacia, powdered	45@ 50	Rosemary Flows	2 50@2 75	L. H. P. Prep. 3 1/2	@ 09
Aloes (Barb Pow)	30@ 40	Sandalwood, E.	I. 15 00@15 20	Miscellaneous	
Aloes (Cape Pow)	30@ 35	Sassafras, true	3 00@3 25	Acetanallid	80@ 85
Aloes (Soc Pow)	1 25@1 30	Sassafras, artifl	1 25@1 60	Alum	16@ 20
Asafoetida	4 00@4 50	Spearment	16 00@18 20	Alum, powdered and	17@ 20
Pow.	5 00@5 50	Sperm	2 75@3 00	ground	
Camphor	1 30@1 35	Tansy	11 50@11 75	Bismuth, Subni-	3 75@4 00
Guaiac	@1 40	Tar, USP	48@ 60	trate	
Guaiac, powdered	@1 50	Turpentine, bbls.	@ 85	Borax xtal or	11 1/2@ 16
Kino	@1 00	Turpentine, less	95@1 05	powdered	2 00@5 50
Kino, powdered	@1 40	Wintergreen,	12 00@12 25	Calomel	2 22@2 30
Myrrh	@1 50	tr.		Capsicum	45@ 50
Myrrh, Pow.	11 50@12 00	Wintergreen, sweet	8 00@8 25	Carmine	7 50@8 00
Opium, powd.	13 00@13 60	Wintergreen art	1 05@1 30	Cassia Buds	50@ 60
Opium, gran.	13 00@13 60	Wormseed	5 50@5 75	Cloves	35@ 45
Shellac	1 25@1 50	Wormwood	20 00@20 25	Chalk Prepared	16@ 18
Shellac Bleached	4 50@6 00	Potassium		Chloroform	63@ 72
Tragacanth	@4 00	Bicarbonate	55@ 60	Chloral Hydrate	1 70@2 10
Tragacanth, pow.	@4 00	Bichromate	47@ 55	Cocaine	15 85@16 90
Turpentine	35@ 40	Bromide	75@ 80	Cocoa Butter	60@ 80
Insecticides		Carbonate	65@ 70	Corks, list, less	40%
Arsenic	20@ 30	Chlorate, gran'r	38@ 45	Copperas	3@ 10
Blue Vitriol, bbl.	@ 09	Chlorate, xtal or	28@ 35	Copperas, Powd.	4@ 10
Blue Vitriol, less	10@ 15	Cyanide	30@ 50	Corrosive Sublim	2 01@2 10
Bordeaux Mix Dry	18@ 38	Iodide	3 80@3 90	Cream Tartar	52@ 60
Hellebore, White	38@ 45	Permanganate	1 05@1 10	Cuttlebone	9@ 15
powdered	38@ 45	Prussiate, yellow	65@ 75	Dextrine	9@ 15
Insect Powder	75@1 05	Prussiate, red	1 10@1 20	Dover's Powder	5 75@6 00
Lead Arsenate P.	35@ 55	Sulphate	@ 75	Emery, All Nos.	10@ 15
Lime and Sulphur	12 1/2@ 27	Roots		Emery, Powdered	8@ 10
Dry	48@ 58	Alkanet	1 00@1 25	Epsom Salts, bbls.	@ 04
Paris Green	48@ 58	Blood, powdered	50@ 60	Epsom Salts, less 4 1/2	@ 10
Ice Cream		Calamus	35@1 00	Ergot, powdered	@3 00
Arctic Ice Cream Co.		Elecampane, powd	35@ 40	Flake White	15@ 20
Bulk, Vanilla	1 25	Gentian, powd.	27 1/2@ 35	Formaldehyde, lb.	25@ 30
Bulk, Chocolate	1 35	Ginger, African,	29@ 38	Gelatine	2 25@2 40
Bulk, Caramel	1 45	powdered	29@ 38	Glassware, less 50%	
Bulk, Grape-Nut	1 35	Ginger, Jamaica,	50@ 55	Glassware, full case 50.10%	
Bulk, Strawberry	1 35	powdered	50@ 55	Glauber Salts, bbl.	@03 1/2
Bulk, Tutti Fruiti	1 35	Goldenseal, pow.	8 50@8 80	Glauber Salts less 04 1/2	@ 10
Brick, Vanilla	1 40	Ipecac, powd.	4 75@5 00	Glue, Brown	21@ 30
Brick, Chocolate	1 40	Licorice, powd.	35@ 40	Glue, Brown Grd.	19@ 25
Brick, Caramel	1 60	Licorice, powd.	40@ 50	Glue, White	35@ 40
Brick, Strawberry	1 60	Orris, powdered	40@ 45	Glue, White Grd.	35@ 40
Brick, Strawberry	1 60	Poke, powdered	40@ 45	Glycerine	26@ 42
Brick, Tutti Fruiti	1 60	Rhubarb	@1 50	Hops	1 75@2 00
Brick, any combinat'n	1 60	Rhubarb, powd.	@1 50	Iodine	5 70@5 90
Leaves		Rosinwood, powd.	30@ 35	Iodoform	7 00@7 30
Buchu	@4 00	Sarsaparilla, Hond.	1 25@1 40	Lead, Acetate	20@ 30
Buchu, powdered	@4 50	ground	@ 80	Lycopodium	5 25@5 50
Sage, bulk	67@ 70	Sarsaparilla Mexican,	@ 80	Mace	75@ 80
Sage, 1/4 loose	72@ 78	ground	@ 80	Mace, powdered	95@1 00
Sage, powdered	55@ 60	Squills	35@ 40	Menthol	6 25@6 60
Senna, Alex.	1 40@1 50	Squills, powdered	60@ 70	Morphine	11 43@12 73
Senna, Tinn.	30@ 35	Tumeric, powd.	25@ 30	Nux Vomica	4@ 30
Senna, Tinn. pow	35@ 40	Valerian, powd.	@ 75	Nux Vomica, pow.	26@ 35
Uva Ursi	20@ 25	Seeds		Pepper black pow.	32@ 35
Oils		Anise	33@ 35	Pepper, white	@ 50
Almonds, Bitter,	16 00@16 25	Anise, powdered	38@ 40	Pitch, Burgundy	15@ 20
Almonds, Bitter,	2 50@2 75	Bird, ls	13@ 19	Quassia	12@ 15
Almonds, Sweet,	1 75@2 00	Canary	10@ 15	Quinine	99@1 72
true		Caraway, Po.	22@ 25	Rochelle Salts	42@ 45
		Cardamon	2 00@2 25	Saccharine	@ 38
		Celery, powd.	45 35@ 40	Salt Peter	20@ 30
		Coriander pow.	25 16@ 20	Seidlitz Mixture	40@ 45
		Dill	15@ 25	Soap, green	15@ 30
		Fennell	30@ 40	Soap mott castle	22 1/2@ 25
		Flax	08@ 13	Soap, white castle	@18 00
		Flax, ground	08@ 13	less, per bar	@2 00
		Foenugreek pow.	10@ 20	Soda Ash	05@ 10
		Hemp	10@ 18	Soda, Bicarbonate	4@ 10
		Lobelia	2 50@2 75	Soda, Sal	2 1/2@ 5
		Mustard, yellow	18@ 25	Spirits Camphor	@1 50
		Mustard, black	30@ 35	Sulphur, roll	4 1/2@ 10
		Poppy	30@ 40	Sulphur, Subl.	4 1/2@ 10
		Quince	1 25@1 50	Tamarinds	25@ 30
		Rape	15@ 20	Tartar Emetic	1 03@1 10
		Sabadilla	35@ 40	Turpentine, Ven.	60@ 60
		Sunflower	7 1/2@ 15	Vanilla Ex. pure	1 50@2 00
		Worm American	45@ 50	Witch Hazel	1 60@2 15
		Worm Levant	2 00@2 25	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

