

MICHIGAN TRADESMAN

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Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 26, 1919

Number 1888



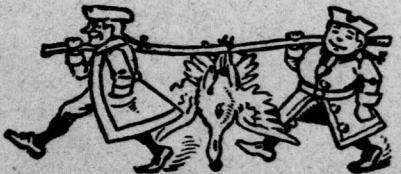
"Thanksgiving Day Ain't Far Away"

Thanksgiving Day
 Ain't far away
 And you jest bet I'm glad
 'Cause ma, she'll make
 Some pies and cake
 And then she'll say to dad;
 "Now go to work
 And find a turk
 Down to the butcher-store
 One nice and fat—
 A turkey that
 Will weigh twelve pounds or more!"

Then ma she'll fuss
 And bake and muss
 And I'll jest set and sigh
 Over the fate
 That makes me wait
 For her good pumpkin pie.
 There's pears and quince
 And peach and mince
 And cel'ry stalks all white
 And cake and tarts
 And spice that smarts.
 Oh gee! it's outer sight!

Thanksgiving day
 Ain't far away
 And when it comes you'll see
 The pies and cakes
 That mother makes
 Just disappear in me.
 It's awful bliss
 To think of this—
 The day we all set down
 And eat, and eat,
 And eat, and eat
 That turkey good and brown!

Lewis Allen.



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GENUINE
Buckwheat Flour

ABSOLUTELY PURE

J. F. Eesley Milling Co.
THE SUNSHINE MILLS
PLAINWELL, MICHIGAN

A clear skin usually indicates excellent health and vitality.

Boils, pimples, carbuncles indicate impure blood and are easily cured by—

Fleischmann's Yeast

taken daily which also acts as a laxative.

Increase your sales by handing your customers a copy of—

Fleischmann's Compressed Yeast
and Good Health Booklet.

THE FLEISCHMANN COMPANY

The Red Crown Line



of Top Notchers in Ready-to-Serve Pure Food Specialties Deserves the Consideration of Every Retailer.



There are twenty-four fast selling varieties, each one the leader of its kind, the line in general being in strong favor with discerning food purchasers who value high grade quality at fair prices.

Here is a list of the Red Crown favorites:

- | | | | |
|-------------------|-------------------------------|--|----------------------|
| Virgines | Genuine Deviled Ham | Roast Pork | Cooked Brains |
| Wafer Sliced Beef | Hamburger Steak and Onions | Beef Stew | Cooked Lunch Tongues |
| Pork and Beans | Corned Beef Hash | Veal Loaf | Cooked Ox Tongues |
| Corned Beef | Southern Home Made Style Hash | Vienna Style Sausage | Chili Con Carne |
| Roast Beef | Fried Pork Chops | Potted Meat | Sliced Bacon |
| Roast Mutton | Mashed Potatoes | Deviled Meat | Tripe |
| | | Fried Pork Sausage and Mashed Potatoes | |

Red Crown is the ECONOMY line that will maintain your reputation as a quality dealer.

All of the virtues that make for permanency, for constantly repeating demand, for consumer satisfaction, for sanitary safety, for genuine, general satisfaction is incorporated in Red Crown Ready-to-Serve Pure Food Products.

Acme Packing Company, Chicago, U.S.A.
INDEPENDENT PACKERS OF PURE FOOD PRODUCTS



Franklin Package Sugars

- Save Spillage
- Save Overweight
- Save Paper Bags
- Save Twine
- Save Time

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



SNOW BOY Family Size 24s
Washing Powder Will Not Hurt the Hands

through the jobber—to Retail Grocers

- 25 boxes @ \$5.85—5 boxes FREE, Net \$4.87
- 10 boxes @ 5.90—2 boxes FREE, Net 4.91
- 5 boxes @ 5.95—1 box FREE, Net 4.95
- 2½ boxes @ 6.00—½ box FREE, Net 5.00

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,

DEAL 1925

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

MICHIGAN TRADESMAN

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 26, 1919

Number 1888

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.

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

SHOULD REMOVE HIS GLOVE.

The incompetency of our United States Government as at present administered is becoming more patent every day. The Mexican question has become a stench and a menacing farce that not only irritates, but puts the blush of shame upon the cheeks of every liberty-loving citizen in the land.

Some months ago we were supposed to be credibly informed that the Department of State was about to deport the notorious anarchist lecturer, Emma Goldman, also Alexander Berkman, her follower, than whom no more outspoken twain of radical socialists exist on earth to-day.

Nothing was done. The Goldman woman still remains to vex us, still flouts all authority, decency and good taste by continuing her course of anarchistic tirades in the face of Uncle Sam, the latter sitting silent as if in fear of the he-woman's vitriolic tongue.

Well, what are we going to do about it?

The infamous liar who sits in the chair of state at Mexico City has propounded the same question. What are you going to do about it, Sam? So far the echo comes trailing back with a faint snicker—Nothing! That sums up the whole thing in a nutshell. The United States has been doing nothing worthy of note to rid the country of its Goldmans, Berkman and Haywoods. Instead, these incendiary speakers are free to go about the country, stirring the hearts of the discontented to acts of violence—even to murder.

We may well pray the good Lord to give us another Grover Cleveland or a Theodore Roosevelt, both whom possessed a loyalty and love of country that would brook no insults from either local or foreign foes.

Why have Emma Goldman and Alexander Berkman not been deported?

Czolgosh, the assassin of President

McKinley, received his inspiration to do murder from listening to the preachments of this same Emma Goldman. Why she has been permitted to teach anarchy throughout the United States all these years is something to puzzle the wisest philosopher or statesman. That bloody outburst in the State of Washington, in which four of our American soldiers were shot down in cold blood, had its inception from listening to the anarchistic treason spouted from the lips of the Bill Haywoods who go about unfettered to spread the gospel of damnation to the decent citizenship of our land.

Next Sunday William D. Haywood is billed to speak at a mass meeting in Detroit and he has the consent of Mayor Cozzens—pupil and partner of Henry Ford—to hold this meeting. Is not this the man who was tried and convicted of some crime for which he was adjudged to serve a term of twenty years in the penitentiary? If he is the one, how comes it that he is free to go about the country making red preachment in the halls of our cities and towns?

"Regardless of what Mayor Cozzens does, Haywood will not speak in Detroit." This is the announcement made by the adjutant of the American Legion post, composing of 6,000 members.

Can we blame American doughboys for feeling like this? After exposing their lives to death in battle, and after their return to America, why should it not grind their very souls to see such cattle as these given permit by city officials to blister and blacken the names of these same patriot soldiers before a crowd of howling I. W. W. anarchists? Can we blame them very much if, under the spur of the moment, they take the law into their own hands and administer justice to traitors in their own way?

Vigilantes committees were formed in early California days to protect honest citizens from the rapacity of thieves and murderers who went unpunished at the hands of the lawfully constituted authorities. Must such a state of affairs come about in these older states in order that patriotism may be exalted and the teachings of rapine and murder put down?

The authorities are themselves to blame for such a condition coming to pass in this free land of ours. Freedom of speech that leads to murder and destruction of all lawful authority is not such freedom as is guaranteed by the Constitution of our country. We, the American people, demand that the lives and homes of the United States be guarded from destruction at the hands of bloody incendiaries roused to action by the hellish spewings of red radicalism as

presented by the Haywoods, Goldmans and Berkman of the land.

Much of this trouble might be avoided if the State Department at Washington did its duty along the deporting line and banished forever from this land all the socialist and trades union agitators, who are no whit better or safer to have with us than the torch-bearing, murdering Bolsheviks of Russia.

The Mexican situation seems to be no nearer a solution than ever. The State Department has so long handled these creatures with gloves the Carranza government expects nothing harsh in the future, nor from present indications have they reason to think differently. The whole Mexican policy of this Government needs remodeling. There is room for great improvement all down the line. Failing to deport alien anarchists may yet result in a general massacre of the innocents, while our soft hand treatment of Mexico's shortcomings forebodes something very akin to a warlike outburst along the whole Southwest border in the near future.

THANKSGIVING.

That each decade has discovered for the American people new reasons for gratitude is in itself occasion for special thanksgiving, for no matter how many clouds there may be on the individual horizon, and no matter how gloomy the page of history may have appeared at given intervals, the whole tide of American affairs has been in the direction of social betterment for all the people.

Prosperity is written across the page for 1919 in large letters, a total volume of prosperity that cannot be diminished by any statistician. That the inequalities of that total volume of prosperity have increased is probably true. But that need not prevent anyone joining with the great mass of American people in lifting up their hearts to Providence with a pean of praise and thanksgiving on this day set apart after the custom of the fathers of this Nation. For it is the greatest good for the greatest number that should occasion the greatest National rejoicing. And that greatest good was never with us in so great a measure. Plenty obtains in this land as in no other. Happiness and comfort are practically widespread. The pinch of want has been softened, even where it still prevails.

Instead of flattering ourselves that we are individually so well content, instead of laying unction to our selfish souls out of respect for our own estate, instead of spending so much time thanking providence that we are individually prosperous in health and in wealth, let us thank Heaven that of its bounty others, too, do feed.

Let us be thankful that others have something to be thankful for.

To more specifically express our gratitude as a people, let us render thanks to the guiding hand of our destinies that the conscience of this Nation is quickened, that we are on the eve of reforms more splendid than the history of any generation has yet to show, that we are about to emerge from a long period of material development into a period of ethical evolution, and that the time is approaching when a more equitable distribution of our total prosperity will obtain.

The quickened conscience may disturb some Thanksgiving feasts to-day, the conscience that has begun to ask "How did you get it?" the conscience that with increasing insistence puts the query, "Have you by dishonorable and selfish means got some of the other fellow's share of this feast?" The leaven of fairness and unselfishness is leavening the whole lump. It is coming with tremendous strides, that day when the Thanksgiving feast will be an honest one. And this is the greatest thing that we as a Nation have to be thankful for.

We are working out here, a system of political and economic ethics. European publicists, like James Bryce, credit us with being imbued with a remarkable spirit of political and economic fairness, if only we could work out the forms. And we are working them out. We have made a wonderful Nation here, from a material point of view. Now we will make a still more wonderful one from the point of view of National and individual ethics. This past year has advanced us farther along the line of the square deal than any other year in the history of the world. There's something pretty big to be thankful for.

Rather than spend too much time congratulating ourselves with smug complacency upon our individual possessions, let us thank Providence that the level of the whole people is being and will be raised higher and higher. It takes courage, and an in-born instinct for fairness. Whether the board creaks with the feature of the feast, or whether it be lean and humble, let us express our gratitude for that one priceless possession that inspired the poet Henley, who said:

I thank whatever gods there be
For my unconquerable soul.

Herrick & Bohnet, grocers at 208 N. Fourth avenue, Ann Arbor renew their subscription to the Tradesman and say "The Tradesman is all right. We like it and find it very useful to us. We are pleased to renew our subscription."

Goods unseen may be asked for, but will never sell themselves.

Proposed Plant of Valley City Milling Co.

The Valley City Milling Co. is planning on erecting one of the finest, most modern and efficient mills in the country. In fact, initial arrangements have practically all been completed, and construction work will be started in the spring.

The new plant will be of concrete, steel and glass construction, thoroughly fireproof throughout—a daylight mill as sanitary and as well lighted and ventilated as it is possible to produce. The plant will have a capacity of approximately 1,600 barrels of wheat flour per day, a materially greater outturn than was obtained from both of the old mills.

The construction of this new plant will be along strictly efficient lines, the wheat being elevated to an upper floor and advanced in the process of manufacture into flour on the way down. In other words, the milling operation will begin at the top and be completed on the packing floor, whence the flour and other products will be carried into the warehouse by conveyers and stored for loading out, which may be accomplished directly from the warehouses into trucks or cars by a clever arrangement of chutes and conveyers, thereby eliminating all unnecessary handling and materially reducing the labor expense over the present methods.

The warehouse will have a storage capacity of approximately 25,000 barrels of flour and 1,000 tons of feed and will be of concrete, steel and glass construction, same as the mill

building proper, fireproof throughout.

Several large fireproof concrete grain storage tanks will be built in connection with the mill, having a storage capacity of from 300,000 to 350,000 bushels of wheat, thereby providing for every requirement of modern milling and merchandising.

A modern first-class kitchen will be fully equipped in connection with one of the best and most complete laboratories in the country, so that daily chemical analysis may be made, as well as everyday baking tests.

Joint switching arrangements have been practically completed with the railroads which will eliminate all switching charges, and in this connection at least 2,500 feet of side track will be constructed, so that forty carloads of grain flour and feed may be handled daily, with a minimum of ten carloads in process of loading or unloading at one time, thus insuring the best possible service.

The comforts of the employes will also be looked after, as it is planned to install shower baths, locker rooms and a gymnasium in connection with the mill. These, with a light, airy, cheerful lunch room, will be strictly in line with modern thought and practice.

In its new home, the Valley City Milling Company will be in a better position than ever to properly care for its ever-increasing business which has been, and is being built by progressiveness, modern methods, square dealing and high quality goods. Lily White Flour is recognized as one of the very finest family flours made and

has become a household word wherever known.

The company and management have the best wishes of their friends, customers and the community at large in their new undertaking, which, when completed, will be a credit to the city and State, and provide a still better market for the farmers' wheat, as well as a better market to which the public may come for flour and grain products.

Late Business News From the Cereal City.

Battle Creek, No. 24—Members of Battle Creek Council have taken it upon themselves to try and increase their membership to 200. The manner in which this is to be accomplished is by a contest, the losing side to banquet the winners. This will be some banquet and entertainment. The contest will close at our regular February meeting. Any salesman who is eligible for membership and lives in Battle Creek should be prepared to sign an application, because he surely will be approached by one side or the other. Battle Creek has some salesmen who should be members of the order. J. N. Riste is captain of the Blues and I. V. Wilson of the Gold. Both captains will have the support of all members of our order.

Immediate increase in the Advancement plant force, in line with the expansion as outlined by the president of the company, has gone into immediate effect. Eighty men have been added to the force in the last week. From now on until Jan. 1 a hundred men a week will be added to the payroll.

Mayor Ryan will issue an order the first of the week to close stores and theaters on Sunday, unless some change comes in the coal situation.

It is stated that in most cases the Battle Creek factories have a good supply of coal. It is expected that a conference with their managers and the merchants, as well as officials of the power company, will take place prior to the issuance of the proposed order and that at this conference the restrictions will be drafted which are to be carried out.

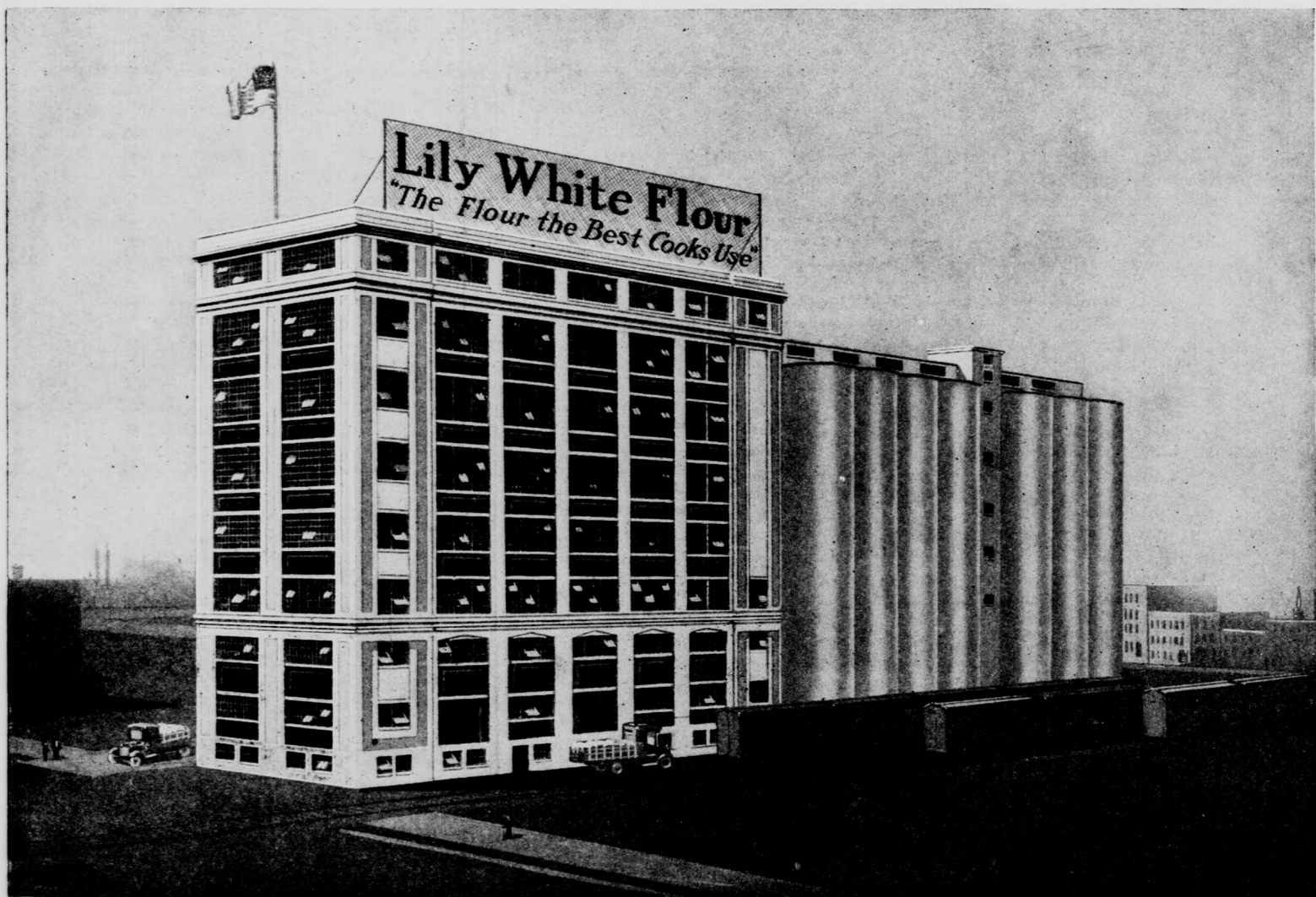
Thieves using automobiles for get-a-way purposes are operating among farms in this section. A large hog was taken away alive from the Fred Wing home, near Albion, a few days ago.

The Buick salesroom and office had a rather destructive fire Saturday evening. The fire started in the office rooms above the showrooms which have just been newly decorated. No machines were on the floor at the time.

The Boy Scout campaign is expected to go over the top next week. Several large contributions have been received. The Nichols & Shepard Co. employes contributed \$1,000 and the management \$300. Mrs. J. L. Montgomery, of the Post Tavern, G. L. Burt, of the Bellevue cement plant, and the Sherman Manufacturing Co. each gave \$1,000 toward the \$25,000, that being the sum the Scouts are asking for. W. S. Butterfield, of Bijou Theater, gave \$500.

Some results of the coal strike were felt on the Goshen branch of the M. C. & Lake Shore Saturday. It took three hours to coal one engine at Elkhart and here is where the crews got two days' work in one. It took them sixteen hours to go from Battle Creek to Goshen and return. Jack.

When you can not look back over a year of your business life and see wherein you have improved, it is time for you to consider whether you have reached the top of the ladder.



Preamble of the Constitution of the United States

**“We,
the people
of the
United States,
in order to**

**form a more perfect union,
establish justice,
insure domestic tranquility,
provide for the common defense,
promote the general welfare,
and secure the blessings of liberty
to ourselves and our posterity,**

**do ordain and establish this Constitution for the
United States of America.”**

LET US ALL GO TO WORK TO PROMOTE DOMESTIC TRANQUILITY

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS

INCREASE YOUR BISCUIT PROFITS

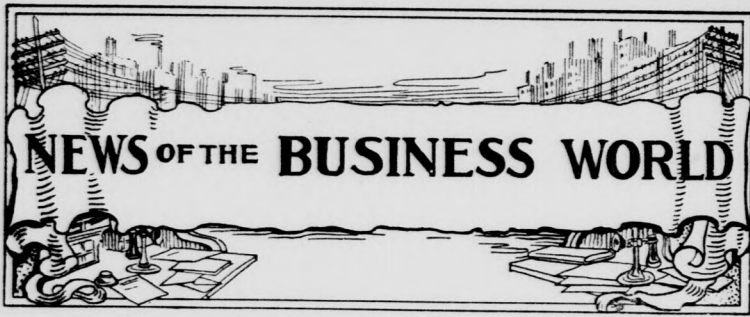


Advantages of an
IDEAL SUNSHINE BISCUIT DEPARTMENT

Perfect Display—Clean—Neat—Attractive
A Complete Stock with Smallest Investment
It Creates Interest and Consumer's Demand
Ask the Sunshine Salesman—He Knows

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits
CHICAGO



Movement of Merchants.

Portland—Claude P. Plant succeeds Beebe & Son in the grocery business.

Graafschap—William Van Vliet succeeds Tien & Rutgers Co. in general trade.

Lowell—The Cox Grocery Co. has changed its name to the Kuhn Grocery Co.

Muskegon—Albert E. Hunt succeeds John Vander Zyl in the grocery business at 17 Pine street.

Grand Ledge—Frank Lemmon has opened his meat market which has been closed for a short time.

Saugatuck—The Fruit Growers' State Bank will increase its capital stock from \$50,000 to \$100,000.

Charlotte—Albert E. Martin will engage in the restaurant and cigar business in the Hildreth building.

Alma—Mr. Blackaller, recently of Grand Rapids, succeeds Miss Selma Newman in the restaurant and cigar business.

Albion—Carl Bundy has leased the rolling mill which has been idle for some months and will open for business Dec. 1.

Owosso—The Owosso Co-Operative Co. has opened its grocery store in the Dimmick building on West Exchange street.

