

# MICHIGAN TRADESMAN

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Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, APRIL 2, 1919

Number 1854

## DER TAG (The Day)

For several years before the War it was the custom in the German Navy for the officers to rise at a certain hour each day and drink a toast to "Der Tag"—the day when they would sally forth from Kiel and destroy the English Navy, the main obstacle between them and their plans for world domination. What a contrast was the sorry spectacle when they did come out and surrender their powerful fleet without firing a single shot, because the Junker officers were afraid to share in the sacrifice which they ordered their men to make!

Early in the War an English railroad porter wrote the following verses containing a prophecy which has now been amply fulfilled. This poem has been called the equal of anything which the War has brought out.

You boasted the day, and you toasted the day,  
And now the day has come.  
Blasphemer, Braggart and Coward all,  
Little you reck of the numbing ball,  
The blasted shell, or the "Withered Arm's" fall  
As they speed poor humans home.

You spied for the day, you lied for the day,  
And woke the day's red spleen.  
Monster, who asked God's aid Divine,  
Then strewed his seas with the ghastly mine;  
Not all the waters of the Rhine  
Can wash thy foul hands clean.

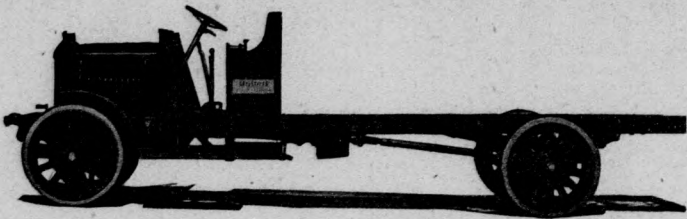
You dreamed for the day, you schemed for the day;  
Watch how the day will go.  
Slayer of age, and youth and prime  
(Defenseless slain for never a crime),  
Thou art steeped in blood as a hog in slime,  
False friend and cowardly foe.

You have sown for the day, you have grown for the day;  
Yours is the harvest red,  
Can you hear the groans and the awful cries?  
Can you see the heap of slain that lies,  
And sightless turned to the flame-split skies  
The glassy eyes of the dead?

You have wronged for the day, you have longed for the day  
That lit the awful flame.  
'Tis nothing to you that hill and plain  
Yield sheaves of dead men amid the grain;  
That widows mourn for their loved ones slain,  
And mothers curse thy name.

But after the day there's a price to pay  
For the sleepless under the sod.  
And He you have mocked for many a day—  
Listen and hear what He has to say:  
"Vengeance is Mine. I will repay."  
What can you say to God?

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We want responsible agents in every town. Write us for terms. In towns where we are not represented, we will make truck buyers an exceptionally attractive offer.

Send for illustrated catalogue.

690 North St.



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—is the name of a booklet which explains how

## Fleischmann's Yeast

can be used as a simple remedy for constipation, and ordinary blood diseases which result in boils, carbuncles, pimples and similar skin afflictions.

Ask any Fleischmann salesman for a supply of this book.

Circulate it among your customers and increase your sales.

### THE FLEISCHMANN COMPANY

NEW YORK  
SEATTLE

CINCINNATI  
SAN FRANCISCO



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There is a great economic waste when you sell bulk sugar because you must pay the cost of bags, twine, wrapping, overweight and waste. Turn this loss to profit by pushing the sale of Franklin Package Sugars.

The Franklin Sugar Refining Company  
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,  
Confectioners, Brown



## Judson Grocer Co.

Wholesale Distributors

of

# Pure Food Products

Grand Rapids, Michigan

## DEAL 1814

## MORE PROFIT

### SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

25 boxes @ \$4.85—5 boxes FREE, Net \$4.04

10 boxes @ 4.90—2 boxes FREE, Net 4.08

5 boxes @ 4.95—1 box FREE, Net 4.12

2½ boxes @ 5.00—½ box FREE, Net 4.17

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes.

All orders at above prices must be for immediate delivery.

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Yours very truly,

Lautz Bros. & Co., Buffalo, N. Y.

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## MICHIGAN TRADESMAN

(Unlike any other paper.)  
Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

### Subscription Price.

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in advance.

Three dollars per year, if not paid in  
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issues a month or more old, 10 cents;  
issues a year or more old, 25 cents; issues  
five years or more old, \$1.

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

### PRICE RECESSION STARTS.

Somewhat belated, but none the less encouraging, is the development of a realization in the grocery trade that the existing situation demands a frank shrinkage of prices in order that the stagnation due to temporary uncertainty may be broken loose and business started off on an optimistic basis.

Nothing is truer or more "pat" than the statement of one well-known manufacturer that, whatever the prices, no one can make money unless there are goods to sell and actually selling. The present stagnation is due to two things: The necessary reflection of caution and conservation, hammered into trade and consumer alike during the stress of the war; and the realization that costs are not likely to be materially lower right away, because of actual reduction in production costs. Yet, the dominance of these two factors is sealing everything up tight and the man with the courage to break away first will be the best friend to the business world in the long run.

On the other hand, there is a large amount of veritable nonsense being preached by reformers and governmental "experts" about food prices coming down, usually because some ambitious official proposes to have it attended to in accordance with his own sweet will and transcendent commercial acumen. Such assertions absolutely overlook the fact that high prices of food are not due to any such causes as caused the inflation of most commodities. Food was one of the first commodities placed under control—happily an unusually intelligent and long-headed control. Herbert Hoover and his policies checked inflation promptly, the resale rule took away the operation of speculative advance and short stocks kept foods from moving very far away from the "cost-plus" basis. Such advances as did result were chiefly economic and built on a foundation that will not yield to mere regulatory influence. Anyone who thinks so is only making himself ridiculous in the sight of those who know or fooling himself.

That food prices will react, must react downward, is undeniable, but it will be responsive to the law of supply and demand—demand for ready money and moderate profits greater than the love of a supply of goods—and not to voluble promises or threats. Psychological influence is pretty good medicine for the present malady; so is statistical diagnosis and comparison. Patriotism is also helpful, but the best remedy is a dose of horse sense and courage. As was said by an eminent financier at the end of the Civil War, "the best way to resume is to resume." The only way prices of present stocks of foods will be reduced is to reduce them—at a profit if possible, at cost if necessary, at a loss in an extremity—confident that unless things are made to move at this critical turn of seasonal conditions there will be worse trouble and greater losses later on.

If it is true that strikes in the dress and waist industry are leading manufacturers to remove their establishments to smaller towns, every one concerned will in the long run be better off. A congested city like New York is the worst place imaginable for the housing and transportation of industrial workers and discourages good factory conditions. The manufacturers assert that removal enables them to escape the union, but it is safe to assume so pernicious, pestiferous and unscrupulous an organization as labor unionism will not permit this change to take place without hampering those who undertake it in every way possible. The labor unions keep on their payrolls gangs of sluggers, murderers and incendiaries to accomplish their nefarious purposes. If the employers accept union conditions in their new locations they will, nevertheless, have less trouble with labor than in New York, because many of the present nerve-racking irritants to the workers will not exist, and it will be easier for them to live in comfort. If, on the other hand, the employers intend to start the whole labor struggle over again, they will have many anxieties for a while and cause much distress among their employes, but in the end a balance will probably be established and both sides will profit from the lack of crowding.

The Tradesman urges every reader to exert his influence to the utmost to secure the approval of the \$50,000,000 good roads appropriation measure at the polls next Monday, in the belief that the adoption of a comprehensive good roads policy will do more to hasten the development of the State than any other expedient which could be devised.

### ONE HONEST GERMAN.

The Tradesman has discovered one honest German. Of course he had to be an editor.

The most powerful exposure of the Germans who are to-day whining about an unjust peace, is made by the veteran Liberal, Theodor Wolff, editor of the Berliner Tageblatt. He roundly asserts that no peace imposed by the Allies upon Germany could be half so onerous and savage as the peace which German Big Business, in alliance with German militarists, was openly proposing to dictate to their enemies. Even if the Entente is aiming at an Imperialist peace, it would be "quite according to the pattern set by the Pan-German Industrialists." Herr Wolff's arraignment of the Government is terrific. His setting forth of the arguments which Germany has furnished to her foes is so clear and searching, that some of his remarks fairly beg to be printed in the form of question and answer:

Q. What does the French press say when it attempts to justify its robber claims to the Saar district and the left bank of the Rhine?

A. It always reproduces the annexation programme of German Big Business as favored by militarists.

Q. What reply do we get when we demand that America, after all her promises, really support a milder and juster treatment of Germany?

A. We are reminded of the cannibalistic outbursts of rejoicing with which Big Business feted the sinking of the Lusitania.

Q. What do they say to us when we protest against being robbed of our merchant fleet?

A. We are reminded that in the unrestricted U-boat war we sank other people's merchant fleets.

Q. What is the answer when we ask to have our prisoners of war back?

A. We are told that we separated the women and children of North French towns from their families to do forced labor, that we deported Belgian workers by thousands to labor in the German munition factories.

Q. What do they tell us when they demand the surrender of tools and machinery on our part?

A. They tell us that German war industry, with the approval of its military friends, removed every machine that could be used from the factories of Belgium and Northern France, and that machinery, which could not be taken away was scientifically destroyed.

Q. And, lastly, what are we told when we protest against the League of Nations being made an instrument of oppression?

A. The answer is: "Brest-Litovsk." Such condemnation of whimpering

Germans out of the mouths of Germans is as refreshing as it is rare. We all hope that the peace terms laid upon Germany will not be insupportable. But she ought to be made to know that in strict justice she deserves no mercy except that shown to repentant criminals.

### HAS LITTLE TO WORRY ABOUT

There are other evidences that, slowly but surely, there is a return of rational common sense in the grocery trade. Take the matter of the innumerable grievances over unfair trading, chiefly due to inequality of opportunity in buying. It is unfortunate that the Federal Trade Commission does not get down to brass tacks and apply its correctionary influence at the right end of the trade—but it is really worse in the discussion than in the fact.

There are those who cannot discern the difference between unfair trading and evolutionary change and progress. Take the matter of chain stores, which have long been a thorn in the side of the jobber and retailer alike. Or the buying exchange which gives the temperamental jobbers "the jimmies" when he thinks about them; or the Consumers' Co-operative Club, which has so long been the fetish of the crafty and improvident reformer and the trap for the gullible householder; or the municipal market, or similar paternalistic political plaything. They are manifestly annoying, but insofar as they are also unecconomic the disease corrects itself.

There is a lot of sense in the conclusions reached by the New York Marketing Bureau in its discussion of consumers' clubs that points the truth. The one controlling discovery it makes is that certain functions must be performed in food production and distribution by some one, and unless the volunteer can do it more cheaply (and comfortably) than the professional his lovely schemes fall by the roadside. Save in a small way, the retailer cannot perform the jobbing function any cheaper than an efficient jobber, and a great chain eats up its economic advantage in intricacy and falls back on its unfair buying advantages. The consumer cannot displace the retailer without doing, in one way or another, the retailer's work, and when he finds it out he goes back to the old line grocer.

And so it goes. The only way to discover the truth is to watch it in the light, not of fine figuring, but human limitation and frailty and perverseness. And however much the irregularities may annoy, in the long run the truly efficient grocer has little to worry about, unless it is his own shortcomings and sleepiness.

### Late News From the Metropolis of Michigan.

Detroit, April 1—In special sleepers forty salesmen and department managers of A. Krolik & Co. journeyed to Piqua, Ohio, Sunday night in response to an invitation of the Piqua Hosiery Co. to inspect its mammoth underwear mills. Incident to the valuable information gained in the manufacture of underwear, from the winding of the rough yarns to the finished product, the party was royally entertained by officials of the company, every moment being utilized from the arrival of the special cars in Piqua until their departure in the wee sma' hours Tuesday morning. Automobiles were on hand to meet the train and the visitors were taken to the Piqua Club, where breakfast was served. The remainder of the forenoon was devoted to the tour of inspection through the mills. Following the noon luncheon, which was served in the club rooms, the entire party convened in the ball room of the club building, where the salesmen listened to highly instructive talks by Vice-President F. M. Shipley and Advertising Manager L. Allen, of the Piqua Mills. W. K. Leonard, President of the Piqua Hosiery Co., in an address of welcome at the luncheon, dwelt briefly on the history of the Piqua Hosiery Co., which title, by the way, is a misnomer, the company having discontinued the manufacture of hosiery nearly thirty years ago, retaining the original name for purely sentimental reasons. B. M. Greene, Manager of the knit goods department of A. Krolik & Co., replied to Mr. Leonard's words of welcome. At 6:30 a chicken dinner, cooked in Southern style by a Southern mammy, was served. The tables for this occasion were banked with beautiful flowers and greens. Following the dinner the party repaired to the local theater, where a block of seats had been reserved. Promptly on schedule, 12:57 a. m., the train pulled out for the return trip, carrying a happy but tired aggregation whose salesmanship technique was materially improved by the visit to the famous underwear manufacturing city. Without a dissenting voice, the trip was voted a success from every standpoint. The officials of the Piqua Hosiery Co. are deserving of every iota of success which has crowned their efforts in the up-building of their business.

The Detroit Culto-Tractor Corporation, recently organized and capitalized at \$1,500,000, will shortly place on the market a tractor to sell for \$750. The first machine has been completed and production on the first thousand started April 1. Arrangements for a manufacturing plant have been completed. H. M. Jerome, formerly chief engineer of the Allis-Chalmers Manufacturing Co., is production manager and Vice-President. S. R. DuBrie is chief engineer and Secretary. Joseph Rowe President and E. H. Kramer Treasurer.

George W. Edwards, sole owner of H. D. Edwards & Company, oldest mill supply house in Michigan, recently celebrated his fiftieth anniversary as a merchant on Woodward avenue, Detroit. The anniversary was made the occasion of the distribution of a considerable sum among the employees, a number of whom have been with the concern upwards of thirty-five years. Letters of congratulation on Mr. Edwards' anniversary were received from many states. Mr. Edwards enjoys the added distinction of never having borrowed a dollar during his half century in business in Detroit.

The Detroit Retail Bakers' Association has moved from the Hammond building to 307 Broadway Market building, where the quarters are larger and better adapted to the work of the organization. Dr. Roesinger, the new Secretary, is establishing an employment department for the bakers, which is something badly needed. With this department going at full

speed, master bakers will be able to phone Secretary Roesinger for any help desired.

John Radu, 40 years old, was shot and killed in his grocery at 2514 Mack avenue shortly before 7 o'clock last Saturday night. Police have arrested Nick Oprita, 2511 Mack avenue, who, they say, admits the killing. The shooting is said to result from a feud between the two men as a result of a business deal in 1916. Oprita entered the store, neighbors say, and started a quarrel with Radu. Suddenly he drew a revolver and fired three shots at the grocer, who was killed instantly. Oprita was held in the store by neighbors until police arrived. Radu was married and has three children.

### Live Notes From a Live Town.

Owosso, April 1—J. I. Ketcham has purchased the grocery stock, formerly conducted by H. J. Fuller and will open a cash grocery and meat market about April 5.

Henry McClure & Son has bought the Charles Reed grocery and taken possession. It will be run under the name of the McClure Grocery Co.

I. B. Kinney & Son, of Perrinton, are having the interior of their store decorated with white enamel. When finished it will be one of the neatest and most up-to-date country stores on the map.

Bert Locke, who has owned and conducted a barber shop in Morrice for twenty years, died suddenly last week from a stroke of apoplexy.

Fred Hanifan, of Uneeda biscuit fame, has purchased one of the finest building lots on Ball street and will build a home nest that will be a credit to that part of our fair city.

On account of the short crop of ice, Frank Van Riper, of Vernon, has closed his meat market and back to the farm for him, leaving the entire inhabitants of that enterprising hamlet to a diet of consternation and salt pork. Down at the hotel, instead of that cheerful mellifluous rendition of beefsteak, porksteak and liver, the hired girl now approaches and, in a soft and well modulated voice, asks, "Will you have tea or eggs?"

Unkle Asa Birins, who recently became the tavern keeper of Brown's Hotel, at Durand, has already placed that hostelry on the footing of a nice homey place. He serves things cooked like mother used to make and, from our experience so far as a regular boarder, we have about made up our mind that we'd about as soon, if not sooner, eat there than at home. Come on in, boys. It's fine.

J. A. Byerly, Owosso, has just opened a cash-and-carry grocery No. 4 in the old C. M. Miller store building. The cash-and-carry grocery game is a sure winner in this part of the State and Art knows how to do it.

Honest Groceryman.

### Two Weeks' Vacation For Traveling Men.

Bay City, April 1—At a meeting of the Grand Executive Board held in Jackson, March 8, 1919, the following resolution was unanimously adopted:

Whereas—The traveling salesman has demonstrated at all times his loyalty and faithful devotion to the interests of his employer by his willingness to work at any and all hours, many times under very trying conditions, service to his employer being at all times first in his mind; and

Whereas—We believe that the efficiency and productiveness of every man is increased by an occasional period of rest, therefore, be it

Resolved—That every traveling salesman is entitled to and should be allowed a vacation or resting period, of at least two weeks each year.

W. T. Ballamy.  
E. A. Dibble.  
W. M. Kelly.  
Homer R. Bradfield.  
Frank W. Wilson.  
Lou J. Burch.  
M. Heuman.  
Grand Executive Board.

# THE GROCER'S DUTY

Your first duty is to serve your customer --- you can only do this when you are supplied with the goods your customer wants.

Your prime motive in business is to make profits. This is easy when you carry merchandise that is in constant demand and sells quickly.

It is not the individual sale that counts, but the steady, fast, repeat sales that you enjoy on popular well-advertised and meritorious merchandise.

A satisfied customer is a regular customer---it is bad policy to substitute. Give your customers what they want when they want it.

**WORDEN GROCER COMPANY**  
GRAND RAPIDS—KALAMAZOO

**THE PROMPT SHIPPERS**

**Gabby Gleanings From Grand Rapids.**

Grand Rapids, April 1—An active traveler had occasion to visit Greenville Monday and, in a moment of temporary mental aberration, conceived the idea of going by automobile, instead of using the round-about train service. Naturally, he appealed to Herbert Belknap, Manager of the Atlas Battery Co., as to which route to take. Mr. Belknap recommended the Rockford route as ideal. Whether he made this recommendation in good faith (owing to ignorance of the real condition of things) or with diabolical intent may never be known, but this much is now known—the aforesaid traveler has purchased a meat axe and is awaiting a favorable opportunity to test its cutting qualities. The Belknaps are a hardy race. They seldom die and they never grow old, but if Herbert is prepared to meet his Maker and is anxious to wear the robes of the righteous, he will shortly be given an excellent opportunity. As a road guide he is a most dazzling failure. The road from Rockford to Greenville is the worst ever, especially on the Greenville end, where an attempt has been made to construct an imitation gravel road with the smallest amount of gravel and the largest possible percentage of sand. As a result of this parsimony—or avarice on the part of the road builder—it is impossible to turn out for a passing vehicle without getting mired in the sand, much to the delight of the farmers en route, who keep their horses constantly harnessed to help out automobile travelers who may also have acted on Belknap's advice—for a specified consideration. On the return trip the traveler acted on the advice of F. E. Davis, Manager of the Tower Motor Truck Co., who recommended the route via Cook's Corners and Grattan. This route was found to be remarkably good—for this season of the year—and the distance between the two cities was made in comparative comfort in less than two hours. Belknap had left Grand Rapids in the meantime for Greenville—on the train—not to return until Saturday, so the publication of his obituary will have to be deferred until next week. In the meantime Mrs. Belknap has been duly advised of the situation, so she can prepare for the funeral and get her mourning clothes in readiness.

The annual U. C. T. memorial service will be held Sunday, April 6, at 2 p. m., at the U. C. T. Council chambers. Every U. C. T. is urgently requested to be present and, as it is public, friends of U. C. T.'s may attend. Remember the date, Sunday, April 6, at 2 p. m.

The Bagman annual meeting and election of officers will be held at 2 p. m. Saturday, April 19. Arrangements for a smoker and a lunch have been made to take place after the meeting. The luncheon will be served at the Elks Temple. A large class of candidates is anticipated and every member is requested to be present for the ceremonial.

Don't forget the U. C. T. meeting Saturday, April 5. Come and see your new officers on the firing line. The meeting will be called at 7:30 sharp. Open early, home early.

It is no longer a crime to be a "common scold," according to the counsel for a woman charged with that crime out in Newark, N. J. He even went so far as to say that no such crime was named under the law. Were the name changed to "uncommon scold" there might, perhaps, be found a law to fit it. Or, perhaps, scolding is actually not a crime in itself—it only incites others to crime. Are there any records, by the way, of any man charged with being a scold? Unless we are greatly mistaken, women have a monopoly of the offence. Offence it was once upon a time, when the ducking-stool was the penalty for indulging in it.

In the election which takes place throughout Michigan next Monday

the people have the chance to vote on empowering the state legislature to spend fifty million dollars on good roads as they, the legislature, sees fit, this for trunk lines. The amount designated would probably not be all needed for a period of about ten years, because the Government will undoubtedly contribute an amount equal to that of the State, this being the understood plan as outlined by the Government. The State is to have supervision of the road construction, and Michigan has a splendid road builder in Frank Rogers, head of this department of the State's activities. To take advantage of the liberal offer of the Government the voters must cast their ballots favorably to the proposition to authorize the legislature to make the expenditure. We would be very shortsighted were we to neglect this opportunity.

The Hilarious Order of the Laughing Hyena initiated thirty candidates Wednesday night. There were no casualties. The H. O. O. T. L. H., is the fun of the Michigan Pharmaceutical Association which is holding its annual convention in Lansing and hundreds of pill rollers, fun-bent, attended the tanning of the novices which was held in the Masonic temple. Leo Caro, Grand Rapids druggist and one of the best known in Michigan, directed the floor work and Fred W. Houghton and George D. Wilcox, of this city, performed the Red Cross work which mostly consisted of gathering up watches and gold teeth shaken from the candidates. While all thirty of the candidates emerged from the ordeal partially, if not wholly intact, yet it is said that Clare Wilkinson, of this city, Bill O'Neal of Chicago and "Pills" Birney, an Eaton county subject, lost considerable hair and hide before they were metamorphosed into genuine, all-wool laughing hyenas. O'Neal and "Pills" Birney probably suffered the most. It is said that Birney was revived with a bicycle pump and that O'Neal, after biting the end off the pump, refused to regain consciousness until Thursday morning. It is possible that Laughing Hyenas may reconvene again Thursday as it is only half through with George Fairman, of Big Rapids. Fairman admits himself that he is but "half hyena," but has asked time to fix up a few little business matters at home and to take on a little cyclone insurance before being asked to take his whole dose. It seems that the floor squad busted a part of its equipment before it was half through with Fairman and, until this equipment is repaired, George is really only half pharmacist and half hyena. O'Neal is said to have come out of it about noon Thursday. Bill is Bromo Seltzer king and the man who, by the aid of the Kentucky distilleries, put Bromo Seltzer on the map. O'Neal admitted, however, that the headache that followed his initiation has failed to respond to his famous salts and that Bromo isn't guaranteed to cure or remedy any structural changes. Right when Bill was taking the oath of the rough order, some hilarious and loving brother dropped a piano stool on his head. Anyway a good time was had by all and the Hilarious Order of Laughing Hyenas has added thirty new members to its roster without loss of life or "liker." But just the same the mates of the Laughing Hyenas, the mates that look after the household affairs, keep the ash sifter in repair and each their progeny not to touch denatured alcohol, say that such initiations and "going ons" among the men folks, just naturally get their respective goats. No wives were admitted to the initiation, you see, and had to substitute the movies as a diversion while their hard working bread winners were laughing themselves into apoplexy over in the Masonic temple.—Lansing State Journal.

Be sure you are right—then pause a moment for reflection.

## Metzgar Register Co.

Grand Rapids, Mich.



Only Roll Top Fire Proof Account System Made.

Up-to-date features not embodied in any other register.

Send for illustrated catalogue. State number of credit customers.

## Good Things to Eat

After a strenuous day's work it is with delight we sit down to a bountiful meal.

And we start right in to satisfy the inner man.

The good wife has not overlooked anything in her endeavor to appease the appetite.

She has learned long since that the most direct route to her husband's heart is through the stomach. The men are all alike in this respect.

And why shouldn't we have good things to eat? We only live in this old world once and the best way to get the most out of life is to enjoy it every day as we go along.

Don't wait until tomorrow to begin using

## Lily White

"The Flour the Best Cooks Use"

For every day you are without it you are missing something.

Your bread will be more delicious, lighter and whiter if baked from LILY WHITE.

Your bakings will be more uniformly excellent.

LILY WHITE is more than just flour. It is the best part of the choicest wheat carefully and scientifically milled into the very best flour it is possible to produce.

The way to have better bread, biscuits and pastry is to use better flour, and the way to have better flour is to buy LILY WHITE "The flour the best cooks use."

VALLEY CITY MILLING CO.  
Grand Rapids, Mich.

The above is a sample of ads. we are running in the newspapers.  
Your customers are reading them—keep a good stock on hand to supply the demand.