Cheese
Pickles

DECLINED

Cocoanut
Baked Beans
Kidney Beans
Rolled Oats

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. 27 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 8 10
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Quaker Corn Flakes 3 70
Ralston Purina 4 00
Ralston Branios 3 00
Ralston Food, large 4 10
Ralston Food, small 3 20
Saxon Wheat Food 5 60
Shred Wheat Biscuit 4 90

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

BROOMS

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

BRUSHES

Scrub
Solid Back, 8 in. 1 50
Solid Back, 11 in. 1 75
Polished Ends 1 25

Stove

No. 1 1 10
No. 2 1 35

Shoe

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

BUTTER COLOR

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

CANDLES

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

CANNED GOODS

Apples
3 lb. Standards 1 50
No. 10 2 25

Blackberries

3 lb. Standards 5 25
No. 10 5 25

Beans—Baked

Brown Beauty, No. 2 1 35
Campbell, No. 2 1 30
Fremont, No. 2 1 35
Van Camp, No. 1/2 70
Van Camp, small 1 10
Van Camp, medium 1 40

Beans—Canned

Red Kidney 90@1 50
String 1 60@3 30
Wax 1 60@2 70
Lima 1 15@2 35
Red 1 10

Clam Bouillon

Burnham's 7 oz. 2 50
Standard 1 10@1 75
Country Gentman 1 85@1 90
Maine 1 90@2 25

Hominy

Van Camp 1 40
Lobster
1/4 lb. Star 3 00
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. 2 3 00
Pears in Syrup
Michigan 4 50
California, No. 2 4 60

Peas

Marrowfat 1 35@1 90
Early June 1 35@1 90
Early June sifd 2 25@2 40

Peaches

California, No. 2 1/2 5 00
California, No. 1 2 25@2 75
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 75

Pumpkin

Van Camp, No. 3 1 60
Van Camp, No. 10 4 50
Lake Shore, No. 3 1 45
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 00@3 50
Pink Alaska 1 90@2 25

Sardines

Domestic, 1/2s 5 50@6 00
Domestic, 1/4s 6 50@7 50
Domestic, 1/2s 5 50@7 00
California Soused 2 00
California Mustard 2 00
California Tomato 2 00

Sauerkraut

Hackmuth, No. 3 1 50
Silver Fleece, No. 3 1 60

Shrimps

Dunbar, 1s doz. 2 45
Dunbar, 1 1/2s doz. 5 00

Strawberries

Standard, No. 2 3 75
Fancy, No. 2 5 50

Tomatoes

No. 2 95@1 40
No. 3 1 75@2 21
No. 10 6 00

CATSUP

Snider's 8 oz. 2 20
Snider's 16 oz. 3 35
Royal Red, 10 oz. 1 35
Royal Red, Tins 8 00

CHEESE

Brick 29
Wisconsin Flats 30
Longhorn 29
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 70
Beechnut 75
Doublemint 70
Juicy Fruit 70
Spearmint, Wrigleys 70
Zeno 65

CHOCOLATE

Walter Baker & Co.
Caracas 48
Premium, 1/2s 44
Premium, 1/4s 47
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
Mungo Park,
Gold Stand, 25s 105 00

Odins Monarch, 50s 65 00
Worden Grocer Co. Brands
Harvester Line

Record Breakers, 50s 75 00
Delmonico, 50s 75 00
Panatella, 50s 75 00
Pacemaker, 50s 75 00

Record Breakers
(Tins) 50s 75 00
After Dinner, 50s 96 50
Favorita Extra, 50s 97 50

Presidents, 50s 115 00
Governor, 50s (foil) 130 00
Soberanos, 50s 175 00

La Azora Line
Operas, 50s (tins) 57 50
Washington, 50s 75 00
Panatella, 50s (foil) 75 00

Cabinets, 50s 95 00
Cabinet, 25s 100 00
Perfecto Grande, 50s
(foil) 97 50

Pals, 50s, (foil) 97 00
Imperiales, 25s (foil) 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.
Diplomaticos, 50s 95 00
Rosa, 50s 115 00

Bishops, 50s 115 00
Reina Fina, 50s 115 00
(tins) 115 00
Queens, 50s 135 00

Worden Specials, 25s 155 00
Ignacia Haya
Extra Fancy Clear Havana
Made in Tampa, Fla.