Lowell—H. D. Elder has sold his stock of furniture to Yeiter & Co., who will continue the business as a branch to their furniture and undertaking business.

Fremont—John Pikaart, formerly of the firm of Pikaart Bros., has purchased the interest of W. W. Peterson in the Fremont Furniture and Undertaking Co.

Ludington—Hans C. Nielson, head clerk for H. C. Hansen for the past twenty-seven years, has purchased the grocery stock of Leo Grundeman, taking immediate possession.

Flint—The Henderson Plumbing & Heating Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in in cash.

Ishpeming—Peter Bouth has sold his interest in the confectionery stock of the Cloverland Candy Kitchen to his partner, George Lafkas, who will continue the business under the same style.

Coopersville—Forty years ago last week Charles P. Lillie commenced to clerk in Jud Rice's store. He remained with him four years and a half and then went into partnership with George Watrous, buying him out five years later. He has ever since conducted the business himself, with the help of his sons the last few years. He is the oldest merchant in Coopersville.

Concord—The Concord Co-Operative Co. has purchased the A. K. Tucker grist and feed mill and will continue the business.

Iron River—The People's Supply Co. has sold its stock of general merchandise and shoes to Leonard Heppen, who has taken possession.

Jackson—W. A. Risheill has added another store to his chain of groceries, the newest addition being located at 115 South Jackson street.

Royal Oak—Increase in capitalization from \$25,000 to \$50,000 is announced by the First Commercial State Bank, jointly with news of a new home it is planned to erect by next summer.

Olivet—W. R. Morgan has placed his stock of hardware in the hands of the Thompson Sales Co., of Des Moines, Iowa, who will close it out at special sale. Mr. Morgan will remove to Jackson.

Lansing—Hedges & Gibson have sold their stock of drugs and chemicals to Taft & Raycraft, Inc. The capital stock of the company is \$12,000, all of which has been subscribed and paid in in property.

Detroit—Coleman & Meyer, Inc., has been organized to deal in automobiles, parts and accessories, with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Detroit—The West-Fisher Buiwitt Co. has been incorporated to deal in tools, machinery, etc., with an authorized capital stock of \$10,000, all of which has been subscribed, \$750 paid in in cash and \$1,500 in property.

Coopersville—M. Durham has sold his grain elevator to the Coopersville Co-Operative Elevator Co., recently organized here. Possession will be given Jan. 1. Paul Hahn will continue as manager of the business.

Swartz Creek—E. G. Smith has removed his stock of general merchandise here from Judd's Corners and consolidated it with the Davison & Houston stock of general merchandise which he recently purchased.

Detroit—R. Cook & Co., Inc., has been organized to conduct a warehouse and storage business, with an authorized capital stock of \$2,000, of which amount \$1,500 has been subscribed and \$500 paid in in cash.

Howe—The Bourman-Rubert Co. has been incorporated to deal in automobiles, auto trucks and accessories, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Kalamazoo—The Dearborn Equipment Co. has been incorporated to deal in service station equipment, with an authorized capital stock of

\$50,000, of which amount \$30,000 has been subscribed and \$15,000 paid in in cash.

Detroit—The Romanian-American Motor Sales Co. has been organized to deal in automotive vehicles and accessories, with an authorized capital stock of \$10,000, of which amount \$9,000 has been subscribed and paid in in cash.

Grand Haven—The Cook Mercantile Co. has sold its stock and store fixtures at the corner of Third and Elliot streets, to the stockholders of the Co-Operative Association, who will continue the business for the benefit of its stockholders.

Detroit—The Independent Association has been incorporated to deal in general merchandise and groceries by mail, with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed, \$300 paid in in cash and \$2,000 in property.

Detroit—The Tecla Co., Inc., has been organized to deal in all kinds of electrical and mechanical appliances, with an authorized capital stock of \$350,000, of which amount \$175,000 has been subscribed, \$750 paid in in cash and \$169,000 in property.

Jackson—Arthur E. Greene, has contracted a fifteen day reduction sale on Castles' \$40,000 stock of ladies ready-to-wear at York, Pa. Mr. Greene will also conduct a fifteen day reduction sale for the Emerson Co., of West Point, Ill., on its \$20,000 general stock.

Battle Creek—After thirty-five years of long hours and close application to his work, Charles P. Baker, owner of the Baker Drug Co., will retire. He estimates that in thirty-five years he has worked an average of 4,380 hours a year, or a grand total of 163,300 hours.

Bradley—Edgar S. Allen, dealer in general merchandise, left for Clearwater, Florida, Nov. 22, accompanied by his son, Kenneth, where they expect to spend the winter. Mrs. Allen will join them after the holidays. Howard E. Tanner will have charge of the business during their absence.

Manufacturing Matters.

Clarkston—John Shaughnessy has engaged in the baking business.

Leslie—Claude Minor, baker, has sold his business to William Featherly.

Hillsdale—Allen A. Borton has bought the bakery business of Avis A. Oberlin.

Webberville—Fire destroyed the bakery of Charles Croupe, Nov. 23. The loss is partially covered by insurance.

Jackson—The American Gear & Manufacturing Co. is building an addition to its plants, at a cost of about \$180,000.

Mt. Clemens—The bakery conducted by John F. Gatz & Co. was damaged by fire recently to the amount of \$10,000.

Monroe—The J. L. Fusner Corporation has been organized to manufacture and sell sheet metal and other specialties, with an authorized capital stock of \$25,000, of which amount \$14,200 has been subscribed and \$11,900 paid in in cash.

Milan—Charles H. and Myron W. Wilson have sold their flour and feed mills to the Detroit Milling Co., who will take possession Dec. 1.

Benton Harbor—The E. L. Brant & Sons Co., Inc., capitalized at \$15,000, will have in operation next spring a modern canning factory.

Menominee—The Northland Motors Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Muskegon—Martin Stuit has been made treasurer of the Standard Malleable Iron Works of this city, one of the largest works of its kind in Western Michigan.

Detroit—The Gratiot Lumber & Coal Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Lansing—The Detroit Beef Co. building is being razed and as soon as the site is cleared, Pine & Mennecke, Detroit, contractors, will begin the erection of a \$50,000 building for the concern.

Detroit—The Star Tool & Die Works has been incorporated with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed, \$3,000 paid in in cash and \$3,000 in property.

Niles—The Hunter Co., Inc., is preparing to build an artificial ice plant with a capacity of about twenty-five tons a day. The contract for the two-story brick and concrete plant has been let to M. D. Baker & Son.

Jackson—The Nu-Life Auto Products Manufacturing Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and paid in, \$1,000 in cash and \$2,000 in property.

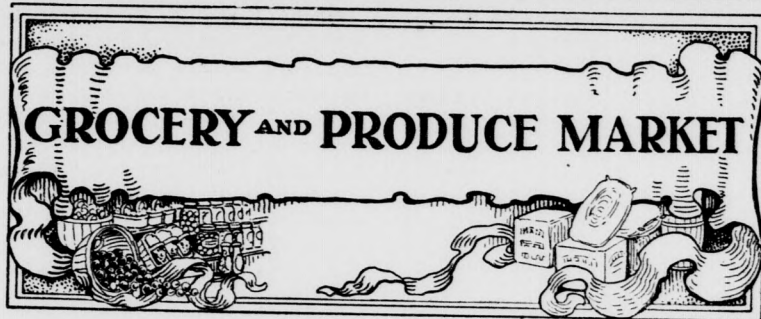
Vicksburg—The Vicksburg Wood-ware Manufacturing Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$29,350 has been subscribed and paid in, \$4,350 in cash and \$25,000 in property.

Detroit—The Good Enameling Corporation has been organized to do a general metal enameling business, with an authorized capital stock of \$10,000, of which amount \$5,300 has been subscribed and \$1,200 paid in in cash.

St. Louis—The Carlson Brick and Tile Co. has been organized. It is capitalized at \$30,000. The company controls excellent clay deposits. Construction work on a plant has been started under the direction of F. A. Wheeler.

Detroit—The Cardboard Cutting & Supply Co. has been organized to manufacture automobile wood parts, card board panels, etc., with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—Hamilton Carhartt & Company, Detroit overall manufacturers, are doubling production of overall material in their mills at Rockhill and Carhartt, S. C., at an expenditure of half a million dollars. The cloth manufactured in South Carolina is made into overalls in Detroit.



The Grocery Market.

Retailers will have a better understanding of the transportation situation, which is just as aggravating probably to them as it is to the wholesaler, when it is realized that freight conditions both from the East and the West are bad. Where normally it has taken twelve to fourteen days to get foods, now the delay is from thirty-five to forty days. Factories either are oversold, or are way behind, which is practically the same thing.

Apparently some manufacturers of staple goods of some kinds are exporting products, because in the instance of one staple, where it was customary for a wholesale center to get a car every week or ten days, now a good shipment is about ten cases for the same period. Tobacco is having export now, it is found, and in good quantities. Incidentally it may be mentioned that the postoffice department will take shipments of certain goods for the Central Empires up to two pounds per package. It might pay dealers to find from their postmaster what this list of goods is and then to create a sale among people who want to send holiday gifts to their friends in that district of Europe.

Some dealers have reported that the use of quality and service will not offset their inability to get sugar to furnish customers, while mail order houses ship in sugar generously.

So far as can be found only one large mail order house has good supplies of sugar and to that cost would have to be added the heavy freight to destination from Chicago. One big house sends a bag of sugar, perhaps, with good orders, but ignores requests which come with small orders. Another house has restricted the shipment of sugar to the trade as carefully as the wholesale houses have done to make the allotment to go around. It is no time now to try to sell any one customer several bags of sugar, or try to get business with sugar baits.

Sugar—The legal department of the Government has bungled the sugar situation again by promulgating a new price for the staple. Beet sugar refiners in Michigan received telegrams last week, stating that, temporarily, they would be permitted a charge 12c, plus N. Y. rate of freight, which means that granulated sugar costs the jobber \$12.466 per 100 lbs., f. o. b. depot. The jobber is expected to handle the sugar twice—from the depot to his store and from his store to the depot again—and sell it at 13c. The retailer is expected to sell granu-

lated at a profit of 1c per lb., but pending definite instructions from Washington, retailers generally are selling granulated at 15c per lb. The telegrams sent to the refiners were marked "confidential," but such a thing as treating such communications as confidential is out of the question, because of the various interests involved. The refiners are warned that they must not sell sugar to any but wholesale distributors, which leaves the candy manufacturers and soft drink makers high and dry for the present. The trade is thrown into a state of great uncertainty by Washington dispatches announcing that the President has revived the war time powers relating to the regulation and distribution of essential food commodities that had been vested in the United States Food Administration, transferring them to the Department of Justice. The tentative plan with reference to the regulation of selling prices for sugar, as outlined in the dispatches, appears on the surface to be unworkable in practice, in the opinion of trade authorities, unless some similar arrangement can be made to control the cost of raws at the point of origin, or on resales. As to resale prices, as coming within the scope of Government control, no difficulty is likely to be presented, but it is pointed out that it will be a different matter to limit the price which the Cuban or other foreign producers may see fit to charge for their sugars unless the influence of the Cuban government is brought to bear upon them. But sentiment in Cuba is said to be strenuously opposed to further governmental interference with the law of supply and demand. As to purchases by beet sugar refiners of Cuban or other cane raws to be refined by them to assist the Atlantic and Gulf port refiners in furnishing an adequate supply of sugar for domestic consumption and insuperable obstacle to procuring such assistance from them is held to exist in the fact that the equipment of beet mills is not adapted to the refining of cane sugar. Southern cane mills are adapted to such work and are already preparing to convert Cuban raws into clarified and refined sugars, stimulated by the large profit represented by the difference between the cost of such raws and the maximum price of 17c a pound for clarified and 18c for plantations, which, under a recent ruling of the United States Attorney General, Louisiana planters feel justified in charging for the washed and refined sugar made of the Cuban raws they have bought and intend to buy.

Tea—The market has had a rather

active week. There is still much firmness in the market, particularly in Javas and Ceylons, the lowest price Javas obtainable now, in a large way, commanding around 25 cents. Contrary to a great many persons' knowledge, there has been quite a lot of cheap tea about the market, but it is getting disposed of now and the market shows a stronger undertone. The demand for tea is very fair and the undertone strong.

Coffee—A break occurred in the future coffee market last week. The result was that Rio grades declined probably 1c per pound. Santos coffee did not share in this, as the better grades of Santos are scarce. Demand for coffee is quiet, as the market is irregular and uncertain and nobody wants to take a chance on it. The cause of the break in coffee was the weak news from Brazil. Milds about unchanged.

Canned Fruits—Peaches sagged until clings could be bought at 10 per cent. under the opening prices and freestones at 12½@15 per cent. under. The movement was light. Pears are holding steady at 5 per cent. over. Water fruits of all kinds are dead dull and will likely continue so as long as the sugar shortage lasts. Pineapple is the only active item in the list.

Canned Vegetables—Prices are inclined to be weak, as there is a pressure to sell, particularly in corn, but even at the decline of corn, which most holders are willing to make, the demand is light. To-day, in corn, it is a buyer's market, but nevertheless the demand does not appear to be stimulated. Tomatoes, in spite of strong statistical position, are also inclined to be weak, but buyers are not interested. Fancy peas are in demand, but are scarce. Some packers are taking orders for 1920 fancy peas and the report is that buyers seem to evince an astonishing amount of interest. No prices are named as yet, buyers placing orders at the opening price, what ever it may be. The expectation, however, is that prices of fancy peas will be higher than they were this year.

Canned Fish—Holiday buying of the seasonable offerings has curtailed the general demand for fish and left as the principal outlet replenishing orders. Maine sardines, in place of suffering as a result of these conditions, have done remarkably well and have developed a firm tone under a larger volume of orders than were booked during the early part of the month. During the lull in buying at that time, stocks became depleted and the tendency is now to replenish them. Packers' stocks are not heavy, which gives confidence to distributors. Keyless oils cannot be had on spot for less than \$4.25, and usually a premium is demanded. Other grades are correspondingly higher than a fortnight ago. California fish are firm under a steady demand and light offerings. Foreign sardines are held so high that their movement is limited. Salmon is quiet but shows no weakness. Red Alaska is moving steadily in a small way.

Dried Fruits—Association assort-

ments of standard prunes, which a while ago were held at ½c over the opening, worked up to 1c, and now there is little to be had at that premium. A fraction over is usually demanded on desirable sizes of spot goods. There are very few, if any, large prunes, few 30s or 40s and practically no 20s. Foreign orders have been a feature all week. They were for small sizes and for spot, transit and Coast fruit. Peaches have been far short of the demand. Jobbers who usually carry sizable stocks are out or are almost down to bare floors. A short evaporated production and a larger percentage canned is given as the reason for the shortage. The same thing holds true of apricots. Pears are moderately offered and firm. Raisins are going out steadily. Arrivals are light and hardly sufficient. Apples have shown decided improvement, due to an increased domestic demand. New packs from up-State are coming in and there is quite an active movement. The export situation remains unchanged.

Syrup and Molasses—The corn market has advanced during the week and that has caused an increased firmness in the glucose market. Corn syrup is firm and in fair demand, without change for the week. As to sugar syrup, the demand for sometime has been in excess of the supply, as the supply of sugar syrup is regulated by the sugar supply. The supply of molasses, that is, good molasses, is very light and the price is very high. The week has brought no change.

Nuts—The Thanksgiving demand gave the market an active aspect all of last week. Retailers are laying in their holiday stocks and they keep the local supplies from accumulating. Almonds are moving much better than a few weeks ago. Walnuts are firm because of an active demand. California large nuts command a premium because of their scarcity. Foreigns are selling well, as the price differential is in their favor. Filberts are not so weak, but they are not in the class with other offerings as to demand or tone. Mexican pecans are slow because they are not properly graded. Brazil nuts are in freer supply but steady.

Cheese—The market is firm at prices ranging about the same, with a light consumptive demand and a normal make. The market is in a healthy condition on the present basis of quotations.

Condensed Milk—The market is active and on the up grade, as manufacturers believe that the shortage of sugar will be reflected in the December prices as well as the higher cost of liquid milk after December 1. The condensory price is \$9, but resales are being made \$8.80@8.85, with not much available at these figures. One dealer reports an order for 5,000 cases at \$5.75, but he has been unable so far to get goods to fill it.

Salt Fish—No change has occurred in the fish market. Irish mackerel are still available and a few Norways will be shortly. Everything is at very high prices.

THE WRONGS OF LABOR.

Now Is the Time to Drop All Such Nonsense.

Grandville, Nov. 25—To listen to some of the diatribes of those who seek to fill their pockets at the expense of the workingman, one would think that labor was ground down under the heel of a despotism worse than that of the late Russian Czar. It is a shame that men in free America can find it in their hearts to so maltreat their country, the freest the sun shines on, by asserting that labor is suffering terrible wrongs that require little less than revolution to make right.

Men of sound common sense know better. Honest men who labor know better, yet there are some, easily influenced, who are stirred by the demagogic appeals of these leeches on the body politic, and these are often led into strikes which are uncalled for, unjust even to themselves and their fellow workers. Then a radical element gets hold of some of the unthinking—the shallow and the foreign element—rousing them to acts of violence which place them outside the pale of law-abiding citizens.

The United States has the misfortune to harbor many worthless characters who, under the guise of defenders of labor, work their way into the innermost circles and secretly poison the minds of contented laborers until their imaginations run away with their brains and strikes, sluggings and murders are the result. If all these agitators could be corralled and dumped into the Gulf of Mexico the United States would be the gainer thereby.

We had a contented laboring class in this country before the foreign influx of labor unions. In those days labor was not looked upon as a class by themselves as to-day, for the reason that almost everybody labored at

one thing or another. Labor was honored. The individual man was looked upon in the light of common sense, and chance for advancement was always open, not shuttered in by a union that made of workers parts of a great machine. Unionizing men who labor serves to curtail individual independence, crush worthy ambition and carry the idea that once a workingman always a workingman. All this is contrary to the spirit of American institutions, detrimental to democratic ideas, wholly foreign to the fundamental principles of our free Government.

The youth who chopped slabs in a milliard at \$8 per month was not a fit subject for any labor union since he had a mind to think, a brain to plan, and it was not his idea to be always a chopper of slabs. Over there a little way loomed the great lumber mill, throbbing with the crush and roar of machinery, its dozens of saws gnawing into great logs, mincing them into lumber for the world's market.

The boy often watched the progress of manufacturing pine trees into the finished product, lumber, noted the bosses, also saw the owner riding about in his carriage, said owner ten years before coming as a common workman to the great pine woods seeking his fortune. "I'll some day ride in my carriage and be a man of means," secretly resolved young Hans. Ten years later he was a mill and woods boss, and at the end of a dozen more years one of that mill company, a rider in carriages, the employer of hundreds of workmen. What chance would Hans have had as a single spoke in a labor union wheel? None whatever.

The story of this green European boy is but a sample of hundreds of others in the history of Western Michigan. Take the whole country over and you will find many an object lesson this—the mounting of work-

ingmen to higher things, to the management of great business as the architects of their own fortunes. It is an alluring picture which invites every ambitious young man in America. It is a picture that holds no hope for the subject of a walking boss, the member of a labor union which is more despotically managed than the veriest tyrannical kingdom of old Europe.

Labor is better paid to-day than at any time in the history of the world. There is no sense of reason for idle manipulators of labor unions to prate of the "wrongs of labor." There are no such wrongs and these men who so declare know it very well. Labor is honorable. There are very few people in the world who do not labor at work fitted for them to do. We have no moral right to speak of the "laboring class" when such a class does not really exist. The man who works with his hands to-day is bound to be the capitalist of to-morrow. Then why slander the men of the shop, the mines and mills, even on our farms, by referring to them as "the laboring class," exercising one's lungs by continually vociferating about the wrongs of labor? It is an insolent plea, absolutely without foundation in fact, a slur and a slander upon capital and labor alike.

Very unfortunate was it for the peace and well being of the workers when the tentacles of union labor were first fastened upon America's shores. When everything in the workaday world is moving on at a pleasing pace, along comes the unscrupulous and crafty union agitator from outside and starts in to organize the men who have been contented and happy into a labor union. From that time forward look for trouble.

A newspaper man who had experienced some hard luck bought out a small paper in one of our cities and went to work to build up a business for himself. It seems that he had

not been informed that the town was bossed by the labor unions, and that no business was allowed to flourish until it had signed all right and title to individuality over to these despots of the composing room.

It was at the outset a small business. The publisher hired two girls as compositors, not members of any union, and set out to publish his paper. He was not long permitted to do this unmolested. A committee from the union waited on him, giving him to understand that no non-union compositors were permitted to work in that town. Our newspaper man was rather taken aback. He was not a weakling, however, and very politely yet pointedly showed his callers the door.

The result was disastrous to that publisher's business. Through the infamous boycott the publisher was driven out of business, his plant sent to the bone yard, two estimable girls thrown out of employment and one establishment which might, had it been permitted to continue, have become in time an employer of many workmen, utterly destroyed. Where was the gain to these men who arrogated to themselves the right to dictate to another the manner of running a business which was wholly his own?

Men who have any sense of right and justice cannot approve of such high-handed proceedings. Did an employer perpetuate one-half such malicious tyranny against his workmen, he would be held up to view as a monster in human form and find himself unmercifully flayed by the public press.

In many nations of the old world they have what is termed the peasant class. In America no such class exists, nor do we desire anything akin to it in this free land where every man has the opportunity of shaping his life as may seem to himself best. There is a goal which many seek and which has free opportunity in this

JUST THINK!

You are paying twice as much for your merchandise as you did a few years ago. Are you giving twice as much attention to leaks?

The largest Mills, Factories, Warehouses, etc., in the country treat the Rat Menace as a matter of great importance—*Retail Grocers lose a great deal more, in proportion, through the depredations of these pernicious pests:*

Every Rat infesting your store is costing you from five dollars to fifty dollars each year.