### Movements of Merchants.

Berlin—Peter Van Lier has opened an ice cream parlor.

Altona—Fred Lyons succeeds Samuel Richards in the grocery business.

Bates—Alonzo Green succeeds J. E. Langworthy in the grocery business.

Coopersville—The Durham Hardware Co. is building an addition to its store building.

Bay City—Fire destroyed the John D. Whalen grocery store, causing a loss of about \$15,000.

Sunfield—George Palmer, formerly of Mulliken, has opened a garage and automobile supply store.

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

Beaverton—The State Bank of Beaverton has increased its capital stock from \$20,000 to \$30,000.

Negaunee—Anton Hanson has opened a vulcanizing and rubber repair shop at 212 Silver street.

Eaton Rapids—Caterine Bros. have purchased the old bank building and will occupy it with their fruit stock.

Vermontville—The Vermontville Gleaners' Association, Ltd., has increased its capitalization from \$1,000 to \$4,000.

Saranac—The Saranac Co-Operative Shipping Association has been incorporated with an authorized capital stock of \$2,000.

Coopersville—Charles P. Lillie & Sons have remodeled the grocery department in their general store, installing new bins, etc.

Lansing—Charles Hazelton, grocer on South Cedar street, has sold his store building and stock to William Klein, who has taken possession.

Ishpeming—W. J. Billing has opened an automobile accessories and tire store in the Heineman block under the style of the Billing Motor Sales Co.

Bellaire—A. I. Goldstick, who has been engaged in general trade here for the past twenty years, has opened another store at 630 Roosevelt avenue, Detroit.

Amble—Peter Hansen has sold his store building and stock of general merchandise to Charles H. Stinson, recently of Winfield, who has taken possession.

Alger—E. A. Kerr has sold his store building and stock of general merchandise to T. Strohauser, recently of Sterling, who will add lines of hardware to the stock.

Detroit—The Sloan-Striker Co. has been organized to deal in mechanical and engineering equipment, with an authorized capital stock of \$25,000, all of which has been subscribed, \$1,000 paid in in cash and \$22,700 in property.

Lapeer—The Motor Supplies Co. has been incorporated with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and \$310 paid in in cash.

Detroit—The Lincoln Square Grocery Co. has been organized with an authorized capital stock of \$6,000, \$4,000 of which has been subscribed and paid in in property.

Bradley—William Hooker, who recently returned from France, has purchased a half interest in the general stock of E. S. Allen. The firm will be known as Allen & Hooker.

Mason—Grocer P. Dean has sold his interest in the hardware stock of Dean & Cross to his partner, Paul Cross, who will continue the business under his own name.

Marquette—John Teiker has sold his interest in the clothing and men's furnishing goods stock of Salo & Co. to his partner, who will continue the business under the same style.

Olivet—Morgan & Kichelski, hardware dealers, have dissolved partnership and the business will be continued by Mr. Morgan, who has taken over the interest of his partner.

Detroit—The Superior Tool & Machine Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and \$1,500 paid in in cash.

Whitehall—The Peoples Mercantile Co. has been incorporated with an authorized capital stock of \$3,000, of which amount \$1,500 has been subscribed and \$1,250 paid in in cash.

Lansing—The Wickens Grain Co. has been organized to conduct a jobbing business in grain and beans, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,500 paid in in cash.

Greenville—Don Beardslee, who recently returned from service over seas, has purchased the stock of agricultural implements and automobiles which he sold to Thomas Watson before joining the colors.

Ishpeming—Rosberg & Co. have purchased the Hendrickson block, on Cleveland avenue, and will occupy it with their stock of meats and groceries. The block was thoroughly remodeled and decorated.

Olivers—Al Kersey, for twenty years in business here, has sold out to Emil Carlson. Several weeks ago Mr. Kersey's store burned while he was in Big Rapids and it was his intention to rebuild. However, Mrs. Kersey has not been in good health and she will accompany Mr. Kersey on a trip West for several months. Mr. Carlson will build a store at once and engage in the general mercantile business here.

Detroit—The Detroit Upholstering Co. has been organized to deal in new and used furniture, household goods and furnishings, with an authorized capital stock of \$3,000, of which amount \$1,160 has been subscribed, \$370 paid in in cash and \$730 in property.

Saginaw—This city will not have a pure food show this spring of the sort which for several years past have been put on by the Retail Grocers' Association and have proven highly successful. The Association has definitely decided to abandon the show this season.

Lansing—Fred S. Walker, who has just returned from over seas, has formed a copartnership with Harry Lefke, former traveling representative for Armour and Company, and will engage in the meat business at 1133 North Washington avenue under the style of Walker & Lefke.

Lakeview—Sol & Louis Gittleman, dealers in dry goods, shoes and men and women's clothing, have merged their business into a stock company under the style of the Sol & Louis Gittleman Co., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Flint—Work was begun Monday at clearing the site of the new Durant Hotel, construction of which is to be rushed this year. Other building projects recently announced include the enlargement of the Masonic temple and a start on the erection of a new church for St. Matthew's Catholic parish.

Port Huron—Daniel Tierney, a wealthy farmer of Avoca, staked his defense in a lawsuit on the statement that he was intoxicated when he endorsed a note for \$420 for Daniel Engalgau, the Avoca merchant. The jury gave Clarke, McCaren & Co., who brought suit to recover, judgment for the full amount.

Detroit—Thomas J. Jackson, former manager of Ye Booterye, will open a retail store at 19 East Adams avenue under the firm name of Thomas J. Jackson, Inc. Mr. Jackson is a member of the Retail Shoe Dealers' Association, the Board of Commerce and other local organizations and has been connected with the retail shoe business in Detroit for the past fifteen years.

Detroit—The Weiss-Kemnitz Co., retail bakers, is erecting a two-story brick addition, 76 x 38 feet in size, and is installing two more ovens, which will make a total of five. When completed in about a month this company will in all probability have the largest retail baking plant in the State. The firm operates two retail stores and does not do a dollar's worth of business except at strictly retail prices. The new brick addition will have the workshop on the first floor and the second for flour storage.

### Manufacturing Matters.

Detroit—The Liberty Starter Co. has increased its capital stock from \$50,000 to \$150,000.

Monroe—The Monroe Corrugated Box Co. has increased its capital stock from \$50,000 to \$100,000.

Battle Creek—The Advance Pump & Compressor Co. has increased its capitalization from \$150,000 to \$200,000.

Owosso—The Owosso Baking Co. is building a large addition to its plant and will install a Patterson oven weighing 100 tons.

Detroit—Fire which started in the fried cake department did about \$1,200 damage to the plant of the Greissell-Gitzen Co., Jefferson and Lemay avenues. Fully covered by insurance.

Ypsilanti—The A. & E. Auto-Top Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed, \$3,500 paid in in cash and \$8,000 in property.

Detroit—The Paul Manufacturing Co. has been organized to manufacture and sell auto tops and appliances, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Lansing—The Silver Lead & Paint Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Howell—Night shifts have been put on at the plant of the Spencer-Smith Machine Co., notwithstanding the fact that the concern built large additions only last season. In fact, further plant enlargements are in contemplation.

Manistee—When the craft now under construction at the Manistee shipyard leaves the ways some time late in June or early in July, it will mark the launching of the first vessel actually built, from bow to stern, in Manistee.

Lansing—Building permits for \$33,770 worth of new homes, improvements and garages have been issued by the city building inspector in the last thirty days. It is expected that the next two months will set a building record, as more than 100 homes have already been planned.

Bay City—The Columbia Sugar Co. has declared the regular quarterly dividend of 2 per cent. and an extra dividend of 1 per cent., payable April 1. The company reports that a large acreage has been contracted for this year, and with favorable weather will have the largest crop in the history of both the company's plants.

Ypsilanti—The New Way Knitting Co. expects to be located in its new plant in Ypsilanti early in April. It is said that \$50,000 of the \$100,000 common stock will be issued and fully paid for, while the \$50,000 of 7 per cent. cumulative preferred will also be issued. If any portion of the preferred is retired prior to January 1, 1922, it is to be retired at 105.

Detroit—The Victor Knitting Mills, manufacturer of sweater coats, hosiery and fancy knit goods, located at 48-50 Jefferson avenue, has taken over the business of the Vassar Knitting Mills at Bay City and has changed its name to the Victor-Vassar Knitting Mills. Edwin A. Wolf, Secretary-Treasurer of the company, states that the entire product of the former Vassar Mills will be sold to the retail trade by the new company. D. R. Stocker is President of the company.



### Review of the Produce Market.

Apples—Home grown is entirely out of market. Western stock is firm at \$5.50 per box.

Bananas—\$7.50 per 100 lbs.

Butter—The market is steady, quotations having shown no particular change for some days. Receipts are increasing slightly. There is only a fair consumptive demand at this time and unless this increases sharply we will probably see lower prices. Local dealers hold fancy creamery at 60c in tubs and 62c in prints. Jobbers pay 48c for No. 1 dairy in jars. They pay 35c for packing stock.

Cabbage—California, \$6.50 per bbl.

Carrots—85c per bu.

Celery—California, \$1.35@2 per bunch, according to size.

Cucumbers—Indiana hot house have declined to \$2.50 per dozen.

Eggs—Like Banquo's ghost, the egg market will not go down. With scarcely a friend in the world to boost; with a more concerted effort to beat the market than ever before, the market still keeps up. Despite everything and every pressure and with no seeming outward reason why it should be high; despite every argument as to why it should be lower, the market lingers around the highest prices ever known, and although according to the bears, there are more hens in the country and more eggs coming into the market, the 1919 crop will go into storage at the highest prices ever known. Although early forecasts showed that the country would be storage packing long before this, and although operators expected there would be plenty of storage packed waiting to go into storage, none are yet available. The rains and bad roads of the last few weeks have upset all calculations. Farmers were forced to hold back quite a few eggs because of the bad roads, and there were so many dirties that storage packing was an impossibility, so consequently, instead of the storage season starting two weeks ago as it was at first scheduled, there will probably be no big run of storage packed before the second week in April, which is pretty nearly normal for a big movement of storage pack. Thus with a season three weeks early the season for storage packed eggs will start about normal. Local dealers pay 39c per doz., loss off, including cases, delivered.

Garlick—60c per lb.

Grape Fruit—\$5@7 per box for all sizes Floridas.

Green Onions—Shallots, \$1 per doz.; Illinois, 35c per doz.

Green Peppers—\$1 per basket for Florida.

Lemons—California, \$5 for choice and \$5.50 for fancy.

Lettuce—Head, \$3.75@4 per bu. hamper; hot house leaf, 16c per lb.

Onions—Old onions are rapidly cleaning up, but there is little or no demand to speak of. As a consequence the market is weak and declining. The best is offered freely, \$2.50@3 per 100 lb. sack. There are some California, which command a 50c premium over Eastern stock.

Oranges—The market is in good shape. On account of the high range of prices small sizes are greatly preferred. On this account Mediterranean Sweets and St. Michaels sell right up with fine Navels and bring higher prices than the large sized Navels. Florida oranges are considerably weaker, because most of them are in poor condition, show heavy decay and are greatly discounted. California Navels, \$5@7; Mediterranean Sweets, \$5.50@6.

Pineapples—\$6 per crate.

Pop Corn—12c per lb. for shelled.

Potatoes—The market has been a weather proposition. On account of the bad roads in the country hauling has been delayed and, as a result, receipts are light and market firm. The roads in the country are getting in better shape and farmers are beginning to haul. This will make more stock available and probably bring prices down. The demand for table stock is good and the movement of fair volume. Table stock sold \$1.50@1.75 per 100 lb. sack, depending on quality.

Poultry—Very scarce and high. Local dealers pay 25c per lb. for live.

Radishes—Hot house, 35c per doz. bunches.

Squash—Hubbard, \$3.50 per 100 lbs.

Tomatoes—California, \$1.35 per 5 lb. basket; hot house, 30c per lb.

Turnips—65c per bu.

### Retailer in Complete Control of Situation.

The new rule regarding the collection of claims for loss and damage on goods in transit by the retailer direct went into effect April 1.

Wholesale grocers are now enclosing the original bill of lading with all invoices.

If retail grocers will be careful to see that memorandum of any loss or damage on goods in transit is endorsed on the freight (expense) bill they pay when they receive the goods, they will have all the data in their possession to enforce claims properly, as follows:

Original bill lading.

Original freight bill.

Original invoice from jobber.

### The Grocery Market.

Grocers who howled for removal of Government regulation of prices on commodities in which they deal ought to look into the reason for the advances in ham, bacon and lard so soon after the fostering care of the Government was called off.

Housecleaning and wooden laundry goods, and clothes lines are selling well. Many merchants have put in windows shows of these goods and rakes, hoes, shovels, garden seeds and such things.

By this time dealers probably all have paid their floor tax, now past due, on tobacco, cigars and cigarettes. Those stocks on hand Feb. 25, took a tax of \$2 to \$5 on cigars, 5 cents per pound on tobacco and 95 cents per 1,000 for cigarettes, according to revenue deputies.

Sugar—The situation is about the same as last week, except that the demand is not very heavy at the moment. The fruit season is near at hand, however, and there will undoubtedly be an improvement.

Tea—The tone of the market as a whole is steady and buyers are finding it a much more difficult matter to locate holders who are willing to shade prices to effect sales than has been the case at any time in many weeks past.

Coffee—The situation shows no material change from last week. Trade is still at an absolute standstill and there will be no activity until the trade have more confidence in the market. If anything, there is an easier undertone for the week starting with the Brazil situation, but prices are nominally unchanged.

Canned Fruits—There is little evidence of resales of new pack Hawaiian pineapple and some brokers question whether supplies are readily obtainable.

Canned Vegetables—Some brokers report a rather better tone in regard to tomatoes, and some specific sales of spot stocks are made. Fancy peas continue in good demand and for the most part unobtainable. Some enquiry is reported for standard grade. Corn is not the object of much interest.

Canned Fish—Packers' representatives say that Coast sardines are "selling well in carlots," following the reduction in prices. No movement in California sardines is reported. There is said to be some domestic demand for salmon, spot sales being reported for small lots at \$1.85 for pinks, \$2.55 for extra Alaska red and \$3.60 for fancy Columbia River Chinook. On the whole the salmon situation appears to be unchanged.

Dried Fruits—Prunes, peaches and apricots are all very scarce and very high. Demand is good, but cannot be half satisfied.

Corn Syrup—The decline in cash corn is without influence on the syrup market, which is steady under a good demand.

Rice—Buying is on a very light scale, with demand, as heretofore, running chiefly to the exceedingly scarce fancy grades. No change in prices is to be noted. New Orleans reports a strong demand, with none of the grades that are wanted available.

Molasses—The market is waiting for new supplies and meanwhile is devoid of interesting features. The limited spot supply of fancy New Orleans grocery grades is being drawn on by jobbers and manufacturing consumers as needed. Prices are maintained on the basis of previous quotations.

Cheese—The market is steady, quotations being slightly easier than previous quotations, due to advices of decline in prices on the productive markets. There is a fair demand for cheese at this time, with a good supply. We do not look for any radical change in the immediate future.

Provisions—The market on lard is steady to firm, with quotations slightly higher than last week, being in short supply with a fairly good demand. We look for continued firm market on this commodity in the immediate future. The market on lard substitute is steady to firm, with quotations ranging the same as previous quotations. There is a good supply on hand at this time, with an active demand. The market on smoked meats is slightly firmer, there being an increase in the home consumption and a slight decrease in the receipts of hogs. We do not look for any material change in this market in the next few days. Barreled pork is steady, with quotations unchanged, there being an ample supply to meet all requirements. The market on dried beef is steady and unchanged. There is a moderate supply and a fair demand. The market on canned meats is slightly easier, at unchanged quotations, there being an ample supply for the demand at this time.

Salt Fish—About the weakest thing in the line is Irish mackerel. Trade is very dull and prices are easy. Codfish continues high and firm.

### Recent Bankruptcy Matters.

In the matter of Metry Brothers, bankrupts, Grand Rapids, the first meeting of creditors has been held. Claims were allowed and Walter H. Brooks was elected trustee and his bond fixed at \$500. The meeting was then adjourned until April 7 and the bankrupts ordered to appear for examination. An offer of \$450 has been received from the Grand Rapids Store Fixtures Co. for all the assets, as per inventory, which consist largely of stock in trade and fixtures used in conducting a grocery business at 305 South Division avenue. A hearing on this offer will be had April 14 and the stock sold to the highest bidder.

In the matter of Colby Gear Co., bankrupt, the assets were sold to A. H. Moore, of Ravenna, for \$750, except those claimed by the bankrupt as exempt. The trustee was authorized to complete the sale by executing the proper instruments in writing, transferring all right, title and interest of this estate in and to said assets and delivering the same to the purchaser forthwith.

William Judson, President of the Judson Grocer Company, has returned from a month's respite from business cares at Jacksonville, Washington, Atlantic City and New York. Mrs. Judson, who accompanied him on the trip, returned home at the same time.

### Why Mix Up in Mob-Ravaging Clans?

Grandville, March 25—One would think to read some of the utterances of President Wilson that the peace of the world and the independence of the United States depended on an immediate signing of a constitution guaranteeing peace and quietness throughout all the world for all time to come.

When one casts an eye over Europe and notes that Russia, with a population greater by eighty millions than that of the United States, is rent with dissensions, that through that broad land Bolshevism and anarchy run riot without let or hindrance, while half the smaller nations of central Europe are seething in the throes of revolution, one wonders where this country comes in.

Can we afford to mix in the quarrels and mob-ravaging clans of central and Eastern Europe, now that our war with Germany is supposed to have terminated with the German power in the dust of defeat?

Not for a minute should we consider such a proposition.

When our President proclaimed that America had taken up the gauntlet thrown down by Germany for the sole and only purpose of making the world safe for Democracy, he stated for fact what did not really exist. Our war on the European central empires was for no such object. Is it conceivable that the United States would have made war on Germany without the just provocation afforded by the sinking of the Lusitania and the various other murders of American citizens on land and sea?

Had the republic of France committed similar aggressions we would as quickly warred on that representative of democracy as we did upon the offending empires. It was for the defense of honor and National self protection that we finally, after repeated provocation, accepted gage of battle flung in our teeth by the insolent Hohenzollern.

Now that the object for which the war was waged on the part of the United States has been accomplished, it is high time that our armies were called home, the bars put up and old time business activity resumed. There is no call for the signing of any league compact by the United States. Nobody in the wide world need fear this country unless they tread too heavily upon Uncle Sam's toes, in which case of course there would be something doing, and we must not be simple enough to bind ourselves against that doing something should circumstances demand it.

If the European nations choose to form a league to keep the peace of the world well and good. That is their lookout. No nation on the continent of Europe has anything to fear from America. Then why should we enter into a compact to aid them over there by flying at each other's throats? It would simply be inviting all kinds of trouble with no recompense to us in America. It seems incredible that so many in this country are wild to do something for down-trodden Europe. Is it not enough that we have opened our ports to immigrants from all over the world, guaranteeing them shelter, freedom of mind and body, with the utmost liberty to worship God in their own way, making them citizens on an equality with native born Americans after a few years residence?

Has not this country afforded asylum for the political refugees of nations beyond the seas? Have we not taken them to our bosoms in a manner that would put to shame the rejoicing over the return of the Prodigal? Now, in all frankness, isn't it asking too much to expect to demand in fact that the great American eagle spread its wings across three thousand miles of sea to hover under those wings the red anarchists of Russia, the unwashed and vile-smell-

ing Turk, together with all the rag tag and bobtail of the half civilized creatures who are now raising sheol in many of the one time empires of Europe?

There is no call for the United States to undertake a task so thankless, so fraught with danger to the existence of this republic of ours. For the first time since we became an independent nationality have American soldiers trod the soil of Europe in battle array. Only once called across the sea in a century and a half. Is it the part of wisdom to continue seeking after new worlds to conquer? Isn't it plainly apparent that our friendly advice would be far more valuable in case of threatened war over there, if we were free as an outsider to render impartial service, than would be the case if we were one of a league of nations, bound to do certain things even against our better judgment?

It is plainly the part of wisdom to keep on our own side of the water unless forced, as in the recent conflict, to teach certain outlaws that the way of the transgressor is hard. Uncle Sam has shown his mettle in a way that will remain a long time in the minds of the old world peoples. Not in a hundred years shall we be called upon to repeat the lesson.

It is far better to remain aloof than to pledge the United States to carry on in strange lands in order to gratify the whims of other peoples, many of whom have nothing in common with ours.

Recall every American soldier the moment the peace treaty is signed; make no pledges; stand as we have always stood, for the United States first last and all the time. That the signing by representatives of the United States of a league of nations, every one of whom would be on the other side of the Atlantic save ours, and whose interests oft times might be in direct conflict with those of this country, would, to my mind jeopardize the independence of the United States. Certainly we should be fare more dependent on the monarchies of the old world than we have ever been in the past, and would gain nothing for ourselves.

The Monroe Doctrine is an American institution and all talk of making it apply to the whole world is idle, senseless gibberish. The moment you spread it beyond the Americas it is something else, with not a shred of President Monroe's declaration left.

Again I repeat that the United States did not go to war for the purpose of making the world safe for democracy. That is one of Mr. Wilson's favorite pronouncements, that rolls like a sweet morsel under the tongue, but when the vote for war was given by the United States Congress nothing was farther from the minds of the members of that august body. Our Nation had been brutally assaulted by a dastard foreign power, and in high and praiseworthy indignation we accepted the gage of battle with the result we all know.

Many people look too lightly upon this idea of the United States entering a league that to so many means an end to all wars. If that were to result it might be well enough to consider the desirability of signing; but some of the wisest of our statesmen have no faith in anything of the kind. Besides, there are conditions even worse than war. Such conditions might again arise. Ought we to tie ourselves hand and foot, pledged to do the bidding of the European monarchies who would be in the majority and easily outvote America?

There are those who say, "Let Wilson do it; we can trust him." But can we? The scales should not be placed so as to be balanced by a single man. Even had Wilson the wisdom of a Solomon he might err in a single instance which might bring lasting regret to all America. We

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The modern woman realizes that she must use the same care and attention in buying flour that she uses in buying hats.

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do know that the man who openly declared that "We are too proud to fight" and who was re-elected to the presidency because "he kept us out of war" may not be wholly reliable when it comes to signing away the liberties of our country.

Old Timer.

**Wayside Jottings By a Lonesome Traveler.**

Baltimore, Md., April 1—It was years and years ago, but how well we remember the thrill experienced in one of our lessons in the old Fadden's fourth reader which recounted the adventures of a boy who, with the aid of only his trusty pocket knife, climbed so high up the almost perpendicular walls of Natural Bridge that he was unable to retrace his steps and was rescued by companions who lowered a noosed rope from above just as he was about to fall from sheer exhaustion. We then silently, but solemnly made a vow to visit Natural Bridge if ever the opportunity came. On March 20 our route brought us over the Chesapeake and Ohio R. R. to the crossing of the Norfolk & Western, with several hours to wait for a train over the latter, and thus we had the long-wished for chance to see Natural Bridge. The visitor follows a tumbling cascade down a steep fissure in the mountain and, turning down a line of steps cut in the precipice, suddenly finds himself by a swift stream in a dark canyon and the great bridge far above him. It ranks among the wonders of the world. It is said to approach Niagara in grandeur and exceeds it in height and awful mystery. It is 215 feet high, 100 feet wide and spans the canyon which is at this point 90 feet wide. It is a single block of limestone, with many shades of color. Standing a little to one side and looking up, one can discern the outlines of a large American eagle with outstretched wings traced in the coloring of the rock forming the arch. It is necessary, however, for some visitors to draw slightly upon their imagination to be clearly satisfied. Jefferson spoke of it as yet to be a "famous place that will draw the attention of the world." Marshall wrote of it as "God's greatest work in stone." Clay wrote of the "bridge not made with hands, that spans a river, carries a highway and makes two mountains one."

Passing through under the bridge we followed up the creek for nearly a mile, every step of which is interesting. A path follows the stream or is cut into the rocks which form its banks. About half a mile above the bridge we come to what is known as Lost River. About forty feet above the creek bed we notice a small rivulet trickling down the rocks. A path leads upward and we find this is an overflow of Lost River. An opening has been made about four feet wide and the same in depth and we can plainly see this subterranean stream and hear the roar of its waters as they rush on. From whence it comes and where it goes no one knows, but it continues to flow, year after year, with never varying volume. Farther up the canyon we come to Lace Waterfalls, where Cedar Creek leaps a considerable distance from the upper level over the blended colored rocks between the precipitous moss and lichen covered sides of the glen and presents a beautiful scene.

About midway between the bridge and Lost River we find Saltpeter Cave, interesting only because it was worked for nitre by the Government in the war of 1812 and by the confederates in 1861.

Passing over the bridge and following the highway for some distance we come to a lane which leads up and, circling one of Round Top mountains, brings us to the peak where an observatory has been built. From here we can see as far as the eye can reach. To the West we can see the white rock peaks of the Allegheny moun-

tains and to the East looms the beautiful blue ridge.