Delicados, 50s 120 00
Primeros, 50s 140 00
Gassen & Vega—Clear
Havana

New Panatella, 100s 60 00
Starlight Bros.
La Rose De Paris Line

Caballeros, 50s 70 00
Rouse, 50s 110 00
Peninsular Club, 25s 150 00
Palmas, 25s 175 00

Perfecto, 25s 195 00
Rosenthals Bros.
R. B. Londres, 50s,
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
Manila 10c
La Yebuna, 1-40 70 00

Our Nickel Brands
Mistoe, 100s 35 00
Libra, 100s 35 00
El Dependo, 100s 35 00

Samo, 50s 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
Hemmeter 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 25
Twisted Cotton, 50 ft. 3 25
Twisted Cotton, 60 ft. 3 90
Braided, 50 ft. 4 00
Sash Cord 2 60@3 75

COCOA

Baker's 1/2s 52
Baker's 1/4s 48
Bunte, 15c size 55
Bunte, 1/2 lb. 50
Bunte, 1 lb. 48
Cleveland 41
Colonial, 1/2s 35
Colonial, 1/4s 33
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, 1/2s 40
Hersheys, 1/4s 36
Huyler 36
Lowney, 1/2s 48
Lowney, 1/4s 46
Lowney, 1/8s 46

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
1/8s & 1/4s, 15 lb. case 49
6 and 12c pkg. in pails 4 75
Bulk, barrels 30
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 00

COFFEE ROASTED

Bulk
Rio 13
Santos 19@25
Maracaibo 24
Mexican 28
Guatemala 26
Java 46
Bogota 26
Peaberry 24

Package Coffee

New York Basis
Arbuckle 23 00
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 65
Leader, 4 doz. 10 50

EVAPORATED MILK

Carnation, Tall, 4 doz. 6 65
Carnation, Baby, 8 dz. 6 00
Pet, Tall 6 60
Pet, Baby 4 50

Van Camp, Tall 6 50
Van Camp, Baby 4 50
Dundee, Tall, doz. 6 60
Dundee, Baby, 8 doz. 6 00
Silver Cow, Baby 4 45
Silver Cow, Tall 6 60

MILK COMPOUND

Hebe, Tall, 4 doz. 4 50
Hebe, Baby, 8 doz. 4 40
Caroline, Tall, 4 doz. 4 25

CONFECTIONERY

Stick Candy Pails
Horehound 21
Standard 21
Cases
Boston Sugar Stick 30

Mixed Candy

Broken 22
Cut Loaf 22
Grocers 14
Kindergarten 25
Leader 23
Century Creams 23
X L O 17
French Creams 23

Specialties

Auto Kisses (baskets) 26
Bonnie Butter Bites 32
Butter Cream Corn 30
Caramel Bon Bons 35
Caramel Croquettes 28
Cocoanut Waffles 28
Coffy Toffy 35
Fudge, Walnut 30
Fudge, Walnut Choc. 30
Iced Orange Jellies 26
Italian Bon Bons 24
AA Licorice Drops 2 00
5 lb box 2 00
Manchus 26
Nut Butter Puffs 28
Snow Flake Fudge 27

Chocolate

Assorted Choc. 29
Champion 24
Honeysuckle Chips 39
Klondike Chocolates 36
Nabobs 36
Nibble Sticks, box 2 25
Nut Wafers 36
Ocoro Choc. Caramels 35
Peanut Clusters 36
Quintette 25
Victoria Caramels 31

Gum Drops

Champion 20
Raspberry 22
Favorite 26
Superior 24
Orange Jellies 24

Lozenges

A A Pep. Lozenges 20
A A Pink Lozenges 20
A A Choc. Lozenges 20
Motto Lozenges 23
Motto Hearts 23

Hard Goods

Lemon Drops 24
O. F. Horehound Drps 24
Anise Squares 24
Rock Candy 32
Peanut Squares 22

Pop Corn Goods

Cracker-Jack Prize 7 00
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 20 1/2
6 lb. 19 1/2

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
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 65
3 lb. boxes 66

DRIED FRUITS

Apples
Evap'd, Choice, blk. 12 1/2

Apricots

Evaporated, Choice 30
Evaporated, Fancy 35

Citron

10 lb. box 52

Currents

Packages, 14 oz. 20
Boxes, Bulk, per lb. 21

Peaches

Evap. Choice, Unpeeled 24
Evap. Fancy, Unpeeled 26
Evap. Fancy, Peeled 28

Peel

Lemon, American 32
Orange, American 33

Raisins

Fancy S'ded, 1 lb. pkg. 27
Thompson Seedless,
1 lb. pkg. 27
Thompson Seedless,
bulk 26

California Prunes

80-90 25 lb. boxes @11
70-80 25 lb. boxes @13
60-70 25 lb. boxes @15
50-60 25 lb. boxes @17
40-50 25 lb. boxes @20
30-40 25 lb. boxes @24

FARINACEOUS GOODS

Beans
Med. Hand Picked 5 1/2
California Limas 10
Brown, Holland

Farina

25 1 lb. packages 2 80
Bulk, per 100 lbs. 2 80

Hominy

Pearl, 100 lb. sack 5 25

Macaoni

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

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
Shearlings	25 50

Tallow

Prime	5
No. 1	4
No. 2	3

Wool

Unwashed, medium	15
Unwashed, rejects	10
Fine	15
Market dull and neglected.	

Raw Furs

Skunk	3 00 @ 2 00 @ 1 00 @ 50
Raccoon	3 50 @ 2 50 @ 1 50
Mink	7 00 @ 5 00 @ 3 00
Muskats	75 @ 50 @ 25 @ 05
Above prices on prime skins.	