Genuine Felix-Girard Rat and Mouse Embalmer

is used by the largest users of Rodent Exterminator in America.

Clears out the pests in one night without danger, inconvenience or after-odor.

Packed in one pound cans at \$3—Each pound guaranteed to clear 1500 to 2500 sq. ft. of infested floor space.

Put this in your Want Book Now—If your Jobber cannot supply you, write to us direct.

The Felix-Girard Company

Minneapolis, Minn.

Sold in Grand Rapids by Tradesman Company.

A few nationally known users of
Genuine Felix-Gerard Rat
and Mouse Embalmer

WASHBURN-CROSBY CO.
RUSSEL-MILLER MILLING CO.
PILLSBURY FLOUR MILLS CO.
GREAT ATLANTIC &
PACIFIC TEA CO.
F. W. WOOLWORTH CO.
S. S. KRESGE CO.
ARMOUR & CO.
SWIFT & CO.
WILSON & CO.
CHICAGO & N. W. RY. CO.
CHICAGO & G. W. RY. CO.
NORTHERN PACIFIC RY. CO.
NATIONAL CANDY CO.
HERSHEY CHOCOLATE CO.
CLIFFORD BROTHERS CO.
LIVINGSTON SEED CO.
NORTHRUP-KING & CO.
ADAMS SEED CO.

country, but it is not that which finds its expression through the mouthpiece of any trades union under the sun. A man cannot be free and belong to one of these organizations which curtails his individuality and places it in the keeping of an exalted personage with whom the honest workman has not a single thing in common.

The United States has been the asylum for the oppressed from all over the earth, and up to recent years it bore out this reputation to the full. Of late, however, a new species of government has been grafted on to the old-time traditional liberties of our country, and many of our citizens are called upon to bind themselves in a new allegiance which seems to hold them in a grip of steel, even as against the sacred obligations they owe to the Constitution and laws of the Great Republic.

It is time to drop all this nonsense about the wrongs of labor, and to swear anew fealty to the Constitution of our country, stand for our rights under that Constitution, demanding our right to pursue a business in such manner as pleases ourselves, un-intimidated by the bosses of any labor organization whatsoever. Let this country be hereafter as free for the individual worker as it is for the heads of labor unions who arrogate to themselves power to dictate business as against the interests of the owners thereof.

Old Timer.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 24—The farmers of Chippewa county were not caught napping this year in Thanksgiving poultry. They were right there to unload at the high prices and more poultry was bought in this year than any previous year, especially turkeys, which were of good quality and more than what could be consumed here locally.

The lumbering town of Thorice will be practically closed for the winter, owing to the Barton Lumber Co. having closed down for the season, putting forty men out of employment. The company had a very satisfactory season, the cut exceeding 5,000,000,000 feet.

The cold wave came along on schedule, whether the coal strike was settled or not.

The village of Detour is threatened with darkness after December 1, the Electric Light Co. having served notice on the city council that, unless a certain amount was paid on or before that date, the service would be discontinued. The citizens are up in

arms and may possibly come to some arrangement to continue the service.

An inch of smile is better than a yard of frown.

Capt. Richard Ballensinger, who has been in charge of the A. H. Eddy meat market since his return from overseas, is contemplating going into business for himself.

Thomas Green, our popular prosecuting attorney, folded his tent and joined the mighty hunters' league at Sugar Island last week. His many friends have deferred buying their usual Thanksgiving turkey, hoping to receive the nice, juicy venison roast which he has promised his friends upon his return. One is almost sure not to be disappointed, as the deer are said to be trained on the Island for any emergency of this kind. It will simply be a matter of size.

Lee Seaman, of Detour, made a business trip to the Soo last week, laying in supplies for the winter.

Now that the sugar bowl is empty you can use it as a place to hold your coal supply.

Peter Nelson, of Gulliver, has sold his logging business in the vicinity of Whitefish, where he has purchased considerable stumpage.

The Pawley Business College students made quite a hit here last week in a mock trial, which was one of the cleverest cases put over in years. Much credit is due the institution and the students for the manner in which they carried on the trial.

Kaiser Geski, who for several years has been conducting a grocery store at Algonquin, has sold out to Joe Samek. Mr. Geski is figuring on moving to Detroit. The present proprietor is a new man at the business and his many friends wish him every success in his new venture.

D. H. Moloney, one of our leading men's furnishers, accompanied by his wife, left last week to spend the winter at Dade City, Florida, where he expects to hunt Southern game, thus eliminating any possibilities of a coal strike in his Northern home.

William G. Tapert.

It is all very nice to read about other people being successful because they are lucky, but if you try to succeed yourself on a luck basis you will find there's nothing to it.

Just because a customer acts as if he knew more about your business than you do, don't get excited. Sometimes the man on the side lines sees things the players miss.

THE WASH ROOM TRAGEDY.

They found him in the wash room of the Pullman sleeping car. Some thought that he had fallen and been staggered by the jar; Some fancied he had fainted, and some guessed he'd had a stroke. But the wise ones only chuckled, when at last the victim spoke: "I was shaving! I was shaving! Oh, I can't remember more. I was shaving, busy shaving, when I seemed to hit the floor!"

It was early in the morning and the train was pulling in. When the gentleman decided that he'd scrape his cheeks and chin; So, regardless of his neighbor who might want to wash his face, He proceeded very calmly to make use of all the space. I can't tell just what happened, for the room was very small, And a lot of us were waiting, when we heard the stranger fall.

On the leather cushions near him stood his open traveling case And his personal possessions occupied each bit of space. From the hooks his clothing dangled—he'd monopolized them all; There were shaving soap and powder and some stuff we couldn't call— Quite enough to stock a drug store, on the wash stand strewn about, Which is why the wise ones chuckled when they found him flattened out.

No one seems to know the story, no one seems to care to tell, We found him cold and silent in the wash room where he fell, There are some who think he fainted, some who think he had a stroke, But the wise ones sit and chuckle, and they treat it as a joke. For they know that some one landed, with a wallop swift and straight, On the hog within the wash room, who too oft had tempted fate. Edgar A. Guest.

STOP!

**Santa Claus is the TRAFFIC COP
Who Knows How to Make
the SHOPPER STOP!**

**Big Christmas Trade is as near to
you as
19 is to 20**

THE GREAT HUMAN RIVER OF HOLIDAY SHOPPERS WILL SOON FLOW PAST YOUR STORE. YOU CAN HAVE AS MUCH OF THIS TRADE AS YOU ARE PREPARED TO TAKE CARE OF.

LOOK AT THIS LIST OF
"Universal" Christmas Gifts

What you sell of this line will make

Xmas Last the Whole Year Through

- Universal Vacuum Bottles, retail from\$ 2.65
- Universal Lunch Kits, retail from 4.00
- Universal Bread Mixers, retail from 3.75
- Universal Food Choppers, retail from 2.00
- Universal Coffee Percolators, retail from 5.00
- Universal Pyrex Casseroles, retail from 6.00
- Universal—Genuine Mahogany Cases with 26 Pieces
Silver Knives, Forks and Teaspoons, retail from 18.00
- Universal Electric Grills, retail from 12.00
- Universal Electric Coffee Urns, retail from 17.00
- Universal Electric Toasters, retail from 6.50
- Universal Electric Irons, retail from 7.00

The above goods will be advertised to forty million people in the popular magazines for farm and town readers.

Trim your windows with "Universal" goods and make your store the

Stopping Place for Shoppers

If our catalog is not at hand drop us a postal and it will be sent at once. Factory prices from your nearest market.

Come in person, if possible, but send us your mail orders if you think you cannot leave. We will handle them with the greatest of care from our long experience.

H. Leonard & Sons
GRAND RAPIDS MICH.

CHECKING FUSSY FADDISTS.

There has long been a belief entertained by wise men that the safety and salvation of a democracy lay in its power to deliberate, to moderate divergent views, to draw a wide perspective on a given topic and in the end strike a prudent and sensible conclusion. In its application to the food trades, that much discussion has been good for the grocer; that, if he was really right, long scrutiny and much debate would prove the fact and illuminate his vindication.

The war and the subsequent readjustment have gone far to prove the correctness of this belief. Having long been the goat, the grocer has generally come through with a clean bill of health and a realization among wise men (who are not politicians) that the chief offender in the high cost of living must be sought elsewhere. The food commissioners, who came into the lime-light knowing little of the grocery trade but promising much in the way of reform, have with singular unanimity come to frankly declare the accusation of profiteering against the grocer unfounded—with a few glittering exceptions, perhaps.

In California the process of sifting has happily lighted on a probable "lead" into real light as to one great cause for the high cost of living. Observers have discovered that where the farmers have "co-operated," prices have gone up, and the reason has been a degree of concerted action by farmers that, in business circles, would have sent the offenders to jail as "conspirators" and profiteers. And so there was held a meeting to urge the Legislature to repeal the "exemption of farmers" from the operation of the Cartwright Anti-trust bill. Once, at least, the genuine "sore spot" has been touched, and the way the farmers and politicians jumped to the defense proved it as nothing else could. And they emasculated the conference, just because farmer plus politician are a greater force than the "average citizen," plus the high cost of living.

Still, the incident is illuminating and encouraging for people who long to see the dawning of the truth. It may have failed of its fullest effects in California, but it indicates that gradually one phase of the truth is dawning.

That this is so is indicated in other directions. For instance, there is at last on in Washington a formal enquiry into the workings of the California raisin trust, which promises to be interesting as proving whether it is more important to lower prices than to fatten farmers. Of course, there are perfectly honest men holding partisan opinions on both sides, but between those two dilemmas lies the truth somewhere.

The same strong sentiment against the exemption of the laboring man—in exactly the same position as the farmer and just as much a profiteer—is noted in some of the proposed railroad legislation. If there was opportunism in the operations of the old-type trusts, which reacted unfairly and undesirably on the consumer, it was equally present in the collusion

of a monopoly of labor or food production or any specific division of either. In the decision, therefore, will lie first whether favoritism is desirable under an anti-trust law and, secondly, whether anti-trust laws are a blessing or a mistake.

So far as the petting of California trusts is concerned, it is evident also that the protection grabbers have about gone the limit in such things; as the effort to add 2 cents tariff protection on beans to shut out foreign competition. A prominent California politician is quoted as advising his constituents that it is "undesirable at this time to add elements of cost on food products" when all efforts should be made to bring prices down. And even the long-time policy of "scratch my back and I'll scratch yours" has been broken in upon in California. When the populace gets aroused against the farmers, the food trusts are likely to have things less their own way than in the past. The test seems likely as to ascertain who owns the legislators—the people as consumers or a handful of farmers and other special privilege seekers.

A very nice and promising "scrap" of similar character is in prospect between the two wings of food law policy, in the fate of the Calder bill, championed by Senator Calder, of New York, and now before a Senate committee. It represents the hopes of the liberal end of official food control and will be a "red rag to a bull" with the radical and hair-splitting type of official. Already it is warming up in promising fashion and ought to concern every friend of practical pure food.

The bill in substance would wrap around every piece of food once shipped in interstate commerce, while in its unbroken original package, the protection of Uncle Sam's approval and certification. It would declare that if a piece of goods was packed, labeled, shipped and sold in interstate traffic in conformity with the National pure food laws and regulations, no state or city official should so interfere with it as to make it amenable to state laws or city ordinances that were at variance or in conflict with the Federal law.

In practice it would nationalize our food standards and a manufacturer whose product was good enough for Dr. Alsberg's scientists could feel safe in shipping them anywhere. But it would also check fussy faddists of multitudinous variety from holding up such products at their several state lines to make them comply with forty-eight different notions of state officials or no end of city fancies. This interference has long been the manufacturer's hoodo and it did not seem to protect the consumer in any appreciable degree.

But food officials and politicians want just such petty authority. If one had a hobby about some debatable feature of a label or a product or ingredient—benzoate, saccharine, oleo, coloring matter, size of type on a label, net weight and dating or any of the other local prejudices—and it would add a few jots and tittles to his political aura, he wanted to play that

trump and for personal glory. The manufacturer and consumer paid the price and food commissioners waxed fat and famous. The Calder bill would make for simplicity, economy and practical protection of the consumer; for no one has ever charged the Federal law with laxity or inefficiency. It would simplify practice and standardize food laws and every manufacturer is for it. But since it would clip the wings of a few ninkumpoops in state and city food departments, that faction are "agin it." Of course. It might as well be fought out now as at any other time.

EIGHT HOUR HYPOCRISY.

The long and acrimonious demand of the union labor leaders for an eight hour work day, on the ground that no man should work more than eight hours per day to remain healthy and retain his strength, is shown up in its true light in Chicago nowadays, where union carpenters refuse to work at all, even at the new rate of \$1 per hour, unless they are permitted to work overtime also at the rate of \$2 per hour. Union carpenters employed on the Continental and Commercial National Bank building, for instance, are drawing \$100 per week for 74 hours work, as follows:

Monday, eight hours at \$1 per hour and six hours at \$2, \$20.

Tuesday, Wednesday, Thursday and Friday, eight hours at \$1 per hour and five hours at \$2, \$18 per day.

Saturday, eight hours at \$1 per hour.

All of which goes to show that the present Federal Administration, in forcing the eight hour day on the country in many trades, has simply played into the hands of union labor leaders and precipitated a condition which enables the union shirkers and slovens to penalize the employers of the country to the extent of millions of dollars per year by refusing to work the eight hours established by rule unless they can work overtime also.

Those who know anything about the construction of the soldiers' encampments during the war fully realize the infamous manner in which the Government was penalized because the War Department, on the demand of the exponent of the unions, Secretary of Labor Wilson, decreed that only union men should be employed. Those who had no affiliation with the union found they could procure union cards for "\$50 and no questions asked." In most cases these payments went into the hands of the union leaders, instead of finding their way into the treasuries of the union. Thousands of men displaying union cards and sporting union buttons drew from \$6 to \$16 per day and never turned a hand over to do an hour's work. They played cards and smoked cigarettes, being careful to be on hand only when pay checks were handed out.

Any one who touches elbows with a union man at any angle invariably gets the worst of it. The only safe course to pursue is to make workmanship the sole test of employment and accomplishment the sole basis of compensation, because the man who

expects to get anywhere with union employes will find that everything will cost him from two to four times what it is worth, besides getting botch workmanship and bad treatment.

SAFEGUARDS AGAINST FIRE.

Have you taken every precaution to safeguard your store against fire?

Don't permit rubbish to accumulate in basements, stairways or anywhere about the premises. Clean property seldom burns.

Don't burn trash, brush or rubbish near buildings, fences or other property, nor permit children to do so.

Don't keep ashes in wooden boxes or deposit them against wooden buildings or partitions. Keep in non-combustible receptacles.

Don't change electric wiring without consulting a competent electrician.

Don't hang electric light cords on nails.

Don't fail to take precautions with electric irons and always use with signal light.

Don't fail to place metal protection under all stoves and protect woodwork where stoves or furnaces are close to walls.

Don't pass stove pipes through ceilings, roofs or wooden partitions.

Don't neglect to have all flues cleaned, examined and repaired at least once each year.

Don't fail to provide screen for open fire-places.

Don't connect gas stoves, heaters or hot plates with rubber hose.

Don't use gasoline or benzine to cleanse clothing near an open flame, light or fire.

Don't use kerosene, benzine or naphtha in lighting fires or to quicken a slow fire.

Don't use liquid polishes near open lights. Many such compounds contain volatile inflammable oils.

Don't thaw frozen water pipes by applying a torch or flame of any kind. Wrap pipes loosely with cloths and pour on hot water, or send for a plumber.

Don't allow children to play with matches. Keep matches in closed metal box.

Don't go into closets with lighted matches or candles.

Don't fail to remember that there is always danger in the discarded cigarette and cigar stub.

THE TEST OF PATRIOTISM.

The peace time patriotism of some Michigan mayors should be looked into by the Loyal Legion. Mayor Ferle (his name indicates that he is an object of suspicion), of Lansing, favors permitting Bill Haywood and Emma Goldman to talk in Lansing under the auspices of the central labor union. The Loyal Legion and the common council both put a veto on leaders of the I. W. W. speaking in the Capitol City and evidently propose to enforce their opposition in a most positive manner.

This is no time to temporize with sedition and disloyalty. Every one who has been identified with murder propaganda like Haywood and Goldman should be summarily dealt with.

CHRISTMAS TREE FIRES.

When the time comes to get ready for the holidays with Christmas decorations, remember the fire hazard and the countless Christmas tree fires. You fill your store with extra stock, increasing the possibility of loss, because your insurance is not increased to match this temporary stock enlargement. And you decorate with the most inflammable kind of materials.

Think of what a store fire may mean to you. Decorate your home or store Christmas tree with a string of electric lamps, not with candles. If you should use cotton for window trims of snow scenes, use asbestos fiber instead, powdered mica to make it sparkle. Don't train a string of electric lamps around the window where they will come in contact with inflammable material.

In this connection, remember that fireproofed crepe paper and other decorating materials are to be had and you can fireproof fabrics yourself by dipping them in suitable solutions. A mixture of three parts of borax, two and a half parts of epsom salt and twenty parts water makes a good fireproofing solution if used as soon as prepared. Dissolve the borax and the salts in separate portions of the water and pour together when wanted. Fabrics may be fireproofed by treating them with solutions of any of the following: alum, ammonium sulphate or phosphate, borax, water glass, calcium chloride. Of course, none of these fireproofing solutions makes a fabric absolutely fireproof, but it renders the goods fire resisting, so they will endure without igniting during a short application of intense heat.

Fourteen years as the minimum age for child workers in all countries except India and Japan, where the minimum is twelve years, is the recommendation unanimously adopted by the International Labor Conference at Washington. According to the labor paragraphs of the Peace Treaty, the findings of the Conference may be either embodied in an international convention or made the subject of separate action by the various Governments. Presumably it is the latter procedure that will prevail, inasmuch as international agreement brings the ultimate decision back to the Governments under the form of ratification. When the problem comes up for action in the National law-making bodies, will it have to face the argument that America and Europe dare not extend protection to children under fourteen while Japan and India threaten to flood the world with goods manufactured by children of twelve? This ancient fear which holds down progressive communities to the low human standard of backward communities must be dismissed. If the methods of industry are to be adjusted to the demands of the lowest efficiency, if Western civilization is not sufficiently in advance of the Orient to risk a handicap of two years in its child workers, efficiency and civilization become empty words.

If we enjoy our work, every day is a holiday.

City Day Specials

Wednesday, December 3rd

As announced last week, we are going to hold our next big "City Day" sale on WEDNESDAY, DECEMBER 3rd, and it behooves every wide-awake merchant to either attend in person or have a representative here to take advantage of the wonderful opportunity to purchase staple lines and holiday novelties for immediate delivery.

During the past ten days or two weeks our buyers have been busy in the Eastern markets, and we are pleased to advise that they were very fortunately able to purchase some high class merchandise for the Christmas trade which we know will interest you.

Space will not permit our listing all of the lines which will be on sale, but just glance over the following, notice the prices, and then make up your mind to come to our salesrooms, WEDNESDAY, DECEMBER 3rd, without fail.

Stock No.	Description	Price	Present Market Price
2565	Wos. Tan Cordo Lace H. C. Eng. Toe McKay	\$4.40	\$5.00
2484	G. G. Gun Eng. Lace McKay	4.20	4.75
2485	G. G. Mahog. Cf. Eng. Lace McK.	4.90	5.50
2839	Wos. Hav. Br. 9" Lace Int. Tip Louis Heel McK.	6.55	7.50
2865	Wos. Hav. Br. Kid 9" Lace Int. Tip Louis Heel Welt	6.90	7.60
2866	Wos. Hav. Br. Kid 9" Lace Int. Tip 13/8 Cub Heel Welt	6.90	7.85
2869	Wos. Hav. Br. H. C. Lace Louis Heel McK.	4.95	5.60
2885	Wos. Blk Kid 9" Lace Int. Tip Louis Heel Welt	6.90	7.50
2886	Wos. Hav. Br. Kid 9" Lace Int. Tip Louis Heel Welt	7.25	8.25
2887	Wos. Br. Goat Lace Int. Tip Cub Heel 12/8 McK.	4.95	5.75
2888	Wos. Br. Goat H. C. Lace Plain Toe Louis Heel McK.	4.95	5.75
2889	Wos. Blk. Goat H. C. Lace Int. Tip Louis Heel McK.	4.95	5.75
2896	Wos. Br. Cab. H. C. Lace Int. Tip 14/8 Cub Heel McK.	4.95	5.75
2897	Wos. Blk. Kid H. C. Lace Louis Heel McK.	4.95	5.75
3565	Misses Tan H. C. Cordo Lace Eng. Toe McK.	3.75	4.50
3566	Misses Tan H. C. Cordo Lace Broad Toe McK.	3.75	4.50
3588	Misses Gun Eng. Lace McK.	3.20	3.60
3888	Childs Gun Eng. Bal. McK.	2.60	3.00
3965	Childs Tan H. C. Cordo Lace Broad Toe McK.	3.45	4.00
4867	Childs Blk Trotter Kid Lace Underwedged Heel McK.	1.75	2.15
4868	Childs Blk. Trotter Kid Button Underwedged Heel McK.	1.75	2.15
4917	Childs Kid Button Pat Tip McK.	1.85	2.15
2665	Wos. Red Felt Fur and Rib Trim Lea Sole Turn Slip	1.55	2.00
2666	Wos. Navy Blue Felt Fur and Rib Trim Lea Sole Turn Slip	1.55	2.00
2667	Wos. Wine Felt Fur and Rib Trim Lea Sole Turn Slip	1.55	2.00
2739	Wos. Pat. Blu. Oxf. Tip Cub Heel McK.	3.65	4.50
2740	Wos. Gun Blu. Oxf. Tip Cub Heel McK.	3.65	4.50
2741	Wos. Kid Blu. Oxf. Pln. Toe 1/2 Louis Heel	3.65	4.50
5826	Inf. Blk. Button Turn No Heel	1.00	1.25
5823	Inf. Vici Mary Jane No Heel	1.00	1.25
5824	Inf. Blk. Mary Jane No Heel	.80	1.00
5825	Inf. Grey Mary Jane No Heel	.80	1.00
6140	Boys Gun Blu. McK.	2.85	3.50
6141	Boys Gun Blu. G. W.	3.25	4.00
7118	Mens Blk. Choc. Sp. Blu.	3.00	3.50
8433	Mens G. M. Whl. Qtr. Blu. 1/2 D. S. Welt Munson Last	5.25	6.70
8730	Mens Blk. Serv. Blu 1/2 D. S. Welt Wide Toe	4.90	6.50
8741	Mens Full Gr. Chrome Russ Side Bal. G. W.	6.00	7.80
8751	Mens Full Gr. Chrome Russ Side Bal. G. W. Eng. Last	6.00	8.30
U.S.	Mens 4 Blk. Walrus Government inspected, Case lots	3.00	3.50
U.S.	Mens Knee Boots Duck Vp. Gov. inspected	2.75	3.05
U.S.	Mens Hip Boots Patent Pressure Gov. inspected	3.60	4.80

In particular at this time we wish to call your attention to Nos. 8741 and 8751, which we will offer at \$6.00 per pair, in dozen lots, on this date only. Think of it! A Full Grain Chrome, Russia Side Bal, Goodyear Welt, over a snappy English last, at a price considerably less than it costs to manufacture them to-day. These shoes are made in our own factory, under careful supervision, and each and every pair that leaves the house carries with it the R. K. L. guarantee of perfect satisfaction or the shoes can be returned to us. How we can do it on the present high leather market is a conundrum, but we want you to feel that it is going to be worth your while to come to our salesrooms on WEDNESDAY, DECEMBER 3rd, and these two shoes alone should be the clincher.