In 1774 Natural Bridge, including 157 acres, was granted by King George the Third to Thomas Jefferson for the consideration of 20 shillings. The property has been added to and now comprises about 1,500 acres and is owned by the Natural Bridge Co., Inc., which claims to have an investment of over \$300,000.

H. D. Bullen.

**Late News From the Cloverland of Michigan.**

Sault Ste. Marie, April 1—Mr. C. J. Goppelt representing the Wilbur Chocolate Co., Philadelphia, is a Soo caller this week, sweetening up the trade with practically a full line, which has been greatly reduced during the war period.

Obelin and Ora Endress, the former the widow of the latter the son of the late Emil Endress, the Grand Marais fisherman, have formed a co-partnership contract to conduct the fishing business in Chippewa and Alger county. Ora Endress has had much experience in the fishing business with his father and is familiar with all of the details, which assures the new firm of a bright future.

Automobiles are arriving thick and fast since the ending of the war and more new cars have been brought in so far this spring than any other year in the automobile period. The Packard Co. has opened a branch for the exclusive Packard sales and service station. It is also opening up a branch at Marquette and Calumet. Four new Packard trucks have been bought here last week. We do not know just what effect this will have on Ford's large output at the Soo, but as long as he doesn't worry, what's the use?

Chicago is not the only place where the burglars are doing a thriving business. The small town of Engadine, on the Soo line, entertained a clever gang last week, when they entered the general store of the Freeman Lumber Co., relieving same of \$400 worth of merchandise and leaving no clew as to their identity.

Hard luck has been with one of our esteemed business men, Gus Kirvan, who lost his mother last week after an illness of influenza. Both Mr. and Mrs. Kirvan are also critically ill. They have the sympathy of their many friends in their bereavement.

The sale of lemon extract is still having a bad effect upon some of our foreigners, who manage to get a wiggle out of this camouflage, making them stagger like the good old days when they were guided to the police station in due form. It still costs \$10 or ten days.

A. E. Cullis, manager of the Soo Woolen Mills, has returned and is back on the job again, after having spent the winter in Florida. While there Mr. Cullis not only hunted alligators, but purchased a home in the South where he expects to spend the winters for the years to come.

W. Wyman, representing Swift & Company, Chicago, soap department, paid the Soo one of his regular visits last week. While here he inaugurated a clean up week, which proved to be a success.

"There are times when the loveliest spot on earth looks suspiciously like an ace."

The Pythians have purchased a new \$10,000 home in the heart of the city, on Ashmun street, in the two-story brick building formerly occupied by the Fair. They anticipate doing much remodeling in putting up a permanent place which will be a credit to their order.

"There is always some wise guy on deck who says, 'I told you so' when the unexpected happens."

William G. Tapert.

Many a man has married a piece of real estate with a woman in the tattle deed.

# DIAMOND CRYSTAL

*The Salt  
that's all salt.*

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

## Red Crown Gasoline for Power

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Red Crown contains a continuous chain of boiling point fractions, starting at about 95 degrees and continuing to above 400 degrees. It contains the correct proportion of low boiling point fractions to insure easy starting in any temperature—the correct proportion of intermediate boiling point fractions to insure smooth acceleration—and the correct proportion of high boiling point fractions with their predominance of heat units to insure the maximum power, miles and speed.

These are the things that make Red Crown the most efficient gasoline possible to manufacture with present day knowledge.

For sale everywhere and by all agents and agencies of

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(INDIANA)  
**Chicago** **U. S. A.**

## RE-ADJUSTMENT SLOW.

Disillusion seems a prevailing sentiment in many business circles as the time draws nigh for the signing of a definitive treaty of peace. This feeling is in marked contrast with the one aroused a few months ago when the armistice was declared. Then was struck a high note of optimism as well as jubilation. The tumult and the shouting and the other forms of rejoicing in the streets and public places were re-echoed in the stores, the mills and factories, the farms and mines. Along with the joyful feeling that bloodshed had stopped and that the drain on the man power of the country had ceased came the notion—vague but insistent—that a new era of prosperity of a different kind was about to be ushered in almost instantaneously. No longer were the restraints to be kept up about the eating of certain kinds and quantities of food or was the skimping to continue in the use of materials for making things to wear. Prices of foodstuffs and other articles were expected to drop quickly, and foreign trade was to be expanded enormously and almost at once to meet the needs of peoples overseas who had been on short commons for years. It was a roseate anticipation, the apotheosis of hope, whose deferring has been the source of more pessimism than the circumstances warrant.

After the initial jubiliations were over, it did not take long for people to discover that time was required for re-adjustment. Even the war restrictions could not be removed suddenly without danger of producing business chaos. Changing industries from a war basis to one of peace also called for the exercise of much patience as well as judgment. Prices, too, would not recede with abruptness. In the case of foodstuffs it was discovered that the ending of the war created a larger rather than a smaller demand, because of the need of supplying more of them to neutrals as well as belligerents. Last month, for example, the exports of wheat were nearly 6,000,000 bushels, as against about 1,000,000 bushels in February, 1918, and those of bacon were 114,842,525 pounds, as against 50,903,829 in the same month last year. As a result of these conditions, food prices here have been very slow in coming down. In regard to other commodities, it has taken several months and much prodding by buyers as well as official cooperation to bring down the levels. The vast export trade in manufactured goods which many expected to develop at once has failed to materialize. This is partly because the European countries cannot pay for them, and also because they wish to curtail imports so that they may give employment to their own labor. They have to take food, and will take needed raw materials sparingly, but do not care to go beyond that. As to clothing, several of the countries are eager to get cast-off garments, but are not able to buy new ones. So far as the Central Powers are concerned, they are as yet an unknown quantity, except as to food requirements. Even how much of raw materials they may take

beyond those stored up in foreign countries awaiting the chance of shipment is also still a matter of conjecture.

Aside from the inmates of psychopathic wards, there are said to be still some persons who reckon labor costs in terms of wages merely. Such persons are, however, mainly confined to this country. Abroad, the manufacturers in countries like Great Britain, France, and Germany are fixing their attention nowadays on productiveness or quantity of output. They have been studying American ways of doing things in order to square themselves with the new conditions brought about by the war, among them being higher wages and shorter hours for workpeople. Shipbuilding, curiously enough, is one of the industries to which attention has been directed. J. W. Isherwood, one of the leading marine architects and engineers of the world, recently returned to Liverpool after making a study of American shipyards. In an article which he wrote for *The Liverpool Journal of Commerce*, he says he was greatly "impressed not only with the magnitude but with the astonishing standard of efficiency which has been attained for turning out tonnage with rapidity, and eventually, beyond all doubt, with cheapness." His conclusion is that America will become the "greatest and keenest competitor" of Great Britain in the industry. While the workers here get higher wages, he says, these are based on "a high level of production and efficiency, which is an immense economic factor." He adds: "Those who predict that America will not win in the race for turning out in the next three years the tonnage that is required because she is paying higher wages are, in my opinion, mistaken. Those higher wages are being paid on a basis of results not only in ordinary manual labor, but in the handling of labor-saving devices, and in this respect higher wages will mean cheapness." This is sane talk from an expert.

Before the war, one of the great bugaboos in the export trade was the ability, as well as the disposition, of the Germans to grant long credits to their foreign customers. It was not so generally known, that, in these transactions, British capital was availed of. When German overseas trade was cut off by the blockade, exporters here began to sell goods in quantity to those in neutral countries who used to get their supplies from Germany. But these customers did not relish the new terms of payment, which were "cash against documents," and it was freely predicted that the return of peace would find them inclined to prefer doing business again with German sellers. This particular reason or pretext will no longer be valid in view of the action about to be taken by the War Finance Corporation. In brief, that concern has a fund of one billion dollars which it purposes loaning in amounts up to fifty million dollars to a firm, corporation, or export association for a maximum of five years. Adequate collateral will be required, at least equal to 125 per cent. of the loan, and probably trade acceptances or other paper representing

merchandise will be acceptable. Such loans may only be made if they cannot be obtained on reasonable terms through regular banking channels. The need for giving long credits to European nations especially is shown in the fact that none of the belligerents is in a position to pay for its needs either in cash or commodities, nor would it be advisable for them to do so in the present unsettled condition of exchange.

For virile Americanism of the highest type there is no publication in the same class with *Harvey's Weekly*, published at 171 Madison avenue, N. Y., for \$4 per year. In combination with that sterling exponent of all that is best in American life, the *North American Review*, the price is \$6 per year. The man who does not read these two publications misses half the joy of living. They are both meat and drink to any man who believes that the ultimate destiny of the United States must be decided in accordance with the highest conceptions of true Americanism. The editor of the *Tradesman* is a paid subscriber to both publications and would not part company with them if their price was \$100 per year. This sounds like a paid advertisement, but it is not. It is the honest expression of a man who believes that Colonel Harvey and Henry Watterson—both Democrats of the old school—have a higher conception of the duties and responsibilities of American citizenship than the socialistic freaks and cranks who constitute most of the department heads at Washington.

The decision to give subscribers to the Victory Loan a full half year to complete payments, instead of four months as in the last Liberty Loan, and to place the deferred payments at more nearly equal intervals, shows a profiting by experience. The plan announced is especially advantageous to the farming population. One-tenth of the subscription is to be paid in before May 11, another tenth in mid-summer, and one-fifth on each of four dates approximately a month apart, beginning August 12. Agriculturists can thus utilize harvest returns. Under the old plan banks and large employers found it necessary to lend their services in giving the payment scheme a flexibility which the Government plan alone did not allow. They will undoubtedly do so again—there are many who like to pay a small sum weekly on their subscription over as long a period as a year—but those who prefer simply to follow the Government plan can do so with less inconvenience.

Senator Scully's bill to investigate the alleged "sprinkler trust" promises to become the sensation of the present Legislative session. Governor Sleeper's discovery of the high bids which the so-called "trust" made for the installation of the sprinkler system in the Hospital for the Criminal Insane at Ionia is generally conceded to have been the cause of the introduction of the bill, which in the main, comes from the Governor himself, and which, it is believed, will pass.

## IDEALS AND FACTS.

Idealism has been a favorite explanation of the President's neglect of home duties for working in a more ambitious field. There would seem to be need of explanation, in view of the resulting confusion that means a great deal more than passing inconvenience. Certainly idealists are impractical and their mental processes often run along single-tracked minds. Nevertheless they stand as a promise of better things, for after all the folly of this world may be wisdom in the eyes of the Eternal Arbitrator. There are, however, two essentials to decent idealism—sincerity and a readiness to pay the price. Mr. Wilson's idealism has found its chief expression in sympathy for those who suffer from injustice. He has always averred that he was ready to stand against such injustice without regard to cost. If we pass from word to act we seem, however, to encounter lack of coordination. Could an idealist of this kind have remained unmoved in the presence of Belgium, red with the blood of her outraged women and murdered children, satisfied if he was able to confine manhood inside the pen of mental neutrality? Or, familiar with German infamies, would he have insisted on peace without victory? And in a very real sense Mr. Wilson has seemingly achieved this end. But for him there would probably have been not armistice, but surrender. Germany would not have thought and boasted as she does today that she is unbeaten—a factor that is yet to be reckoned with.

If Mr. Wilson is solely concerned with the prevention of war he should have the support of every man of every color, of every country throughout the world. It is a magnificent conception, but the price must be paid down to the last farthing, and it runs high. There ought to be no thought of self or party, no insistence on a personal interpretation of dissent, no angry impatience, but rather patience. To work on one side of the water for perpetual peace only to engage in violent warfare on the other for the same end is an obvious anomaly. Besides, the man who disagrees is not of necessity either a knave or fool—he may after all only be mistaken if he does not happen to be right. And there should be no scheme to secure the Presidency of the League of Nations or a third term attached as a rider to the plan. Altruistic work must stand on altruistic feet to escape the challenge of hypocrisy. How far Mr. Wilson has met these tests is already in part, and soon will be entirely, a matter of record. The Tradesman is duly conscious of the dissent and hostility that may be provoked by what has been suggested. Unfortunately, however, neither amounts to refutation. Assuredly it is not a matter of the slightest moment whether the Tradesman happens to be right or wrong, but it is a matter of the gravest moment that when President Wilson stands at the bar of history, the verdict may be in his favor, for that verdict will stamp with finality the nature of his work.

# Not Even the Rain Could Keep 'Em Away

On our second CITY DAY, even though it rained, we had 33 per cent. more merchants call on us and our sales for the day showed a corresponding increase over our first CITY DAY. So you can see that EVERY WEDNESDAY is REAL BARGAIN DAY in EVERY DEPARTMENT of the House. Better plan to call on us EVERY WEDNESDAY.

There are still a lot of our out-of-town friends and customers who have not taken advantage of CITY DAY. It is not only for city trade. We might have called it House Day, but did not because we thought that a little later, when the other Grand Rapids wholesalers saw the value of it, they would join in and make EVERY WEDNESDAY a REAL CITY DAY for all the merchants in the territory served by us. If you want more information about it, ask our salesman to explain CITY DAY to you in detail.

Don't forget that on CITY DAY, you will find REAL BARGAINS in EVERY DEPARTMENT.

Our General Manager and several Department Managers have just returned from New York where they bought some new, clean, up-to-date merchandise at exceptionally low prices, especially for CITY DAY and our new BUSY BASEMENT, which we will open in a few days. All merchandise sold on CITY DAY or in our BUSY BASEMENT is and will be DEPENDABLE MERCHANDISE. We have just opened a New York Buying Office at 43 Leonard Street and the purpose of it is to buy larger quantities of DEPENDABLE MERCHANDISE at lowest possible prices so that we in turn can always sell you DEPENDABLE MERCHANDISE at best possible prices. This New York Office is also for the purpose of keeping us posted to the minute on market conditions. In addition to helping you systematize and merchandise your business, we will always be anxious to give you all this information as to the market and its tendencies. Come in and get better acquainted; we will make it worth your time and expense. If you have never done business with us or never been in the House, come in and get acquainted and make us prove to you that we mean all we say.

In addition to opening our BUSY BASEMENT where you can get REAL BARGAINS on ANY DAY you come in to the House, we are also opening a new LADIES, MISSES AND INFANTS' READY-TO-WEAR DEPARTMENT on our sixth floor. Our buyers have bought some fine, new merchandise for this new department which we will formally open in the near future. We will have SOMETHING SPECIAL for you at the GRAND OPENING of this department, of which we will make special announcement.

Our Department Managers and employes are just as anxious to build the business of other departments as their own. OUR DEPARTMENTS CO-OPERATE; not compete. In addition to our salesmen calling on you, you will have frequent calls from our Department Managers and General Manager. We thoroughly believe that "He profits most who serves best." So that any time you want to see any of us, don't hesitate to ask us to come and visit you. We will help in any way we can.

DON'T FORGET THAT WE WANT YOUR PHONE AND MAIL ORDERS. THEY WILL BE SHIPPED THE SAME DAY THEY ARE RECEIVED AT PREVAILING PRICES THEN.

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## Grand Rapids Dry Goods Co.

Grand Rapids, Mich.

PROMPT SERVICE

EXCLUSIVELY WHOLESALE

NO RETAIL CONNECTIONS

### For Harmony In Shades.

Following its campaign to standardize colors among manufacturers and retailers, the Textile Color Card Association of the United States will take up in the near future the fostering of co-operation among the various departments in the big retail stores. This plan embraces the buying and featuring of harmonious shades in the various branches of women's ready-to-wear articles.

According to a representative of the association the present system of buying of women's wear is on so individual a basis that there is scarcely any incentive for the woman customer to purchase more than one article from one store.

"As the women's departments are now run in the majority of instances," he said, "the matter of selecting styles and colors, as well as featuring them, is left entirely to the individual preferences of the buyer for that department. The result is that you will find some of the brightest colors featured in a certain department and only the soberest shades in another. This has a confusing effect on the customer. By the time she has made the rounds of the various departments, she has a decidedly mixed-up idea regarding what colors are the fashion. The millinery buyer, inclined to the more brilliant and warmer tones, has featured them, the waist buyer has less pronounced tastes and her range of styles consists of some ordinary shades, and the suit and dress buyer are of the conservative type that does not believe in featuring anything but the soberest hues.

"Now, suppose the store heads got these buyers together for conference and worked out a plan whereby one shade in various modifications or several shades were carried throughout the lines, the customer would have a clear-cut idea of what was good in colors. She would see henna featured in the millinery department and shades of it prominently displayed in the other departments.

"There is the argument, of course, that to destroy individuality would mean a loss of sales, but I think the contrary result would be obtained. By the adoption of a fixed color policy for the store in its different departments, I believe the customer would be more apt to purchase since she would make her purchases right through the store rather than scatter them among several stores.

"Then, too, there has to be taken into consideration the important saving effected through the adoption of a color policy. The buyer inclined to extremes in color would have to tone them down, and the ultra conservative buyer would have to infuse a little life into the line. At the end of the season I am sure there would be smaller stocks of novelties and staples to be carried over or sold at a sacrifice, due to the fixed color policy and harmony among the departments."

### Cotton and Cotton Fabrics.

Prices zigzagged back and forth in the Cotton Exchanges during the last week for reasons apparently sufficient in the estimation of operators. No

material change in basic conditions was evident beyond the fact that exports are a little more promising and that domestic mill activity is increasing somewhat. A pretty large supply of cotton is in sight, however. At the end of February there were on hand at mills and in public storage and compresses 6,090,390 bales. How much more there is in other places is not known. The drop in exchange is likely to curtail exports for a while at least, and the hopes of those who expected large shipments to Germany are apt to remain unfulfilled until after the next crop is in. Planting for that crop has been delayed over much of the growing district because of continued wet weather, and no reliable indications are as yet afforded of what, if any, curtailment of area will take place. The goods market, after a short spell of marked activity, has simmered down to more selling by second hands at lower prices. Up to the present nothing has been determined as to cotton goods in coming in on the plan for co-operating in reducing prices. The general impression among mill men is that they have done all they ought in this direction. Exports of cotton goods have shown up very well. In February they were in value \$23,510,073, as compared with \$10,939,824 in the corresponding month of 1918. Imports of cotton goods in February were valued at \$2,459,872, a slight decline from those of February, 1918.

### Wool Supplies and Woolens.

A very good demand for wool was shown at the Government's auction sales of the article in Boston during the week just closed. Bidding was quite active for desirable kinds, and little heed was paid to the fact that the minimum, or upset, prices had been shaded to correspond to the similar reductions made in the British issue prices. The wools bought are needed by the mills, which are preparing for quite a large output of fabrics. They are justified in this by the orders they have taken from the larger cutters-up. To-day in London will begin the first of the trade sales of wool to other than American bidders. The occurrence is one likely to attract much attention here as well as there, because it is the first attempt at an open sale in Great Britain since the war began. It does not look at present as though the prices will be much, if any, lower than those prevailing here. Growers in this country are trying to protect their interests in the direction of keeping up prices. Their latest attempt is in the appeal by Senator King of Utah to Bernard M. Baruch to take up with the British the question of temporarily "stabilizing" wool prices among the Allied governments. This suggestion is not likely of adoption. The goods market is without special feature for the time being. In men's wear the manufacturers have placed their orders for fall in great measure. Dress goods are being offered more freely, and the indications are for a good season.

It worries a modest girl if a man tries to kiss her—and it worries a young widow if he doesn't.

### Grabbed the Wrong Parasol.

A clerk who seemed unable to satisfy a shopper after showing her every parasol in stock flashed a wireless to the boss, who hurried forward to save the slipping sale. The boss made a quick grab for the best looking parasol that struck his eye and politely called the shopper's attention to it. "This is exceptionally pretty madam, don't you like it?"

"Very much, indeed," remarked the woman with a cutting smile. "You see, it is my own." And the proprietor stood meekly aside as she swept majestically out.

Why doesn't some one write a novel in which the heroine carefully figures out what the hero wants for dinner?

## TAKING INVENTORY

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

We are manufacturers of

**Trimmed & Untrimmed HATS**  
for Ladies, Misses and Children,  
especially adapted to the general  
store trade. Trial order solicited.

**CORL, KNOTT & CO., Ltd.**

Corner Commerce Ave. and  
Island St.  
Grand Rapids, Mich.



## OUTERALLS FOR CHILDREN

Outerall one piece garments for children 2 to 14 years are proving big sellers with Michigan dealers.

Mothers take to them because they save washing and mending, and save clothes. The ideal play garment for after school, Saturdays and vacation time. Roomy and comfortable, can be worn with nothing underneath in summer. Made strongly, of durable material that is warranted not to fade.

### Send for Sample Assortment on Approval

An assortment of Outeralls for adults and children in various fabrics will be shipped you on approval. Examine the garments and return at our expense if not satisfactory. Over 1000 Michigan dealers now sell the line.

**Michigan Motor Garment Co.**

Factories: Greenville and Carson City, Mich.

Offices and Branches: 4439 S. Michigan Ave.,  
Chicago; 3429 Ashland Ave., Indianapolis; 30-401-2  
Euclid Arcade, Cleveland; 615 Locust St., Des Moines,  
Ia.; 147 Dwight St., Springfield, Mass.

# Outerall

REG. U.S. PATENT OFFICE

## "The Economy Garment"

Look for the  
**Paramount Hosiery Advertisement**

on another page of this paper.

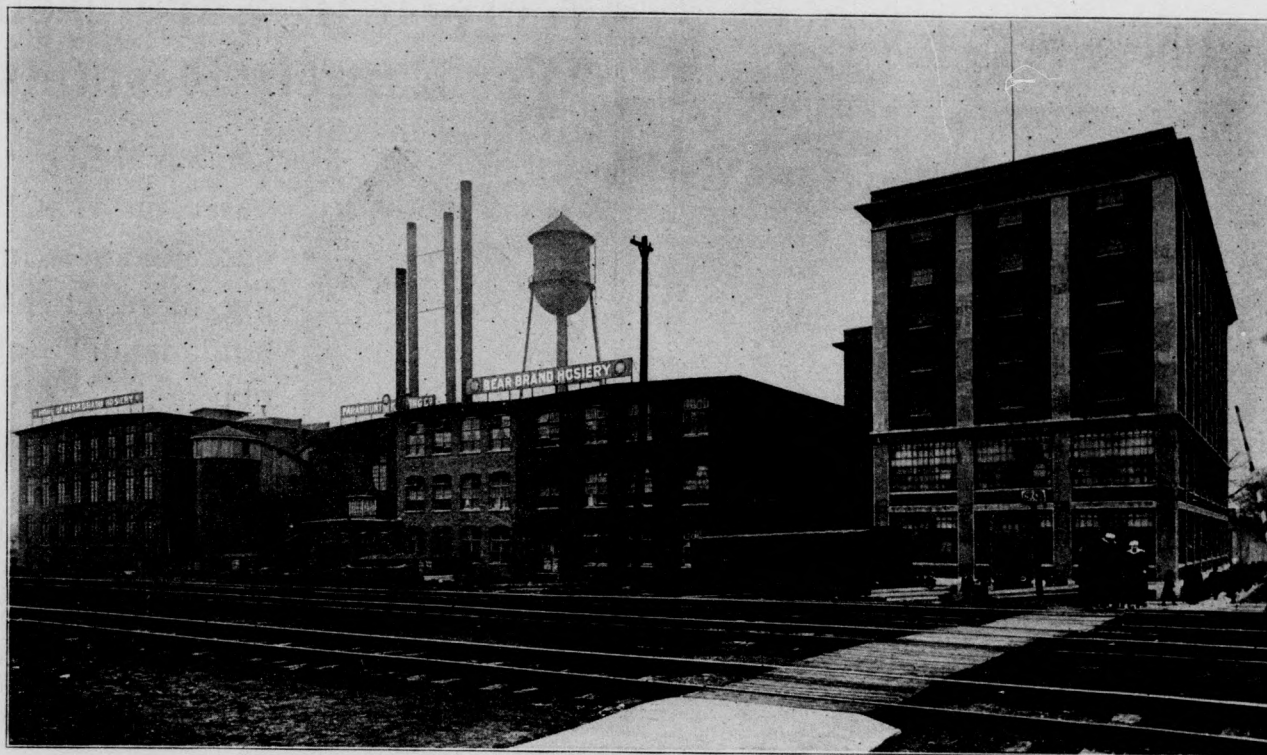
We are distributors for this  
well known brand.

Quality Merchandise—Right Prices—Prompt Service

## Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



BEAR BRAND HOSIERY MILLS NUMBERS ONE AND TWO, KANKAKEE, ILLINOIS

## BEAR BRAND HOSIERY

### THE STANDARD FOR QUALITY AND PRICE for Men, Women and Children

BEAR BRAND HOSIERY is manufactured in the above mills which are two of our six plants. Mill No. 2 is our 30,000 spindle spinning mill, consuming 3,500,000 pounds of cotton annually. In controlling the selection of cotton for length and strength of staple, spinning it into yarn in our own Bear Brand Spinning Mills and knitting it on the latest and most improved machines and finishing by the most advanced known method, we know that Bear Brand Hosiery will give your customers the greatest service. Re-orders are assured.