HONEY

Airline, No. 10	4 00
Airline, No. 15	5 50
Airline, No. 25	8 25

HORSE RADISH

Per doz.	1 60
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JELLY

Pure, per pail, 30 lb.	4 50
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JELLY GLASSES

8 oz., per doz.	44
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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	4 75

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	29
Walnuts, Naples	25

Shelled

Almonds	55
Peanuts, Spanish	2 75
10 lb. box	
Peanuts, Spanish	25
100 lb. bbl.	25
Peanuts, Spanish	24 1/2
200 lb. bbl.	24 1/2
Pecans	95
Walnuts	55

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

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	18 00
Half bbls., 600 count	10 00
5 gallon kegs	4 25

Small

Barrels	23 00
Half barrels	12 50
5 gallon kegs	4 25

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
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PLAYING CARDS

No. 90 Steamboat	2 75
No. 808, Bicycle	4 50
Pickett	3 50

POTASH

Babbitt's, 2 doz.	2 75
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PROVISIONS

Barreled Pork

Clear Back	34 00 @ 35 00
Short Cut Clear	28 00 @ 30 00
Clear Family	40 00 @ 42 00

Dry Salt Meats

S P Bellies	26 00 @ 28 00
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Lard

80 lb. tubs	advance 1/4
Pure in tierces	16 1/2 @ 16 1/2
Compound Lard	12 @ 12 1/2
69 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4

Smoked Meats

Hams, 14-16 lb.	24 @ 26
Hams, 16-18 lb.	22 @ 24
Hams, 18-20 lb.	20 @ 22
Ham, dried beef	
sets	38 @ 39
California Hams	17 @ 18
Picnic Boiled	
Hams	34 @ 36
Boiled Hams	38 @ 40
Minced Hams	18 @ 20
Bacon	24 @ 40

Sausages

Bologna	18
Liver	12
Frankfort	19
Pork	20 @ 22
Veal	11
Tongue	11
Headcheese	14

Beef

Boneless	24 00 @ 26 00
Rump, new	25 00 @ 28 00

Pig's Feet

1/4 bbls.	2 15
1/2 bbls., 35 lbs.	3 75
1/2 bbls.	10 00
1 bbl.	17 50

Canned Meats

Red Crown Brand	
Corned Beef, 24 ls	4 05
Roast Beef, 24 ls	4 05
Veal Loaf, 48 1/2 s	1 80
Vienna Style Sausage,	
48 1/2 s	1 50
Virginies, 24 ls	3 45
Potted Meat, 48 1/2 s	70
Potted Meat, 48 1/2 s	1 15
Hamburger Steak and	
Onions, 48 1/2 s	1 80
Corned Beef Hash,	
48 1/2 s	1 80
Cooked Lunch Tongue,	
24 1/2 s	4 00
Cooked Ox Tongues,	
12 2s	22 90
Chili Con Carne, 48 ls	1 75
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

Old Dairy	28 @ 29
Country Rolls	30 @ 31

RICE

Fancy Head	10 @ 11
Blue Fose	7 50
Broken	3 3/4

ROLLED OATS

Monarch, bbls.	7 00
Roller Avena, bbls.	7 50
Steel Cut, 100 lb. sks.	4 00
Monarch, 90 lb. sacks	3 25
Quaker, 18 Regular	2 25
Quaker, 20 Family	5 10

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 1/2 s	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	25
Tablets, 1 lb.	30 @ 32
Tablets, 1/2 lb.	2 00
Wood boxes	19

Holland Herring

Standards, bbls.	14 00
Y. M., bbls.	15 75
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
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SEEDS

Anise	23
Canary, Smyrna	10
Cardamom, Malabar	1 75
Celery	25
Hemp, Russian	99
Mixed Bird	13 1/2
Mustard, yellow	16
Poppy	22
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 65
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., 50s	4 60
Lenox, 120 cakes	4 70

P. & G. White Naphtha	
100 cakes	6 40
Star, 100 No. 11 cakes	6 40
Star Nap. Pwdr. 84s	3 35
Star Nap. Pwdr., 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.	
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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.

TEA	
Japan	
Medium	38 @ 42
Choice	45 @ 54
Fancy	60 @ 76

Backed-Fired Med'm	
Basket-Fired Choice	
Basket-Fired Fancy	



Every Breakfast Table Is a Mine of Interest.

Written for the Tradesman.

The queer man who tries to find out how much you know (especially if you are a bright child) and who always starts conversations that wouldn't be started by anybody else was talking with the twelve-year-old daughter of the family and asking her a lot of questions about what she was learning at school. Suddenly he reached over and dumped a little spoonful of salt on the polished surface of the table.

"Mercy!" cried the girl's mother. "What a reckless thing to do! Throw some of it over your left shoulder or you'll have a dreadful quarrel before the day is over."

"I didn't spill it," said the queer man. "I put it there on purpose." Then, turning to the girl, he asked:

"What is that?"

"Why salt, of course."

"That's just a name. What is it?"

"Why, I don't know what to call it except salt."

"What's it made of? Does it grow, or do they make it out of feathers, or catch it, like fish?"

"I'm sure I don't know. I never heard. I suppose you just buy it at the grocery like—like sugar."

"Is it made like sugar, out of—"

"Sugar cane, I know that."

"Oh, out of salt cane?" asked the queer man.

"Maybe. I don't know where they get it."

"And you know it is white. But what shape is it?"

"Shape? Why, it is just a kind of powder. Little grains."

Yes, little grains. But what shape are they? Round, or star-shaped, or flat flakes?"

"I don't know. I never noticed. Round, I suppose."

"Been looking at salt all your life, and never noticed that every little grain, every little grain of salt in the whole world, is a cube? Dear me, and such nice eyes, too. What do you use them for?"

The girl laughed and flushed, and the man went on.

"Isn't there a magnifying glass in the house?"

"I don't think there is."

"Oh, yes, there is, right on the library table. I saw it."

"That isn't a magnifying glass. It is a reading glass."

"Oh, yes, I believe it is. But let's get it and look at the salt."

He got the glass, and they studied the little pile of white grains while he told a little story of how salt is obtained. It was news to almost everybody at the table. Nobody knew, for instance, that Booker Wash-

ington, when a mere child, worked in a salt furnace in West Virginia.

"It is an odd thing," he said, "how little people know about the commonest things. I get a lot of fun in the course of a year just asking questions at tables, to see how folks pay no attention to the things about them."

Where did you learn all these things?" somebody asked.

"I had to. When I was a boy my father used to make all of us children learn about the things on the table. Sometimes he wouldn't let us have a mouthful of something that was served at a meal until we could tell what it was made out of, where it came from, and all the rest of the story about it. It kept us humping."

The episode set me to thinking of the way in which we all take things for granted and fail to think about the human life and experience that are wrapped up in everything we touch. We get out of bed in the dark these winter mornings and turn on the electric lamp or light the gas and give little thought to the human meaning behind these things; the lumber camps where the wood of the match was chopped in the forest; the coal mines where thousands of men are delving to give us the power to make electricity; the railroads that brought us these things from far distances.