Also notice the prices on four-buckle Walrus, patent pressure, U. S. Brand, government inspected, and Men's Knee boots, duck vamp and Men's U. S. patent pressure, government inspected Hip Boots, case lots only. 'Nuff said.

Rindge, Kalmbach, Logie Co.

10-22 Ionia Avenue, N. W.

Grand Rapids, Michigan

Bring on Your Leather Substitutes.
Written for the Tradesman.

The leading editorial of the October 26th Shoe Retailer is devoted to a review of the economic conditions which have forced the price of shoes and leather up to their present high levels. On the subject with which it deals; namely, the present status of leather prices and the likelihood of a continuance of world prices for leather and shoes, the editorial as a whole is the best balanced statement the writer has read. It is discriminating, judicial, sane. And in a time like this when men with petty passions ingrained prejudices, and monstrous misinformation are ever now and then feeling themselves called upon to rush into newspaper print and accusing shoe manufacturers and retail shoe dealers with high crimes and misdemeanors in the way of profiteering, it is truly refreshing to read a clear, calm, and logical discussion of this vexatious matter.

The writer uses the term vexatious advisedly, for the situation is manifestly not to anybody's liking. Shoe manufacturers deplore the fact that they are compelled to ask such prices, and so do retailers; and the silliest and most ridiculous charge under the sun is that these men deliberately connived to bring on this high price situation in the shoe and leather industries. H. C. L. propaganda and (and does) produce certain desirable results. For instance it helps people to buy food, apparel and other essentials more judiciously; it stresses the importance of cutting out some of their foolish and extravagant demands; and indicates practical methods of stopping leaks in the domestic economy of the average home; but agitation doesn't affect economic laws that are as fixed and inexorable in their working as the law of gravitation.

"It is inherently improbable," says the Retailer editorial, "that the agitation against the high cost of living will have any permanent effect upon shoes, or any other article made of leather. Prices have been steadily advancing during the past decade or more under the compulsion of causes beyond the reach of any individual organization, or indeed of any governmental regulation. The tanning industry rests upon a by-product the supply of which cannot be increased by demand or price. The number of hides and skins which result incidentally from the slaughter of animals for food arbitrarily determine the quantity of raw material for leather. The gradual irresistible upward curve of prices of leather merchandise has its cause in the diminishing per capita consumption of beef, and the increasing per capita consumption of leather."

With the demand for shoes increasing rather than diminishing, not only in America but throughout the world; and with new uses developing for leather at home and abroad—it surely does not require a prophet to foresee that the leather markets of the world are going to be popular marts for years to come. And the best of the supplies will naturally go to the highest

bidders. Sentiment and patriotism can scarcely keep American-made products at home where foreign markets outbid our town; neither shall we be able to deflect the currents of raw materials for shoes our way unless we are willing to pay the best price being offered by others. And this means substantially that we are going to have world prices in shoe and leather merchandise. Labor situations in the different countries of the earth, methods of transportation and distribution, and the like, will, of course, make some differences in the price of the finished product to the ultimate consumer; but the inevitable tendency will be toward a world standardization of prices in shoes and in merchandise of all other kinds.

Therefore the demand for inexpensive footwear can only be met by turning to a new source of raw materials; in other words, to the use of leather substitutes in the production of shoes.

For a period that almost antedates the present generation, the possibility of the development of a satisfactory leather substitute has been a somewhat academic question. It has been discussed pro and con in countless publications devoted to the shoe industry.

Looking in on the debate from an unbiased point of view, it looked for a while as if the cons had the better of the argument on purely logical grounds; but judging the matter from a practical standpoint and having worn fiber soles and rubber heels and found them satisfactory from a variety of angles, such as economy in cost, comfort, looks, wear, hygienic considerations and the like like—the writer firmly believes the pros have won the debate.

Insofar as the foundation of the shoe is concerned, sufficient progress has already been made to invalidate some of the more arrogant claims for sole leather. Sole leather is good (i.e. if it is good sole leather), but it is not the only good material that may be used in the construction of a shoe.

BEING IN CLOSE TOUCH with the very important Coal Fields of Virginia and West Virginia, we desire to receive communications from manufacturers of Live Merchandise where not actively represented in this territory.

Goodykoontz Drug Co.

BLUEFIELD, W. VA.

Reference—First National Bank.

WM. D. BATT
FURS

Hides, Wool and Tallow

28-30 Louis St.

GRAND RAPIDS, MICHIGAN

Specializing in high grade service shoes

for many years has made possible the

wonderfully long wearing H. B. HARD

PAN (Nailed) service shoe line of to-day.

Your out door customer is asking for this

kind of a shoe to-day. Sell him the

best—the H. B. HARD PAN service

shoe.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

When it Storms
think of

Hood Rubbers

Be ready

Have you our full set
of Hood Catalogs?

If not, let us know at
once and they will
be sent.

Largest Rubber Dealers in Michigan

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

No longer can it be truthfully stated that sole leathers wear longer than any other known substance, that it is more nearly water proof, and that it is freer from other objectionable qualities. The manufacturers of fiber soles have so perfected their products as to meet all these requirements. (I am speaking now, to be sure, of the standard makes.)

This is a notable achievement. All that remains is to develop now some substitute for upper stock that will meet all the well-known conditions for use in shoes, and the problem will be solved. Then the entire industry will be revolutionized. It will be changed as fundamentally as it was when time—and labor-saving machinery was introduced in the days of halcyon memory. Instead of being limited, as we now are, to a by-product in our search for shoe materials, we shall need a vast new supply of raw material. And immediately thereupon the whole question of price will be again disturbed. Then shoes will be cheaper.

But in the meantime this widespread desire for cheaper shoes will undoubtedly stimulate inventors to renew their search for a practical upper stock substitute. In conversation with a young man who is interested in this proposition and has devoted a lot of time to research work, he assured me that he could produce even now a material that would wear as well as leather, look as well, and prove as satisfactorily generally—only the price at present of such a material would be prohibitive. His problem now is to get the same merits in some less expensive product.

Cid McKay.

The Magical Power of Turnover.

In discussing the superior economy of business when promoted by advertising, frequency of turnover is often mentioned, but its power seldom understood.

Turnover is the rate of speed with which stock is transferred to the consumer; if the retailer's turnover is slow, manufacturing must lag and demand decrease with payrolls.

The net profit is what remains of the difference between cost and selling price after deducting all expenses, including the salary of the proprietor; it is much smaller than the public imagines. But the smaller the net profit and the more rapid the turnover, the better for all concerned.

The buyer profits by the difference; it pays him therefore to buy only advertised goods from a merchant who advertises himself freely. The manufacturer profits, because his credits are shorter, less of his capital is tied up unproductively; therefore it pays him to co-operate with the retailer in advertising.

The retailer profits by the fact that he carries much less stock in proportion to his business; can work on less capital, and by taking a small profit frequently, he can compound it and use it to build up his capacity for more customers.

It is evident that 3 per cent. net four times a year is better than 12 per cent. net once a year. But the remark-

able powers of compound interest are not usually considered.

If a merchant who started with a thousand dollars could turn his stock daily, reinvesting and selling, on a net margin of 1 per cent., at the end of a year of three hundred business days he would have, not 300 per cent. gain or \$400, but 1,876 per cent. or nearly twenty thousand dollars, cash.

A humble dollar, at a 1 per cent. daily turnover, would be but \$2.00 at the end of a hundred days; but at the end of the three hundred, it would be \$11.74; two years' increase would make \$222.56; three years' \$4,395; four years \$86,888; five years \$1,717,840; six years \$33,959,200. Before the end of the seventh year the daily turnover would exhaust the mercantile power of the world, so there is no use in going further.

It is true that a perfect turnover cannot be obtained; the peddler may dispose of his stock by personal solicitation, but this form of advertising is proportionately costly and the market limited.

It is not possible to move stock daily in the more staple lines; but the only explanation of the vast fortunes built up from small beginnings by sales of a penny, two, five or ten cents at a time is found in just two things; the power of turnover to increase capital and the power of advertising to find customers and by rapid sales release the augmented capital for reinvestment.

The great business concerns that have built themselves up from humble beginnings are based upon "quick sales and small profits." By no other means could a man turn a few dollars into millions in one lifetime.

And the high speed lubricant, that makes possible quick turnovers of large sums, is intelligent advertising.

Hire your own or your wife's relatives to work in your store if you like, but hold them to the same rules that are made for the rest of the force.

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

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

Great Bargains for City Day, Dec. 3

For three generations we have been known as the Quality House.

For this one day we are going to make it mean bargains.

Be sure and come. All departments of our institution will have wonderful values on display.

This means an opportunity to lay in a supply at prices unheard of today.

We plan to see a great number of old friends on that day so try and come early that we may better be able to give you our time and attention.

Don't Forget City Day Dec. 3rd

Hirth-Krause

Shoemakers for three Generations

Shoes

TANNERS AND SHOE MANUFACTURERS

Red Crown Gasoline for Power

The modern motor and improved carburetors have demonstrated beyond question that gasoline made especially for motor fuel—as Red Crown is made—will give the most power—the most speed and the most miles per gallon. Red Crown, like your automobile, is built to specifications and Red Crown specifications have been worked out by the most eminent petroleum chemists and automobile engineers available.

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

STANDARD OIL COMPANY
(INDIANA)
Chicago U. S. A.



Land Bank Decision Appealed.

The Federal court at Kansas City in the hearing on the constitutionality of the land bank bonds tax exemption feature held that the exemption is legal. The case has been appealed to the supreme court. The plaintiff who holds stock in a company proposing to invest in such securities ought to restrain it from such diction. His claim was that the exemption of taxes from the Federal land bank bonds is an injustice in that large property owners by placing their investments in these bonds escape income taxes which must be borne by the public at large. The Government pleaded that the country has established the land banks for the benefit of the farmer, and is committed to the present system; that the exemption of the bonds from taxes makes their sale more ready on the market and enables the Government to give a larger service to the public. The case was appealed to the United States Supreme Court. The case was a friendly one brought primarily as a method of getting into the Supreme Court to settle the matter. Bills are also pending in Congress to repeal the tax exemption feature of the law. So we shall soon have a positive decision as to the matter which has brought a widespread discussion and some bitterness on both sides. Unquestionably the exemption of taxes from the land bank bonds, both the ordinary series and those issued by joint land banks, has caused some upsetting in the investment field, and naturally it has been held by the farm mortgage brokers and investors that there is equal reason that a farm mortgage should be exempt from taxation.

While the land bank is making loans rapidly there is to-day little difference in the older settled sections between the interest rate paid on these loans and on the usual farm mortgage. The loans made by insurance companies and mortgage brokers in Iowa and Missouri, as well as in Eastern Kansas and Nebraska and similar sections of the country noted for their well-established farming industry, are at 6 per cent., or even lower in many instances. This is without any complications or the investing in stock in the land banks. There is the same amortization privilege if desired, and the only difficulty now is to obtain enough funds for investment, owing to the utilization of investment funds in industrial development in the after-war period. It seems logical that the states that are borrowing so largely could wisely exempt mortgages from taxation in order to give their home people an inducement to invest in

these securities. The local investor who does not conceal his mortgage by handling it through a third party and then falsify his tax return is compelled to lose 1 to 2 per cent. in the interest rate in taxes. Not many localities have as high a rate as the latter figure, but some cities have. What is needed to-day is encouragement to buy farm loans coming from legislative authorities, and if the Government does this for one class of realty securities it should do it for all. The effort of the mortgage owners to help agriculture is worthy of praise whether they do it through land bank bonds or by direct mortgage investments. The reports from brokers is that the farmer has paid far more for his crops this year than ever, and he will not be able to reduce his mortgage debt as much as was fondly expected last spring. This calls for increased investment, and the sooner the farm mortgage business, both private and general, is on a settled basis the better it will be for the country. In any event it should all be on an equality. C. M. Harger.

His Chief Trouble.

There is an elevator boy in an office building who is among a large number of public servants who resent needless questions.

One day there entered his car a rather fussy old lady, and garrulous as well.

"Don't you ever feel sick going up and down in this elevator all day?" she asked.

"Yes ma'am" said the boy.

"Is the motion going down?"

"No, ma'am."

"The motion going up?"

"No, ma'am."

"Is the stopping that does it?"

"No, ma'am."

"Then what is it?"

"Answering such questions as yours, ma'am."

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

Credit Development

The development and extension of the credit of any concern depends upon its business methods as much as upon its tangible assets. The concern with a good credit standing usually is managed by men who are thoroughly informed on the basic conditions of trade, thus eliminating guesswork in their daily operations. Most men of this caliber will find much of interest in our Monthly Trade Reports.



Established 1853

OUR OFFICERS

CLAY H. HOLLISTER President
WILLIAM JUDSON Vice President
CARROLL F. SWEET Vice President
GEORGE F. MACKENZIE Vice President and Cashier

OUR DIRECTORS

John P. Homiller
W. R. Shelby
L. H. Withey
William Judson
Carroll F. Sweet
W. D. Stevens
Clay H. Hollister
John Duffy
John C. Holt
Edward Lowe
Frank Jewell
Geo. F. Mackenzie
James F. Barnett
Wm. M. Wurzburg

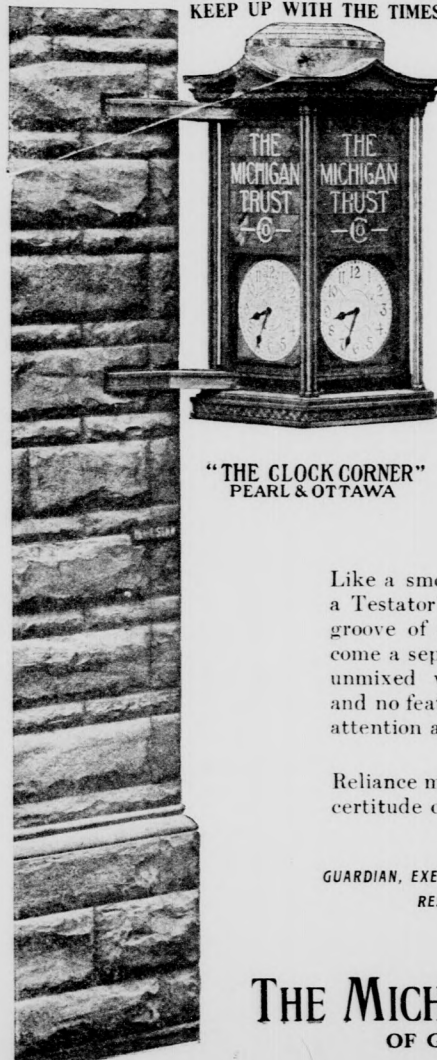
THE OLD NATIONAL BANK

MONROE AT PEARL



GRAND RAPIDS

KEEP UP WITH THE TIMES



Down the years,

"THE CLOCK CORNER"
PEARL & OTTAWA

Like a smoothly running clock; a Testator's desires, set in the groove of our office system, become a separate unit, its affairs unmixed with anyone's else—and no feature can escape proper attention at the proper time.

Reliance may be placed upon the certitude of our performance.

GUARDIAN, EXECUTOR, TRUSTEE UNDER WILL.
RESOURCES \$2,700,000

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

Tobacco Men Get Mail Order House.

Announcement is made by the Whelan-Duke interests, whose numerous new ventures in the trading field have attracted wide attention, that they have obtained for the United Retail Stores Co. the big mail order house of Montgomery, Ward & Co., of Chicago, doing a business of approximately \$100,000,000 annually. This indicates that the Retail Stores promoters have found that a big concern like the Montgomery, Ward Co. can be utilized very profitably for the distribution of goods, and also as a buyer of goods at wholesale through the medium of the big mail order machinery of the Ward Company. The present stock issue of 300,000 shares of the Montgomery Ward Co. is to be increased to 1,000,000 shares of no par value and of this amount 850,000 shares are to be acquired by the Whelan-Duke interests for the United Retail Stores Co., and 150,000 reserved for sale to the officers, directors and employes of the Montgomery, Ward Co. It is stated that the United Retail Stores Co. shareholders will have the privilege of buying shares in the enlarged company at a price which will give them valuable rights.

"Rights" to new stock of some new company have been coming rapidly in the last six months to shareholders in the Whelan enterprises, the American Tobacco deal, Candy Stores, Retail Stores and now the Montgomery-Ward proposition in quick succession. The current inflation and business activity have combined to make these ventures successful thus far but the effect of the Montgomery-Ward announcement was small, so far as the United Retail Stores shares were concerned, the market having a small advance for a day or two and then subsiding. Now that the Federal Reserve Bank in New York has taken steps to join with the Government in the deflation of financing caused by the war, it will be more difficult for shareholders to make the necessary arrangements to carry the new stocks on borrowed money. The Whelan-Duke interests have large resources,

however, and are adepts at devising new wrinkles in finance to carry their plans through and they may find a way to distribute the 850,000 shares of Montgomery-Ward stock and make the enlarged combination a strong one, but pyramiding in a season when the forces of the Government banking machinery are working for deflation will make the task a hard one.

God Bless Our Dad!

We happened in a home the other night, and over the parlor door saw the legend worked in letters of red "what is home without a mother?" Now what's the matter with "God bless our dad?" He gets up early, lights the fire, boils an egg and wipes off the dew of the lawn with his boots while many a mother is sleeping.

Dad buys chickens for the Sunday dinner, carves them himself and draws the neck from the ruins after everyone else is served. "What is home without a mother?" Yes, that is all right; but "what is home without a father?" Ten chances to one it is a boarding house, father is under a slab, and the landlady is a widow. Dad, here's to you, you've got your faults, you may have lots of 'em, but you're all right, and we will miss you when you're gone.



JOIN THE
**GRAND RAPIDS
SAVINGS BANK
FAMILY!**
33,000
 Satisfied
Customers
know that we
specialize in
accommodation
and service.

THE BANK WHERE YOU FEEL AT HOME



WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

Fourth National Bank

United States Depository



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

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

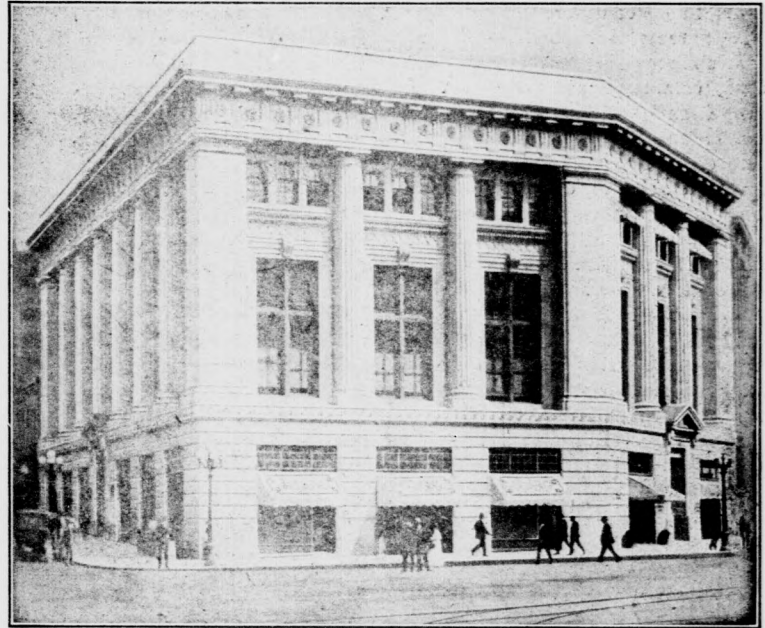
3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

**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**

**Will Your Estate Slip Through the
Fingers of Your Heirs?**

Or will you, in a business-like manner, create a trust fund for them? Of course, if your wife and children are trained in business and understand safe investments, well and good.

But if they are not, there's a great many chances that the money you have left them will dwindle very fast through unwise handling.

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OTTAWA AT FOUNTAIN BOTH PHONES 4391

The Sooty Chimney a Cause of Fire.