#### ABSOLUTELY FAST AND STAINLESS DYE

*The following numbers in men's goods:*

**ENGINEER AND FIREMAN**—Carded yarn, medium weight Men's two-thread half hose with three thread heel and toe. Finished in black, brown and slate. Size 10½, weight 25 ounces. Sizes 9½ and 10, 124 needles. Sizes 10½ to 11½ inclusive, 136 needles. Per Dozen .....\$2.00

**RIDER AND DRIVER**—Carded yarn, medium heavy weight Men's two thread half hose, with three thread heel and toe. Finished in black and brown. Size 10½, weight 29 ounces. All sizes 124 needles. Per dozen .....\$2.15

**RECORD**—Combed yarn, light weight Men's two thread half hose, with three thread heel and toe. Finished in black, brown, gray, white, slate, navy blue and Palm Beach. Size 10½, weight 17½ ounces. Size 9½ to 10 on 156 needles. Sizes 10½ to 12 inclusive, 172 needles. Per Dozen .....\$2.15

**MOCCASIN**—All mercerized light weight Men's half hose, with high spliced heel, crow foot stitch sole, three thread heel and toe. Finished in black, white, brown, gray, slate, navy blue and Palm

Beach. Size 10½, weight 17 ounces. Sizes 9½ and 10 on 200 needles. Sizes 10½ to 12 inclusive on 220 needles. Per Dozen .....\$3.00

**BANKER AND BROKER**—Improved "BEAR BRAND" special knit hem top. Extra light weight, silk lisle, half hose; knitted from two-ply doubled and twisted, highly mercerized yarn. Has double foot and four-ply heel and toe. Finished in black, brown, navy, gray, slate, white and Palm Beach. Size 10½, weight 15 ounces. Per Dozen .....\$2.70

**ENSIGN**—Extra light weight, 220 needle mercerized Men's hose, double foot and 4-ply heel and toe. Finished in black, brown, navy, gray, slate, white and Palm Beach. Size 10½, weight 15 ounces. Per Dozen .....\$3.00

**TUSCUMBIA**—Plaited Fiber Silk over cotton Men's half hose with extra long combed yarn, two thread advanced toe and three thread heel and toe. Finished in black, white, gray and Palm Beach. Size 10½, weight 15 ounces. All sizes 188 needles. Per Dozen .....\$3.30

**PARASILK**—Plaited Fiber Silk over mercerized Men's light weight half hose, with high spliced heel, crow foot stitch sole and three thread heel and toe. Finished in black, white, brown, gray, slate, Palm Beach and navy blue. Size 10½, weight 17 ounces. Sizes 9½ and 10 on 200 needles. Sizes 10½ to 12 inclusive on 220 needles. Per Dozen .....\$4.25

**BARONET**—Plaited Fiber Silk over mercerized Men's light weight half hose with high spliced heel and double sole and three thread heel and toe. Finished in black, white, brown, gray, slate, Palm Beach and navy blue. Size 10½, weight 17 ounces. Size 9½ and 10 on 200 needles. Sizes 10½ to 12 inclusive on 220 needles. Per Dozen .....\$4.37½

**PARAMOUNT**—A pure thread silk stocking with the improved "BEAR BRAND" special knit hem top. Finished in black, white, brown, navy blue and gray. Size 10½, 13 ounces. Per Dozen ..\$5.50

BEAR BRAND HOSIERY distributed entirely through your jobber,  
giving you close and prompt delivery with low freight rates.

WRITE FOR NAMES OF JOBBERS NEAREST YOU

**PARAMOUNT KNITTING CO.**  
CHICAGO MANUFACTURERS ILLINOIS





### Organized Labor Another Name For Organized Crime.

Written for the Tradesman.

Were it not that the question is such a serious one, to continually harp on the union labor situation and its collateral issue, Bolshevism, would be inexcusable. As it is, however, every phase of the problem bears so directly on business in all its branches that too much attention cannot be given it. It is true that most of us have an abiding faith that the God-given freedom and orderly liberty under which we have grown into a great, grand, honorable Nation cannot be destroyed, but to maintain it it is the duty of every citizen to give the matter the closest attention, to the end that united action may rightly control the situation. The spirit of devilry is constantly cropping out. One of the latest instances is that of the miners of West Virginia, who, because the legislature of that State barred the exhibition of the red flag, served formal notice upon the Governor that if an attempt was made to enforce the law the miners would rise up in armed rebellion to retain their "blood bought" freedom. The poor deluded men declare their willingness to sacrifice life to defend that emblem of crime, to destroy property and create a condition of chaos, worse confounded. It is unfortunate that men of sufficient intelligence to be college professors should be so mushy-minded as to contribute their influence to such a movement. A little knowledge is a dangerous thing and doubly so when such dreamers are instilling into unformed minds of the young impractical theories of life and through their public utterances give propaganda to Bolshevism. It is hoped that union labor, especially the unions of skilled labor, will realize it never had a more dangerous or insidious enemy than the Bolshevik. He has no real use for union labor or any other form of government, whether constitutional, parliamentary or voluntary, as is the case of such organizations. The soviet movement in Russia, the guiding star of the misguided West Virginia miners and others of their ilk represents no new thought. It is but remotely connected with union labor except to destroy the means of employment. It uses organized labor as a feeding ground, because the tenets of the two organizations are identical. It is simply badly organized crime and its leaders are not one-tenth as respectable as Jesse James, the Younger Brothers or Robin Hood. Here is an opportunity to form a counter organization of impenetrable strength, constitutional and law abiding, backed by

the force of government, and orderly, matured public opinion which democratic government represents. Why, in self-protection cannot the American federation of labor unite with the employers and capitalists to save the structure of our civilization from the torch of the incendiary? It is only too true that Government meddling has done incomparably more harm than good and has tended to drive the two parties interested away from each other. And their interests are in common. What hurts one, hurts the other. When an employer is driven out of business his employes are compelled to seek employment elsewhere. Washington should keep its hands off and both sides of production—employer and employe—should approach the problem, in a broad-minded and patriotic manner.

From reliable information it seems the unemployment situation in Detroit is overestimated. In the Sunday papers there are between two and three pages of "Help wanted—Male" and a large proportion of those hanging around employment offices are those who are, apparently, looking for "soft jobs" and refuse to accept jobs at 50 cents an hour where there is real work to do.

The Hotel Pontchartrain in Detroit will soon pass out of existence, the property having been purchased by the First and Old National Bank which will convert the property into a bank and office building. The consideration is said to be \$5,000,000. Griswold street has long been the Wall street of Detroit and this departure even so short a distance from the financial center comes somewhat as a surprise. One reason guessed at for the change is the determination of the bank to go after savings accounts. Whether this is true or not, the Pontchartrain site will give a most prom-

THE BANK WHERE YOU FEEL AT HOME

**GRAND RAPIDS SAVINGS BANK**

WE WILL APPRECIATE YOUR ACCOUNT TRY US!

## American Carelessness Was Largely Responsible



for our being unprepared for War. Business men now are giving more attention to fundamental information and American business will be prepared hereafter for anything. The information contained in our

Monthly Trade Reports will help any business man to keep informed. Yours, without charge, on request.

**THE OLD NATIONAL BANK**

MONROE AT PEARL



GRAND RAPIDS

**T**HE naming of the Grand Rapids Trust Company as Executor and Trustee means that you will bring to the settlement and management of your estate the combined judgment and business ability of its officers and directors.

The most competent individual has only his own experience and knowledge to qualify him. This Company offers your estate the collective knowledge and experience of its officials.

ASK FOR BOOKLET ON "DESCENT AND DISTRIBUTION OF PROPERTY" AND BLANK FORM OF WILL.

**GRAND RAPIDS TRUST COMPANY**

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year and Upward

inent position, being opposite the city hall, the hub of the converging main avenues of the city.

Keeping pace with the growth of the city, the Detroit Stock Exchange has developed into one of the most important and progressive business organizations of Detroit. It now has a closed membership which was recently increased from twenty-five to thirty investment bankers and brokers and has a waiting list of seven. Three thousand dollars have been offered for a seat. From the daily transactions of the floor of the Exchange, often aggregating 3,000 shares at prices which are gradually stiffening, it is evident the sentiment of the investing public is optimistic. This has been stimulated by recent dividend declarations as follows:

Burroughs Adding Machine Co., 2% quarterly, paid March 31.

Charcoal Iron, common, 2% quarterly, payable April 1.

City Service, common, 1/2% monthly, payable April 1.

City service, preferred, 1/2% monthly, payable April 1.

Columbia Sugar, 3% quarterly, payable April 1.

Commerce Motor Car Co., 2 1/2% quarterly, payable April 1.

Detroit Creamery, 3% quarterly, payable April 1.

Detroit Edison, 3% quarterly, payable April 15.

Detroit Valve Fittings Co., 1/2% monthly, payable April 1.

S. S. Kresge Co., preferred, 1 3/4% quarterly, payable April 1.

Linderman Steel, common, 1 1/2% quarterly, payable April 1.

Michigan Stamping Co., common, 1 1/2% monthly, payable April 1.

Michigan Drop Forge Co., 15 cents monthly, payable April 1.

Michigan State Telephone Co., 1 1/2% quarterly, payable April 1.

Chas. F. Noble Oil & Gas, 1 1/2% monthly, payable April 1.

Parke, Davis & Co., 8% quarterly, payable April 1.

Reo Motor Car Co., 2 1/2% quarterly, payable April 1.

It is unfortunate that Postmaster General Burleson has even for a brief period held supreme authority over the telegraph and telephone systems of the country. His latest piece of asininity is the removal from office of Charles H. Mackay, President of the Postal Telegraph Co.; W. W. Cook, general counsel, William S. Deegan and the board of directors of the Mackay Company. He states the reason that he removed these men is because they failed to obey the orders of the Postmaster General and had so conducted themselves as to be disadvantageous to the Government. God save the mark! A successful business man once said if he had an employe who did not have sense enough to disobey when he should, he would fire him. But then Mr. Burleson has never been a successful business man, having completely wrecked the Post Office Department by his socialism, unionism and general incompetence. Mr. MacKay and his associates are to be congratulated upon having the courage of their convictions and it is

to be hoped that the destructive reign of "Bull in the china shop" Burleson will not continue many years longer. Perhaps he will come out with another article in Henry Ford's weekly sheet with another dream.

With the automobile riding season approaching, gasoline figures are interesting. Refineries in the United States used 326,024,630 barrels of crude oil in 1918, an increase of 10,892,949 barrels over 1917. From this 326,024,630 barrels of crude oil there was manufactured 85,007,452 barrels of gasoline, 32,460,955 barrels of kerosene, 174,316,608 barrels of gas and fuel oil, 200,349,423 barrels of lubricating oil and 38,635,961 barrels of miscellaneous oils. The report shows that, notwithstanding a decreased demand from Europe, the consumption of gasoline has steadily increased. The same is true of kerosene. Of the 85,007,452 barrels of gasoline refined last year, 60,000,000 gallons were required for automobiles. With the contemplated increase of automobiles in 1919, estimated at 1,000,000 cars, it is expected that an additional 10,000,000 barrels of gasoline will be required for domestic purposes this year. It is evident that gasoline manufacture must be maintained at a high point in order to provide a balance for export.

Paul Leake.

**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**

**Kent State Bank**

Main Office Ottawa Ave.  
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000  
Surplus and Profits - \$700,000

Resources

10 Million Dollars

**3 1/2 Per Cent.**

Paid on Certificates of Deposit

The Home for Savings

**OFFICE OUTFITTERS  
LOOSE LEAF SPECIALISTS**

*The Tisch-Hine Co.*

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



**Store and Window  
Awnings**

Made to order of white or khaki duck,  
plain and fancy stripes.  
Cotton and Wool Bunting Flags.  
Write for prices.

**Chas. A. Coye, Inc.  
Grand Rapids, Michigan**

**IN YOUR ABSENCE**

This Company is prepared to relieve you of the care and management of your property by acting as your agent.

It will collect and disburse your income as you direct. It will make out your Income Tax Certificates, pay your taxes, attend to your real estate and act as your representative in all financial matters, giving you in each case the benefit of the business knowledge and experience of its trust officials.

Send for Blank Form of Will and booklet on  
"Descent and Distribution of Property"

Audits made of books of municipalities, corporations,  
firms and individuals.

Safe Deposit Vaults on ground floor.  
Boxes to rent at low cost.

**THE MICHIGAN TRUST Co.  
OF GRAND RAPIDS**

**Are Stock Dividends Subject to Income Tax?**

The Supreme Court of the United States has been called on during the past week to rule upon the interesting question as to whether the provision of the revenue acts of 1916, 1917 and 1918 imposing an income tax on stock dividends is constitutional. The chances strongly favor the elimination of this preposterous tax, which never should have been incorporated in a revenue law no matter what the emergency.

The Supreme Court has already ruled on the principle involved and by inference, at least, has shown Congress the error of its ways. Its second ruling is awaited with interest for our grave and reverend judges who sit in the highest tribunal of the land have a way of making sarcastic allusions to our lawmakers that constitute "mighty interesting reading" to the victims of unconstitutional enactments.

The Internal Revenue Bureau attempted to tax stock dividends under the act of 1914 which did not specifically impose a levy upon stock distributions but only upon income. One energetic business man whose sense of justice was outraged by the action of the Internal Revenue Bureau decided to bring a test case to determine the legality of the tax. Henry R. Towne, of the Yale & Towne Lock Co., had received from his corporation some \$40,000 in stock, which represented merely so much paper issued to cover a part of the assets of the corporation of which Mr. Towne was already the owner and, of course, he could not see how such a distribution of paper, which really did not make him a penny the richer, could be regarded as income.

Both the court below and the Supreme Court agreed with his view of the matter. The Supreme Court held, in the first place, that the act of 1914 did not impose a tax on stock dividends and, in the second place, it declared, in effect, that stock dividends could not be regarded as income.

Notwithstanding this broad ruling the Internal Revenue Bureau has continued to assess income taxes on stock dividends and Congress has gone on writing these taxes into the revenue bills. The Internal Revenue Bureau justifies its action on the ground that the decision of the court related only to the act of 1914 and not to subsequent statutes, notwithstanding the fact that the reasoning of the court pointed clearly to the absurdity, as well as the injustice, of any attempt to collect a tax on stock dividends.


As a matter of fact there are many reasons why a stock dividend is not income. In the ordinary case it simply places in the hands of a stockholder an additional piece of paper to represent a part of the assets of the corporation which was formerly represented by the stock originally held.

Nine times in ten the payment of stock dividends is a conservative and praiseworthy project in corporate finance. Where a surplus has been accumulated and the directors desire to increase their capital they transfer the surplus earnings to capital account

and give each stockholder his proportionate share of new stock.

No stockholder is any richer than before and in almost every case the market value of the stock, both new and old, decreases sufficiently to offset the new issue. As the courts have pointed out one apple is no more than one apple, notwithstanding the fact that it may be cut into two halves. This is a good illustration of the effect of the average stock dividend.

This issue is of great interest to small corporations and especially to those in which the stock is very closely held, as is frequently the case where the corporations are controlled by one or two families. The stocks of such corporations often have a very high market value and it is sometimes regarded as desirable to reduce this value by putting out more stock to represent accumulated surplus. Of course, no one obtains any additional income by this proceeding unless he sells the new stock and in that event the value of his original holding is proportionately diminished.



## Fourth National Bank

United States Depository

**Savings Deposits**

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**Commercial Deposits**

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**3**  
Per Cent Interest Paid on  
Savings Deposits  
Compounded Semi-Annually

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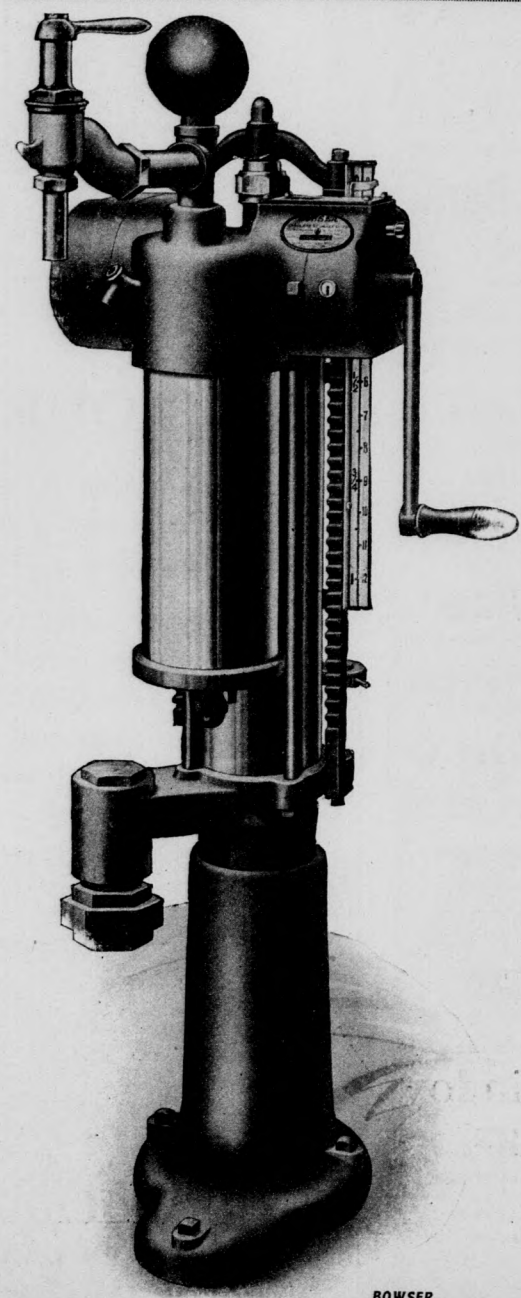
**3½**  
Per Cent Interest Paid on  
Certificates of Deposit  
Left One Year

---

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

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

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



## Thousands of Footsteps You Might Have Saved!

Yesterday, today and tomorrow, you and your clerks have countless customers for oil and gasoline. It means many steps to and from the isolated oil shed—many useless operations and many wasted moments. Contrast this method with a

### Bowser Oil and Gasoline System

a system with underground or basement tank holding a season's storage—clean, safe and efficient. A system with a pump installed at the most convenient place. A system that is self-measuring, self-computing, one that insures safety, convenience, neatness, service and increased profits. Write today for our booklet.

**S. F. BOWSER & CO., Inc., Ft. Wayne, Ind. U.S.A.**  
Canadian Office and Factory, Toronto, Ontario  
Sales Offices in All Centers      Representatives Everywhere



What the income tax on stock dividends means to large holders of corporate securities may be gathered from the fact that when the Bethlehem Steel was last re-organized one very large stockholder received \$1,000,000 in new stock upon which the Internal Revenue Bureau assessed him a tax of over \$400,000. It would have been nearly \$650,000 under the act of 1918.

Of course, this stockholder was no better off than before by reason of his stock dividend but he was the poorer by \$400,000 because of this tax which the Internal Revenue Bureau officials themselves now admit was probably unconstitutionally levied.

The costliness of a legislative and administrative blunder of this kind is graphically shown in the situation that has developed as the result of the proceedings declaring stock dividend taxes to be illegal. If the case now before the Supreme Court is decided against the Government, as it probably will be, it will be necessary for the Internal Revenue Bureau to refund every dollar thus far collected and this will mean the re-examination of every income tax return received by the Bureau during the past three years. It is safe to say that this task is almost equal to the original work of checking up these returns and that the process of refunding will cost the general taxpayers of the country many millions of dollars.

All this might have been saved if the Congressional leaders had exercised a little sound judgment in eliminating from the tax laws a feature already severely condemned as unconstitutional by the Supreme Court.

**Strike Insurance.**

A mutual company has been organized in the East to issue strike insurance policies. Its rates are based upon data covering the last thirty years, the basis rates being calculated for the principal industries, with variations, according to conditions in different localities. The policy will cover monetary loss sustained by an employer because of strikes, including the amount of the annual fixed charges during the period of complete or partial idleness, the pro rata of net profits sacrificed during the period, and the legal expense to the employer, if any, arising out of the strike.

**Term Plan For Insuring Farmers' Cars.**

The new rates, rules, and forms for writing farmers' cars on the term plan are to take effect April 1. The plan is limited to farmers living upon and operating farms, the insured automobile to be domiciled on farm property. It is not permissible to transfer the coverage to any location other than farm property. It is to be issued only for a term of three years, with provision for automatic diminishment at the rate of 3 per cent. per month for the first twenty-four months, and 1½ per cent. per month for the remaining period of the contract. The commission is limited to 20 per cent. The rate for new cars is \$2.50 for the fire and lightning hazard; \$1.50 for the theft hazard, and 50 cents for the tornado risk, with a combined rate of \$4.50. For automobiles one year old and not over two years old add 50 cents to the rate, and for automobiles two years and older add \$1 to the rate. Farmers' cars are to be written on the cash plan only, with no notes for premiums.

**Ten Per Cent. Surcharge Ordered Discontinued.**

Total premiums on fire insurance policies written in Michigan last year amounted to \$14,749,499, while the total fire loss in the State was \$8,146,671. The loss ratio of all companies writing fire insurance in Michigan last year was 55.23 per cent. as compared to 71.27 the previous year.

Insurance Commissioner Frank Ellsworth issued an order last Friday, effective April 15, eliminating the surcharge of 10 per cent. on all fire policies.

This means a reduction in the cost of fire insurance of 10 per cent. and Ellsworth estimates a saving to policy holders of more than \$1,000,000 per year.

As a matter of fact, the surcharge ought never to have been permitted by the Commission. Reports on last year's business plainly disclose there was no justification for the hold-up.

James B. Holbrook, manager of the Mancelona Grocery Co., writes: "Once more it gives us unbounded pleasure to renew our subscription to your most valuable paper."

Only the sympathetic are entitled to sympathy.

**Bristol Insurance Agency**  
**FIRE, TORNADO AND AUTOMOBILE**  
**Insurance**  
**FREMONT, MICH.**

We specialize in Mutual Fire Insurance and represent three of the best Michigan Mutuals which write general mercantile lines at 25% to 30% off Michigan Inspections Bureau rates, we are also State Agents for the Hardware and Implement Mutuals which are allowing 50% to 55% dividends on hardware, implement and garage lines.

We inspect your risk, prepare your form, write your policy and adjust and pay your loss promptly, if you meet with disaster. If your rate is too high, we will show you how to get it reduced.

Why submit to the high rates and unjust exactions of the stock fire insurance companies, when you can insure in old reliable Mutuals at one-half to two-thirds the cost?

Write us for further information. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.

**What is Mutual Fire Insurance?**

It is the principle of self-government of government "of the people, by the people and for the people" applied to the fire insurance business.

Do you believe in that principle?

Then co-operate with the

**Grand Rapids Merchants Mutual**  
**Fire Insurance Co.**

327 Houseman Bldg., Grand Rapids, and save 25% on your premium. For 10 years we saved our members thousands of dollars annually.

We pay our losses in full, and charge no membership fee. Join us.

**INSURANCE AT COST**

On all kinds of stocks and buildings written by us at regular board rates, with a dividend of 30 per cent. returned to the policy holders.

No membership fee charges.

Insurance that we have in force over \$2,500,000

**MICHIGAN SHOE DEALERS MUTUAL**  
**FIRE INSURANCE COMPANY**  
**FREMONT, MICH.**

One of the Strongest Companies in the State

**Fire Insurance that Really Insures**

The first consideration in buying your fire insurance is SAFETY. You want your protection from a company which really protects you, not from a company which can be wiped out of existence by heavy losses, as some companies have been.

Our Company is so organized that it CAN NOT lose heavily in any one fire. Its invariable policy is to accept only a limited amount of insurance on any one building, in any one block in any one town.

Our Company divides its profits equally with its policy holders, thus reducing your premiums about one-third under the regular old line charge for fire insurance.

**MICHIGAN BANKERS AND MERCHANTS'**  
**MUTUAL FIRE INSURANCE CO.**

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

Assets \$3,099,500.00



Insurance in Force \$55,088,000.00

**MERCHANTS LIFE INSURANCE COMPANY**

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

**Service to Policy Holders**

\$4,274,473.84

Paid Policy Holders Since Organization

CLAUDE HAMILTON  
 Vice-Pres.  
 JOHN A. McKELLAR  
 Vice-Pres.

WM. A. WATTS  
 President  
 RANSOM E. OLDS  
 Chairman of Board

RELL S. WILSON  
 Sec'y  
 CLAY H. HOLLISTER  
 Treas.

SURPLUS TO POLICY HOLDERS \$477,509.40



### Don't Both Get Mad At the Same Time.

Just before I was married—oh, yes, it was a good many years ago—a very wise old man with a long white beard said to me:

"I will give you the secret of a happy married life: Be careful that you do not both get mad at the same time."

"I hope we shall not either of us get mad at all," I said.