I have spoken before of the educational opportunity that presents itself in the commonest things. Every breakfast table, however humble, is a mine of interest if you have the wit to use it, and it is vastly more useful to take the opportunity than to have the hour pass in trivial gossip. Children are immensely interested in all the industrial processes involved in producing things, and the schools nowadays give them so much better information than they used to that the grown-ups are likely to find themselves handicapped in the game.

There are most interesting lessons in geography, domestic and foreign, right in the pepper and salt cellars. From Syracuse to the South Seas you can travel without moving out of your chairs. The first lesson in chemistry that I ever had was when, at the age of about six, I saw my father take a tablespoonful of soda and a few drops of vinegar, and explain to a guest at our table how carbonic acid gas was produced and worked to make biscuits rise.

The home is full of educational material, and it all goes, if you use it rightly, with initiative and imagination, to make up the background of general information that is so large a part of culture.

Prudence Bradish.

[Copyrighted 1921.]

Failure of Another Co-operative Store

Again has the co-operative store been demonstrated to be a delusion and a snare. Some months ago 6,200 employees of the Treasury Department in Washington each put up a sum of money to establish a store to be conducted on the co-operative basis, the object being to combat the high cost of living. The enterprise started off like a house afire and for a few weeks everybody was pleased and happy. Then it was observed that complaints began to be heard; there were charges of favoritism, charges that certain members were buying elsewhere, charges that clerks were negligent and impudent, charges of mismanagement, and charges of pretty nearly every other kind. Moreover, there appears to have been pretty good ground for them, too, for now the grand co-operative store has collapsed and those who put their money in it are out of pocket. If anything at all is saved from the ruin, it will be more than the most optimistic expect, and most of the stockholders are rejoicing that they are liable for no more than the stock they hold.

This has been the history of co-operative stores everywhere. They are fine on paper and the average person to whom the proposition is presented falls for it and falls hard. It is simply a case of can't lose and there are rosy visions of beating the middleman and taking away from him his swollen profits. But always the end comes with the charge of mismanagement and maladministration. The trouble with a concern of this sort is not far to seek for those who seek intelligently. It is this: it requires brains to operate a retail business successfully and the man who possesses the genius and experience necessary to carry on such an enterprise isn't doing it for others. He is devoting his energies to the furtherance of his

own interests, and his own interests are not in a co-operative store—that is, they are not if he is honest.

The co-operative store is usually organized by parties who have had no business experience and who are looking out to provide jobs for themselves. They may have the best intentions in the world, and no doubt usually do, but good intentions aren't enough to insure business success. Indeed, they aren't even a sound foundation. The co-operative store fails for the same reason that a majority of the retail stores that are launched fail—a lack of business ability. And to this may be added a failure of the stockholders really to co-operate.—Ft-Wayne News and Sentinel.

In the Hotel Majestic, New York City, there is a sign advising guests that attendants are not to be tipped for a "brush" with a whisk broom. More tips have been exacted with a small whisk broom than by any other method—especially on Pullman cars.

If you are one of those "Doubting Thomases" who boast they believe nothing they hear, and only half of what they see, you are not due for any great business development.

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

Fanchon

The

Kansas Flour of Quality

Best selling brand in Michigan

JUDSON GROCER CO.

GRAND RAPIDS

MICHIGAN

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 18—R. R. Smith—commonly known as Earl Smith—has sold his grocery stock and store building at 781 North College avenue to Wm. Westveer, who recently sold his grocery stock in Ottawa street to Mr. Aldrich. Mr. Smith has been engaged in the retail grocery business at that location for five years, prior to which time he worked five or six years for Herpolsheimer & Co. and Ira M. Smith Co. as manager of their house furnishing goods departments. Prior to those engagements he worked nine years for the Tradesman Company, starting as errand boy and ending as shipping clerk. Mr. Smith is now engaged in the manufacture and repair of dolls at 600 Coit avenue.

Attention Bagmen! The regular January meeting of Absal Guild, A. M. O. B., will be held Saturday, Jan. 22. A number of important matters will come before the Guild and it is hoped that every member will attend. A complete re-organization of the Bagman Patrol and election of officers will take place. A lunch will follow the meeting. There will be no initiation at the January meeting, but arrangements for a large class for the February meeting is being worked out by the Ways and Means and Membership Committees.

The first two weeks of the January furniture market closed with 1418 registered buyers. The first two weeks of the January, 1920, season, registered 1658, and January, 1919, 1108. Monday brought in over 100 buyers and, admitting the fact that orders are not being placed for as large orders as were placed in 1920, the general optimism of both salesmen and buyers furnishes assurance that when the salesmen call to see their customers they will be ready to buy goods.

A stringent law against bribery and other corrupt practices in business is needed. The graft scandals recently exposed leave no doubt that Congress is justified in taking action in accordance with the platform pledge of the Republican party for the punishment of individuals and corporations using money or other gifts for the securing of unfair advantages.

Wealth conserved and used in industrial enterprises that afford thousands of men opportunity to live decently and save for later years is a blessing; wealth squandered in extravagance and demoralizing pleasures is a curse.

Among the reasons for present increased costs or expenses in many ways is the tipping habit, which has grown by leaps and bounds during recently years, until it has ceased to be a nuisance and has reached the stage of a menace. In some instances it has ceased to be tipping and has taken on the form of persistent and insistent demands for actual graft.

Charles P. Massey, former undertaker at Reed City, has sold his undertaking business at Howard City and will now devote all his time as salesman of the Globe Casket Co. of Kalamazoo.

Many State legislatures will meet this month, or year. Six States al-

ready have anti-tipping laws—Arkansas, Georgia, Iowa, Mississippi, South Carolina and Tennessee. Other states have laws against various phases of the custom.

There is a distinction between the tip and the bribe, and many a hard-working and useful member of society would be underpaid, as our customs operate, if it were not for the practice of tipping, but nevertheless the boundary between tipping and bribing is uncertain. Observations in foreign countries suggest that where tipping is firmly established and widespread so also is petty corruption among officials and public servants. Eventually it is impossible to distinguish between the expected tip, the customary bribe, and open stealing.