What are the causes of fire? What possible sources of fire exist in your store or home? There is the chimney and that is one of the first danger points to be considered.

The greater proportion of fires from chimneys are due to accumulations of soot. Such accumulations are due to the incomplete combustion of fuel and a neglect to clean the chimney at least twice a year, as it should be cleaned. A quick, hot fire of wood, such as you start in fall or spring when not using heat all the time, is particularly likely to set the soot on fire. It is also dangerous to burn accumulated papers in stoves, etc., because they are likely to start chimney fires. The stove or furnace is not the place to burn garbage. Burn all such waste materials outside, at least fifty feet from the building on windy days, and always in a suitable wire receptacle or incinerator.

Your chimney should be kept clean. The chimney sweep has not become the institution in our country that he is in England and even in Canada, but we might well adopt such municipal ordinances as Montreal, for instance, has, which provide for the cleaning of chimneys twice a year by a sweep.

A good way to clean a chimney flue is to lower from the top an old brick wrapped in carpet, swinging it twice around in the flue. A piece of fir tree on the end of a rope, weighted, will be satisfactory.

Chemicals are sometimes used for soot, but they are likely to remove the mortar in places also, making the cure worse than the disease. The burning of zinc scraps on a hot fire is said to have good effects, but at best any such plan is uncertain. To be sure the chimney is clean, clean it by the sweeping method. Some people have tried cleaning their chimneys by burning them out intentionally. A few of them got away with it, but in more cases the fire has got away with the chimney. The man who tries to clean his chimney by the

burning out method is inviting a visit from the fire department and the insurance adjuster.

Your chimneys ought to be inspected often enough so you will know they are safe. To find cracks and leaks, cover the top of the chimney with a wet piece of old carpeting and burn some smudgy stuff to create a thick smoke. The smoke will come out of the leaks, and leaks that will let out smoke will also let out sparks of fire.

Of course no chimney openings should be temporarily closed with anything but tight metal caps. The chimney should rise three feet above a flat roof and two feet above the ridgepole of a pointed roof and it should be remembered that chimney sparks on a shingle roof have started many fires. Tile chimneys are not safe and your insurance agent will probably not allow you to use one if he knows it.

If you have a chimney set or built upon any wood foundation or bracket; if you have a chimney into which any supporting timbers are set; if you have a chimney going up through a "blind" attic where it cannot be inspected; if you have a chimney which feels hot to the hand when a good fire is going, a chimney with flooring and joists laid close against it, a chimney with less than two courses of bricks around the flue (except an outside wall), you have a chimney which is not safe. If you can't make it safe, watch it!

Next to the chimney is the stove pipe that goes into it. Be careful of the joints in stove pipe and see that the adjoining pieces are set clear together as far as they are intended to go on good pipe (about 4 inches). And have the pipe properly set into the chimney and made tight and fast. When it has been taken out for cleaning, don't replace it carelessly.

If a stove pipe must pass through a floor or a partition, see that it is properly jacketed with a perforated collar with plenty of air space, or set in brick and cement. Hot air furnace pipes and registers should be six

inches from woodwork and covered with asbestos. Steam heating pipes ought not to come in contact with woodwork or anything inflammable. Sometimes in a back corner of a store you find a steam radiator with rubbish thrown in behind it. This stuff might be thrown there thoughtlessly in summer and not removed when fires are first started in the fall.

Watch your smoke pipes for holes. Heating apparatus and stove pipe deteriorate faster when not in use than when in use, and the soot left through the summer in a pipe may make a hole by the time autumn comes where there was none in the spring when the heat was turned off. Incredible carelessness is sometimes evident about stove pipes. I have seen a hole in a stove pipe patched over with a sheet

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To the investor who is looking for an opportunity to invest in a substantial industry, we advise you to investigate this proposition at once and satisfy yourself as to its strong merits.

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Petoskey, Mich.

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No Water. No Debts.

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Gentlemen: Without any obligation on my part, please send me all the information you have regarding the Petoskey Portland Cement Co.

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The Michigan Securities Commission does not recommend the purchase of any security and its approval must not be construed by investors as an endorsement of the value.

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Announce the removal of their offices to the tenth floor of the Union Trust Building, Detroit, Michigan.

Telephone Main 1118

of paper. Every one knows the rambling stove pipe in evidence in some stores where it is not convenient to have the stove near the chimney. Every foot of this pipe should be inspected frequently. Clean it now and then; every month go over it, rapping it with a stick or lightly with a hammer to detect the paper-thin spots which may break through at any time.

Of course you should keep ashes in metal receptacles. Just the other day I saw the ashes back of a drug store, in an annexed shed, stored in wooden pails! And I have seen ashes stored in upstairs rooms in a drug store in wooden tubs.

When you have a hot fire in your heater some time, try your hand on the nearest woodwork above or around it. Don't take a chance on that tinder-dry wood. Some day the fire will get hotter than you intended and the tinder will ignite. There should be eighteen inches clearance all around the furnace. Special care should be used in starting up the first fires of early cold weather. The first cold snaps are always attended with an increase in the number of fire alarms. In fact all cold snaps bring that condition, because so many buildings are heated with conditions that make fire when the heater is run at high speed. For this reason it is dangerous to use a heating apparatus that is not quite adequate to warming the place. It has to be superheated to get enough warmth. Have a heating plant just a little bigger than you need.

The use of gas stoves or oil stoves is attended with special risks. Gas heaters sometimes are connected with the gas supply by rubber hose. Throw this out and use gas pipe. See that your gas burners turn off tight. Fill kerosene stoves (and lamps, of course) by daylight, and never when lit. Hang no cloths or rags or anything inflammable near such a stove. Don't hang up cloths to dry close to any stove and don't leave them on steam pipes.

Always have suitable metal protection under your stoves, and back of them if within twenty-four inches of woodwork.

When it looks as if some other fellow has got rich quick, make up your mind you do not see all the ins and outs of the situation.

You Can't Keep Some Men Down.

"I've got the nerve all right," said a boy who was badly beaten in an encounter with a larger boy. "Next year this time I'll lick that fellow, hands down, you'll see! It is up to me to show him what I can do and I will!"

A woman who saw the fight and heard the boy's explanation was about to give up something she had undertaken, was about to play the coward, but after that she said to herself, "It is up to me to show what I can do," and she went back to her task and won out.

The man who is made of winning material, no matter what happens, is all the more determined to win out. He is not afraid of defeat, he is not afraid of failure. He turns these into discipline, as valuable experience, he makes a stepping-stone out of a stumbling-block. Rebuffs, obstacles, failures, only stimulate the man who is bound to win. You can't discourage a man who is victory organized, the Grant type, the Lincoln type, the Marshall Field or the Schwab type of man. Such characters laugh at defeat; it only goads them on to more vigorous endeavor, to more determined effort.

If his factory should burn to-day, uninsured, if everything material he possessed in the world, including his home and business property, was swept away by some terrible calamity, some fearful catastrophe, Charles M. Schwab would start out to-morrow morning with just as much determination to win out as ever before. You could not keep him down.

A man who is not enamored of his job, who lacks that resolute, determined purpose which knows no defeat, recognizes no failure, is never a success. The man who is victory organized will get up more determined than ever after he is knocked down. The harder the fall the greater the rebound. You can't keep such a man down, you can't discourage him any more than you could have discouraged a Napoleon, for his personality, his character, will remain although his home, his property, and every material thing he possessed be swept away.

A hard job is sometimes made soft by doing it cheerfully.

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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.

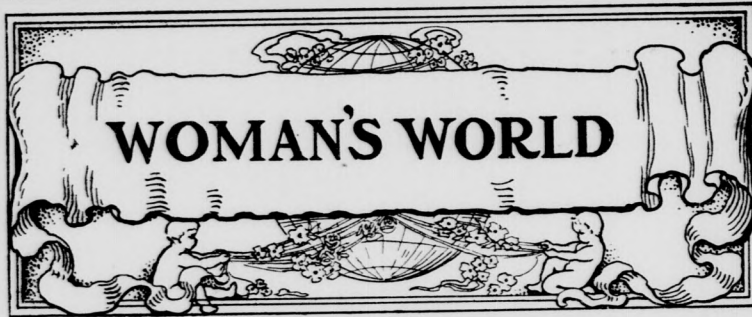
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Our Company divides its profits equally with its policy holders, thus reducing your premiums about one-third under the regular old line charge for fire insurance.

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Wm. N. Senf, Secretary

FREMONT, MICHIGAN



Why Not a Living Tree This Year?

Written for the Tradesman.

It has always seemed to me a sad sight—a Christmas tree, dead, cast off and lying out in the back yard, after all the happiness that has surrounded it. It took so long to make it; even a very small Christmas tree is at least five years old. The one you had in your house last year may have been twenty years old. Every one of the hundreds of thousands of little balsams and other firs that serve this joyous purpose each year in this country, to say nothing of other lands, has been cut down at the root and never again will go on to deck the mountainside with forest beauty. Bare hillsides all over the country attest the thoughtless devastation for one day's festivity.

We are only just beginning in America to realize the importance of our trees; we desolate our mountainsides in our mad and suicidal rush to turn our resources into money. I have no doubt that droughts and floods all over the land have been aggravated by this one thing of cutting down the little conifers to serve a momentary purpose at Christmas time.

The use of trees and other greens for this festival comes down to us from a great antiquity. Long before the birth of Christ the peoples of northern Europe, especially the Germans and Scandinavians, used the holly tree, or "holy tree," and other kinds of evergreen, for decorations in connection with a festival held in the latter part of December. The great feast of Saturn in the Mediterranean countries was held in December, and the people decorated the temples with such green things as they could find. Some have held that the custom of lighting the trees with candles was originally intended to typify the turning of the sun back after the winter solstice, touching the tips of the evergreen boughs with promise of the life-restoring spring.

However that may be, there is no meaning of Christmas, ancient or modern, that gains anything from the thoughtless sacrifice of a living tree. From any point of view it is a waste, and a far better lesson for the children might be gained by the simple alternative of using a tree that is alive, making it by this festival as it were a member of the family, and continuing its life and usefulness thereafter; a constructive rather than a destructive thing, in connection with the celebration of the birth of Him who came to give life, to give it "more abundantly." I am speaking of it now, long enough in advance

so that you can think about it, and think especially of how much more you can give of meaning to the festival, for the benefit of your own family, and who knows to how many more in the long years to come.

There came into my hands the other day a charming circular, of a "forestry company" in Boston, under the caption "Living Evergreens." The little girl who looked over it with me was delighted with the pictures of the little evergreens, and when she cried, "Oh, see all the little Christmas trees!" there popped into my head the idea that I am trying to give you now:

"Why not use living trees for Christmas?"

Pines, junipers, arbor vitae, blue, white and Norway spruce and pines they were, of various sizes, in pots and tubs, and with balls of earth around their roots, and they can be shipped to all parts of the country, for use indoors or to be set out of doors.

A very good-sized tree can be shipped by express, planted in a tub, used as a family Christmas tree, and then, after suitable care during the winter, be set out permanently to continue its beneficent work. How much more the trees on your grounds would mean to you and your family if every one of a group of evergreens represented a happy Christmas! And even if you live in a rented house in the city, you can keep the Christmas tree alive all winter and then arrange with the Park Commissioner to set it out in the spring in one of the parks, where, as the years go on, it can be enjoyed by many others.

That is a fine custom, under way all over this country and in parts of Europe now, of planting "memorial trees" to perpetuate the memory of men who died in the war. It is giving to young and old a sense of personal interest in particular trees—almost of personality in each of them. Well, in the old, old time there was, and in some parts of the world there still survives, a veritable worship of trees. Aristotle and Plutarch thought that trees had perceptions, passions and reason; there is an ancient story (the "Tale of the Two Brothers"), extant in Egypt not less than 3,000 years ago, in which a man leaves his heart in the top of an acacia blossom, and falls dead when the tree is cut down. Still persists in various parts of the world the custom of associating the life of a new-born child with that of a newly planted tree, and very widespread are customs connected with the planting of new trees and the idea that personal welfare is



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In sanitary cans—18 oz. and 25 oz.

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that's all salt.*

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bound up in some mystic way with that of the growing tree. You will find, if you take the pains to look for it, an abundant literature on this subject, full of interest and perhaps astonishment. You might start by reading in the "Encyclopedia Britannica," the article on "Tree-Worship."

Anyway, regardless of any peculiar ideas and superstitions which are or have been prevalent among men, the fact remains that any contribution to the thought of people of our day and country, especially children, tending to increase their realization of the importance of conserving forest life, is of great value to this and succeeding generations. The suggestion that this year in your own home you use as a Christmas tree a little conifer alive to add its "personality" to your family happiness at the Christ-festival, and then to go on living and giving pleasure and benefit to folks in the years to come, is perfectly practical, and along lines of the best thought and public spirit of our day.

It is none too soon to think about and plan for it. Prudence Bradish.
[Copyrighted, 1919.]

When Progress Will Lag on Leaden Legs.

It is time for some one to say a kind word about the knocker, for the knocker is knocked more than any other gent there is. Call a man a knocker and that settles it—he is anathema and even worse. Recently somebody sent me the following, the inference not being exactly plain, for maybe it was meant to apply to me, and I hope it was:

Some one has said that when the Creator had made all good things, there remained some dirty work to do. So He made the beasts and reptiles and poisonous insects, and when He had finished He had some scraps that were to bad to put into the rattlesnake, the scorpion and the skunk. So He put all these together, covered it with suspicion, wrapped it with jealousy, marked it with a yellow streak and called it a knocker.

The man who wrote this, if his argument holds good, is a direct son of Old Man Knocker himself, for in an exhibition of knocking he strikes 12.

Here are the facts in the case: Every man in the world who has graven his name deep in the granite of Time was a knocker. Every man whom the world calls "Savior" knock-

ed himself into immortality. Christ knocked against hypocrisy and pretense until they crucified Him, and thus lifted His message up until it became the great religion of civilization. The signers of the Declaration of Independence knocked against the tyranny of England, and George Washington knocked until the stuffing was knocked out of old King George. Abraham Lincoln knocked against slavery, along with John Brown, Henry Ward Beecher, Wendall Phillips and Garrison. Dickens knocked against the abuses of his country, and he did an effective job. Tolstoy was a knocker, as were Tom Paine, Voltaire, Jean Jacques Rousseau, Thomas Jefferson, Patrick Henry and Israel Putnam. Roosevelt was as conspicuous a knocker as we have seen in recent times. Wilson knocks everything that does not originate in the Democratic party and Lodge is equally certain that the Democratic party has precious little claim to recognition and consideration.

Knocking is more of a virtue than a vice. There are more good knockers than bad knockers. If there is any finer work than knocking against hypocrisy, pretense, cant, slavery, hate, malice, cupidity, greed, envy, spite, jealousy, fear, superstition, I do not know what it can be. Our real friends are those who knock us by telling the real truth about ourselves. Every step upward that the world has taken has been the result of a reformer's knocks. Genius itself is the knock carried out with exceeding fineness and infinite pains. The knocker is one who tells the truth and puts the kibosh on prevalent abuses. So long as nobody knocked there were what are known as the Dark Ages, and as soon as the knocking began, civilization started on its way up. Socrates, Copernicus, Galileo, Seneca, Marcus Aurelius, Pythagoras, Confucius, Moses, Abraham, Isaac, Jacob, John the Baptist, John Knox, John Wesley, Martin Luther—knockers all and knockers glorious! The knocker of to-day is in good company. When knocking ceases, Progress will lag on leaden legs. Long live the knocker!

Frank Stowell.

It is better to watch bubbles than to put your finger in to learn if the pot boils.

NOT BY GAIN, BUT BY SERVICE

Everywhere in life, the true question is not what we gain, but what we do.—Carlyle.

The value of an institution to the community, like that of a man to the generation in which he lives, is measured by service rendered—not by gains accumulated.

Judged by this standard, the NATIONAL GROCER COMPANY has fully earned the position of pre-eminence universally accorded to it by the food buying public of Michigan.



The service received by every patron of this institution is so ideally thorough, so considerate in every detail, so manifestly superior, that the name NATIONAL GROCER COMPANY naturally comes first to mind whenever the services of a wholesale grocer are required.

Moreover, quality for quality, NATIONAL GROCER COMPANY service is lowest priced—always.



NATIONAL GROCER COMPANY

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A STOCK OF WINGOLD FLOUR

will assure you a Quick Turn-over and a Better Profit, because of Satisfied Customers.

—ASK US—

WORDEN GROCER COMPANY
Distributors

Grand Rapids Kalamazoo

Prices of Wool and Woolens.

Both public and private sales of wool continue to show price strength here and in all of the foreign markets. It is noteworthy, also, that the medium grades which were neglected for a time when the finer merinos were mostly sought are now beginning to have a marked demand. In consequence, these varieties are commanding higher prices. It is still declared that prices of wool in general are cheaper in this country than in any other, and this accounts for the large business done by dealers in Boston and elsewhere. Domestic wool growers seem to have gotten over their fear that imports of foreign wool were calculated to reduce the price of the home product, and they are not likely to show strenuous opposition to further imports. One consideration that may move them is the fact that the only shipments to come from Great Britain are those of merinos, since those of crossbeds are to be stopped as not being a paying proposition. The first of the shipments of Australian wool to be placed on sale at auction here is expected to arrive about Dec. 10. It will consist of 12,080 bales, mostly of merinos. Between 12,000 to 13,000 bales of crossbeds have already arrived. It will probably be about the middle of January before the wool can be offered for sale. The Government sales of wool at auction will be resumed at Boston on Dec. 9. The goods market is in an expectant state. Deliveries for spring, under the allotment system, are coming fairly regularly. No announcement has been made of any formal opening of the next heavy-weight season, and, in most quarters, this is not expected. There is as yet no disposition to force things, nor is there likely to be until a better line can be obtained on this season's sales. Worsteds, especially fine serges, are said to be most favorably regarded. In dress goods, serges and tricotines have the call.

Course of Cotton and Cotton Goods.

If any conclusion can be drawn from the recent rather violent changes in cotton quotations it is that the tendency toward higher levels has been distinctly checked and that the general trend is likely to be downward. But the fluctuations in price are apt to continue between wide margins be-

cause prices are on an artificial basis due to the hoarding of cotton and the maneuvers of speculation. How far the hoarding will continue is a question. Little comfort is offered those who proposed withdrawing 2,000,000 bales from the market so as to uphold or increase prices. It is certain that the project will not command the bank support which its proposers expected to get. Governor Harding of the Federal Reserve Board announced during the last week that the funds of the Reserve banks should not be used to help the hoarding of commodities. The gradual and orderly marketing of crops, he said, was the proper policy to encourage. So far as concerns exports of cotton, circumstances are not as favorable as they were for increasing them, the main obstacles being financial, growing out of the exchange situation and the higher rates of bank discounts on both sides of the Atlantic. The goods market has shown some marked weakness in printcloths and certain other constructions and more of a disposition to confine sales to quick deliveries. But there is much activity in fine goods and specialties. Knit goods are in a class by themselves, the demand being keen and buyers seeming willing to take deliveries much in advance of the usual period. This is the case despite the increase in prices made.

Knitting Needles Needed.

The Machine Needles and Parts Committee of the National Association of Sweater and Knitted Textile Manufacturers, of which I. G. Strauss is Chairman, is endeavoring to obtain an adequate production of these articles in this country. The committee is also investigating the shortage of them in various parts of the country, and will attempt to provide for conditions that may arise in the near future.

At the present time there is a scarcity of machine needles in this country, and manufacturers who are short of them are advised to get in touch with the Secretary of the Association, stating their particular needs, or with Mr. Strauss. The committee is considering the question of having a census taken of the needles used and required in the domestic trade, so that adequate provision may be

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"Level up" your stock for SPRING trade. Inspect Our Line of Silk and Lisle Hosiery for Men and Women; Misses and Children. Wonderful Assortment of Kiddies' Top Socks. Season's Late; so Get Busy!

Nobby Styles and Beautiful Colorings in Christmas TIES. The SMART Kind that Suit the MEN. Liberal Assortment.

TRU-FIT and PURITAN Underwear for MEN and WOMEN for Immediate Use.

Burnham, Stoepel & Co.
Wholesale Dry Goods,
DETROIT, MICHIGAN

Vassar SWEATERS

Vassar salesmen will take on the road the first of the year what we consider the best sample line ever assembled in Michigan.

Vassar sweaters for 1920, in quality of yarns, colorings and workmanship, are worthy of a place in any store in the country.

We urge you to look over the Vassar Line with care. When in Detroit be sure to call on us.

BIG SHOWING OF Holiday Goods

In Wide Assortments

Send us your mail orders and they will receive our prompt attention.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Victor-Vassar Knitting Mills
48-50 Jefferson Avenue, Detroit, Michigan

made for their manufacture here or their importation.

The committee is now in touch with various needle manufacturers, who express themselves as willing to co-operate with the Association in seeing that the trade's requirements in this respect are met. Recent statistics show that the total monthly consumption of cylinder and dial latch needles during the war, as reported by 1,230 mills, was 9,826,475, and of spring needles, as reported by 375 mills, was 5,725,695.

Types of Women's Hats.

Heavy faille ribbons are again being used for soft, small, "youthful" models in the millinery trade here, says the latest bulletin of the Retail Millinery Association of America. This is the type of hat, it asserts, that can be worn at almost any season of the year.

"One of the manufacturers" it goes on, "is showing a line of little soft-brimmed affairs made of heavy ribbon in cuff brims, large rolling brims, and off-the-face shapes. Just a few brace wires are required to support the ribbon used. Navy, henna shades, brown and sand are being shown for immediate wear. A little edge of heavy wool or silk floss embroidery in some contrasting shade supplies a pretty finishing touch."