"Such a thing as that," the old man said, "is to be found only in very mushy old story-books about people who never lived on this earth and never will live on it. I'm not sure I should like to live in any world where nobody ever got mad. You have a right to get mad, and you can't help it, if you're as human as I guess you are; and your husband will get mad whether he has a right to or not—I know just how human he is. But the thing you must be careful to avoid is both getting mad at once."

Now, I know, and everybody who has been married for more than two weeks knows, that that isn't by any means the only secret of a happy married life; but I have learned the wisdom of that old man's words, and I am not sure but that if you stretch their meaning far enough they will cover the whole subject.

Day in and day out, year after year, marriage, as between husband and wife, consists largely of mutual adjustment, give and take. Each has a right to individuality, expression of personal tastes, habits, prejudices; each has the duty—I think it should be called the privilege—of giving freedom to these things in the other. It is when they meet head-on and clash that the beginnings of unhappiness take place.

Of course I am assuming a general, fundamental congeniality. I never cease to wonder at the marriage of persons who ought never to have come within sight of each other. Man is continually trying to join together what God hath put asunder. Recent medical discoveries have disclosed the fact that there are types of blood which must not be mixed; that the transfusion of the blood of one certain person into the veins of a certain other not only will not save his life but will certainly kill him.

Whether this has anything to do with the matter of physical, mental and moral congeniality involved in marriage I do not know; but I do know that the marriage of certain persons to certain other persons is nothing less than a tragedy. Let either or both of them be as well-

meaning as you please, they can not be happy together, any more than vinegar and milk.

That, however, is "another story." We shall talk about it some other time. I am thinking now of the great number of perfectly good men and women who are married, ought to be married, and are so much happier really than they appreciate. And I am thinking, too, how much happier they would be—or rather, how much more they would enjoy their happiness—if they would take a little thought about it.

I think the first great shock that comes to a woman or a man after marriage is the discovery that the person he or she has married is "just human." One has so idealized the loved one, has attributed to him such impossible virtues, that the disillusionment must come as a terrible shock. Nobody ever was or could be such a paragon as the man or woman you thought you were marrying! "There ain't no such animal!" In most cases, I think, there is a long period, sometimes extending over years, in which one is re-adjusting to the fact that he or she has not succeeded in capturing a perfect specimen of a man or a woman. Eventually common-sense comes in; one observes that "all husbands are more or less like that," and settles down to a comfortable enjoyment of life "on the whole."

It would be well for a woman who is troubled by the discovery that her husband, far from being the gallant knight of her dreams, is really only a rather shabby half or two-thirds of a man "as men go," to sit down quietly and converse with herself like this:

"I find I did not marry an archangel. But is there anything about me to attract an archangel? Would not an archangel be rather wasted on me? What is there about me, what have I been or done, to entitle me to any better husband than other women? I discover that my husband is a rather ordinary sort of man; I wonder if by this time he hasn't discovered that I am only a rather ordinary sort of woman."

I imagine that my old friend with the long white beard would remark at this point that a rather ordinary sort of man and a rather ordinary sort of woman, if they went at it right, ought to constitute a tolerably congenial married couple.

The woman usually notices her disillusionment sooner than the man. Women have more time to think about such things. The man is rushing about in business, occupied with

the doings of the world. The woman usually is shut in her home, with lots of time to think. Her life is lived in a little horizon, and her duties are such as to permit a lot of concentration upon little things.

Man's love is of Man's life a thing apart,

'Tis woman's whole existence.

But the woman is in a better position to plan a remedy for the situation; or, rather, to recognize it as normal and devise a means of making the best of it.

It is not easy. Few things worth while in this world are easy. And the woman has to bear most of the brunt of this struggle for adjustment. There are many cases in which the woman is selfish and brutal, and tramples her way to her own self-satisfaction regardless of anybody's rights; but more often the man is the offender, and by the time a permanent working basis has been established he has killed by inconsiderate blundering and thoughtlessness some very beautiful and tender things that might have been wonderfully uplifting in his life. Quite often he does not know enough to miss them!

Happy are those who are able and wise enough to understand each other's individuality and limitations, to

stand aside with all good nature while the partner has his or her fit of weariness, stupidity or ill-temper, waiting for the clouds to roll by and for the return of the real person to harmony. The hard and permanent mischiefs are done when both "get mad at once," and say and do things that pride and stubbornness make it so difficult to acknowledge and forgive.

Just now I am watching with the greatest and most sympathetic interest the reconciliation of a really congenial couple whose separation began at a point far back in their life together; it seemed a little thing at the time, but from that day when they "both got mad at once" their ways have diverged sharply. Recently a friend has been helping them to retrace their steps to that point of separation, to look squarely at the mistake that each committed then, and to begin with a new start and with the benefit of all that each has learned since through suffering. I look confidently for a new and more real marriage, and another honeymoon.

Prudence Bradish.

We are admonished not to look upon the wine when it is red—yet one little apple did the world more harm than all the wine ever produced.



### What Dreams are Made of

There may be horrid dreams following big "helps" of mince pie or plum pudding, but only lovely ones come after a dinner where Jell-O is the dessert.

This isn't "foolishness," but good sound sense, for

# JELL-O

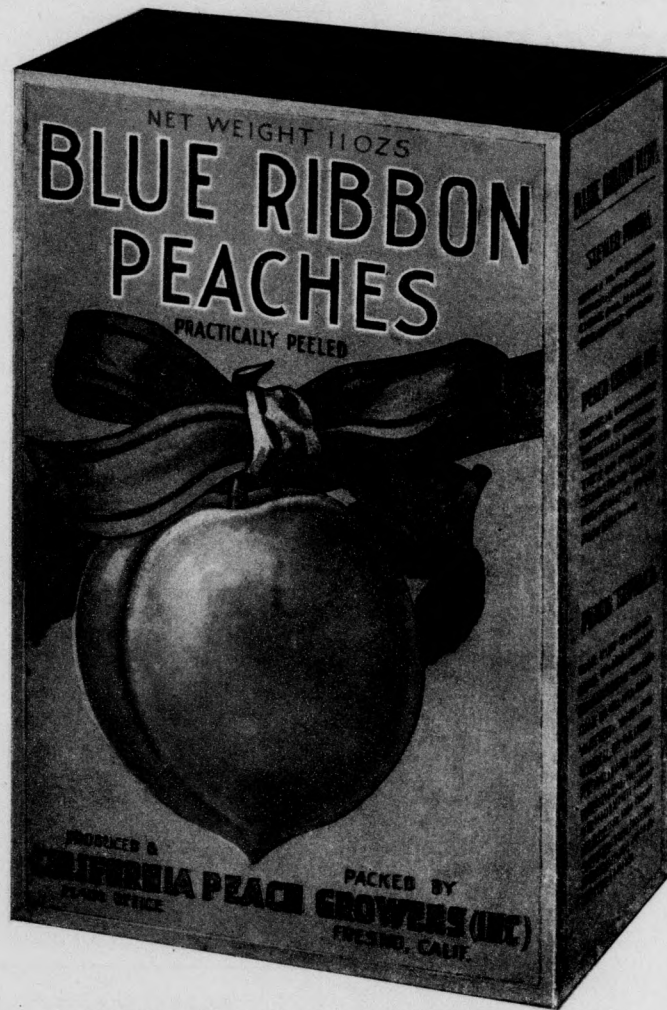
is as wholesome as it is good to eat and beautiful.

There are six flavors of Jell-O—all pure fruit flavors.

The retail price of Jell-O is now 25 cents for 2 packages.

Beautiful ten-color window display material of high quality will be sent to you, free of all expense to you, of course, if you can use it to advantage, and we believe you can.

THE GENESEE PURE FOOD COMPANY  
Le Roy, N. Y.



PACKED IN 11 OZ., 2 LB. AND 5 LB. CARTONS

## Dried Peaches In Packages Will Save You Money And Will Better Please Your Customers

There is more or less waste when you sell any commodity in bulk. There is no waste when sold in packages.

String, paper bags and time cost money—these are eliminated when you sell dried peaches in pack-

ages and you offer your customers a fruit that is free from dirt or vermin.

Get away from the old fashioned idea of "selling in bulk." Your customers will be better satisfied and you do not sacrifice any profits—in fact, handling dried peaches in packages is most economical.

BLUE RIBBON dried peaches in packages are the choicest produced. They are carefully selected and packed and are put through a process which removes all of the fuzz and most of the peeling.

### Nationally Advertised

The Ladies Home Journal, Delineator, Designer, the Womans Magazine are all carrying four-color pages this month telling over four million readers about BLUE RIBBON PEACHES in packages.

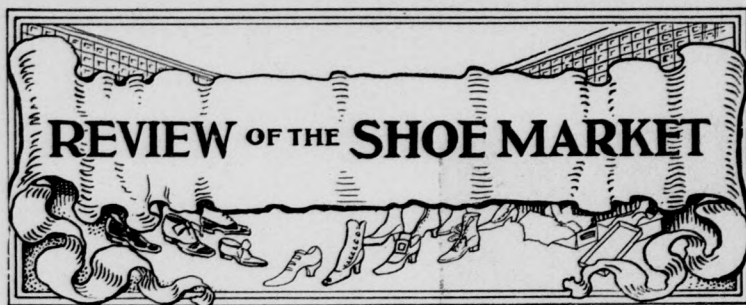
Get a supply from your jobber so that you will be able to meet the demand which will be created.

Produced and Packed by

**California Peach Growers (Inc.)**

Over 6,500 Members

Main Office - - Fresno, California



**Michigan Retail Shoe Dealers' Association.**

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

**Buy All Your Shoes With Great Care.**

We have passed through a period of fancy shoes, and this period did much to enable the merchant to get out of the old rut, to increase his prices, and to make a fair profit under abnormal conditions. During this period shoes were sold almost exclusively on a basis of style, the better style shoe bringing the higher price regardless of cost. This is especially true of the particular styles that had call when money was plentiful.

Another and possibly a more beneficial result was the fact that it trained women to dress their feet as they had never done before and to-day a good looking shoe with silk stockings to match is an important item to well dressed women.

When we say good looking shoes we do not mean fancy shoes alone, and this is where so many of us fall down, both manufacturer and dealer running away with the idea of fancy shoes, quite often failing to give the proper attention to staple lines. Many merchants may think they have comparatively little staple business, and this may be true, but it is because they have failed to give their staple lines sufficient attention.

I find in building samples unless a great deal of care is exercised we are inclined to write our fancy shoes first for they seem to stand out more prominently when in reality, on a basis of sales, the other should be the case. In conversation recently with a large retailer he said he believed more merchants were losing business on staples than on other lines, that he had always given his staple shoes special attention, that they were the big end of his business, and that often in special sales if he failed to buy staple shoes he found his stock in poor condition when the sale was over.

In other words it is like the French 75—it is the back-bone of your business. If I could leave with you one thought that I believe would do us both good it would be to select the style and last of your staple lines with the same care and attention that you give to your fancy shoes, and see that these stocks are kept up in good shape.

We are in an extreme leather market, especially in the finer leathers. Taking calf and kid on a basis we are in the highest leather market ever known, while sole leather and side leathers show comparatively little change as compared with the others. This is easily accounted for. The fixed Government price for green calf skins was 40 cents per pound when the War Industries Board announced that there would be no further price fixing after February 1st, the tanners started bidding for February 1st shipments, with the result that green skins advanced to 55 cents per pound, which easily accounts for the present high market on calf skins.

On June 15th our Government cancelled all licenses for the importation of hides and skins excepting those necessary for war work with the result that to-day the supply of goat skins is practically exhausted, and it will be months before this situation can be remedied. To better illustrate the situation in the kid market I might relate an experience with one of the largest kid manufacturers in the country. On Saturday before the St. Louis Convention he stopped off at Columbus on his way to St. Louis, and I bought between 300 and 400 dozen kid stock at an advance of 5 cents a foot over our previous purchase, and at that time I discussed the future of the kid situation thoroughly with him, for I realized that he was in a position to know a great deal more about the market than I. He told me that he felt that the kid market had reached the high-water mark, that while he realized that kid would continue high for a long time owing to the fact that it would take months to get the raw stock into this country and tanned and that under the most unfavorable

**Shoe Store and Shoe Repair Supplies  
 Sole Leather and Findings**

If you are anticipating on putting in a shoe repair outfit a post card will bring our representative.

We are agents for the following shoe repair machine companies: Goodyear, American, Champion, Progressive, Landis, and Singer shoe machine companies.

**Schwartzberg & Glaser Leather Co.**

240 Pearl Street

Grand Rapids, Michigan

**YOU** will find the Honorbilt Line a profitable one to stick to because those who wear Honorbilt Shoes stick steadfastly to the Honorbilt merchant.

This is because the supreme quality of Honorbilt Shoes gives exceptional service and complete satisfaction.

**F. Mayer Boot & Shoe Co.**  
 Milwaukee, Wis.

*Mayer's*  
**HONORBILT  
 SHOES**

**CAREFUL SELECTION of stock and equally careful workmanship have maintained the high standard of quality in the**

**H. B. Hard Pan (Service) Shoes**

**At this season your outdoor customer is providing himself with strong, sturdy shoes that give the needed comfort and protection to his feet.**

**Owing to war and supply market conditions the temptation to substitute inferior materials has been great. It is therefore important that a shoe line of known qualities, one that is made by a firm of unquestioned responsibility, be handled by every retailer.**

**The H. B. HARD PAN Service Shoe has always been made from specially selected and prepared stock. The same care is exercised in the selection of stock to-day. The shoe MUST measure up to the same quality standard to-day that it has always measured up to.**

**You can RECOMMEND and SELL the H. B. HARD PAN Service Shoe to-day as the best service shoe on the market, because it does measure up to the same quality as in the past.**

**For years it has been the standard in men's shoes and it will remain so.**

**Herold-Bertsch Shoe Co.**

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

conditions in business the kid prices must remain high. The following Saturday when in New York I found that they had advanced their prices another 6 cents per foot.

There are many elements to be taken into consideration in the shoe business that are different from most other lines. In the first place the shoe business is built on a basis of the hide taken from an animal that requires one, two or three years to grow, and we cannot increase the supply of any kind of leather as we can our supply of grain, cotton, or any similar lines of raw material.

During the war there was a great demand for the very best leather that could be produced. This exhausted the supply of first quality skins, not only in this country but in the entire world, and left an inferior quality of raw stock to be handled, so to-day we see the greatest difference in prices ever known. The fine leathers are scarce and the heavier and coarser leathers plentiful. Take the matter of offal alone, the Government reports show that on May 1 we had seventy million pounds, that on November 1 we had one hundred and one million pounds, which illustrates better than anything else that the cream of the leather was being used. On the other hand, necessity has caused our tanners to give more care and attention to the tanning and finishing of side leathers, until to-day they are able to produce a leather that might easily be called camouflage kid or calf, and these leathers must also have your careful consideration for your next season's purchases.

These different conditions bring us down to a few cold facts. In the first place, we realize that when the supply equals the demand for these different leathers there will be a decline in price. This is inevitable, but at the same time we must remember that we are never going back to the old days of cheap shoes. For years women have paid eight, ten, twelve, fifteen, twenty-five dollars and more for hats, not because of their intrinsic value but because of the style and the value of the hat to their appearance. To-day the same thing is true of shoes, and so long as the proper care and attention is given to the development of good looking footwear just so long will we continue to sell shoes at or near the prices that prevail to-day. Then, although there is a reduction in the price of leather, I firmly believe that as leather goes down the average woman will prefer to buy a little finer shoe at the same price rather than take advantage of the fact that she might buy the same shoe at a little lower price.

So if you buy your shoes carefully you can handle any reductions that may come without loss; in fact, a good merchant will maintain his normal profit. First, determine your requirements carefully. Next, do not over buy in any class of shoes, even though you think they are going to be scarce. On the contrary, buy all your shoes conservatively and with great care, and most of all do not buy too many kinds of shoes, but see that your staple lines are well maintained.

Thomas W. McGovern.

**Grand Rapids Shoe Retailers Organize.**

Believing that co-operation should be the watch word of the future and of the day of reconstruction nearly all the shoe merchants in this city met recently at the Board of Commerce, and perfected a local organization.

The officers elected by the new Association are as follows:

- President—Floyd Welch.
- Vice-Presidents—D. Stoll, E. A. Worm and W. Vander Mass.
- Secretary and Treasurer—E. A. Bolt.

Mr. Welch gave a forceful talk on organization and Jim Fox spoke on the St. Louis convention.

No incident of the meeting gained the attention of the retailers so intensely as did the round table discussions. Everybody agrees that hereafter it must be made part of the regular programme at each meeting.

The meeting was full of pep and enthusiasm from the start at 6:30 until the finish at 10:30 and proved to be a profitable evening for the large number in attendance.

**Spring Fever.**

Written for the Tradesman.  
When a feller feels a longing  
For the medder in his breast  
When the robins north are thronging  
Where they haste to build their nest  
When the frogs peep in the puddle  
Where I love to hear them sing  
Then my brain is in a muddle  
For I know it's really spring.

When the double windows smother  
Us until we want more air  
When a protest comes and mother  
Can't endure them longer there,  
When we ope the cellar shutters  
Kitchen doors are on the swing  
Clean the cisterns, fix the gutters—  
Then I know it's truly spring.

When I hear the chickens cackle  
Over deeds accomplished  
When I see my daddy tackle  
Roots in the horse-radish bed  
When I smell the ham a-frying  
As the wood to me I bring  
Hear the sap-sucks calling, crying  
Then I surely know it's spring.

When wild ducks and geese are going  
Northward "dragging" as they fly  
When the streams are over-flowing  
And a rainbow gilds the sky  
When the plowman turns the stubble  
Where the blue-birds sweetly sing  
When comes carpet-beating trouble  
Then I'm confident it's spring.

When with jack-torch men are spearing  
Silver suckers in the brook  
And the angle-worms appearing  
Seem quite anxious for my hook  
When the mellow sunlights beckon  
Till the mill wheel starts to sing  
Then's the time the fish, I reckon  
'Spect to see me—Come! It's Spring.  
Charles A. Heath.

This war must not bring poverty for the millions and millions for the few.

Put this Trade Mark on  
your shelves and  
watch your business grow.



**Hirth-Krause Co.**  
Grand Rapids,  
Mich.

Coming Stronger Every Day.  
Stock this  
**Hood Wurkshu**  
and make money



- Men's Blucher... \$2.05
- Boys' Bal Scout... 1.87
- Youths' Bal Scout 1.70

2,000,000 people will know about

**Hood Wurkshus**  
because of National advertising starting soon in the Saturday Evening Post.

**PREPARE! PREPARE!**

Made of Heavy Brown Duck. Auto Tire Pressure Cured Soles. Leather Insoles. Pneumatic Heels.

**Grand Rapids Shoe & Rubber Co.**

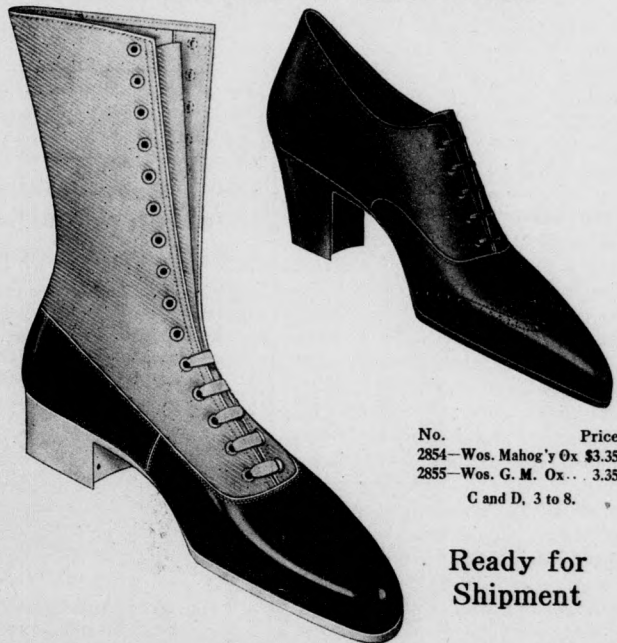
The Michigan People

Grand Rapids

R. K. L.

R. K. L.

Start Your Spring Business With a Few Numbers Like These



- |                      |        |
|----------------------|--------|
| No.                  | Price  |
| 2854—Wos. Mahog'y Ox | \$3.35 |
| 2855—Wos. G. M. Ox   | 3.35   |
| C and D, 3 to 8.     |        |

Ready for Shipment

- |   |              |
|---|--------------|
| No. 3519—Misses' Patent Canvas Top, 12 1/2 to 2 | Price \$2.45 |
| No. 3819—Child's Patent Canvas Top, 8 1/2 to 12 | Price 2.20   |

**Rindge, Kalmbach, Logie Company**

Grand Rapids, Mich.

R. K. L.

R. K. L.



### Don't Cash Any Checks For Burroughs.

W. L. Davis, manager of the egg department of the Iowa City Produce Co., of Iowa City, Ia., has written telling of the experience of his firm with W. S. Burroughs, who was foreman of the Iowa City Produce Co., for about six months. Mr. Burroughs left the city suddenly a few days ago with his wife, to whom he had been married only a short time before. Mr. Davis makes the statement that to pay the expenses of his honeymoon trip Burroughs drew about twenty checks on different Iowa City business men. The checks ranged from \$5.00 to \$10.00, and were found no good when presented at the bank, as Burroughs had no funds with which to meet them. An investigation was immediately made and Burroughs was traced to Parkersburg, W. Va., where he was arrested. Mrs. Burroughs returned to Iowa City, and secured the release of her husband by offering her diamond ring to cover the checks. Mr. Davis says that word was received in Iowa City that Burroughs went to Marietta, O., after being released by the police in West Virginia. It is reported that at Marietta he forged checks drawn on the Iowa City Produce Co. He found this easy because he was able to show a letter of recommendation written on the stationery of the Iowa City Produce Co., and signed by the auditor of that firm. The letter, however, is said to have been forged. Mr. Davis believes that the produce trade of the country ought to be on the look out for Burroughs, who weighs 250 pounds, and has a scar over the right eye.

### \$177,806 Saved by Selling Hens.

A saving of \$177,806 worth of grain effected by the culling out of slacker hens in forty-five counties of Missouri as the result of a poultry-culling campaign conducted by the United States Department of Agriculture and the State College of Agriculture. The demonstrations were attended by 17,145 persons. A total of 7,383 flocks were culled, representing 744,446 hens examined, which resulted in the elimination of 282,698 low-producing hens that otherwise would have been permitted to remain on the farms as consumers of grain. The estimated saving probably is too low, as it was assumed that each culled hen would have paid for her keep after February 1, which is probably not the case.

### Warning On Dehydrating Foods.

Dehydrating food can be made a successful commercial industry if the business is located where there is an abundant supply of fresh fruits and

vegetables, and if sufficient technical skill is available to ensure a high grade product, according to the specialists of the Bureau of Chemistry, United States Department of Agriculture, who are investigating the drying of foods on a commercial scale. They warn, however, that before capital is placed in such an enterprise the prospective purchaser of stock should be sure that the particular enterprise under consideration is based upon sound economic principles, and that the promoters are not putting water in the stock instead of taking it out of the food. In order to dry food, say the specialists, it is not necessary to get "soaked" with watered stock.

### Army Eating Cheese.

Bids were called for recently by the Quartermaster's Chicago office for 1,500,000 pounds of American Cheddar cheese put up in tins to be delivered, for Army use, during April, May and June. The order calls for the bulk of the cheese to be delivered during May and June so that there is little likelihood of our spot market being materially influenced at present.

### Hen Egg Three Inches Long.

An egg measuring three and one-eighth inches long and two inches in diameter was found by George E. Hooper in a nest in his hencoop at Wilmington, Mass. Mr. Hooper thought his eyes had gone back on him when he glanced at the massive specimen.

Job was a patient man, but he did not have to wait to be mustered out of service.

### Grocers Generally Are Interested in Selling I. B. C. Bran Cookies.

Their experience should prove to you that this product is worth handling. Bran Cookies are meeting with great favor owing to their fine eating qualities and healthful properties. We suggest buying a trial order.



You can buy Bran Cookies in 4 dozen lots, shipments going forward by express prepaid, delivered to your store, at \$1.57 1/2 per dozen, they retail at 18c per package. Free sample upon request. Do not delay this, but order at once.

INDEPENDENT BAKING CO.  
DAVENPORT, IOWA

## E We Buy EGGS E We Store EGGS E We Sell EGGS

We are always in the market to buy FRESH EGGS and fresh made DAIRY BUTTER and PACKING STOCK. Shippers will find it to their interests to communicate with us when seeking an outlet. We also offer you our new modern facilities for the storing of such products for your own account. Write us for rate schedules covering storage charges, etc. WE SELL Egg Cases and Egg Case material of all kinds. Get our quotations.

KENT STORAGE COMPANY, Grand Rapids, Michigan

E. P. MILLER, President F. H. HALLOCK, Vice Pres. FRANK T. MILLER, Sec. and Treas

## Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

# TANGLEFOOT

The Non-Poisonous Fly Destroyer

The U. S. Dept. of Agriculture says in the bulletin: "Special pains should be taken to prevent children from drinking poisoned baits and poisoned files dropping into foods or drinks."

## Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



## Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

### WE BUY AND SELL

Beans, Potatoes, Onions, Apples, Clover Seed, Timothy Seed, Field Seeds, Eggs. When you have goods for sale or wish to purchase

WRITE, WIRE OR TELEPHONE US

Both Telephones 1217

Moseley Brothers,

GRAND RAPIDS, MICH.  
Pleasant St. and Railroads

## DEPEND ON PIOWATY

This Should Be the Slogan of  
Every Live Merchant in Michigan and Northern Indiana  
Selling

Fruits—Vegetables—Grocers Sundries

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

Branches: Muskegon, Lansing, Saginaw, Bay City, Jackson, Battle Creek, Kalamazoo, Mich., South Bend and Elkhart, Ind.

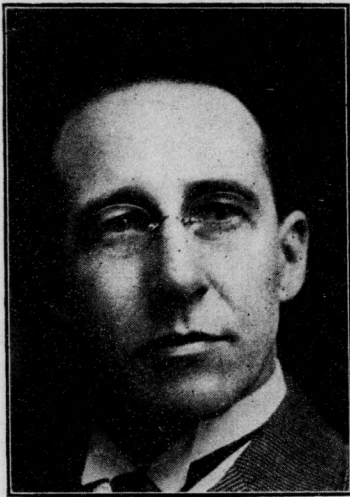
OUR NEAREST BRANCH WILL SERVE YOU

# Use Tradesman Coupons

**MEN OF MARK.**

**T. H. Warwick, of the Arctic Ice Cream Co.**

Thomas H. Warwick was born in London, Eng., June 29, 1873. His antecedents were English on both sides. He received a liberal education in the schools of London until he was 15



Thomas H. Warwick.

years of age, when he broke away from home associations and sailed for Quebec. Not finding things to his liking in that quaint old city, he proceeded to Manitoba, where he spent three interesting years, most of the time in agricultural positions. At 18 years of age he came to Michigan and located at Litchfield, where he

engaged in the clothing business. He continued in business at Litchfield for twenty-five years, when he engaged in Y. M. C. A. work in connection with the prosecution of the war. He was located at San Antonio, Texas, for a year. On being released from further service, he entered the employ of the Arctic Ice Cream Co. as sales and advertising manager of the Grand Rapids branch. He has already entered upon the duties of his new position with much zest.

Mr. Warwick was married in 1899 to Miss Bessie May Mills, of Litchfield. They have one daughter, now grown to womanhood. The family will be removed to Grand Rapids as soon as he can secure a suitable location for them.

Mr. Warwick is a Mason up to the 32d degree and he is also a K. of P., being a member of the Grand Lodge. He is a member of the Congregational church of Litchfield. His hobbies are hunting and fishing. He attributes his success to hard work.

Money Saved by Buying Your  
**EGG TESTER**  
of  
S. J. FISH & CO.,  
Write for catalogue. Jackson, Mich.

Write us for  
1919 Wholesale Price List of  
Seeds, Fertilizer and Insecticides  
**Reed & Cheney Company**  
Grand Rapids, Michigan

# PAPER

**Wrapping - Bags - Toilet - Printing Papers**  
Twines - Towels - Stationery - School Supplies

Send us your inquiries  
We know we will please you

**The Dudley Paper Co.**  
Lansing, Michigan

Distributors of Hammermill Bond and "Uncle Dudley" Brands

# MOORE'S SPICES

We pack spices in 15c, 10c and 5c sizes, we are also prepared to furnish bulk spices at attractive prices.

The quality of our spices are simply the best the market affords, our spice buyer is very particular as to quality.

It is a great relief to the retail merchant to know that what he sells will give his customer complete satisfaction. Moore's products have that reputation with Moore's customers, why not join our list of happy buyers?

THE MOORE COMPANY, Temperance, Mich.

## DEL MONTE CANNED SPINACH

A quick seller because the public wants it. Now being extensively advertised. Let your customers know you have it. Two million families will read about this delicious DEL MONTE product in the Saturday Evening Post on April 19th. A DEL MONTE Spinach window display at that time will bring you good business. Write us for a free Spinach hanger.

CALIFORNIA PACKING CORPORATION  
San Francisco, California





### Some April Hints For the Hardware Dealer.

Written for the Tradesman.

With the arrival of April, the problem as to the most suitable lines to feature solves itself. Between seasons there is naturally some diversity of opinion as to the lines most likely to tempt the consumer. But by the beginning of April, the house cleaning season is on, and house cleaning lines should receive a lot of prominence.

An early start is a big thing in the house cleaning campaign. For the woman who starts cleaning up in early April, and keeps it up the normal two weeks, is a lost prospect after that time. On the other hand, the woman who lets her house cleaning stand over until any old time in May takes a lot of hammering to induce her to buy, and you can't start advertising too early to influence her.

It should not be forgotten that after a housewife has got three-quarters through her spring cleaning with an old scrubbing brush and a few other worn-out accessories, she will be very much inclined to keep the money in her purse and struggle through with what she has, rather than buy a lot of new equipment for which she will have only a little use the remainder of the year. The time to catch the house cleaning trade is at the very start. Then is the moment to hit hardest with your advertising and your window displays.

Another department coming rapidly into importance at this period of the year is the paint department. Varnishes, stains, enamels and interior paint will be needed right away to repair the interior ravages disclosed by the spring cleaning. The merchant, by a judicious amount of window and interior display can stimulate this trade to a marked degree. Colored cards, hangers and posters

supplied by the manufacturers should be used wherever possible. "Clean up and paint up" should be the slogan of the spring campaign.

A little later the exterior paint campaign will open up in earnest. The hardware dealer, having his plans already mapped out for this campaign, should push the paints persistently. "Keep after the prospects" is a good watchword. There should be no slackening in effort.

With the real breaking up of the weather, the merchant can pay attention to his tool department. Carpentering and gardening tools make very pretty displays. In the gardening windows, green effects can be introduced which lighten up the store with an appropriate touch of spring. A wide, flat box planted with corn, or grass seed, to-day will in a couple of weeks furnish a neat little bit of greensward for display purposes.

After the spell of winter, a window with a spring effect, however simple, has an irresistible appeal to the passer-by. With the aid of a bit of greenery, either real or artificial, gardening tools can be shown to splendid advantage. In all his window displays, the dealer must not forget that the more attractive he makes his displays, the greater force he gives to the advertising, not merely of the particular line shown, but of the whole store. By concentrating his energies on certain lines, he is not neglecting other lines. Any feature which attracts people to the store helps sales in every department.

In the course of the month, and particularly toward the end, attention can be given to sporting goods. The various athletic associations will be busily engaged in making preparations for the season. Outfits will be wanted, and the dealer who is ready for the demand will secure the trade. The sporting enthusiast is always in

## Sand Lime Brick

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

**Brick is Everlasting**

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

## Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.

We furnish you with sketches, prices and operating cost for the asking.

**THE POWER CO.**

Bell M 797      Citizens 4261

The United Agency System of Improved Credit Service

**UNITED AGENCY**

ACCURATE - RELIABLE  
UP-TO-DATE

**CREDIT INFORMATION**

**GENERAL RATING BOOKS**

now ready containing 1,750,000 names—fully rated—no blanks—EIGHT POINTS of vital credit information on each name.

Superior Special Reporting Service

Further details by addressing

**GENERAL OFFICES**

**CHICAGO, - ILLINOIS**  
Gunther Bldg. - 1018-24 S. Wabash Avenue



**IT SELLS!**

Nationally  
Advertised

**Jap Rose Soap**

This New Metal  
Display Rack

ATTRACTIVE—holding just 12 cakes of the extensively advertised, car-tonned Jap Rose Soap.

Sent Free with an Order of Two Boxes or More

**JAMES S. KIRK & CO.**  
CHICAGO

## Michigan Hardware Co.

Exclusively Wholesale

**Grand Rapids, Mich.**

## Foster, Stevens & Co.

### Wholesale Hardware

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

**Grand Rapids, Mich.**



**Wilder's  
Lion Taps**

**THE BEST FOR  
THE PRICE**

**Six Grades**

15-20-25-30-35 and 50c  
per pair.

Each pair has nails and  
label with instructions for  
resoling shoes.

They will prove a profitable addition to your stock.

Order from your jobber today. He can get them from

**WILDER & COMPANY**

ESTABLISHED 1877

226-228 W. Lake St.

**CHICAGO, ILL.**



a hurry to get his new bats, mitts, or whatever else he may call for, and does not like to be told that certain lines are not yet in stock, and that he will have to wait. He probably does not wait; but instead goes to some other hardware dealer who has the goods already in stock.

April and May are the migratory months in most communities. People moving from one house to another are always good hardware prospects. They are usually in line for stoves, particularly; and the case is rare where stove pipe and other stove accessories are not needed.

Moving time is the psychological moment for the hardware dealer to see these prospects. Once they get the old stove moved in and set up, it may be a year, or several years, before they feel impelled to buy a new one. Prompt action with such prospects will clinch many sales.

This is also a good time to push the sale of gas stoves, in communities where gas is available. Electric ranges are also coming more and more into vogue, particularly for summer cooking. The advantages in the warm weather of a range which burns little fuel and makes no unnecessary heat are too obvious to need repetition. Spring and early summer is the time to push these lines. For those who can not use gas or electricity, gasoline or oil cooking devices are attractive. These lines will soon become seasonable; and they can be sold now if they are brought to the front and given some display.

The trade of the farmer is particularly important in springtime. The farmer needs wire fencing to get his boundaries into shape, nails for repairs, paint for retouching wagons and implements, roofing for his barns, locks, tools, nettings, and a hundred and one other articles. The hardware dealer who gets in touch with the farmer can usually sell him a considerable bill of goods.

Opinions differ as to the desirability of outside canvassing, but right now it will pay if it ever does, provided the necessary time can be spared. To get out among the farmers and learn their needs is one sure way to pick up a healthy batch of orders.

There is also to be considered the trade of the builder and contractor. In recent years building has been

comparatively restricted owing to the high price of materials and labor. There is no year, however, when some building can't be done; and where there is building, there are orders for builders' hardware which the aggressive hardware dealer can secure if he goes after them energetically.

It will pay, therefore, to keep in touch with local builders and contractors, as well as architects; and to keep a sharp lookout for property owners who contemplate building. Watch the published lists of building permits also. Get your salespeople into the habit of keeping a vigilant outlook for prospects in this and in other lines.

April brings back the fly—that unmitigated nuisance against which the world has in recent years waged such relentless warfare. It will pay the dealer to take time by the forelock, and to link up with his house cleaning campaign a 'Swat the Fly' display. "Kill the First Fly" is a timely slogan in April, and will help to sell fly swatters, as well as screen doors and window screens. Most people wait to buy these things until the season is late and flies are abundant; but an early start in the selling campaign is quite in order. It may not produce big results at once, but it paves the way for big results later on.

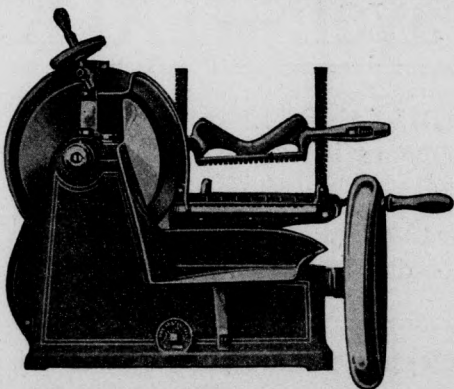
While looking after April business, the hardware dealer will also be looking ahead to May and June. Preparedness is essential.

Victor Lauriston.

Jobbers in All Kinds of  
**BITUMINOUS COALS  
AND COKE**  
A. B. Knowlson Co.  
203-207 Powers Theatre Bldg., Grand Rapids, Mich.

FOR FORDSON TRACTORS  
**McQUAY-NORRIS**  
**LEAK-PROOF**  
**PISTON RINGS**  
A Size For Every Engine and Motor  
More Power  Cheaper Operation  
Distributors, SHERWOOD HALL CO., Ltd.  
30-32 Ionia Ave., N. W. Grand Rapids, Michigan

## Do You Sell Cold Meats?



If so, your customer will appreciate nice thin slices of uniform thickness. Looks better—Tastes better.

Try it on a *Sanitary Slicer* and be convinced. Write.

**Boot & Co.**  
GRAND RAPIDS



## What Does Your Refrigerator Reveal?

If, by chance, a customer looks in your refrigerator—what is revealed? Cleanliness? Well kept provisions? Firm butter? Palatable cheese and appetizing fruits? Or is a thoughtful look within merely depressing? Buy a McCray and know that the customer of intelligence—gazing over your shoulder into the refrigerator—feels assured that the cleanliness and sanitation revealed within the McCray are characteristic of your entire establishment.

## MCCRAY

Sanitary Refrigerators

assure positive, cold dry air circulation—the walls are constructed of materials that have the greatest heat repelling qualities.

Remember! The handsome appearance of the McCRAY will add to the attractiveness of your store. The McCRAY is more than a refrigerator, it is a fine display case for food products. The Economy feature makes the McCRAY an investment that pays big dividends in increased profits—it stops waste. Every McCRAY is fully guaranteed.

### Ask About Our Easy Payment Plan

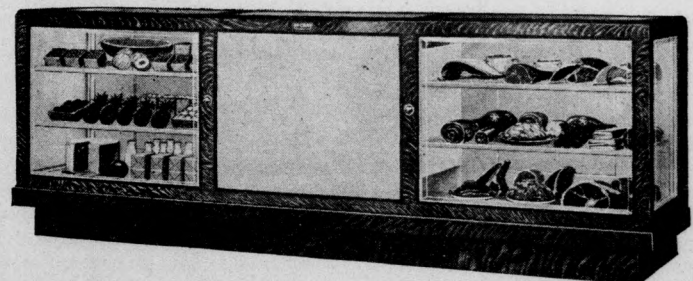
Let us send you catalog that describes a great variety of designs—to suit every requirement. No. 71 for Grocers and Delicatessens. No. 62 for Meat Markets and General Stores. No. 93 for Residences. No. 51 for Hotels and Restaurants.

"Refrigerators for All Purposes."

## McCray Refrigerator Co.

944 Lake Street

Kendallville, Ind.





**Grand Council of Michigan U. C. T.**  
 Grand Counselor—W. T. Ballamy, Bay City.  
 Grand Junior Counselor—C. C. Starkweather, Detroit.  
 Grand Past Counselor—John A. Hach, Coldwater.  
 Grand Secretary—M. Heuman, Jackson.  
 Grand Treasurer—Lou J. Burch, Detroit.  
 Grand Conductor—H. D. Ranney, Saginaw.  
 Grand Page—A. W. Stevenson, Muskegon.  
 Grand Sentinel—H. D. Buden, Lansing.  
 Grand Chaplain—J. H. Beiknap, Bay City.

**MEN OF MARK.**

**Leroy Metzgar, Manager Metzgar Register Co.**

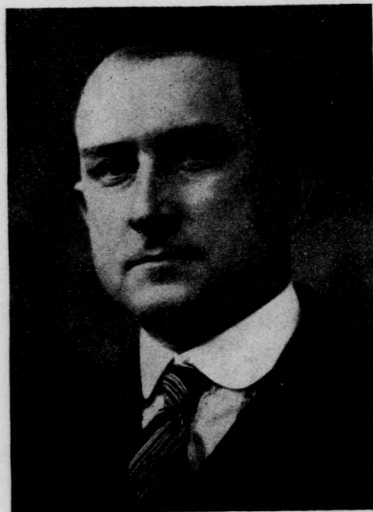
Leroy Metzgar was born on a farm near Attica, Ohio, March 30, 1879. He has traced his antecedents on his father's side back to about 1650, when three brothers left Germany at the same time, one going to France, one to Holland and the other coming to this country. The subject of this sketch is, of course, descended from the American branch of the family. Mr. Metzgar's mother was of English descent. When he was one year old the family removed to Fulton county, Ohio, locating near Delta. Four years later they returned to Attica, where Mr. Metzgar remained until he was about 20 years of age, in the meantime exhausting the educational facilities of his native town. At 20 years of age he entered Heidelberg College, Tiffin, Ohio, graduating four years later on the scientific course. A half year more was devoted to acquiring a business education at the commercial school at Sandusky. His first position was as stenographer for the Simple Account File Co., at Fremont, Ohio. Within two weeks he was giving dictation, instead of taking dictation. Promotions followed one another in rapid succession—first to assistant in the credit department, then as assistant in the advertising department and later to entire charge of the mail order and advertising departments. After six years with this company he resigned to accept the position of sales manager of the Angldile Computing Scale Co., Elkhart, Ind. He took the position when the company was doing practically nothing and increased the sales to 500 units per month. In the meantime he had conceived the idea of inventing a new credit register along distinctly original lines. He brought out his new register in 1912 and in the fall of the following year merged the business into a corporation under the style of the Metzgar Register Co., engaging actively in the manufacture and sale of the new register at Elkhart. In 1917 the business was removed to Grand Rapids, where a re-organization took

place. The present officers of the company are as follows:

President—Leroy Metzgar.  
 Vice-President—H. C. Cornelius.  
 Secretary—S. Eugene Osgood.  
 Treasurer—Clarence U. Clark.

The additional directors are Frank Mathewson, A. B. Knowlson and L. W. Smith.

The company made a ten strike in the purchase of the R. G. Peters manufacturing property at the corner of Grandville avenue and the P. M. Railway. It consists of thirteen lots and a building with 35,000 square feet of floor space, with a capacity of 500 registers per month. No other system



Leroy Metzgar.

combines the roll top and protection-from-fire features which the Metzgar register possesses. The register is made in many sizes and can be adapted to any line of business which is done, in whole or in part, on credit. The volume of business is constantly increasing, due solely to the merit of the device and recognition of same on the part of the trade.

Mr. Metzgar was married in 1902 to Miss Jessie L. Sanders, of Fireside, Ohio. They have two children, a boy of 13 and a girl of 11. The family reside at 1314 Wealthy street.

Mr. Metzgar attends the Congregational church and is a member of the Modern Woodmen. He has been a nature lover ever since he was a child, being fond of outdoor life and particularly partial to hunting and fishing.

Before us stretches a straight and narrow path, and that path must be trodden despite the thorns that pierce our feet, despite the blood and the tears, despite the sorrow and suffering, despite everything.

**HOTEL HERKIMER**  
 GRAND RAPIDS, MICHIGAN  
 European Plan, 75c Up  
 Attractive Rates to Permanent Guests  
 Popular Priced Lunch Room  
 COURTESY SERVICE VALUE

Bell Phone 596      Citiz. Phone 61366  
**Joseph P. Lynch Sales Co.**  
 Special Sale Experts  
 Expert Advertising—Expert Merchandising  
 44 So. Ionia Ave. Grand Rapids, Mich.

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

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

**A Quality Cigar**  
**Dornbos Single Binder**  
**One Way to Havana**  
 Sold by All Jobbers  
**Peter Dornbos**  
 Cigar Manufacturer  
 65-67 Market Ave., N. W.  
 Grand Rapids      ::      Michigan

**New Hotel Mertens**  
 GRAND RAPIDS

ROOMS  
 WITHOUT BATH \$1.00  
 WITH BATH (shower or tub) \$1.50  
 MEALS 60 CENTS

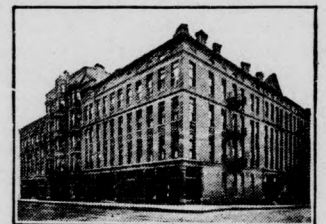
Union Station



75 Steps East

Fire Proof

**CODY HOTEL**



IN THE HEART OF THE CITY  
 Division and Fulton

RATES { \$1.00 without bath  
 \$1.50 up with bath

**CODY CAFETERIA IN CONNECTION**

**Why Travel?---TALK**

Our LONG DISTANCE LINES reach 250,000 Telephones in the State, also points outside.

"It is cheaper to telephone than travel" is more true today than ever before.

**Use Citizens Telephone Company's Service**

### Tells Retail Grocers Packers are After Them.

Reports from a meeting of Syracuse retail grocers, last Tuesday night, at which the principal speaker was John M. Cross, manager of the American Grocers' Society, indicate that if some of the Chicago packers meant what they said when they threatened to prosecute anyone who accused them of being interested in the grocery business they can find plenty of ground for action in what Mr. Cross had to say.

Private advices from the meeting indicate that there were about 200 grocers present and Mr. Cross was expected to make an address boosting his own plan of retail co-operative buying. Instead, he broke away and discussed the paramount trade question of "The Meat Packers' Intrusion in the Grocery Trade." And he discussed it without gloves, referring to the threatened prosecution, making out-and-out charges and at the end openly defying the big concerns to make good their threats.

A stenographic report of the meeting, which has come to this office, quotes Mr. Cross as speaking of the packers as follows:

"I say with all the emphasis at my command that I believe the packers seek to control the food market and I believe they, and especially Armour and Company, have their eyes on your business and propose to get it, by good means, I assume. Having reduced the butcher to a mere memory—I recall the days, my friends, when there were big butchers; I remember at least twelve, now I can think of three or four—the packers, with their surplus money, now seek to enter a kindred line—the grocery business.

"The octopus is right out for business and they may 'get you.' It is written in the Congressional records at Washington that the life of the individual grocer is placed at eleven years. The occasion of it is the intrusion of the packers in the grocery business and nothing more.

"It is alleged that Armour and Company, to-day own and control 600 factories that manufacture 750 items of food—and still they advertise that they are not in the grocery business. Their latest colossal bluff is that they will sue any man who says that they are in the retail grocery business, and I say to you with all the emphasis at my command that they are in the grocery business and their success is entirely dependent upon you. You can welcome them or you can hold your hand against them if you will.

"My answer to Armour and Company is: Will you produce proof that you do not own the Randolph markets, located at Chicago, Ill., with the main store at 44 State street, sold by Chas. Horey about four years ago, who now runs several Randolph markets in Chicago and is manager for some one?

"I wonder if the packers want to publicly deny that there is a pool on foot of \$500,000,000, with Armour & Dupont, to spread a blanket of chain stores over this land of ours.

"I would like to ask Armour and Company who owns the big retail

store on Forty-third street, Chicago, between Center and Throop streets. I would also like to ask the packers to produce proof that they do not sell oleo at approximately 2 cents per pound cheaper to the A. & P. Co. than they do to their own distributors. I would like to ask the packers if they do not use bone oil in the manufacture of their oleomargarine.

"If Armour and Company are not in the grocery business they certainly carry a very fine line of grocery items—shrimp, tuna, lobster, salmon, sardines, cocoa, grape fruit, grape juice, coffee, bouillon cubes. I do not wish to deny them the right to make bouillon cubes. Their calendar also advertises peanut butter, pineapple, asparagus, salad oil, Chili sauce, baked beans, canned milk, canned tomatoes, string beans, hominy, sweet potatoes, spinach, rice, spaghetti, vanilla, lemon and orange extracts, mince meat, plum pudding, etc., all of which, I claim, is something more or less of a refutation of the fact that they are not in the grocery business.

"I say that Armour and Company are in the grocery business and are getting into it deeper every day. I would like to ask Armour and Company if they do not own about 400 branches which could readily be converted into wholesale groceries. I am informed that Swift & Co. have still more than 400 branches.

"I would like to ask Armour and Company if they do not give special care on credit for butter, eggs, meat, etc., and if they do not take pains to give a very lenient credit on pancake flour, macaroni and other grocery items. If such is the case it is too deep for me to fathom. I would like to ask the packers who controls the butter, egg and cheese business in the United States. I would like to ask Armour and Company if they recognize this book, which is their confidential list, containing many prices and terms on a number of grocery items, which they do not advertise at the present time. I would like to ask Armour and Company if they consider pancake flour a part of a hog or cow.

"I want to call your attention to what, in my mind, are the two great food products in war times—salmon and beans. Since the eleventh day of November, when the armistice was signed, the price of canned salmon has held its own, and held it well; whereas beans have declined 100 per cent. I know not whether it is true, but I believe it is, that the packers have controlled the salmon output for the last four years.

"I do not wish to retard trade from any man or soul; I will take my part and be satisfied, but I am calling the grocers' attention to the fact that their business is in danger if they don't get busy. Keep your left eye open, even if your right must remain shut. Your business is in danger, and I think that you know it.

"I do not believe that Armour and Company with all their millions, have the courage to sue any man in Syracuse for saying that they are in the grocery business. I do not wish to court suit, because I am too busy to go to court, but for your sake and the

sake of the people who buy goods from you, I will say that I would gladly welcome a suit for anything I have said to-night.

"If such a suit occurs, I want every one of you here to be in the courtroom. If such a thing does occur I am going to call a third meeting of the retail grocers. I shall be glad to call another meeting when Armour and Company are ready to answer the questions I have asked to-night, and I know there will be more people here to hear the answers than the questions. I am on the grocers' side and always will be so long as there are packers on earth and grocers in heaven."