The habit of "tipping" for personal service is an old one, brought to America from abroad, where it had long been an attribute of royalty, imitated by the lesser of the "noble" breed, and aped by the snobs who imagined themselves confirmed in their self-assumed superiority by the process. In the original assertion of "divine" power by the monarch all property was under his disposal, and the subject was rich or poor as his sovereign willed. The petty despot, the feudal lord, baron or count, held similarly the weal of his immediate followers, and it was a general and not entirely a reprehensible practice to "crook the pregnant hinges of the knee that thrift might follow fawning." In America the custom has grown from a mere bestowal of largess or a grateful expression of satisfaction and appreciation for service suitably rendered. It has become a rather burdensome imposition on all who patronize places where "tips" may be exacted. In the beginning it was on the Pullman car that one felt the trust more frequently; the underpaid porter depended on the liberality or generosity of the patrons of the great monopoly for his living. Now it has spread to the hotels, to the barber shops and elsewhere, until it is not only an imposition but a nuisance. Laws have been enacted against it, but generally have failed because of the peculiar nature of the payment, but this does not detract from the fact that it is wrong.

Onion Sets

and shipping sets. We can supply

Red, Yellow and White Sets

There is good money for you in handling sets and the quality and prices of this year's crop are exceptionally favorable, while a good demand is assured.

Write for our Prices.

VAUGHAN'S SEED STORE
10 W. Randolph St. Chicago.

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.

I buy, sell, exchange stocks, bonds and oil leases. Fred A. Strombeck, 2303 Fifth Ave., Moline, Ill. 182

For Rent—A building 116 feet long, fifty feet wide, three stories high and a good basement. Will remodel to suit the right tenant. For further information address J. M. Kavanaugh, 1040 East Main St., Jackson, Mich. 183

Wanted—One rolled top desk and chair, one McCaskey register, one set computing scales. These must be in good condition and at a bargain. Address No. 184, care of Michigan Tradesman. 184

Wanted—To buy a variety store in a medium sized town about May 1. Address V. Pitcher, Lawton, Mich. 185

Would like position as manager of a variety store about April 1. Six years experience as owner and manager of large store. Address No. 186, care of Michigan Tradesman. 186

Wanted—Dry goods merchant to rent new store. Fine chance after the fire. Beautiful farming section. D. ALEX. HOLMAN, HOPKINS, ALLEGAN CO., MICH. 187

For Sale—General merchandise stock in the best city of 7000 in Michigan. Large factories and good farming trade. Business established twelve years. Wish to retire. Address No. 188, care Michigan Tradesman. 188

ATTENTION MERCHANTS—When in need of duplicating books, coupon books, or counter pads, drop us a card. We can supply either blank or printed. Prices on application. Tradesman Company, Grand Rapids.

For Sale—An established men's and boy's clothing, furnishing and shoe stock. Invoice about \$18,000. M. Kahn, 522 Washington Ave., Bay City, Mich. 165

Wanted—Stock general merchandise, clothing or shoes. D. H. Hampton, Macomb, Ill. 168

WINDOW DISPLAY SIGNS—Three for \$1.00, postpaid. Airbrush borders. Additional signs 25c each. H. F. Wallace, 471 Newport Ave., Detroit. 169

FOR SALE—Right price, good stock ladies' and men's furnishings, notions, shoes. If looking for business location, see A. Shaffet, Straitsville, Ohio. 173

For Sale—One block, two stores and two suites of living rooms. Reason for selling, death of wife. Cheap for cash. Address No. 174, care Michigan Tradesman. 174

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.

Wanted—Salesmen with established trade wanted, to carry our specialty line of seven boys' and three girls' medium price McKay shoes as a side line. Only salesmen with established trade on work shoes need apply. Territory open: Ohio, Indiana, Michigan and Illinois. Commission 6 per cent. State references. Excelsior Shoe & Slipper Co., Cedarburg, Wisconsin. 175

For Sale—Cash registers, store fixtures. Dick's Fixture Co., Muskegon. 176

A Real Business Opportunity—Dry goods store for sale, located in one of the best business towns in Montana. If you wish to buy a good, profitable going business, write L. T. Moon, Livingston, Montana. 177

FOR SALE—Market and grocery doing \$50,000 a year. Population about 12,000. Have the best trade in town. Good profits. Same location fifteen years. Address No. 178 care of Michigan Tradesman. 178

For Sale—Six-drawer National cash register, cabinet style. Kuhn Grocery Co., Lowell, Mich. 179

Typewriter For Sale—Trial and payments if wanted. Josephine Yotz, Shawnee, Kansas. 180

We pay highest prices and spot cash for dry goods, shoes, etc. Wm. Palman, Tecumseh, Mich. 181

POSITIONS AND HELP furnished. All lines. American Business Exchange, Benton Harbor, Mich. 162

For Sale—Large double brick store in best railroad and best farming center in Central Michigan. Opera house over two stores, both stores well rented. Also grocery store, a good one. Will sell one or both. Investigate this for a good one. \$10,000 will handle these. Address No. 172 care of Michigan Tradesman. 172

2,000 letter heads \$5.90. Samples. Copper Journal, Hancock, Michigan. 150

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

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

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.

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

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

**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

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.

DENATURED ALCOHOL POISON LABELS

In conformity with the requirements of the new regulations of the Internal Revenue Department, we are prepared to furnish special poison labels for use in selling Denatured Alcohol, printed with red ink on regular gummed label paper, as follows:

500	\$1.25
1,000	2.00
2,000	3.50
5,000	7.50

All orders promptly executed.

Tradesman Company
Grand Rapids

Tea Table

The Best Flour
that ever came
out of Kansas

W. S. Canfield Flour Co.

WHOLESALE DISTRIBUTORS

205 Godfrey Building GRAND RAPIDS, MICH.

THE RIGHT TO A TRADE NAME

The sweeping character of the right of trade names as a proprietary consideration is strikingly emphasized in the latest Kellogg verdict, in which Dr. J. H. not only fails to stop W. K. and his associated corporations from using the family name as a brand on products other than flaked cereals, but is himself wholly estopped from using it in a way on the products he now turns out, which would be likely to confuse the buyer into thinking he is getting one company's products when it is really the other.