The bulletin also says that there are many charming versions of maline displayed these days, but one of the most effective is made on the lines of a soft tam or turban. These hats are transparent, using two or three thicknesses of maline to give sufficient body. Over the entire model, at intervals of about an inch, heavy cording or bias folds of velvet are arranged in regular spiral rows. This type of hat, although extremely simple, is very effective and the bulletin says it is just the thing to wear with an afternoon frock.

Factory Location Wanted

Established manufacturer desires factory location where girl labor is plentiful. Prefer good hustling town with good shipping facilities. Will buy or lease and remodel idle plant. Now employing about one hundred. Address Manufacturer, care Michigan Tradesman.

To Dealers Only

Write for our latest
SPECIAL CATALOGS
No. M. T. 1919
John V. Farwell Company
CHICAGO

Wholesale Dry Goods &
General Merchandise

The Little Salesman.

I am insignificant and of little intrinsic value, yet no retail business can exist without what I represent.

I have no need for money, therefore I work without salary and never ask for more pay.

I am not a "scab," notwithstanding I steadfastly refuse to go on strike for a shorter work day or longer lunch hour.

I am not a clock-watcher, for I am always on the job from the time the first customer enters the store in the morning until the last one leaves at night, and never grumble at working overtime whenever or wherever my services may be required.

I have no family, relatives or friends on which to spend my boss's time on account of births, marriages, illness or death.

I have no use for dances, parties, theaters, etc.; therefore my brain is not always in a whirl over social doings passed or to come.

I am as clean and fresh-looking as my boss is fastidious, and frequently more so, and never reek of booze, cigarettes, etc.

I am incapable of rudeness or impoliteness, because my language consists of only ten characters impossible of being formed into uncouth words; there I am always polite and courteous.

I have no ambition to engage in business on my own account and steal my employer's trade away from him, notwithstanding I exist only to sell goods.

I can sell strong drink to beat the band, but could not drink a drop of it to save my life.

I am not a life-saver, yet I have helped to rescue many merchants from the chain-store octopus and set them on the road to safety and prosperity.

I am not a magician, yet I have been known to make a 25 cent article look like a bargain at 39 cents.

I am both deaf and dumb, yet my silence is more convincing than the speech of most men.

I am a wonderful selling force, because I represent a fundamental principle of selling, and thousands refuse to buy where I am not to be found, yet many merchants try to conduct business without me.

Who am I?

I am a PRICE CARD.

A Personal Invitation to You and Your Buyers

On Wednesday, December 3rd, 1919, we will hold another BIG CITY DAY sale along the line of our previous sales of September 10th and October 29th. Each merchant will be expected to wait on himself and will be given an order book, sold tickets, etc., at the door.

You will notice that the date of this sale is just about the time that you should get the remainder of your merchandise for Xmas sales. Business is bound to be rushing just before Xmas. We have made several large purchases of merchandise especially for this sale and will offer you a lot of REAL SPECIALS on December 3rd, just the same as we have heretofore.

In addition to several large purchases we have a number of broken lines of merchandise which we will sacrifice on December 3rd. On account of being broken it is impossible to sample these lines to our salesmen, and included therein will be a lot more REAL SPECIALS. We can confidently say that you will be able to purchase merchandise on that day far below the actual cost of replacement at the mill, on account of our having bought the merchandise some time ago on a much lower market and our willingness to sell this merchandise at a low profit, in order to swell our sales and further expand and build our business.

OUR POLICY IS TO BUY MERCHANDISE RIGHT AND THEN SELL IT RIGHT. WHENEVER WE GET ANY EXTRA GOOD SPECIALS WE PASS THEM ALONG ON A SALE LIKE THE ONE WHICH WE WILL HOLD ON DECEMBER 3rd.

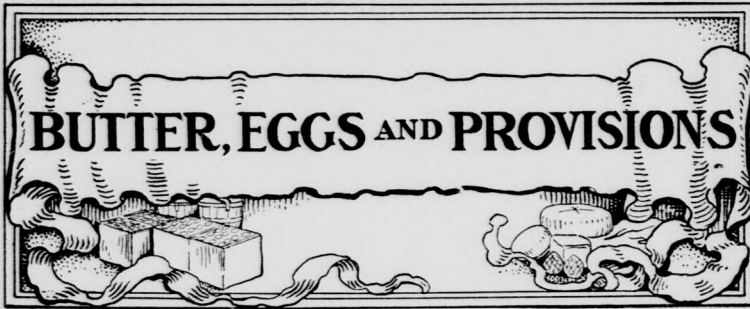
We are unable on account of rush of business to write a personal letter to each merchant and his buyers inviting them to be here but in lieu of same, please accept this as a personal invitation to you and your buyers and let nothing interfere with your being here bright and early on December 3rd.

Grand Rapids Dry Goods Co.
Grand Rapids, Mich.

The Lowest Priced House in the Territory

Exclusively Wholesale

No Retail Connections



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
Vice-President—Patrick Hurley, Detroit.

Secretary and Treasurer—D. A. Bentley, Saginaw.

Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Butter Containing Excess Is Liable to Seizure.

Washington, D. C., Nov. 24—Several shipments of butter have been seized recently under the Federal Food and Drugs Act on the charge that the butter contained too much water or salt and too little milk fat, according to the officials of the Bureau of Chemistry, United States Department of Agriculture, who are charged with the enforcement of that act. The sale of water and salt at the price of butter is not only a fraud upon the consumer and an unnecessary burden in these times of high prices, but is demoralizing to the butter industry, the officials claim.

The standard for butter which is used as a guide by the Federal and most of the state and city food officials requires that butter shall contain not less than 82.5 per cent. milk fat. This leaves 17.5 per cent. for salt, coloring matter and moisture. On the average something less than 16 per cent. will represent moisture. Butter that contains appreciable quantities of water above 16 per cent. contains excess water and necessarily has less milk fat than the standard requires.

The Federal officials do not recommend seizure when the butter contains as much as 80 per cent. milk fat and is otherwise in accordance with the law. All the butter that has been seized under the Federal Food and Drugs Act contained less than 80 per cent. milk fat, and a proportionately high percentage of water.

The adulteration by a comparatively few manufacturers of such high priced food as butter with water, which costs them nothing, places the great body of honest manufacturers at a disadvantage in competing in price to the wholesale trade. The man who puts excess water in his butter can cut the price to the dealer sufficiently to get the business and still make more than a fair profit. The cut price, however, seldom reaches the consumer, since the additional water is not apparent and the butter usually is sold for the regular market price. The manufacturer and the dealer thus divide between them the profit on water sold at from 50 to 90 cents a pound, which on the whole is quite profitable. The dealer does not always know that the butter contains too much water and too little butterfat. He quite naturally prefers to buy butter that appears to be good and which is offered to him at a few cents lower than he can buy it elsewhere, since he can sell it for the full market price.

Excess water in butter results usually either from lack of care and facilities for controlling it, or from a deliberate intention to put in as much water as the traffic will bear. In either case the consumer pays butter prices for the added water.

The test of the official standard for butter follows: "Butter is the clean, nonrancid product made by gathering

in any manner the fat of fresh or ripened milk or cream into a mass, which also contains a small portion of the other milk constituents, with or without salt, and contains not less than eighty-two and five-tenths per cent. (82.5 per cent.) of milk fat. By acts of Congress, approved August 2, 1886, and May 9, 1902, butter may also contain coloring matter."

Butter shipped within the jurisdiction of the Federal Food and Drugs Act and containing too much water and too little milk fat is liable to seizure."

The Salesman.

He spends his life on railroad cars,
And sets bad meals and bad cigars,
And dirty beds at bum hotels,
Turned down ten times for once he sells,
And then they cancel when they buy,
Or else the house won't ship, or try;
He loses sleep, he loses grace,
His hair gets gray, and seamed his face,
He makes three towns a day, and then
To-morrow starts for three again—
And at the depot, Dick or Dan,
Observe him, little boys in tan,
And envy him—"the traveling man."
Douglas Malloch.

Your clerks can not carry out your policy with customers unless they are told all about it and made to feel the necessity of it.



The bright sanitary tin package of "Bel-Car-Mo" lends itself admirably for store display. Stack them up and note the increase in sales. Comes in sizes of 8 oz. to 100 lbs. Quality guaranteed.

Think of Bel-Car-Mo as a "staple" and not only as a medium for quick lunches, then pass the thought along to your customers. It will show your interest in their food problems.

Piowaty's PROFIT PRODUCING Candies

Mean

Money to Your Business

See Our Line Before You Buy

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

Branches: Muskegon, Lansing, Bay City, Saginaw, Jackson, Battle Creek, Kalamazoo, Benton Harbor, Mich.; South Bend, Ind.

OUR NEAREST BRANCH WILL SERVE YOU

Kent Storage Company

Wholesale Dealers in

BUTTER EGGS CHEESE

PRODUCE

We are always in the market to BUY or SELL the above products. Always pay full market for Packing Stock Butter date of arrival.

Phone, write or wire us.

GRAND RAPIDS, MICHIGAN

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
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



M. J. Dark & Sons

Wholesale

Fruits and Produce

106-108 Fulton St., W.
1 and 3 Ionia Ave., S. W.

Grand Rapids, Michigan

M. J. DARK
Better known as Mose
22 years experience

WE HANDLE THE BEST GOODS OBTAINABLE
AND ALWAYS SELL AT REASONABLE PRICES

Cooler Weather Proves Stimulus to Retail Buying.

Hopes that were based on the coming of colder weather as a stimulus to retail buying were somewhat realized during the last week, very much to the satisfaction of the merchants concerned. In many directions such buying had been lagging, nor has it yet approached the level reached by the hopes of the dealers who had been reckoning on an exceptionally busy season. Reports received by the Department of Justice at Washington, which has been concerning itself with the matter of fair prices, seem to show a marked distinction between the purchases of men's and women's wear, respectively. Those of the former are said to be keeping up better than the latter, perhaps because men are not quite so resourceful as women in making apparel go far, or possibly because they are more inclined to extravagance when providing for strictly personal needs. It was noted some time ago, when buying kept on at a brisk rate despite advancing prices, that this was due to a class of customers not hitherto noted for purchases of expensive goods, while the former good spenders were keeping rather aloof. Latterly, however, the newly enriched have shown a disposition to retrench, the tendency being rather quickened by the growing cost of commodities. This is affecting the retail dealers, who are getting more and more into the habit of buying only to fill immediate needs, a fact which is evidenced by the more frequent visits of their buyers to this and other centers. As a corollary there is shown more of a disposition on the part of producers to have the jobbers bear their proportionate share of the risk in doing business under the existing conditions.

In the quest for profiteers and profiteering pursued by official and non-official enquirers, disclaimers are met with everywhere. Excuses, reasons, and pretenses for higher prices are freely offered, although occasionally the frank admission is made that the aim is to get what excess profits are possible "while the going is good." Among the excuses is the common one that the person singled out is merely doing to others what they are doing to him. These things apply not only to producers of one kind or another, but to the persons in their employ as well who deem it only a right to get a bigger wage when their employers are exacting higher profits. There is also the vice of the percentage system to contend with. The selling cost was figured at a certain percentage when prices were lower. This markup is retained, or even increased, at the higher levels, even though it may not appear that the rise in the actual cost of selling means so large an amount in dollars and cents as the percentage indicates. Everything in the end is saddled on the consumer. It does not occur to any one, in the line between the raw material and the user of the finished product, to reduce his share of the profits which are passed along from one to another with such additions as ingenuity may devise or demand make possible. Yet,

only by having all of them do this can prices come down.

When reasons are put forward to account for the course taken, they are usually under one of two heads, viz., scarcity and cost of production. The first of these is generally ascribed to the inability to turn out the quantity called for, but there are only too many instances where it is the result of speculation or manipulation. It was not very long ago, for example, that one of the big Chicago packers came out with a signed statement in which he declared that the high prices asked for his products were due in great measure to their scarcity, the supply being much below the demand. About the same time the newspapers printed an account of his having pleaded guilty and being fined for keeping in storage and out of the market more of his goods than the law permitted. This was a case where the scarcity was purely artificial. After a similar fashion, a number of manufacturers in divers lines are urging scarcity as a plea or excuse for doling out goods in allotted quantities at record prices, while offers of a most enticing kind and of quantities without stint are being made to those wishing to export the merchandise. It is more than difficult to reconcile the figures of consumption of raw materials in the domestic mills and factories with the statements of the reduced production of those establishments put forth by their managers.

Cotton incomes should avoid silk stocking sweethearts.

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

THE MCCASKEY REGISTER CO.
 ALLIANCE, OHIO

Grand Rapids Forcing Tomato

Selected for use in our
 own greenhouses
 \$5 per oz.

Reed & Cheney Company
 Grand Rapids, Michigan

TAKING INVENTORY

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



**Toilet
 and
 Bath**



**WE ARE HEADQUARTERS
 WHOLESALE**

**Fruits and
 Vegetables**

**Prompt Service Right Prices
 Courteous Treatment**

Vinkemulder Company

GRAND RAPIDS

:-:

MICHIGAN

**Moore's Mentholated
 Horehound and Tar Cough Syrup**

Not as good as
 the best—But—

THE BEST

THE MOORE COMPANY, Temperance, Mich.

WHITE HOUSE
DWINELL-WRIGHT CO.
 BOSTON—Principal Coffee Roasters—CHICAGO.
COFFEE

AS YOUR CUSTOMERS REGARD IT:

Users of this really splendid coffee invariably ANTICIPATE mealtime because of the forthcoming cup of "White House"—which provides just that Zest and Satisfaction and Delight which, together, have a tendency to insure more perfect digestion by making a well-balanced menu more thoroughly enjoyed.

SUITS WHEN OTHERS DISAPPOINT

LEE & CADY

WHOLESALE DISTRIBUTORS

DETROIT, BAY CITY, SAGINAW AND KALAMAZOO



Michigan Retail Hardware Association.
 President—Geo. W. Leedle, Marshall.
 Vice-President—J. H. Lee, Muskegon.
 Secretary—Arthur J. Scott, Marine
 City.
 Treasurer—William Moore, Detroit.

Developing Esprit De Corps in the Staff.

Written for the Tradesman.

The problem of securing competent help in the hardware store is always a difficult one. A hardware dealer I knew once mourned the fact that the ancient system of apprenticeship had passed out of existence, and declared that as a result it was now impossible to get efficient helpers.

At the same time, I know quite a few hardware dealers who have very efficient helpers and who seem to have no great difficulty in retaining their services.

The system of apprenticeship was in many respects a good system. The apprentice lived in the home of his employer, and under the most favorable conditions learned the business thoroughly. Yet I rather fancy that the results were not in every case idyllic, and that there was quite as much trouble experienced with idle and careless apprentices then as the hardware dealer experiences now with idle and careless clerks—even though the apprentice was indentured for a term of years to learn the business and the clerk nowadays can quit—to all intents and purposes—at a moment's notice.

This problem of employer and employes is, like most other problems, purely individual. The right kind of employer and the right kind of clerk can get along smoothly, work harmoniously together, and get results. The wrong kind of employer cannot get on with the right kind of clerk, and the right kind of employer cannot get along with the wrong kind of clerk. But in my experience I have found that most people are anxious to get along comfortably and to do the right thing.

Why is it that some stores get better results than others? It is not a matter of surroundings, or conveniences, or system, or even of pay. The individuality of the employer has a lot to do with the results secured.

The great problem in developing esprit de corps is to get the clerk interested in the business. When you have done that, you have taken a long step toward securing efficiency.

There are a lot of young men who go into this, that or the other business solely for the sake of the money they expect to make. I never knew a man of that kind to achieve much of a success in any business. You have got to love your business, and live for it, before it will do much for

you. The clerk who isn't interested in his daily work, who doesn't like it and who never strives to improve himself in his work, is the worst sufferer from his own indifference. He is wasting time that should be spent in earnestly equipping himself for some particular life work.

The hardware business is a vital part of the world's work. It is a valuable occupation, and fulfills an important part in everyday life. It will pay well any man who takes a wholesouled interest in it. No youngster who selects the hardware business as his lifework has any reason to feel ashamed of his choice. The hardware junior should have every incentive to improve himself. He should do it for his own sake if not for that of the business.

And the employer should co-operate—also for his own sake. For a little extra attention to the young man who is just taking up the hardware business often marks the difference between efficiency and inefficiency. It is not enough to say, "Go to it, son. Learn the goods, and learn how to meet people, and learn how to dress windows, and find out how to sell. Experience is a great teacher, and you can learn in no better school." And then turn the youngster loose to feel his way unaided.

It will pay, rather, to talk things over and encourage the boy. The first days in a new business are often discouraging, and even more discouraging are the days a little later when the first enthusiasm for the new work has passed, and every bit of the day's routine seems dull and dreary. But then an encouraging word or two will make a lot of difference in the spirit with which the young fellow tackles his problems.

It is good to tell the beginner just how and why things are done—to teach him the business. But it is even better, as opportunity offers, to take him aside and swap experiences. Ask him how he is getting along,

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

Foster, Stevens & Co.

Wholesale Hardware



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

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

Exclusively Wholesale

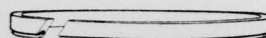
Grand Rapids, Mich.

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

A. B. Knowlson Co.
 203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

IF YOU HAVE AN OIL PUMPING MOTOR INSTALL McQUAY-NORRIS Superoyl RINGS

Use one in the top groove of each piston. Allows perfect lubrications—controls excess oil.



Distributors, SHERWOOD HALL CO., Ltd.
 30-32 Ionia Ave., N. W. Grand Rapids, Michigan

Fieglers

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

what difficulties he has met in selling, enquire as to his experiences with this or that difficult customer—and tell him some of your own experiences when you, too, were a beginner. That sort of contact inspires a fellow feeling, and he gets the bright idea that you are a real human, and not just a money-grubbing machine.

This business of individual contact will be helpful even with the experienced men on your staff. It makes a fellow feel good to know that his efforts are watched and appreciated. Talk things over with the boys from time to time, and discuss projects and prospects with them.

In this connection the staff conference is a very helpful institution. One merchant I knew used to invite the boys out to an oyster supper and general good time on an average once a month. They took a whole evening at his house or in a spare room at a convenient restaurant talking over the selling problems and prospects of the next month, and swapping experiences. Suggestions along the lines of newspaper advertising, store arrangement, window display and the like were exchanged. Some good ideas resulted from these little conferences; and, better still, the salespeople got into the way of working together and co-ordinating their efforts.

The idea can be varied and expanded to suit individual circumstances. One large store has a mutual benefit association for its salespeople. A fund is provided which enables each member of the staff, with the assistance of the store, to take a two weeks holiday trip every year. Monthly meetings are held at which store problems are discussed. Every month one of the salespeople is sent to a wholesale center, and, on returning, gives a paper recording practical observations made with regard to new lines and selling methods. These are occasional contests in salesmanship. Now and then there are department contests. An annual picnic or outing is held.

Work of this scope is, of course, possible only with a large business; but it shows what can be done along this line.

In another store, the monthly supper is provided by the employer for the salespeople whenever they roll up sales exceeding those for the same month in the preceding year. When the sales fall below—which is rarely—the conference takes place without the supper.

It is a good thing in any event to get the salespeople together and talk things over. Thus, conference can be held before the commencement of the spring or fall paint campaign, to discuss plans and revise the prospect list. One dealer offers a bonus in this connection for every house-painting order where the name of the prospect is first turned in by one of the staff. Bonuses can be offered, also, for orders secured in advance by members of the staff outside business hours.

Similarly, a staff conference held just before the opening of the Christmas season would prove immensely

helpful in planning the selling campaign so that everything will work smoothly. Goods and prices can be discussed, suggestions offered as to window displays, newspaper advertising and interior decoration, and arrangements made as to the handling of the various departments so as to produce the maximum of efficiency.

The great virtue of these methods is that they are calculated to get the salespeople into the habit of working in sympathy with one another and co-ordinating their efforts. This is a great deal better than allowing things to drift along without anything like co-operation or unity of effort.

Victor Lauriston.

Information For Motorists.

A Jamestown, N. Y., retailer has been able to get motorists into his store, which is located on a main street, through which the large tourist traffic travels to and from Chataqua lake.

An attractive sign has been placed in front, with the emblem of four

motor associations, one in each corner, worded in the center. "Information for Motorists." Usually at the back of the window he has another sign reading, "Motorists' Road and Route Information."

There are latest blue books, city directory, railway time tables, telephone, etc., on a table at the back of the store. The store is reaching thousands of motorists, the fellows with the spending spirit, and by the time a motorist has traveled from the front to the back of this store, he finds he wants something for sale there, and buys liberally.

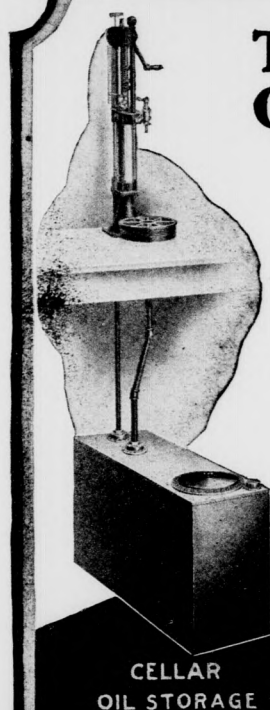
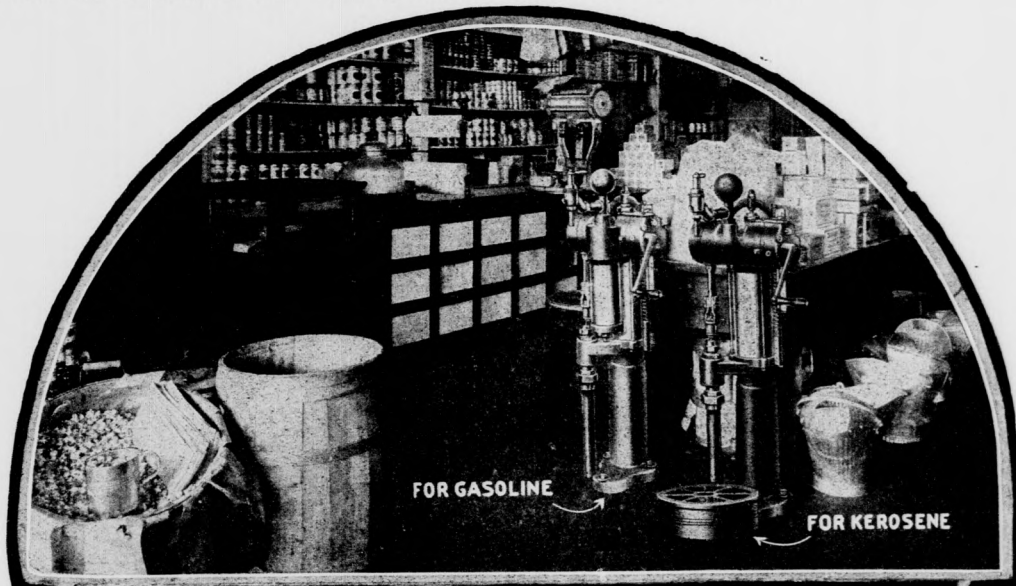
If You Sell Gasoline Store It Underground.