### Two Cent Letter Rate Goes Back July 1.

Don't load up too heavily with 3-cent stamped envelopes and 2 cent postal cards. By observing this word of caution you may save yourself considerable trouble, for, although the Government redeems unused stamped envelopes, it takes its time about it and you do not always get all your money back.

The war time rate of 3-cents per ounce for first class mail expires on July 1, when the old 2-cent rate again becomes operative. The postage on postal cards will be reduced to 1 cent. This change will relieve business of a heavy burden and will be most welcome in every line of enterprise.

It is a serious question whether any emergency justifies the levying of an increased postage rate if the existing rate is sufficient to pay the expenses of the handling of the particular class of matter upon which it is imposed. The free use of the mails stimulates business under all conditions and many of the most experienced economists take the position that in war time or in any other great emergency business should be stimulated and not retarded by every legitimate governmental device.

Up in Canada when the war tax of 1 cent per letter was levied in 1914 there was an actual decrease in postage receipts for the first six months. This speaks volumes for the effect of the tax on the use of the mails and merchants throughout the Dominion are to-day of the opinion that the levying of the tax was unwise.

### Back From Burlesonian Bungling.

Dispatches from Washington give June 30, this year, as the probable date of the return of the country's telegraph and telephone systems to private ownership. The country will welcome the release of these universally necessary services from the abuses and the thralldom to which they have been subjected during the brief, yet altogether too long, period of Government control.

Postmaster General Burlesonian's bungling will go down in history as a horrible example. Autocratic, domineering, bullheaded, biased, even attempting to shrink his big problem to the narrowness of his vision, instead of trying to broaden his perceptions to the real greatness of his task. Burleson has been a Lilliputian squint-

ing through the wrong end of his spyglass at a Brobdingnagian undertaking. Insofar as he could he made the postal service little, and when he took over the telegraph and telephone systems "as a war measure" he did his best to shrink them to the size of split peas, and the entire country has suffered.

The Nation has learned no lesson from Mr. Burleson's conduct of the telegraph and telephone services except the lesson which the singed cat learns. Burlesonism will live long in the history of the United States as a cogent reason why there should not be Government control of telegraph and telephone systems. The quicker these services go back into the hands of those competent to administer them the better for all the United States.—Detroit Free Press.

### Sale of Cutlery Wares.

Business in cutlery continues in good volume, and the difficulty in getting adequate supplies in some lines—notably shears, scissors, and pocket knives—continues much the same as during the last four months.

There is a dearth of these three lines of goods in this country to-day, as the American manufacturers have never yet been able to fill the gap caused by the cutting off of importations from abroad. It takes some time to secure and teach the requisite skilled labor for making these goods.

Safety razors are not difficult to obtain, but there is a veritable famine in blades. The sales of each safety razor means the demand, largely permanent, for blades that after a time tests to the utmost the capacity of the factories.

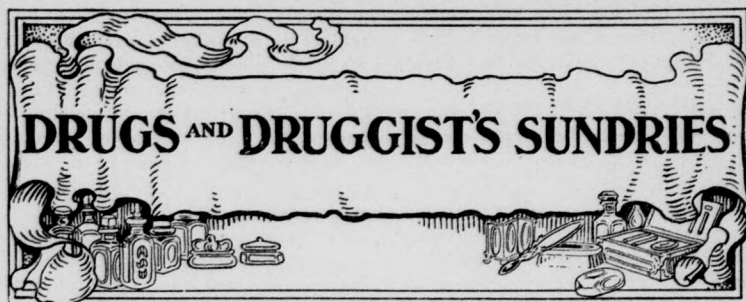
Carvers are no longer in fashion, and their sale falls off rapidly. The old-fashioned dirks and bowie knives are practically out of date. There is an increasing sales of butchers' knives, especially in the South, because of the increase in the last three years of the number of live stock, especially hogs, in that section.

### Hardware Business Waits.

Sales of futures in the hardware line through the country still continue very light, even in hand farming implements and tools, which are usually bought very heavily at this season of the year. The retail trade are taking chances of being out of seasonable goods rather than anticipate their wants save in a cautious fashion.

The motive appears to be an expectation of lower prices in most lines, notwithstanding the fact that the prices of most seasonable goods are fixed for the season and are not likely to change. The attitude of the retail buyer is well illustrated in the case of steel traps, whose sale hung fire until about Dec. 1, when the season was fast waning, and then the orders for them came in all at once.

A light demand for builders' hardware is noted, due to the limiting of construction because of its high cost. What demand there is seems to be confined practically to the medium and low priced articles of a staple nature. The more expensive styles and designs are practically not selling at all.



**Michigan Board of Pharmacy.**  
 President—Leonard A. Seltzer, Detroit.  
 Secretary—Edwin T. Boden, Bay City.  
 Treasurer—George F. Snyder, Detroit.  
 Other Members—Herbert H. Hoffman,  
 Sandusky; Charles S. Koon, Muskegon.  
 Examination Sessions—Grand Rapids,  
 March 18, 19 and 20; Detroit, June 17,  
 18 and 19.

#### Uses of Non-Beverage Alcohol.

Manufacturers of perfumes and flavoring extracts fear that their industries will be destroyed by Federal legislation that will be enacted to enforce the prohibition amendment to the Constitution of the United States. Alcohol is an indispensable solvent and it must be pure when used in making pharmaceuticals, perfumes and flavoring extracts. Its use in preparing stable extracts for medicines will undoubtedly be permitted, but for the other purposes named the proposed law defining what is meant by "intoxicating liquors" or "alcoholic liquors" may put an end to the domestic manufacturer of perfumes and flavoring extracts.

The Randall bill now in the hands of the House Committee on the Judiciary says the prohibition amendment "shall be construed to include all liquors containing alcohol in any degree whatever." Congress should not destroy industries by careless legislation. Counsel for the Flavoring Extract Manufacturers' Association are of opinion that the Randall bill would have the effect of classifying extracts as intoxicating liquors, and the way to avoid injuring such industries is to specify in the law that extracts and perfumes are not to be so classified.

Congress will probably pass a law defining what are to be regarded as intoxicating or alcoholic liquors or beverages. The prohibition amendment gives Congress and the state legislatures concurrent jurisdiction. If any state passes a law to enforce the prohibition amendment which conflicts with the Congressional definition the courts will decide which definition is to prevail. It would be unfortunate if the industries which have to use alcohol for non-beverage purposes should be involved in such litigation or in any other way handicapped by laws designed to define what are intoxicating or alcoholic liquors or beverages.

The Congress whose term has just expired did not have time to pass an enforcement act because of the pressing duty of passing the revenue and other bills. If the framing of the enforcement act is left to the incoming Congress, state legislatures will be able to enact statutes to define the meaning of "intoxicating or alcoholic liquors" before Congress can do so, which will raise a pretty question of priority of jurisdiction under the con-

current clause of the prohibition amendment. Manufacturers who use alcohol fear that they may be ground between the upper and nether millstones of the legislative and judicial mills and they are entitled to prompt relief.

#### The Easter Trade.

Easter Sunday occurs this year somewhat later than usual, on the twentieth of April, nevertheless by the time that this issue reaches our readers it will be quite time to be making preparations for Easter trade. In the estimation of experienced retailers the Easter trade is second to that of Christmas in its opportunities for quick profits. There is, however, a difference in the gift making of the two seasons. At Christmas time all wants and desires are supplied and gratified, but at the Easter season the gift bears a certain mark of distinctiveness. A nicely bound book, a bottle of choice perfume, or a box of candy tied with purple and white ribbons. These are all appropriate Easter gifts.

One of the best selling lines for Easter is that of perfumes, and no druggists can make a mistake in having a large and tastefully arranged display of perfumery and toilet goods. To add to this wherever possible there should be a liberal display of flowering plants in bloom, as well as cut flowers, which not only add intrinsically to the beauty of the store, but also can be made a source of additional profit.

A specialty should be made of having very attractively trimmed windows with goods suitable for the season, but not confining them exclusively to any one line of goods, as the druggist must cater to different tastes, and it is well that there should be various attractions for the passerby. If the retailer would give due attention to these details and not neglect such an important season we have no doubt that the results from sales would be satisfactory, and that the prestige gained at this time by attracting trade would be the means of holding customers who might go elsewhere. Now's the time to look up the novelties and to consider how to increase the Easter sales over last year.

#### What Chemists Have Done.

Chemistry, as we now understand the science, is scarcely a century and a half old. The discovery of oxygen and the chemical analysis of common water stimulated the minds of men and turned the human race into new lines of endeavor. In the application of science to material affairs more progress is now made in one year than

in all the ages that preceded the discovery of oxygen.

Some call this the age of electricity, but the discovery of the properties of electricity was the sequel of the development of the science of chemistry. Cheap steel was developed by chemists and the annual production of steel now exceeds all that was made in the centuries that preceded the nineteenth. The petroleum industry is purely chemical in origin and development. No important industry can be named which does not owe its present state of development to the chemist.

The terrible war now happily over, may be called "the chemical war" by historians of the future. New explosives, gas waves, liquid fire, gas masks and other appliances of offense and defense are the results of chemical

## Special Sales

John L. Lynch Sales Co.

No. 28 So Ionis Ave.  
 Grand Rapids, Michigan

## It's More Than a Flavor

—as a syrup maker it is without a peer.



## Mapleine

The Golden Flavor

—is delicious in desserts, puddings, sauces, icings;  
 —while a few drops lend piquancy and zest to gravies, soups, vegetables.

Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago, Ill.

Crescent Mfg. Co.  
 (M-383) Seattle, Wash.

# CANDY The Universal FOOD

Who's Candy?

*Putnam's*

"Double A"



CANDY

Made by

Putnam Factory Grand Rapids, Michigan

# Grape-Nuts Ice Cream

## The New Craze

Grape-Nuts Ice Cream is a dish that looks like nuts and tastes like nuts, only better. In addition to its highly delicious flavor, ice cream made with grape-nuts has a doubled food value.

Everybody, children as well as grownups, like it.

It should be handled by every drug store, confectionery store, cafe, hotel and the places which sell soft drinks.

## PIPER ICE CREAM CO.

408-10 E. South Street

Kalamazoo

:-:

Michigan

research, in some cases conducted on the field of battle as was the case when the English found out the composition of the gas used by the Germans and the antidote for it since used in gas masks. Our Government's past neglect of chemistry has been exposed by the failure of cartridge primers filled with an unstable compound.

For these reasons more human interest attaches to the proceedings of the American Chemical Society than has ever before been felt by the public. Chemists have saved many great American industries that were temporarily paralyzed by the deprivation of chemicals, colors and dyestuffs made in Germany, and this country owes these scientists a debt that money cannot repay.

**Fieglers**

**Chocolates**

Package Goods of  
Paramount Quality  
and  
Artistic Design

There's a Reason Why

**Arctic**  
QUALITY

Is the Best in Ice Cream

ARCTIC ICE CREAM CO. Grand Rapids, Michigan

**1919**

Drugs, Sundries, Books,  
Stationery.

Soda Fountains, Carbonators, Tables,  
Chairs and Fountain Supplies.

We are diligently reminding our friends, customers and those who contemplate making any change or who are considering the installation of a new outfit in the way of a soda fountain and all of the appurtenances, that the coming season is to be without doubt one of the most prosperous in this line that we have ever known.

We are pleased to state that every indication brings ample proof that our prophecy is well founded. Many parties who in the early part of the season hesitated have already installed new outfits and many inquiries are coming to us as regards styles, prices, etc.

Considering the fact that soda fountain supplies are to be fully adequate to the demand, we are now confident that within the next sixty days the factories and the distributors will find themselves with more business than they can possibly attend to promptly.

We are, therefore, once more urging those who are at all interested to take this matter up with our Mr. A. W. Olds, who is devoting his entire time to this department. We have continued our agency for the Guarantee Iceless Fountain made at Grand Haven, Mich., and which gives universal satisfaction not only as to its workable features, but as to its style and quality of construction.

We would be pleased to have you make an engagement with Mr. Olds at the earliest possible moment.

Yours respectfully,

**Hazeltine & Perkins Drug Co.**  
Grand Rapids, Michigan

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	<b>Cotton Seed</b> .. 2 05@2 20	<b>Capsicum</b> .....	@2 15
Boric (Powd.) .. 18@ 25	Eigeron .....	Cardamon .....	@2 10
Boric (Xtal) .. 18@ 25	Cubebs .....	Cardamon, Comp.	@1 60
Carbolic .....	Euceron .....	Catchu .....	@1 60
Citric .....	Eucalyptus .....	Cinchona .....	@2 35
Muriatic .....	Hemlock, pure ..	Colchicum .....	@2 40
Nitric .....	Juniper Berries 16	Cubebs .....	@2 60
Oxalic .....	Juniper Wood ..	Digitalis .....	@1 60
Sulphuric .....	Lard, extra .....	Gentian .....	@1 35
Tartaric .....	Lard, No. 1 .....	Ginger .....	@1 50
	Lavender, Flow. 8	Gualiac .....	@2 20
	Lavender, Gar'n 1	Gualiac, Ammon.	@1 80
<b>Ammonia</b>	Lemon .....	Iodine .....	@1 60
Water, 26 deg. ..	Linseed, boiled, bbl.	Iodine, Colorless	@2 00
Water, 18 deg. ..	Linseed, bld less 1	Iron, clo. ....	@1 60
Water, 14 deg. ..	Linseed, raw, bbl.	Kino .....	@1 65
Carbonate .....	Linseed, raw less 1	Myrrh .....	@2 50
Chloride (Gran.)	Mustard, true, oz.	Nux Vomica .....	@1 75
	Mustard, artifi., oz.	Opium .....	@7 50
	Neatsfoot .....	Opium, Camph.	@1 35
<b>Balsams</b>	Oliver, pure .....	Opium, Deodorz'd	@9 50
Copaiba .....	Oliver, Malaga,	Rhubarb .....	@1 65
Pir (Canada) ..	yellow .....		
Pir (Oregon) ..	6 50@7 00		
Peru .....	6 50@7 00		
Tolu .....	1 75@2 00		
		<b>Paints</b>	
<b>Barks</b>		Lead, red dry ..	13@13½
Cassia (ordinary)	40@ 45	Lead, white dry	13@13½
Cassia (Saigon)	90@1 00	Lead, white oil ..	13@13½
Sassafras (pow. 50c)	@ 45	Ochre, yellow bbl.	@ 1½
Soap Cut (powd.)		Ochre, yellow less 2	@ 5
35c .....	26@ 30	Putty .....	4½@ 7
		Red Venet'n Amer.	2@ 5
<b>Berries</b>		Red Venet'n, Eng	2½@ 5
Cubeb .....	1 75@1 80	Vermillion, Amer.	25@ 30
Fish .....	1 00	Whiting, bbl. ....	@ 2½
Juniper .....	10@ 18	Whiting .....	3½@ 5
Prickley Ash .....	@ 30	L. H. P. Prep.	2 90@3 10
<b>Extracts</b>		<b>Miscellaneous</b>	
Licorice .....	60@ 65	Acetanalid .....	65@ 75
Licorice powd. ..	1 25@1 50	Alum .....	17@ 20
		Alum, powdered and	
<b>Flowers</b>		ground .....	18@ 21
Arnica .....	1 20@1 25	Bismuth, Subnitrate	4 00@4 10
Chamomile (Ger.)	70@ 80	Borax xtal or	
Chamomile Rom.	1 50@1 60	powdered .....	10@ 15
		Cantharades po	2 00@6 50
<b>Gums</b>		Calomel .....	2 20@2 30
Acacia, 1st .....	65@ 70	Capsicum .....	38@ 45
Acacia, 2nd .....	55@ 60	Carmine .....	6 50@7 00
Acacia, Sorts .....	35@ 40	Cassia Buds .....	50@ 60
Acacia, powdered	60@ 70	Cloves .....	77@ 85
Aloes (Barb. Pow)	30@ 40	Chalk Prepared ..	12@ 15
Aloes (Cape Pow.)	30@ 35	Chalk Precipitated	12@ 15
Aloes (Soc Pow) 1	30@1 35	Chloroform .....	65@ 72
Asafoetida .....	@6 50	Chloral Hydrate 1	80@2 00
Pow. ....	@6 75	Cocaine .....	12 30@12 85
Camphor .....	3 35@3 50	Cocoa Butter .....	65@ 75
Gualiac .....	@2 75	Corks, list, less	40%
Gualiac, powdered	@2 85	Copperas, bbls. ....	@ 3
Kino .....	@1 00	Copperas, less ..	3½@ 3
Kino, powdered ..	@1 40	Copperas, powd. 4½	@ 10
Myrrh, Pow. ....	@1 50	Corrosive Sublm 2	00@2 10
Opium .....	28 50@29 00	Cream Tartar ...	79@ 85
Opium, powd. 31	25@32 00	Cuttlebone .....	95@ 1 00
Opium, gran. 31	25@32 00	Dextrine .....	10@ 15
Shellac .....	85@ 90	Dover's Powder 5	75@6 00
Shellac, Bleached	90@ 95	Emery, All Nos. 10	@ 15
Tragacanth .....	4 50@5 00	Emery, Powdered 8	@ 10
Tragacanth powder	@4 25	Epsom Salts, bbls.	@ 3½
Turpentine .....	15@ 20	Epsom Salts, less	5@ 10
		Ergot .....	@4 00
<b>Insecticides</b>		Ergot, powdered	@4 00
Arsenic .....	15@ 20	Flake White .....	15@ 20
Blue Vitriol, bbl.	@10½	Formaldehyde, lb.	27½@1 90
Blue Vitriol, less	11½@ 20	Gelatine .....	1 75@1 90
Bordeaux Mix Dry	20@ 25	Glassware, full case	58%
Hellebore, White		Glassware, less	50%
powdered .....	38@ 45	Glauber Salts, bbl.	@ 3
Insect Powder ..	40@ 60	Glauber Salts, less	4@ 8
Lead, Arsenate Po	34@ 44	Glue, Brown .....	25@ 35
Lime and Sulphur		Glue, Brown Grd.	20@ 30
solution, gal. ..	20@ 35	Glue, White .....	30@ 35
Paris Green .....	45@ 52	Glue, White Grd.	30@ 35
		Glycerine .....	21½@ 36
		Hops .....	60@ 75
<b>Ice Cream</b>		Iodine .....	5 60@5 90
Piper Ice Cream Co.,		Iodoform .....	6 59@6 74
Kalamazoo .....	1 00	Lead, Acetate ..	25@ 30
Bulk, Vanilla .....	1 10	Lycopodium .....	2 25@2 50
Bulk, Chocolate ..	1 10	Mace .....	85@ 90
Bulk, Caramel .....	1 10	Mace, powdered	95@1 00
Bulk, Grape-Nut ..	1 10	Menthol .....	8 00@8 20
Bulk, Strawberry ..	1 20	Morphine .....	14 45@15 00
Bulk, Tutti Fruiti ..	1 20	Nux Vomica .....	@ 80
Brick, Vanilla .....	1 20	Nux Vomica, pow.	28@ 35
Brick, Chocolate ..	1 60	Pepper black pow.	53@ 58
Brick, Caramel .....	1 60	Pepper, white .....	@ 15
Brick, Strawberry ..	1 60	Pitch, Burgundy ..	@ 15
Brick, Tutti Fruiti ..	1 60	Quassia .....	12@ 15
Brick any combination	1 60	Quinine .....	1 18@1 62
		Rochelle Salts ..	59@ 65
<b>Leaves</b>		Saccharine .....	@ 58
Buchu .....	@4 35	Salt Peter .....	30@ 40
Buchu, powdered	@4 50	Selditz Mixture ..	48@ 55
Sage, bulk .....	67@ 78	Soap, green .....	20@ 25
Sage, ¼ loose .....	72@ 78	Soap mott castile	22½@ 25
Sage, powdered ..	65@ 60	Soap, white castile	
Senna, Alex .....	1 40@1 50	case .....	@25 00
Senna, Tinn. ....	30@ 35	Soap, white castile	
Senna, Tinn. pow.	35@ 40	less, per bar .....	@2 65
Uva Ursi .....	45@ 60	Soda Ash .....	4½@ 10
		Soda Bicarbonate	3½@ 10
<b>Oils</b>		Soda, Sal .....	2@ 5
Almonds, Bitter, true	18 50@18 75	Spirits Camphor ..	@2 00
Almonds, Bitter, artificial	7 00@7 20	Sulphur, roll .....	4½@ 10
Almonds, Sweet, true	3 50@3 75	Sulphur, Subl. ..	4½@ 10
Almonds, Sweet, imitation	75@1 00	Tamarinds .....	25@ 30
Amber, crude .....	4 00@4 25	Tartar Emetic 1	03@1 10
Amber, rectified	5 50@5 75	Turpentine, Ven.	50@6 00
Anise .....	2 50@2 75	Vanilla Ex. pure	1 50@2 00
Bergamont .....	9 50@9 75	Witch Hazel .....	1 35@1 75
Cajeput .....	1 75@2 00	Zinc Sulphate .....	10@ 15
Cassia .....	4 50@4 75		
Castor .....	2 75@3 00		
Cedar Leaf .....	1 75@2 00		
Citronella .....	90@1 20		
Cloves .....	3 50@3 75		
Cocconut .....	40@ 50		
Cod Liver .....	5 60@5 75		
Croton .....	2 00@2 25		

GROCERY PRICE CURRENT

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

Table with multiple columns containing grocery items and prices. Sections include: ADVANCED (Coffee, Prunes), DECLINED (Canned Tomatoes, Mazola), COCOANUT, COFFEES ROASTED, CHOCOLATES, CHEWING GUM, CHOCOLATE, CIGARS, CONDENSED MILK, CONFECTIONERY, COCONUT, COCOA, CLOTHES LINE, CREAM TARTAR, DRIED FRUITS, FARINACEOUS GOODS, FISHING TACKLE, FLOUR AND FEED, FRUIT JARS, GELATINE, HERBS, HOOKS-KIRBY, SINKERS, FLAVORING EXTRACTS, COOKING COMPOUNDS, and various other food and household items.



**Decreased Interest In Fruit Growing?**

Grand Rapids, April 1—After reading an article in the last issue of the Tradesman about the men once engaged in the grocery business in Grand Rapids I was reminded of the lack of interest in fruit growing in Kent county and also the lack of activity in the study of horticulture. At one time there was a strong organization called the Valley City Horticultural Society, which had for its object the discussion of fruit growing. Such men as Charles W. Garfield, John B. Martin and other men of note were Presidents. I had the pleasure of being Secretary for a number of years. Monthly meetings were held at different farm homes or in the city and the attendance was large and much interest shown. Now these meetings are no more. The Association has gone into decay.

Then there was the Fruit Growers' Association, which had a large membership, that had for its object the betterment of marketing methods. Circular letters were sent to the trade outside to induce buyers to come here in the marketing season. Much good was done. Prices were advanced and no waste of fruits was the result. I was Secretary for a number of years until I retired from the growing field. This organization may yet exist, but its usefulness is gone because of the lack of marketable products.

About twenty years ago George W. Thompson and myself started a movement which culminated in the organization of the Yellows Commission, which finally resulted in getting an act passed by the Legislature compelling townships to appoint three citizens to enforce the spraying of trees affected with the scale, the Yellows, etc. Mr. Thompson was President and I was Secretary for some years. This organization has long since ceased to exist. But during its time did a lot of good. The city appointed men to be on the market to

watch for diseased fruit and prevent sales. What a change has taken place!  
W. S. Stevens.

**Lost Package Claims.**

The Deficiency Appropriation bill, which failed in the last Congress because of the filibuster, carried an item of \$890,000 for meeting claims for the current quarter of the present fiscal year on lost, rifled and damaged insured and sealed C. O. D. parcels. The greater portion of these claims are filed with the Post Office Department by merchants and particularly by mail order houses. The failure to appropriate for these claims leaves the Department without funds with which to meet those filed during the remainder of the present fiscal year, and reimbursement will be possible only after July 1 next.

Funds are available, it was announced at the Department, for all claims filed prior to the last quarter, and these will be promptly paid after investigation.

The information that funds are not available for the present quarter of the fiscal year is being conveyed to patrons at the time of filing their claims. The Department is accepting and investigating claims, however, with a view to adjustment when funds become available.

A man who won't leave his party for the good of his country should leave his country for the good of all parties.

To use the whitewash brush is considered true gentility; to tell the truth fearlessly is mud-slinging.

# National Grocer Company

## Wholesale Grocers

### QUALITY AND SERVICE

are the watchwords of our organization.

For a decade we have not swerved from them.

#### These Make for Quality:

The best goods money can buy, put up in the most attractive manner possible.

#### These Make for Service:

A fully equipped factory, situated where our products can reach you in the shortest possible time.

Our large fund of valuable information, based upon many years of beneficial service to the trade is at your disposal for the asking.

We have helped others. We can help you.