A somewhat similar case—although wholly different in specific premises—is that brought in Boston by Libby, McNeil & Libby, of Chicago, against one "Samuel Libby," of Boston, whose original name appears to have been "Lipsky," to prevent him operating a corporation designated as "Libby & Libby" dealing in products which might be confused with those of the well known Chicago packing house. The plaintiff claims it to be a clear case of trying to pirate the reputation of a well known brand and trade name through confusion.

The doctrine of fair trade in such respects appears to be well established with the courts, its application resting largely on the evidence as to intent and effect. For instance, Dr. Kellogg has as much normal right to put his name on his product as his brother W. K., but the evidence tends to show that he never tried to so apply it until W. K. and his company had a great expense of time, money and commercial effort given it a standing in the market that is worth a great deal of money. Even then it was the way the name was used, its position on the label, the color scheme, the style of type, etc., that determined the judicial mind.

In the same way Mr. Lipsky might perhaps have enjoyed an Anglicised form of his name freely if he had not woven it into a firm name so peculiar as to mislead many buyers and applied it to products which did profit, whether by intent or not, from a well known proprietary brand's repute. In most of the actions of that kind when such advantage reacted on the original owner of the name the courts have held that it was unfair trade and protected the original, whose business acumen created the proprietary right. All of which may be interesting to the energetic but misguided secretary of the Fair Trade League, who has not yet discovered that there are any rights for a business man unless he acquires them at the sacrifice of his independence and his American birthright.

UNCLE SAM STUNG ON SUGAR.

Speaking of the risks of legitimate trade, brings to the surface the recent development of the fact that your Uncle Samuel is about to pay the penalty for speculating. Everyone else has been stung in the sugar game; why not let some of the giant minds of the all-wise Government disclose their own fallibility.

The introduction by Senator Wadsworth of a bill to call back the Sugar Equalization Board for a specific

duty, is more or less technical, as a means for making good Uncle Sam's plain good faith with two well known refiners who were trying to help the Government block the sugar profiteers. It was the application of the plan which England's food administration employed, of throwing Government-owned, or controlled sugar into the market to break the speculative rise. But, thanks to the slow-moving workings of the Governmental machinery, the whole thing failed and the refiners who had tried to handle the thing for Uncle Sam found themselves loaded with sugar running into big money. Unless the Government takes it off their hands, their patriotism will prove a disaster.

It is an incident which shows that "misery loves company," for the refiners at issue will find plenty of company in the grocery trade; houses that bought sugar, not for speculation, but to take care of the genuine needs of their customers, and who were left high and dry by the receding tide. Apparently, the all-wisdom of Uncle Sam is as uncertain as that of the ordinary farden variety of trader.

Review of the Produce Market.

Apples—Sales are only fair on the following basis:

Northern Spys	-----\$6.00
Snows	----- 5.50
Talman Sweets	----- 4.50
Baldwins	----- 5.00
Russets	----- 4.50
Jonathans	----- 5.00

Bagas—Canadian \$2 per 100 lb. sack.

Beets—\$1 per bu.

Butter—The market is slightly firmer following the recent decline. The receipts remain slightly below normal and trading is somewhat heavier on the present new basis. The market on medium and under-grade butter remains about the same. Local jobbers hold extra creamery at 47c and firsts at 45c. Prints 51c per lb. Jobbers pay 18c for packing stock, but the market is weak.

Cabbage—75c per bu. and \$2 per bbl.

Carrots—\$1 per bu.

Celery—\$1.75@2 per box of 2½ or 3½ doz.

Chestnuts—Ohio or Michigan, 30c per lb.

Cider—Fancy commands 70c per gal. put up in glass jars, 6 jugs to the case.

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

Cranberries—Late Howes, \$18 per bbl., and \$9 per ½ bbl.

Cucumbers—Illinois hot house, \$5 per doz. Very scarce.

Eggs—The market is somewhat firmer, due to extremely light receipts and a heavier consumptive demand, there being practically no storage eggs left on the market. With this extra heavy demand for fresh eggs the receipts will have to show a heavy increase before there is any material change in the market. Jobbers pay 64@65c f. o. b. shipping point for fresh candled, including cases. Storage operators are feeding out their stocks on the following basis:

Candled Extras ----- 61c

Candled Seconds ----- 53c

Checks ----- 45c

Grapes—Emperors, \$8@9 per keg; Malaga, \$10@12 per keg.

Grape Fruit—Florida stock is now sold on the following basis:

Fancy, 36 ----- \$5.00

Fancy, 46, 54, 64, 70, 80 ----- 5.50

Fancy, 96 ----- 5.00

Green Onions—Shalotts, \$1.25 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—24c per lb. for leaf; Iceberg \$5.50@6 per crate.

Onions—Spanish, \$2.25 per crate; home grown in 100 lb. sacks, \$1.25@1.50 for either yellow or red.

Oranges—Fancy California Navels are strong and tending higher. 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, \$1.35 per small basket.

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

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

Squash—Hubbard, \$1.75 per 100 lbs.

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

Tomatoes—California, \$2 per 6 lb. basket.

Turnips—\$1.25 per bu.

General Conditions in Wheat and Flour.

Written for the Tradesman.

Conflicting opinions regarding wheat and flour continue to be the order of the day.

The followers of the strong side of the market maintain that improved domestic demand for flour, unfavorable weather in Australia and India, exceedingly light flour stocks throughout the country, improved condition of foreign exchange, larger volume of business already being done in wheat and flour at home and the general optimistic attitude of the trade make both wheat and flour a profitable purchase on all breaks. In fact, men like Patten and Pickell are predicting wheat and flour will both sell at considerably higher prices before another crop is available; one very well-known economic student advises the purchase of both wheat and flour for well into 1921.

Another phase of the situation favorable to the long side of the market is the completion of the \$100,000,000 corporation for the extension of credit to responsible European buyers and, also, the supplies to be purchased for starving people of certain sections of Europe are another factor.

Those favoring the short side of wheat and flour maintain that Great Britain has a big supply on hand and will not buy as heavily from now on as heretofore; that American produc-

ers have only marketed about 50 per cent. of the 1920 crop, with the new harvest only six months away; that while conditions in Australia, India and Argentina are not all that can be desired, reasonably good crops will be produced. They are also placing considerable confidence in the growing crop in the United States, which on the whole is in better condition than a year ago and promises a larger crop. In this connection, however, it is altogether too early to plan on 1921 harvest in the United States; the winter is mild with more or less freezing and thawing weather prevailing, which is injurious to winter wheat; in fact, so many things can happen before another harvest, that it is almost as well to ignore it as a factor on either the bull or the bear side of the market for the time being.