The prime reason for the storage of gasoline underground is from the standpoint of safety. Another good reason which is important to the motorist is that gasoline stored beneath the ground is maintained in its full power, free from evaporation or deterioration. When gasoline comes from the refinery it contains what is

called a chain of boiling point fractions, starting at, say, 100 degrees and continuing up to perhaps 400 degrees. It also contains the correct proportion of low boiling point fractions to ensure easy starting in any temperature—the correct proportion of intermediate boiling point fractions to ensure smooth acceleration—and the correct proportion of high boiling point fractions to give the maximum power, speed and miles to the gallon.

Gets Good Results From Scissors Sales.

A common article such as a pair of scissors lends itself to successful sales possibilities, as the demand for scissors is always good and the assortment endless. The Bronson Co., of Cleveland, holds such a sale monthly, displaying all sizes, shapes and kinds, from the commonest to the specially designed scissors on velvet-lined trays. Each sale has been greater than the last and a very satisfactory business has been developed on this article.



Think About Your Oil Room

Think of the many minutes you lose in a day, handling gasoline and oil, minutes you could save by the use of up-to-date equipment.

Has each sale made, actually paid you a profit, or have the profits gone glimmering, because of over-measure, oil spilled or lost through leakage and evaporation and too much time spent in handling?

A
BOWSER
ESTABLISHED 1888

OIL STORAGE OUTFIT

will put your oil business on a clean profitable basis. It is leak and evaporation proof, accurate, convenient, absolutely clean and attractive and a great time saver. It will sell more oil with less effort. No loss of any kind. No odor.

LET US SEND YOU LITERATURE
PROVING OUR CLAIMS

S. F. BOWSER & CO., Inc. FORT WAYNE, IND. U. S. A.
Toronto Office and Factory
66-68 Frazer Ave.



Grand Council of Michigan U. C. T.
 Grand Counselor—C. C. Starkweather, Detroit.
 Grand Junior Counselor—H. D. Ranney, Saginaw.
 Grand Secretary—Maurice Heuman, Jackson.
 Grand Treasurer—Lou J. Burch, of Detroit.
 Grand Conductor—A. W. Stevenson, Muskegon.
 Grand Page—H. D. Bullen, Lansing.
 Grand Sentinel—George E. Kelly, Kalamazoo.

Trade Changes in the Cloverland of Michigan.

Sault Ste. Marie, Nov. 24—The chain stores throughout the country have nothing on the Soo Co-Operative Mercantile Association, which is now conducting six stores in this city. No. 6 being considered one of the very best in the city, so far as location is concerned. It was formerly the Central Grocery Co., which has been doing a prosperous business for the past ten years at the corner of Ashmun and Spruce streets. This puts the Soo-Co-operative in the lead for chain stores, although there are others conducting branch stores. A. H. Eddy comes next with four branches.

Venison is beginning to arrive in the Soo in large quantities. Our mighty hunters are on the job, and from what we can learn the deer have a hard time to keep out of their way.

Mr. Kunze, our popular agricultural agent, got a 250 pound buck last week, coming in from Drummond Island.

The opening of the Purity meat market by the Erickson Grocery Co. took place last week, with Delmar Haude as manager. This is one of the neatest markets in the Soo, and Mr. Haude, being an experienced meat cutter, will add much to the success of the market, having had charge of the A. H. Eddy market for the past year. The location is very favorable and a bright future seems to be assured.

Ledlow Seaman, the veteran grocer of Drummond Island, paid the Soo a visit last week, getting his supplies for the winter. Mr. Seaman is looking forward to a good winter's business on account of the unusual activity in woods operations this year.

Plynn Burr, of Manistique, has opened a grocery store in the Girvin building on Oak street. Mr. Burr has purchased the property from Mrs. Cookson. This is considered a very favorable location.

Many a man, like the moon, shines with borrowed light.

The Civic Organization at Newberry extended a vote of thanks to E. M. Beurmann for donating a beautiful piece of land for park purposes.

L. D. Budge, who for the past several years has been head book-keeper for the D. N. McLeod Co., of Newberry, has resigned and moved with his family to Detroit.

N. L. Fields and Thomas Rothwell, two of Rudyard's prominent merchants, paid the Soo a visit last week.

Herbert Fletcher was asked the other day if he had ever taken a trip in an aeroplane. He said that he never had, but that he had been called on unexpectedly to make a speech, the sensation being about the same.

Rainbow chasers get at least a run for their money.

William G. Tapert.

Does the Retail Grocer Deserve This?

Harriman, Tenn., Nov. 22—My experience has been that nine out of ten grocers will, if there has been any material drop in the market, back out of their contract, if the flour has not been paid for. Now I do not see any very serious objection to storing flour for the groceryman if that flour has been paid for at the market price when the trade was made.

But any miller may try the game who has not been over the road, and he will find, if the price goes up after he has taken the order, he will have to deliver every barrel and sometimes more. But if the price goes down, the man will quit your mill before he will order out another shipment on his order, if the flour was to be paid for as delivered to him.

If the grocer asks me to book him up for flour, at the present price, to be shipped out later, I send him a bill by return mail and make the terms cash, and the order goes down for future delivery if he sends a check to pay for the flour. I know by experience that if the order has not been paid for, the transaction would amount to nothing if the price of flour went down, and if the price went up the miller would have been better off not to have entered the order.

I am aware of the fact that it saves the traveling man on the road considerable mileage and work to be able to book the grocer up for, say, a month's supply, but he will just as often lose him as he will have a chance to hold him. If flour goes up he has got you, if flour goes down you have lost him as a customer, certainly if you insist that he order out the goods. If he has paid for the flour and it goes down he will not think half so hard of the salesman as he will if the salesman has to try to make him live up to his contract if he has never paid for the flour.

Jason Smith Co.

This is practically an arraignment of the whole retail grocery industry. Surely it isn't warranted?

Evidently Does Not Like John Bull.

Mt. Pleasant, Nov. 22—I have read the editorial in your Nov. 19 issue about the visit of the Prince of Wales, in which you say: "The sentiment of hands across the sea has received a sanction of which no one dreamed when the words were written."

When I recall what the United States Senate did this week to John Bull's league and to the hyphenated crowd who call themselves Anglo-Americans, I quite agree with the statement that the "hands across the sea" business has received a sanction of which the Anglo-American hyphens did not dream of when they invented the phrase.

It seems to be the opinion of a vast majority of the people of America that the princelings gang compose about the most dangerous element in our midst.

I wish you more of the same brand of success with your "hands across the sea" slogan. I. K. Taphans.

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

MERTENS
 Rates \$1.00
 With Shower \$1.50
 Meals 50c
 FIRE PROOF
 THE NEW
 WIRE for
 RESERVATION
 A Hotel to which a man
 may send his family

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

HOTEL McKINNON
 CADILLAC, MICH.
 EUROPEAN PLAN
 Rooms with Running Water.... \$1.00 and up
 Rooms with Bath..... \$1.50 and up
 DINING SERVICE UNEXCELLED

Henry Smith
 FLORIST
 139-141 Monroe St.
 Both Phones
 GRAND RAPIDS, MICH.

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

Bell Phone 596 Citz. Phone 61866

Lynch Brothers
Sales Co.

Special Sale Experts

Expert Advertising
 Expert Merchandising

209-210-211 Murray Bldg.
 GRAND RAPIDS, MICHIGAN

Rebuilt
Cash
Register
Co.
 (Incorporated)
 122 North
 Washington Ave.
 Saginaw, Mich.
 We buy, sell, exchange and rebuild all makes.
 Not a member of any association or trust.
 Our prices and terms are right.
 Our Motto:—Service—Satisfaction.

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

Boston Straight and
Trans Michigan Cigars

H. VAN EENENAAM & BRO., Makers
 Sample Order Solicited. ZEELAND, MICH.

PREPARE for WINTER

Don't Get Cold Feet



An Extension Telephone at the Head of the Stairs will save many unnecessary steps.

The call in the night may be *the important one*.

An extension telephone costs but a few cents a day!

Call Contract Dept. 4416.

CITIZENS TELEPHONE COMPANY

Assets \$3,099,500.00



Insurance in Force \$55,068,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policy Holders

\$4,274,473.84

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SURPLUS TO POLICY HOLDERS \$477,509.40

DESPICABLE METHODS

To Undermine the Trade of Legitimate Dealers.

By common consent the sale of binder twine has heretofore been confined to the implement trade, because the members of that trade have made possible the sale of binder twine through their energy in introducing and encouraging the use of modern farm implements by the farmers. It has remained for the State of Michigan to reverse the trend of trade by diverting the sale of prison-made binder twine from the implement dealers to the millers and grain elevators of the State. The unfortunate features of this transfer are plainly set forth in the following letter which is being sent out to the grain trade of Michigan:

Lansing, Oct. 21—We are glad to advise you that we have secured the State Agency for binder-twine manufactured by the State Prison at Jackson and from now on shall be in position to quote competitive prices at all times and can furnish twine of a quality equal or superior to other manufacturers.

In order to introduce this twine quickly, we propose to place stocks on consignment with representative elevator owners, such stocks to be sold at the prevailing market price and remittance made promptly thereafter. In other words, you will not have to invest anything in the twine and will have it in stock to supply your customers. This should give you an advantage over competitors who probably will let their stocks run down from now until late spring.

This twine will be billed to you at the prevailing market price, 17 cents per pound, and this price will be guaranteed against decline. If twine is being sold in your vicinity at a lower price than you can afford to sell our twine for, we will authorize you to meet this price and will protect a reasonable profit for you. Please write and tell us at what price binder-twine is now being sold in your locality. We are very anxious to start this business with you and if you will kindly inform us how many pounds you would care to have us ship, we will get a consignment forwarded at once. Chatterton & Son.

In commenting on this situation, Farm Machinery-Farm Power editorially remarks as follows:

It isn't often that the state, any state, plunders its people, its business men, its tax payers! There are exceptions, of course, but they are few and far between.

It is a fact, however, that "Like begets like," and it is not impossible that being close up to criminals, or having to do with them, might cause the taking on of criminal tendencies.

There would seem peculiar examples of such leaning and tendencies in Michigan, where a hundred-time-millionaire is satisfied with a 6-cent verdict in a million dollar libel suit; or where several times \$100,000 seemed necessary to secure a public office; or where the state skinned itself in buying and installing a binder twine plant, which it had no use for or business with, in its penitentiary.

Possibly getting away with a number of such stunts is what caused some of the Michigan penitentiary officials to use that nauseous black hole to skin the implement dealers and kindred merchants by their broadcast consignment of prison binder twine to operators of grain elevators.

It has always been considered mean and low for any manufacturer, in any line, to go out of his natural trade lines, or to use unnatural means, to dispose of his wares.

The Federal Trade Commission, in its efforts to make business men be clean, has skinned a thousand skunks of this kind, sat down hard on thousands of other so-called reputable concerns for practices that were pale and mild compared with this rotten Michigan prison scandal.

That it will be penalized and stopped needs only the bringing to proper authorities of copies of the scandalous circular issued by the "go-between" as the penitentiary authorities, with penitentiary odor on its goods, could not go direct to any honest, regular, legitimate merchant and not get its pants kicked good and plenty.

Gabby Cleanups From Grand Rapids.

Grand Rapids, Nov. 25—The high cost of towels, laundry soap and paper is causing many landlords to consider how the use of their toilet rooms can be restricted to the use of their guests, instead of being constantly patronized by the general public, who never buy as much as a newspaper or cigar at the hotel counter. Some of the hotels in the smaller cities have solved the problem by keeping keys of the toilet room at the office, easy of access to any guest or customer of the hotel. Among the plans suggested is the handing of a skeleton key to the guest on his arrival or to attach a key to the ring bearing his door key, so he could have a key to the toilet room so long as he is a guest at the hotel. Landlords could then be more liberal in their display of towels, soap, combs and brushes, because they would be used only by those who paid for the privilege. Many hotels have ceased supplying their toilet rooms with brushes and combs, because they are both stolen so frequently that their replacement becomes a serious tax on the landlord. Even the plumbing is frequently tampered with and brass castings come up missing with great regularity.

With a vision as broad as the ample proportions of the landlord himself, Manager Sweet, of the Occidental Hotel, Muskegon, has had plans prepared for his hostelry which will enable it to keep pace with the wonderful strides Muskegon is making as an industrial and commercial center. The plans contemplate the erection of a complete new hotel on the lot on Third street in the rear of the present structure. The new building will be eight stories and basement. The main entrance will be on Third street, with dining room and banquet hall on first floor and two smaller banquet rooms on the second floor. The front portion of the new building will be erected soon and the remainder a little later. The first addition will add 140 to the 160 rooms already in use, making the total 300 rooms. When the rear portion is added the total room capacity will be 380. All of the rooms in the new portion will be with tub baths; some with both tub and shower baths. Mr. Sweet is fully convinced that Muskegon is destined to become one of the great cities of Michigan and proposes to do his part to make the Occidental a worthy exponent of the growth and expansion of the community.

The Grand Rapids Dry Goods Co. has added four new specialty salesmen to its road force, making twenty-three traveling salesmen altogether. The recent additions are as follows: Walter J. Smith, who has been manager of the Howard City branch of the Michigan Dairy Products Co., will call on the large city trade in the interest of the women's ready-to-wear department; Earl H. Stebbins, who has been employed in the men's furnishing goods department, will represent that branch of the business on the road; John Afman, formerly with the Denver Dry Goods Co., Denver, Colo., will represent the notions department; Fred C. Johnson, who has been connected with the hosiery and underwear department, will represent

that branch of the business on the road.

George A. Bruton, who has been connected with the Worden Grocer Company for the past seventeen years, parts company with that establishment at the end of this week to join forces with the Barkwell-Buick Sales Co. as sales manager and assistant general manager. Mr. Bruton started with the Worden house in the shipping department and made such an excellent record that he was soon sent on the road, where he gradually developed into one of the strongest grocery salesmen in Michigan. By much reading along right lines and careful and painstaking study he became also one of the best posted grocery salesmen who goes out of his market. He retires from his long-time position with the Worden house with the hearty good will and best wishes of every member of the establishment. His successor will be A. E. Motley, who represented the house many years on the road, but who retired six months ago to take a much-needed rest. Mr. Motley is a strong salesman in all the term implies.

The man who used to go out between acts to get a drink now goes out to see if his motor car is still there.

Thanksgiving.

Written for the Tradesman.

November was a time to me
When the world had a different charm
There was cider from the apple tree
And walnuts on the farm;
The gobbler was always mentioned then
And the pumpkin pie held sway
Not a single word about the hen
'Twas just the turkeys day.

I remember how my mother said:
"We'll invite Aunt Kate and Sue
Along with Uncle Jim and Fred
And all the cousins, too;
Let's see: there are eight of us
That makes seventeen in all
The children sure won't mind or fuss
If I dine them in the hall."

Out there I'll have a table set
For the girls and boys alone
Where they can eat and see who'll get
Their wish on the turkey bone."
So finally the day came round
Thanksgiving day, I mean
And then my joy would know no bound
At such a festive scene.

I measured then the day in worth
Of eats it had for me
As mother brought the turkey forth
And the cranberry sauce I'd see;
I was a small young lad and then
I never thought or knew
About the day itself or when
It served its purpose true.

But I have grown to manhood now
My hair has turned to gray
And there's another joy somehow
With each Thanksgiving day:
It comes to me or memory wings
From the mother my boyhood knew
I hear her heart—this word it brings
It's a day of serving too.
Charles A. Heath.

Detroit—Steiner Bros. have merged their auto trailers, trucks and cab manufacturing business into a stock company under the style of the Continental Trailer Corporation, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—The Master Products Co. has been incorporated to manufacture and sell internal combustion parts for automobiles and aeroplanes, with an authorized capital stock of \$25,000, of which amount \$16,100 has been subscribed and \$6,223 paid in in property.

Three Rivers—A new garment factory to employ between 200 and 300 girls and women has been secured by the Three Rivers Booster Association. The Vassar Swiss Co., of Chicago, has accepted a proposition to locate its new branch factory here.

SWEATERS

For Fall and Holidays

Large Assortment on Hand for
Immediate Delivery

WRITE FOR OUR
12 BEST
HOLIDAY SELLERS
ON APPROVAL

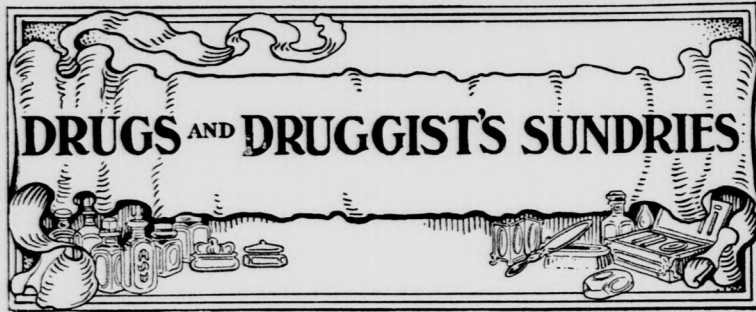
The Very Latest in
Scarfs---Tuxedos---Ripples---Fishtails
\$3.50 AND UP

BEAUTIFUL SILK RIPPLES. DON'T MISS THEM!

THE UNITED
KNITWEAR MILLS

1333 BROADWAY

NEW YORK



Michigan Board of Pharmacy.
 President—H. H. Hoffman, Sandusky.
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 Way, Jackson.

Cut Glass As a Side Line.

Among druggists we note a tendency here and there to establish what might be termed a gift case, that is, a case containing articles suitable for wedding presents, bridge prizes, any occasion requiring a nice gift. Some have even expanded the original case into a department of some size. In towns where there is no jeweler, the local druggist frequently takes over some of this business, does watch repairing, and handles some jewelry. Where there is a wedding slated, he is the man people depend upon to advise them about gifts. When you look over the average assortment of wedding presents, cut glass cuts a big figure. There are pitchers, glasses, tumblers, bowls of various kinds, and fancy dishes innumerable. The bride is proud of these gifts, too. The stuff is useful as well as ornamental, and handsome as well as useful. Where can you find a better combination?

To be practical, you can make money "go further" in cut glass than in many lines, make a good showing for the money expended. This is the natural hope of most people who give wedding presents, to make as good a showing as they can. Too often a wedding present is something neither useful nor particularly ornamental, and when this is the case the money is practically thrown away. That is unfortunate. But in buying good cut glass, you can hardly go wrong. The stuff makes a fine showing in the china closet, people take pride in it, few households can have too much. Even the very rich do not disdain it. We think most ladies are very willing to collect cut glass, and this makes the stuff highly acceptable for anniversaries, birthdays, at Christmas, and when offered as prizes. Take an array of wedding presents you see set forth for the inspection of those invited. Out of forty gifts, probably twenty-five or more will be in cut glass. This illustrates how well the stuff sells.

Of course, in a large city there are many stores handling china and cut glass, and the department stores have large assortments. They have been getting the business, and a large line always gets attention from buyers or prospective buyers. So, while the druggist might sell some stuff, he can probably use his space to better advantage. But in the smaller towns he

has better opportunities. Every druggist should adapt his business to his opportunities. It would require too much room and too much money to stock cut glass in a large city. There are plenty of other lines for a druggist to handle, although we have known druggists to stock art china and cut glass, too, and make both lines go very well in the heart of a city of the first rank. If you are in a position to do this, well and good. The proof of the pudding is the eating, and the proof that you can make a success of a certain line is palpable when you show that you can actually get the business. Persistency will often work wonders under what appear to be the most adverse conditions.

In the smaller towns a line like this is very attractive.

In many ways it saves the town people a lot of trouble.

Ordering cut glass shipped from a distant point is not without its risk. It may arrive all right, and then again, it may not. If the local druggist has some good stuff on exhibition, he can easily get orders. And it is advisable to stock really good stuff. You are getting advertising all the time, for ladies will be drawn to the cut glass even as they are drawn to the purple and fine linen of a big fashion display. They like this stuff. See the point? They like to look at it, to drape themselves gracefully over the case and examine the goods. They discuss it. They bring in their fair friends. And thus they act as charming advertising agents for your store. Now, you can't get 'em to enthruse that way over a case of chest protectors or a nice assortment of pills.

We like to sell pills and hope we won't have to discard our good old reliable lines. But just the same, a little fancy stuff around the place does no harm. Now and then a lady gets to collecting, very frequently, in fact. She wants glasses for this purpose and that purpose, bonbon dishes, nut dishes, several pitchers, individual dishes for one thing or another, and so on. In other words, she wants a complete closet filled with cut glass, and to round out the assortment she will even go so far as to buy much stuff for which she has little use. In consequence, her friends and her family get their hints and also their orders as regards gifts and souvenirs. If father is due to make her a present, he gets full directions about something in cut glass. If sister wants to make her a birthday gift, she gets a delicate hint that a certain fern dish in cut glass will just about

fill the bill. In short, all her presents for a long time must be of cut glass, and this makes business very, very good for the dealer. Some ladies never stop collecting.