## NATIONAL GROCER COMPANY

Grand Rapids

Lansing

Cadillac

Traverse City



**WHITE HOUSE COFFEE**

Dwinell-Wright Company's  
**Standard of Excellence**  
You know what that means

**WHITE HOUSE TEA**

**"NONE BETTER AT ANY PRICE"**

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



**French to Try Factory Methods?**

Following the movement for quantity production of clothing in Great Britain has come the suggestion of doing something of a similar kind in France. It has been recently asserted that a number of French manufacturers would soon come to this country to study methods in use here with a view to adopting and adapting them over there. It is said the French wish to go into standardizing and quantity production in order to make for themselves and for others what the Germans had been doing before the war. They desire not only to keep their own markets from the Hun, but also to try and secure a large part of the trade which the Germans had with other European countries. It is said that American executives may be employed to introduce the factory methods in vogue here. Their work, of course, will not only be in the line of producing fabrics, but also in the making of such garments as may admit of quantity production. Offhand, one would say that a combination of French skill and taste with cheap mechanical reproduction would be ideal and effective. But, as the articles to be turned out are for women's wear, their range would be limited. In the higher class of such goods, for which the French have an aptitude not equalled by any others, individuality and distinctiveness are the main requisites. In the more moderate priced, Americans and British are bound to be formidable competitors, in foreign markets at least, but that French industry can be speeded up to advantage is unquestioned.

**He Knew—And Crew.**

Written for the Tradesman.  
Dark is the sky and overhead  
The stars but faintly glow  
The world in sleep is comforted  
And gentle south winds blow.

Nor know I if the lowering night  
Is waning or but begun  
There's not a ray of guiding light  
Nor sign of rising sun.

Out in the gloom I hear a call  
A rooster's clarion note  
With which he would awaken all  
In house, or stall or cote.

Who signaled him to blare the morn?  
Yet dark how does he know—  
This feathered Gabriel with his horn—  
When is the hour to crow.

And as I wondered in my bed  
If the day would fog or clear  
There louder came from out the shed  
"Get-up-an-see-e-e" from chanticleer.  
Charles A. Heath.

"Eight hours for work, eight hours for play and eight hours for rest," used to be the ideal at which the American Federation of Labor more or less successfully aimed. Yet it is becoming more evident that there is such a thing as carrying a good thing, like a short working day, too far. Agitators have called a seven-hour day too long and maintained that six hours a day would be nearer right. Any soap box orator will tell all within yelling range that there is no excuse for longer than a four-hour working day when industry is properly organized. In Russia, the no-hour working day seems to be popular. The world's work must be done, if only as a sideline. We must have food, clothes, houses. The only known way to get them is by work. Even the Bolsheviks have discovered no other way."

**BUSINESS WANTS DEPARTMENT**

Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 25 cents. Cash must accompany all orders.

**BUSINESS CHANCES.**

For Sale—Must sell at once my stock of hardware, located at Holland, Michigan. Population, 12,000. A rare chance to get a good paying business, old established and a money-maker. Positively no trade. Address J. A. VanderVeen, Holland, Michigan. 178

**FOR SALE—Taxi and Baggage Transfer Business**

Genuine reliable proposition. Good steady income. Leading Hotel Stand in thriving Michigan City. Books open for inspection. Excellent reasons for disposal.

**SPECIAL DODGE SEDAN TAXICAB**—Ran 6 months, cost \$1650, fine condition with 2 new Goodyear cord tires.

**NEW FORD SEDAN**—Ran only 2 weeks.

and **SIMPLEX SHORT-TURN TRAILER.**

\$2500 or nearest offer will purchase the above equipment, business and privileges.

Apply Box No. A3, care Michigan Tradesman.

**OPPORTUNITY**—\$10,000 will secure transfer, management and control of \$40,000 corporation organized to manufacture patented specialty. Certificates of stock ready for delivery. Would consider small farm part payment. Sufficient reasons for selling. Investigate. Address, Lock Box 162, Kentland, Indiana. 184

For Sale—To a practical retail hardwareman, an interest in an old established and well paying hardware business, located in Southern West Virginia. Fine opportunity for discharged soldier to get back into business. Address No. 185, care Michigan Tradesman. 185

For Sale—A nice clean stock of general merchandise, located in a town of 1,200, having standard electric light and three miles of paved streets, surrounded by fine farming land, which cannot be bought for less than \$300 per acre. Have a double room, two-story brick building, with a modern front and steam heat and do a strictly cash-and-carry business of \$60,000 per year. Carry \$22,500 stock. No fixtures to buy, as they belong to building. Am compelled to sell on account of my health. No trades considered. Address No. 186, care Michigan Tradesman. 186

**FOR SALE**—Six Folding counter stools, computing scale, also a refrigerator 5 x 7 x 10 feet, in good shape. Price \$200. Address Bennett & Sons, Lovewell, Kansas. 187

**WANTED**—Stock general merchandise in exchange for A.1 Montana wheat land, rising in value very fast. Let me hear from you. Address Box 165, Burlington, Illinois. 188

For Sale Or Exchange—Ten acres timber land near Allegan. What have you? 66 Burchard St., Battle Creek, Mich. 179

**WANTED**—In a town of 10,000 population, experienced window dresser and sign writer; one who is also capable of being an all-around man in the dry goods line. State age, experience, salary, etc. M. SCHICK & CO., Kenton, Ohio. 180

**ORGANIZE A COMPANY**—We will help you organize. We will furnish the acreage and track of any size you wish in the best part of the proven fields of Burk-Burnette, Ranger or Brackenridge. We will drill the well for you. "If interested" get in touch with us. Wire or write. WEST TEXAS LEASE & ROYALTY CO., Fort Worth, Texas. 181

For Sale—General merchandise stock, thirteen miles from Flint, in thriving farm district. Stock reduced to suit purchaser. Present inventory \$7,000 at pre-war cost. \$25 per month salary outside regular business. Very reasonable rent. Address No. 182, care Michigan Tradesman. 182

For Sale—A well-established grocery business of thirty years standing. Best location in one of the prettiest cities of Northern Michigan, surrounded by good farming and fruit growing country. Wishing to retire from active business life is reason for selling. Address No. 183, care of Michigan Tradesman. 183

For Sale—Small country store; general merchandise stock; eight miles to nearest town; cream buying and pickle station; stock will invoice about \$2,000; building and fixtures, \$900. (truck and peddling box). Present owner had eleven years ill health, cause of selling. Cash. No trades. Address No. 189, care Michigan Tradesman. 189

**FOR SALE—MEAT MARKET AND GROCERY.** Fine location. Doing good business. Rent is low. Good farming country. Write or call Wellman & Barber, Mulliken, Michigan. 176

**Collections**—We collect anywhere. Send for our "No Collection, No Charge" offer. Arrow Mercantile Service. Murray Building, Grand Rapids, Mich. 390

**Wanted**—To purchase modern flour and feed mill with reliable year around water power, located in good farming country and near railroad town. Full particulars in first letter or no attention. Address No. 148, care Michigan Tradesman. 148

Highest prices paid for all kinds of stocks of merchandise. Charles Goldstone, 1173 Brush St., Detroit. 149

**JOBBER WANTED TO HANDLE OUR SILVER AND METAL POLISH, UNDER THEIR OWN LABEL. EMPIRE CHEMICAL COMPANY, HUNTINGTON, WEST VIRGINIA.** 150

For Sale—Old established hardware and implement business. Forty years in same building. Not a dollar of stock that won't turn at least three times a year. Fine town and best farming country in Southern Michigan. Rent very reasonable. Mortimer & Hickey, Hartford, Michigan. 151

For Sale—Hardware stock of \$7,000. Best location in a Michigan city. Good farming country. Large territory. \$6,000 cash required. Will sell right. Address No. 155, care Michigan Tradesman. 155

Cash paid for men's and boys' clothing, furnishings, hats, caps, shoes. M. Kahn, 522 Washington Ave., Bay City, Michigan. 157

A fine location for a general store in a first class small town. Don't fail to investigate. Address Box 216, Howe, Indiana. 158

For Sale Cheap—Ice cream freezer; North Brother; ten gallon capacity; good condition. Answer quick. Dunwell's West End Drug Store, Kalamazoo, Michigan. 161

For Sale—Variety stock, store and house in connection. Doing a fine business. A good business for man and wife. Good reason for selling. Address No. 142, care Michigan Tradesman. 142

For Sale—Michigan drug stock, floor fixtures and fountain. Inventory less 40 per cent. or \$1,800. Can be moved readily. Personal inspection solicited. Address No. 71, care Michigan Tradesman. 71

Cash Registers (all makes) bought, sold, exchanged and repaired. REBUILT CASH REGISTER CO., Incorporated, 122 North Washington Ave., Saginaw, Michigan. 128

Cash Registers—We buy, sell and exchange all makes of cash registers. We change saloon machines into penny key registers. Ask for information. The J. C. Vogt Sales Co., Saginaw, Mich. 906

**DRUG store for sale:** the best in Smith County, Kansas; modern fixtures; everything new; business 1918, \$18,000; stock, furniture and fixtures invoice \$8,000; money maker; if you want something good, get busy; no trades or long time propositions. Stewart Drug Co., Lebanon, Kansas. 147

**MERCHANDISE WANTED. STORE FOR RENT.**

For rent May 1, store building with 7,200 feet floor space and 3,500 feet warehouse room. One of the heaviest producing potato and general agricultural stations in Michigan with an all around live community. A State bank opens here April 1, and a twelve grade school is maintained. Would exchange a good farm for a clean stock of merchandise. Communicate with G. A. Brigham & Sons, Buckley, Mich. 166

**FOR SALE**—One (1) high-grade first-class direct connected electric passenger elevator. Has been in use for a short time. Address ELEVATOR, Box 24, Station B, Cincinnati, Ohio. 168

For Sale—Entire stock of groceries, provisions, shelf hardware, furniture and fixtures, formerly belonging to A. L. Gleason, Copemish, Trustee, now in charge, is willing to offer entire business at a big sacrifice, because he has no time to give this matter, owing to duties connected with his own business. C. M. Olney, Trustee, Copemish, Mich. 170

For Sale—To close an estate, cigar factory and retail store, with pocket pool, billiard tables, etc. A good going business. Good location in the city of Grand Rapids, Michigan. Cigar factory employs from eight to fourteen men. Ready market for goods. For information, write to GRAND RAPIDS TRUST COMPANY, Grand Rapids, Michigan. 171

For Sale—Clean fresh stock of groceries and fixtures, attractive store, good location; meat market could be added to advantage; \$3,000 cash. Address No. 173, care Michigan Tradesman. 173

**WANTED**—A RELIABLE, ENERGETIC SALESMAN TO REPRESENT A WELL ESTABLISHED CONCERN, MANUFACTURING OVERALLS, PANTS, WORK SHIRTS, ETC., IN MICHIGAN, SELLING TO CLOTHING AND GENERAL STORES. ADDRESS NO. 174, CARE MICHIGAN TRADESMAN. 174

For Sale—Stock of general merchandise, including dry goods, groceries, shoes and wall paper, with a four year lease on brick and cement block building, 35 x 85. Best location in town and one of the best farming countries in the State of Michigan. Building equipped with own electric light and water works plant. Doing \$55,000 worth of business in a year. Address No. 175, care Michigan Tradesman. 175

For Sale—Splendid blacksmith business in Michigan's best town. Selling reason, sickness. Correspond with F. L. Convis, Ithaca, Michigan. 177

**SEE NEXT PAGE.**

Advertisements received too late to run on this page appear on the following page.



"Bel-Car-Mo," the delicious Peanut Butter, is nice to eat and nice to sell. It comes in air-tight Tins from 8 oz. to 100 lbs. in size and its quality is guaranteed.

—Your Jobber Knows.

**The Goods! Net Prices!**

When you receive "OUR DRUMMER" catalogue regularly you always have dependable answers to these two important questions:

*What is the lowest net price at which I can buy goods?*

*Where can I get the goods?*

Items listed in this catalogue have the goods behind them.

The prices are net and are guaranteed for the time the catalogue is in force.

**Butler Brothers**

Exclusive Wholesalers of General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

### LIAR AND LIBERTINE.

The duly authenticated biographies of the Kaiser now appearing in the magazine and newspaper press of America prove conclusively that he is the most lustful and untruthful person who ever lived.

His wife pronounced him the "biggest liar and libertine who ever lived."

His sister has designated him as the "greatest charlatan the world has ever seen."

His brother referred to him as the "most despicable despot in the history of the universe."

His eldest son compared his father and himself in the following words: "It is neck and neck with All Highest and myself as to which can seduce the most pretty women."

It has long been a matter of history that the German court was the most corrupt, mentally and morally, of any court in the world. Recent disclosures, based on facts which cannot be controverted, show that it was impossible for any virtuous person to be a member of the German court; that no one could obtain or retain a title without furnishing material for the lust of the Kaiser; that every person who was permitted to write even the word "Von" before his name had to submit a wife, sister or daughter to the Kaiser's lust and lasciviousness; that no home, no matter how exalted or humble, was sacred from the passions which possessed the Kaiser and dominated every act of himself and his lackeys.

We have long regarded the Sultan and his harem as the height of immorality and indecency; but the cold facts of history show very plainly that the Sultan is a prince compared with the bestiality of the Kaiser; that the Turkish court is white as snow compared with the perfidious court of the Kaiser; that the Turkish people as a class are head and shoulders above the German people who have wallowed so long in bestiality, both ally the scum of the earth, more untruthful and debased than the wildest tribes of the African jungle.

### Robbing Peter To Pay Paul.

That profiteering is not all over yet is evident in the way some of the conditions in the canning industry scan. A little while ago, farmers were talking of fancy prices for canning crops—\$30 a ton for tomatoes, for instance—and the claim was made that crops could not be produced for less. The result was that buyers refused to place orders and, whereas at this time normally probably 80 or 85 per cent. of a jobber's requirements would have been booked in the form of future orders, there are, to-day, very commonly, less than 10 per cent. reports from some canners to the contrary notwithstanding.

Fearing stagnation, and realizing that one of the lessons of the war is to "buy as you need to, on the spot market price"—that carrying goods is about as risky and expensive as paying normal advances—jobbers let the packer do the worrying and the packer passed the same buck along to the grower. The result is that already acreage is reported booking at \$16

and \$17, instead of \$30, with prospects of even lower prices.

The plain fact is that the war taught the grocery trade a great deal that is valuable. Having gotten out of the habit of speculation, it isn't coming back as fast as many expected it would. Playing safe has proven a pretty good rule. Many a grocer—forced to keep his profits down to a limit, but applying to his whole stock instead of to about 60 per cent. as customary—discovered that at the end of the year he came out rather better on the whole than he did by robbing Peter Profit to pay Paul Loss. And he rather likes the scheme.

### Scrutinize Your Ten Dollar Bills.

Treasury officials call attention to the large number of raised Federal reserve notes now circulating, and issue a warning that all who take in money, especially in denominations above \$5, should carefully examine the bills to be sure they are what they purport to be. Many of the raised notes have found their way to the sub-treasury, and it is hard to tell how long they had been in circulation before detection. Some are so skillfully altered that even an expert is often deceived.

This is particularly the case with one \$5 note which was raised to a \$10, and which was recently taken in at the sub-treasury, where its spuriousness was detected. The officials there say it is the most expert piece of work of the kind that has ever been brought to their attention. The lettering on the note has been changed from "five" to "ten," with ink, and the shading is so skillful that it bears every resemblance to the original.

The feature about this counterfeit is that the "10" which appears on the four corners on the face of the bill has not been pasted on, but has by some means been worked into the original fiber. Therefore the usual method of detecting a raised note by observing where these figures are usually pasted on would not avail with this one. The most delicate fingers can pass over the corners and not feel any flaw.

One sure means of knowing whether a Federal note is a real \$10 or a raised \$5 is by observing the picture on the face. The \$5 note has the picture of Lincoln, while the \$10 bill presents the face of Jackson. This is the only way a casual observer would ever be able to detect the fraud. The note in question was shown to about a dozen bank men, some of whom have been handling money daily for a long time. Yet out of the dozen only two said offhand that the note was raised, and both knew it by the face of Lincoln on the front.

A number of \$2 bills which have been raised to \$10 or \$20 have also been taken up at the sub-treasury since the beginning of this month. These, however, are more clumsily done and could only be passed on by persons not accustomed to handling money or in rush of business.

The raised notes are all of the Federal reserve issues, which the counterfeiters seem to find the easiest on which to work.

The sub-treasury has also detected

within this month perhaps a hundred or more dollars' worth of false coins. These range from nickels to silver dollars. Some of these are also the work of experts.

### Manufacturing Matters.

Mt. Clemens—The Mt. Clemens Brick & Tile Co. has disposed of its real estate holdings to Frank Frederick, Lewis Schumaker and Christ Matthews. The concern was organized in 1901, capitalized at \$25,000, and did a large business for some time. The corporation will be dissolved.

Detroit—At a recent conference between a committee representing the Detroit Merchant Bakers' Association and the wholesalers of Detroit, proposed legislation regarding bread weights was taken up and thoroughly discussed. It seems to be the consensus among most of the Detroit bakers that a State law regulating weight of bread is undesirable and that it takes from the baker the right of operating his own business. It is the feeling that inasmuch as every loaf is labeled with the exact weight nothing further is necessary. A letter expressing the views of the Detroit bakers has been forwarded to Charles Lawrence, of Lansing, President of the Michigan Association of Master Bakers, who will likely call a special meeting to take place early in April, to which every member of the Association will be invited. At this special meeting there will be held a further discussion of legislative matters.

Detroit—Certain of the advertising grafters who have been operating in Detroit during the past year under the pretence of getting out a publication devoted to the interest of labor organizations, have been working an old but well-tried scheme to fleece credulous business men. While ostensibly trying to sell advertising space these solicitors make a strenuous effort to induce the advertiser to make a donation and request payment with the signing of the order. Many firms have permitted themselves to be persuaded into doing so. Where the grafters are unable to get advance payment in full, they attempted to get half, and failing to do this, go through the motions of having the advertiser sign the contract. Manufacturers, particularly, who were victims of these solicitors and who paid in advance never saw a copy of the publication for the reason the publication was never printed nor was it the intention of the promoters to spend good money for this purpose. The labor union grafters made a fat living out of advance payments received.

Whether or not the charges of laxity in the War Risk Insurance Bureau made by a former employe are warranted, the delay and the errors in sending allotments to soldiers' relatives continue to be scandalous and odd to the ignominy which surrounds the cheap boy at the head of the War Department. Although the war is over and half the army demobilized, instances of destitution through failure to receive legitimate compensation are so numerous that the Red Cross is unable to keep pace with the cases reported to it. Even if the Red Cross

could do more, philanthropic aid of this kind, which is administered like a public charity, is no proper substitute for the fixed amounts which the Government grants as a right to the dependents of those whom it has conscripted. The sudden failure of funds for the War Risk Insurance Bureau adds another impediment to its work, but new grants of money will not be sufficient. Secretary Glass should do everything possible to render the War Risk Bureau equal to its task.

The refusal of the House of Representatives to force out of committee the bill providing for the regulation of private banks introduced by Representative Lewis shows very plainly the character of the collar worn by the average member of the House. No more meritorious measure was presented in the 1919 Legislature than the proposition to compel the private banks to emerge from the mistrust, uncertainty and irresponsibility which now surround them and re-organize on a reasonably fair and equitable basis. Of course, this could not be accomplished so long as the chief executive of the State is interested in a chain of "shave shops" and could hold the threat of a veto over the heads of the servile legislators—God save the word!—who, unfortunately, constitute most of the membership of the House.

One of the outcomes of the war is the manner in which the daily press has "lost out" with the retail merchant, because of the proneness of the daily press to present the retailer in a false light in the community by continually playing him up as a profiteer. As a logical result of this mistaken policy—undertaken in ignorance and pursued in malice—the retailer has, to a great extent, discarded the daily newspaper except as a purveyor of news. He no longer reads the advertisements paraded for his benefit by deluded advertisers who imagine they can secure the attention of the retailer in any other way than through the trade press. Money expended in daily newspapers to attract the attention of the retail merchant is money wasted. The retailer has learned by bitter experience who are his friends and who are his enemies.

The Chicago voter was certainly in hard lines yesterday when he was practically forced to vote for either Thompson or Sweitzer. The election of the former is a standing disgrace to the Republican party. The election of the latter would have been equally disgraceful to the Democratic party. The nomination of such unworthy men for responsible positions clearly demonstrates that the days of the Republican and Democratic parties are numbered; that the political alignment must be switched to Americanism vs. socialism. The trend of the times clearly indicates that such an alignment is near at hand.

### BUSINESS CHANCES.

ICE WAGONS—HAVE TWO STUDEBAKER open wagons and tops for sale. DIFFENBAUGH, Monmouth, Ills. 190

ANY business sold for cash in 30 days, anywhere. Midwest Business Exchange, Des Moines, Iowa. 191

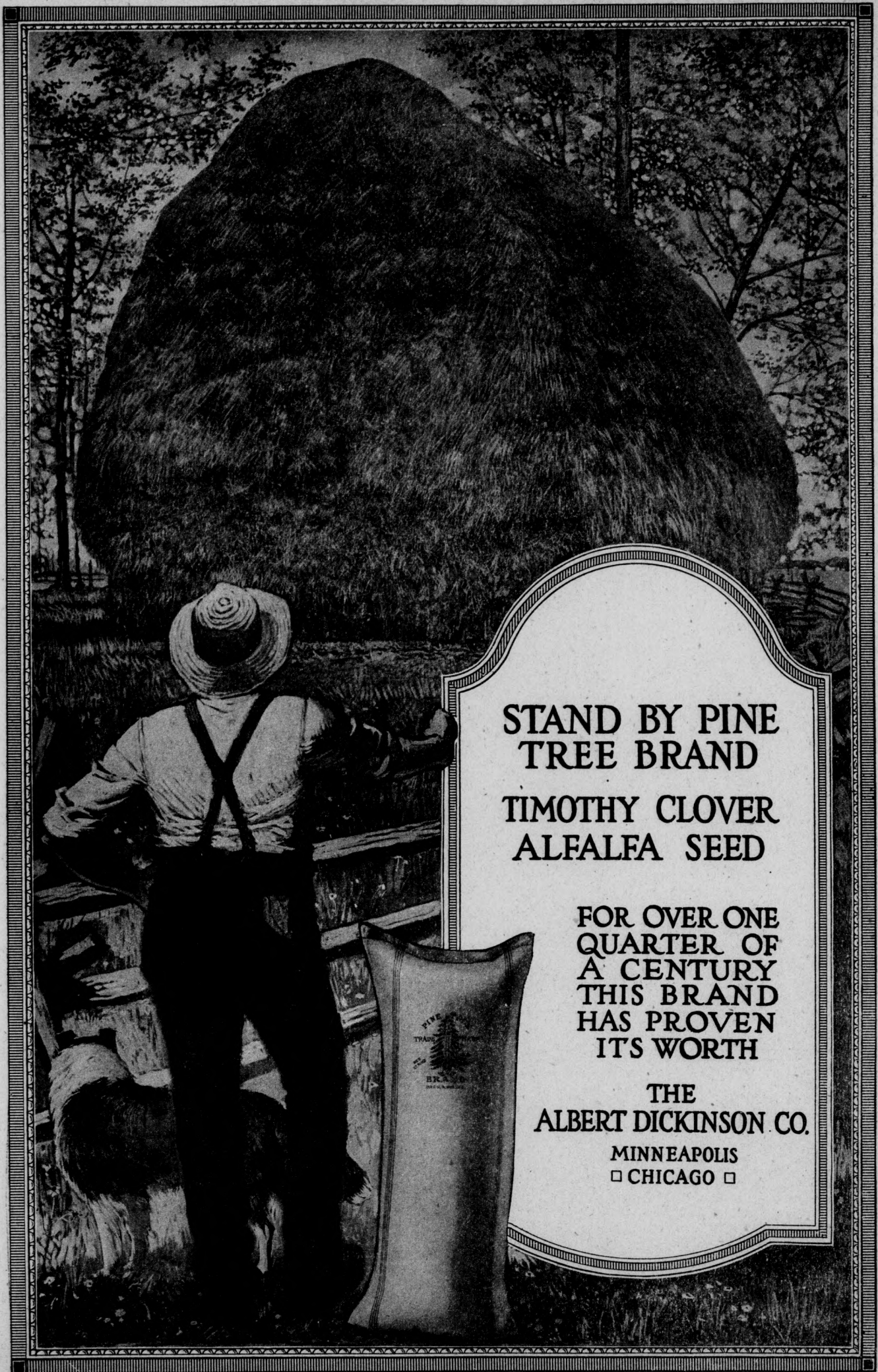
# The Master Cigar



Manufactured only by the

## G. J. Johnson Cigar Co.

Grand Rapids, Michigan



STAND BY PINE  
TREE BRAND  
TIMOTHY CLOVER  
ALFALFA SEED

FOR OVER ONE  
QUARTER OF  
A CENTURY  
THIS BRAND  
HAS PROVEN  
ITS WORTH

THE  
ALBERT DICKINSON CO.

MINNEAPOLIS  
□ CHICAGO □