We have had an advance of 24@25c per bushel on wheat from the low point and the reaction of the last day or so is perfectly natural; in fact, whenever Europe happens to be out of the market for a day or so, a slight reaction generally sets in.

It appears evident, however, that the big washout in wheat and flour has come and gone and present prices do not seem to be out of line with conditions.

Of course, during a period when the general tendency of prices is downward, it is unwise to load up heavily, we believe, and can see no reason for changing our attitude from one of conservatism to radicalism; in other words, the purchase of two or three weeks' supply of flour seems to be better policy than to load up heavily for a month or two in advance of requirements.

The trade should watch markets closely and be open minded, so that when sentiment crystallizes and markets take a definite turn, they will be in position to take advantage of it.

As stated heretofore, sentiment among the trade is changing; there is much faith in present prices of wheat and flour and many prominent and influential men in the grain and flour trade are predicting somewhat higher values. Lloyd E. Smith.

Preparations for the Kalamazoo Convention.

Kalamazoo, Jan. 18—We have not up to this writing given you any publicity for the 23d annual convention of the Retail Grocers' and General Merchants' Association of Michigan, to be held in this city Feb. 21 to 26. However, you may now announce to the trade that work along this line is being rapidly pushed for a big convention, with plenty of entertainment, and that we will hold a food show in the armory during the same week. The proceeds of such show to be used for meeting the expenses of the State convention. Space is being sold rapidly and the prospect looks like a better and bigger convention and food show than when held here four years ago. L. A. Kline, Manager.

It is not enough to try to be somebody; you must try to be somebody with all your might, with the whole weight of your being. You must try to be somebody with all the force of your talents, with all the force of your enthusiasm, your grit, your pep, your determination. This is the only thing that is worthy of your life's sentiments.

Sure Sales

When You Handle Sun-Maid

Your money in Sun-Maid goes a long way. Turnover is rapid. Cash comes quickly. Profit is sure—all the time—for this is the brand of raisins that all women know.

Order Sun-Maid from your jobber today. It's the easiest selling package raisin. Try and see.

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

We Didn't Go Up

so we don't have to come down. Notwithstanding the high cost of wheat and labor during the war we made only a very slight advance in the price of our product—so little your customers did not feel it.

Shredded Wheat Biscuit

is without doubt the cheapest food in the world to-day if you consider its high nutritive value. It is 100 per cent. whole wheat, more nutritious than meat or eggs. In these times of reconstruction it solves the food problem in thousands of American homes. We ask you to keep ample stocks of this product on hand to supply the demand which we create through advertising.

MADE ONLY BY

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



LET US HELP YOU SELL YOUR PRODUCTS

Do You Use Printing? Then you know its cost

We are not kidding ourselves with the idea that prices will never come down.

We expect to keep right on doing business when prices are lower.

We are not attempting to get all we can while the "gettin'" is good, but are willing to split with our customers and keep them customers.

We want your Good Will—it's worth more than your money.

We install labor saving equipment for the benefit of our customers.

We specialize and classify our printing, giving the small customer the advantage of the big order.

SEND US ANY FORM you are using in quantities and we will quote you a net price on same.

Classified Printing FOR

**MERCHANTS
MANUFACTURERS
COMMISSION MEN
GRAIN DEALERS
CREAMERIES
PHYSICIANS**

Bonds
Stock Certificates
Seals
Corporation Records
Stock Records
Poison Records
Manifold Books
Account Files

Coupon Books for
Merchandise
Gasoline
Milk and Ice
Parcel Post Labels
Poison Labels
for Alcohol
Guarantee Certificates

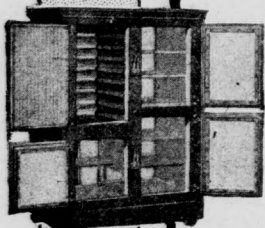
TRADESMAN COMPANY, GRAND RAPIDS

McCRAY

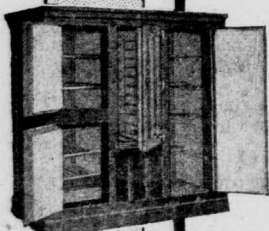
REFRIGERATORS FOR ALL PURPOSES



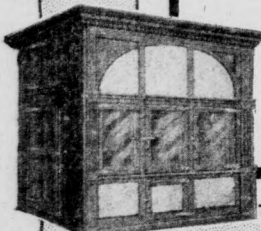
Sanitary Grocery and Market—McCray Equipped.



FOR RESIDENCES



FOR HOTELS.



FOR MEAT MARKETS

IN considering a refrigerator there is just one thought you have in mind: "What will it do for me?" A McCray Refrigerator will save you money—*absolutely save you money.* The McCray is built to cut out the waste due to spoilage. You know that this waste accounts for one of the biggest losses in your business and, as thousands of McCray users will gladly tell you, McCray Refrigerators and Coolers cut spoilage waste to the absolute minimum.

Remember—the McCray principle of construction has been developed on the basis that the grocery and meat business depends upon efficient refrigeration. The patented McCray system assures this: giving positive cold, dry air circulation throughout the storage chambers. McCray walls are constructed of materials that have the greatest heat repelling qualities. The McCray display features insure constant and effective showing of goods.

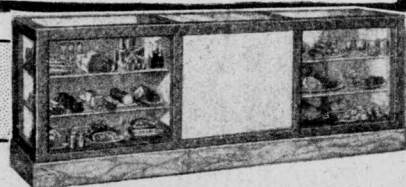
You can make your refrigerator or cooler pay for itself. Our special payment plan enables any grocer or butcher to secure any McCray Refrigerator or Cooler and pay for it while it is in use.

SEND FOR CATALOG—No. 71 for Grocery Stores and Delicatessen Stores. No. 63 for Meat Markets. No. 52 for Hotels and Restaurants. No. 95 for Residences. No. 74 for Florists.

McCRAY REFRIGERATOR CO.

3144 Lake Street, Kendallville, Indiana

Salesrooms in Principal Cities



FOR DELICATESSEN STORES