Well, it's a good fad and adds to the gaiety of life. China and cut glass are always useful, and serve to adorn a home. An attractive home brings up good children, and turns out good citizens, and there you are. The dealer in these wares is also dealing in happiness, so to speak, and that makes for pleasant relations with his customers, and general good feeling all around. So we think that cut glass has many points in its favor when you are looking for something attractive in the way of a side line. It is advisable not to go too strong at first in these matters. A small assortment will do very well as a starter. Then, if the line does not seem to take well, you are not tied up too heavily. If it does take, you can easily increase your stock.

Antiseptic Foot Powder.

Eucalyptol 40 mins.
 Salicylic Acid 4 dr.
 Zinc Stearate 3 dr.
 Boric Acid 5 oz.
 Talcum 6 oz.

Mix intimately and use as a dusting powder.

Anti-Dyspeptic Powder.

Bismuth subnitrate 8 grams
 Powdered rhubarb 8 grams
 Sodium bicarb 34 grams
 Half a teaspoonful after each meal.

CANDY



The "DOUBLE A" Kind

Made by
 People Who Know How

Our record of over *fifty years* of continuous growing business, not only in Michigan but all over the United States, speaks for itself.

You take no chances when you buy "Double A" Brand.

The Sign of  Good Candy

Made in Grand Rapids by

NATIONAL CANDY CO.
PUTNAM FACTORY
 Grand Rapids, Michigan

Ask for a copy of our latest price list.

We are agents for LOWNEY'S in Western Michigan.

Hot Drinks

Make Your Fountain Earn Every Day This Winter

Remember, we carry a full line of specialties which should be on sale at your fountain in addition to your regular ice cream and soft drink trade this winter. Buy now; beat the other fellow to it, and establish the hot drink stand for your town.

Your trade will demand such as,

Clam Bouillons

Dutch Process Cocoa

Steero Bouillon Cubes

Armour's Beef Extract

Geo. Washington Coffee

Tomato Bouillons

ORDER TO-DAY

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

Trade Follows the Easiest and Best Route.

Commercial necessity has been a mighty factor in man's development. Through this impelling force man has overcome many of the barriers to commercial and social intercourse. He has taken advantage of the winds, and tides. He has dug canals, tunneled mountains, widened and deepened rivers and harbors and harnessed steam and electricity to bring about his ends in business.

Railroads have been built from ocean to ocean, affording easy highways for transportation.

The importance of easy communication from state to state, from big city to big city, has long been recognized. And yet, the importance of easy highways in our own smaller community development has been sometimes overlooked.

The small towns that dot the map of Michigan have individual transportation problems to solve. Each town must see to it that it is easy of access. Not alone for trade, for man's intelligence finds its most effective evidence in the social side. So let us have good roads leading into each town, not alone for the business they bring, but for the social development also.

The question of good wagon roads is a vital business and social question. It has been demonstrated that it costs more to move a ton of hay or a bushel of wheat ten miles over an ordinary country road than to haul it 500 miles by rail or 2,000 miles by water. The price of some staple crop is often due

to inability to market it on account of conditions of country roads. Each year at certain seasons trade in small towns is dull, and collections slow, because of impassable roads.

Good roads are open to everybody—everywhere. They are needed not alone for heavy hauling, for many of the trips the farmer makes over the roads are with light loads, or with no loads at all. Time is a factor and the distance from towns or school or neighbors is an important matter and enters into our every-day life, so time may be saved and greater social opportunities may be enjoyed.

Good roads are not alone a town asset, but a community asset as well. They are just as essential to the progress of communities as good homes, good churches, good schools and good markets. It is important that people who live in towns and cities get out into the country, just as important as it is that the people who live in the country shall get into town.

Of course, the automobile is helping in the good roads movement, but that the automobile may be fully efficient as a social factor let us have good roads leading into our small towns.

Other things being equal, trade follows the easiest and best route.

E. B. Moon.

Don't hurry any customer just because others are waiting. Excuse yourself and let the slow buyer have time to think it over, but don't try to crowd matters.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drug categories and prices: Acids, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Ice Cream, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, Paints, and Miscellaneous. Includes items like Boric Acid, Cassia, Licorice, and various oils and salts.

A Tremendous Hit

The biggest hit on record! These remarkable new Virginia Dare Flavoring Extracts are Absolutely Pure and as great an advance in the Extract business as aeroplanes and wireless messages.



Vanilla 150% Strength 20 other Flavors Double Strength

Natural — No chemicals — Vanilla 50% stronger — Lemon, and 19 other flavors 100% stronger than old-fashioned flavoring extracts—Real trade builders. 21 Flavors. Test them yourself. Ask your jobber.

Consumer satisfaction absolutely guaranteed. Money refunded by us on the slightest complaint.

GARRETT & CO., Inc.

Food Products Established 1835 Bush Terminal—Bldgs. 9 and 10, Brooklyn, N. Y.



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 and rows listing various grocery items such as Flour, Sugar, Beans, and Fruits, along with their prices and brands. Includes sub-sections like 'ADVANCED', 'DECLINED', 'COCONUT', 'COOKING COMPOUNDS', 'COFFEE ROASTED', 'CONDENSED MILK', 'CIGARS', 'CLOTHES LINE', 'COCOA', 'CUPON BOOKS', 'CREAM OF TARTAR', 'DRIED FRUITS', 'EVAPORATED MILK', 'FARINACEOUS GOODS', 'FISHING TACKLE', 'FLAVORING EXTRACTS', 'GELATINE', 'HIDES AND PELTS', 'HONEY', 'KELLOGG'S BRANDS', 'MILK COMPOUND', 'MUSHROOMS', 'NUTS', 'PEACHES', 'PINEAPPLE', 'PUMPKIN', 'SARDINES', 'SHRIMPS', 'SODA', 'TOMATOES', 'WHEAT', 'YOGURT', 'ZUCCHINI', 'OLIVES', 'CORN', 'RICE', 'MACARONI', 'PASTA', 'CANDLES', 'BROOMS', 'BRUSHES', 'BUTTER COLOR', 'CANNED GOODS', 'CIGARS', 'COFFEE', 'CONDENSED MILK', 'EVAPORATED MILK', 'FARINACEOUS GOODS', 'FISHING TACKLE', 'FLAVORING EXTRACTS', 'GELATINE', 'HIDES AND PELTS', 'HONEY', 'KELLOGG'S BRANDS', 'MILK COMPOUND', 'MUSHROOMS', 'NUTS', 'PEACHES', 'PINEAPPLE', 'PUMPKIN', 'SARDINES', 'SHRIMPS', 'SODA', 'TOMATOES', 'WHEAT', 'YOGURT', 'ZUCCHINI', 'OLIVES', 'CORN', 'RICE', 'MACARONI', 'PASTA', 'CANDLES', 'BROOMS', 'BRUSHES', 'BUTTER COLOR', 'CANNED GOODS'.

Proceedings In Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 15—In the matter of Ernest M. Strouse, doing business as the Battery Service Garage, a first meeting was held this day. Claims were allowed. Walter H. Brooks, of Grand Rapids, was elected trustee and his bond was fixed at \$500. The assets were sold to C. L. Adams for \$200 and the sale conformed. Meeting adjourned without day.

Nov. 4—In the matter of Meinhard Content. He filed a voluntary petition in bankruptcy and was adjudicated a bankrupt on Nov. 4. The schedules show the following: Liabilities, \$2,200.39; assets, \$377.40. The first meeting was held Nov. 17, at which time the bankrupt was examined and order made that no trustee be appointed at this time. Meeting adjourned. Following is a list of the creditors:

Secured.	
George E. Ellis, Grand Rapids	\$183.00
Winegar Furn. Co., Grand Rapids	630.00
Unsecured.	
G. R. Press, Grand Rapids	\$ 1.20
Norwood Market, Grand Rapids	7.48
Schutte Drug Co., Grand Rapids	3.44
West Drug Co., Grand Rapids	5.75
Herpolsheimer Co., Grand Rapids	146.55
Collins Northern Ice Co., Grand Rapids	1.85
Dr. G. Vandenberg, Grand Rapids	2.50
G. R. Electric Co., Grand Rapids	1.20
Dr. E. Schoor, Grand Rapids	16.00
G. R. Savings Bank, Grand Rapids	57.50
Brink & Beecher, Grand Rapids	40.00
Consumers Ice Company, Grand Rapids	3.07
Fred F. Cole, Grand Rapids	2.77
Frances Lindquist, Grand Rapids	68.00
Golden & Boter, Grand Rapids	17.85
B. D. Coates Co., Grand Rapids	3.30
Chas. A. Coye, Grand Rapids	30.94
Harry Hagadone, Sparta	30.00
Shank Fire Proof Storage Co., Grand Rapids	31.50
A. Sigel, Grand Rapids	4.15
Artic Spring Water Co., Grand Rapids	38.10
Petersen's Drug Store, Grand Rapids	8.03
G. R. Dairy Co., Grand Rapids	4.80
West Drug Store, Grand Rapids	42.85
C. N. Willis Transfer Co., Grand Rapids	30.50
Charles Trankla, Grand Rapids	3.28
Hotel Pantlind, Grand Rapids	4.30
National Biscuit Co., Grand Rapids	7.97
George Kraft Co., Grand Rapids	34.20
Herpolsheimer Co., Grand Rapids	1.35
Bertsch Market, Grand Rapids	17.88
Standard Oil Co., Grand Rapids	6.37
Citizens Tele. Co., Grand Rapids	5.25
M. Piowaty & Sons, Grand Rapids	6.40
Weiner Cap Co., Grand Rapids	27.93
Chicago Packing Co., Grand Rapids	4.40
Woodhouse Co., Grand Rapids	24.84
Charles F. Uknavy, Jr., Grand Rapids	47.00
Houseman & Jones, Grand Rapids	11.50
Bixby Office Supply Co., Grand Rapids	1.47
Wilson & Co., Grand Rapids	13.90
Commonwealth Co. Printing, Grand Rapids	9.50
S. Edward Shepard, Grand Rapids	20.00
Benjamins, Grand Rapids	52.40
H. & R. Sign Co., Grand Rapids	1.50
Black & White Taxi Co., Grand Rapids	16.75
Foster, Stevens Co., Grand Rapids	4.95
G. R. News, Grand Rapids	43.50
W. B. Jarvis Co., Grand Rapids	.90
Lee & Cady, Grand Rapids	21.80
North Park Grocery, City	2.40
Bysdale Candy Co., Grand Rapids	17.00
Serfling Co., Grand Rapids	1.20

J. Van Westenbrugge Co., Grand Rapids	.82
Worden Grocer Co., Grand Rapids	18.65
Canada Woolen Mills	60.00
K. Reynier, St. Paul, Minn.	165.00
Reed & Cheney Co., Grand Rapids	1.55
Nov. 22—In the matter of Vern E. Cooper, the first meeting was held this day, and the bankrupt examined, an order made that no trustee be appointed, and an order made that exemptions be confirmed as claimed. Claims were allowed. The meeting adjourned.	
Nov. 22—In the matter of Walter Lynch, of Wellston. He was adjudicated an involuntary bankrupt Nov. 21. Made order for the bankrupt to file schedules.	
Nov. 22—The Grand Rapids Fibre Furniture Co. was adjudicated bankrupt Nov. 21. The schedules show the following: Liabilities, \$72,164.55; assets, \$85,473.27. Oliver B. Rowlette was trustee under trust mortgage. Following is a list of the creditors:	

Secured.	
City of Grand Rapids, taxes	\$5,032.01
State of Michigan, taxes	1,485.64
Oliver B. Rowlette, Grand Rapids	2,906.47
E. J. Adams, Grand Rapids	950.00
Clapperton & Owen, Grand Rapids	Unknown
McMullen Machinery Co., Grand Rapids	345.00
Harlan J. Dudley, Grand Rapids	15,000.00
The following are items of accounts charged to O. B. Rowlette, as trustee during his administration under said trust mortgage but which he claims should be assumed and paid by Grand Rapids Airplane Co.:	
Am. District Tel. Co., Grand Rapids	\$27.00
Boyce Brothers, Grand Rapids	2.00
M. Brandy & Son, Grand Rapids	3.00
Davis Transfer Co., Grand Rapids	2.25
McMullen Machinery Co., Grand Rapids	153.73
Burroughs Adding Machine Co., Detroit	11.43
Am. Dist. Tel. Co., Grand Rapids	48.00
Tisch-Hine Co., Grand Rapids	.30
American La. France Engine Co., Chicago	15.00
C. B. Wardle, Ionia	125.00
Powell Electric Co., Grand Rapids	132.35
Michigan Iron Works, Grand Rapids	221.70
A. B. Knowlson Co., Grand Rapids	557.90
Unsecured.	
Acme Welding Co., Grand Rapids	\$ 5.75
Alden & Judson, Grand Rapids	413.39
Am. District Tel. Co., Grand Rapids	21.92
Baer Brothers, New York, N. Y.	10.97
John Thwaites, Grand Rapids	113.14
Bassett & McNabb Co., Philadelphia	587.10
Berry Brothers, Detroit	35.28
Bixby Office Supply Co., Grand Rapids	100.42
Bridgport Wood Fin. Co., New Milford, Conn.	35.38
Fred J. Brogger, Grand Rapids	59.05
W. H. Brown & Co., New York	623.08
Buhl Sons Co., Detroit	348.00
Burroughs Adding Machine Co., Detroit	11.78
A. F. Burch Co., Grand Rapids	133.71
Cappell Furn. Co., Dayton, O.	539.38
Central Michigan Paper Co., Grand Rapids	587.35
Central Vulc. Co., Grand Rapids	126.00
Champion Mfg. Co., Chicago	60.48
Columbia Transfer Co., Grand Rapids	.75
Consumers Power Co., Grand Rapids	128.94
Daily Artisan Record Co., Grand Rapids	119.00
Denney Hilborn & Rosenbach, Philadelphia	67.60
De. Wilbis Mfg. Co., Toledo, O.	69.52

A. De Windt, Grand Rapids	208.30	phia	9.25
John Duer & Sons, Baltimore	73.84	A. Leitelt Iron Works, Grand Rapids	58.09
Duhamel Printing Co., Grand Rapids	6.72	Mich. Eng. Co., Grand Rapids	45.75
John H. Dunn Co., Gardner, Mass.	9.00	Mich. Ex. Private Bank, Grand Rapids	15.81
Eaton Clark Co., Detroit	22.71	Michigan Mfg. Assn., Detroit	50.00
Forbes Stamp Co., Grand Rapids	2.00	E. J. Adams, Grand Rapids	167.72
Poster, Stevens Co., Grand Rapids	100.00	National Assn. Chair Mfrs., Chicago	21.10
Furn. World, New York	55.88	Northern Insulating Co., St. Paul	306.80
G. R. Assn. Commerce, Grand Rapids	25.00	National Glue Co., Chicago	234.90
G. R. Blow Pipe & Dust Arrester Co., Grand Rapids	65.00	Periodical Publ. Co., Grand Rapids	117.75
G. R. Dowell Works, Grand Rapids	2.37	Postal Telegraph & Cable Co., Grand Rapids	8.17
G. R. Dry Goods Co., Grand Rapids	77.16	Quigley Lbr. Co., Grand Rapids	199.16
G. R. Electrotyping Co., Grand Rapids	70.97	F. Rannville Co., Grand Rapids	8.50
G. R. Hardware Co., Grand Rapids	5.25	F. A. Rauch Co., Chicago	65.85
G. R. Herald, Grand Rapids	118.50	Robert Ritchie Co., Philadelphia	61.20
G. R. News, Grand Rapids	15.00	M. H. Rogers, New York	389.44
G. R. Press Co., Grand Rapids	82.41	W. Rumsey, Romeo	13.05
G. R. Varnish Co., Grand Rapids	651.83	Rowlson Printing Co., Grand Rapids	4.23
G. R. Vulcanizing Co., Grand Rapids	44.35	Rader Tire Co., Grand Rapids	140.00
G. R. Water Works, Grand Rapids	68.28	W. K. Schmidt, Grand Rapids	48.00
Great Western Oil Co., Grand Rapids	66.51	John Seven, Grand Rapids	1.45
H. Hansen, Grand Rapids	127.70	Sherwin & Williams	635.40
Heystek & Canfield, Grand Rapids	331.80	Wilbar & Co., Grand Rapids	278.60
A. L. Holcomb & Co., Grand Rapids	16.50	Skillman Lbr. Co., Grand Rapids	1,000.00
Hotel Pantlind, Grand Rapids	28.56	Rapids	100.00
Henry Jacobs, Chicago	10.00	J. H. Smith Coal Co., Grand Rapids	100.00
Jackson Cushion Spring Co., Jackson	320.36	Spool Cotton Co., New York	47.20
Lawrence McFadden Co., Philadel-		Standard Linseed Co., Cleveland, O.	59.49
		Tousey Varnsh Co., Chicago	110.83
		Trant Hine Mfg. Co., New Britain	8.25

Burnham, Stoepel & Co.

Wholesale Dry Goods

48 North Ionia Ave.

Citizens Phone 1474

Grand Rapids, Michigan

Lily White

"The Flour the Best Cooks Use"

is bought by those women who demand quality; who take keen delight in producing the best bread.

Good bread truly is the Staff of Life. It is sustaining, produces energy, and is thoroughly satisfying.

This is particularly true of bread baked from LILY WHITE FLOUR. Please note the delicious flavor, good volume, excellent texture and splendid color of the bread.

Your dealer will return your money if you do not like it better.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

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

AMERICA'S GREATEST NEED.

Above all else, this country needs a nationwide revival of old-fashioned prayer meeting religion—

A religion that makes a man realize that every act is recorded on his own conscience and that though it may slumber, it can never die—

A religion that makes an employer understand that if he is unfair to his employes and pays them less than fair wages, measured by their ability and by their efficiency and zeal, he is a robber—

A religion that makes an employe know that if he does not give full and efficient service he, too, is a robber—

A religion that makes a man realize that by driving too hard a bargain with his servant, his employe, or his merchant, he can be just as much a profiteer as the seller or producer who sells假冒 false weight, false packing or false charges—

A religion that will make the laboring man who by threats or by actual violence against the non-union man strives to keep him out of employment, realize that he is at heart a murderer and is murdering the individuality and the liberty of his fellow-man, and is displaying a hatred which, if it has the opportunity, will commit physical murder.

Until the people of this Nation accept and live this religion there will be strife where there should be peace; there will be strikes and lockouts and murder where there should be co-operation and harmony; there will be hatred where there should be friendship and love.

In the Golden Rule, followed in the fullness of the spirit of this kind of religion, there would be found a solution for every business trouble; there would be created friendship between employer and employe; capital and labor would work in harmony and with efficiency; efficiency for the capital and efficiency for the labor, with profit to both.

Richard H. Edmonds.

Turner Seymour Mfg. Co., Torrington, Conn.	666.81
U. S. Incandescent Light Co., St. Louis, Mo.	9.45
Vis Mfg. Co., Grand Rapids	40.00
C. B. Wardle, Ionia	632.14
W. Mich. Machine & Tool Co., Grand Rapids	50.00
West Side Iron Works, Grand Rapids	12.00
Western Union Tel. Co., Grand Rapids	151.13
White Printing Co., Grand Rapids	454.98
Williamson Glue Co., Chicago	21.00
D. S. Willis Coal Co., Chicago	106.33
Windsor Upholstering Co., Grand Rapids	21.00
Windsor Upholstering Co., Grand Rapids	239.29
Clark Youngs, Grand Rapids	19.00
Clapperton & Owen Grand Rapids	1,005.55
Y. M. C. A. War Fund, Grand Rapids	103.75
Promissory notes have been given for the following amounts:	
Alden & Judson, Grand Rapids	\$200.00
American Hardwood Lbr. Co., St. Louis, Mo.	125.00
American Mfg. Co., Grand Rapids	199.72
John Thwaites, Grand Rapids	150.00
Bemis Indianapolis Bay Co., Indianapolis, Ind.	35.89
Bridgeport Wood Fin. Co., New Milford, Conn.	106.62
Gen. Boiler & Supply Co., Grand Rapids	82.81
Central Mich. Paper Co., Grand Rapids	135.00
Clapperton & Owen Grand Rapids	1,467.00
C. B. Clark Dowel Wks., Grand Rapids	45.25
Walter Clark Veneer Works, Grand Rapids	160.87
Coalburg Collier Co., Ronda, W. Va.	28.60
Dale Brothers Co., Grand Rapids	50.50
A. De Windt, Grand Rapids	176.44
Dudley Lumber Co., Grand Rapids	4,426.78
Duhamel Printing Co., Grand Rapids	30.24
Four States Coal & Coke Co., Pittsburgh, Pa.	73.87
Furniture Exchange, Grand Rapids	847.00
Gayoso Lbr. Co., Memphis, Tenn.	172.92
G. R. Bedding Co., Grand Rapids	179.87
G. R. Brass Co., Grand Rapids	35.56
G. R. Varnish Co., Grand Rapids	135.48
G. R. Wood Finishing Co., Grand Rapids	102.97
Heth Cotton Elec. Co., Grand Rapids	30.30
W. G. Hughart, Grand Rapids	693.99
A. B. Knowlson Co., Grand Rapids	629.38
Mich. Eng. Co., Grand Rapids	225.00
Mossman Lbr. Co., Memphis, Tenn.	42.92
Nat. Assn. Chair Mfrs., Chicago	105.20
Northern Insulating Co., St. Paul, Minn.	125.66
Quigley Lbr. Co., Grand Rapids	2,544.09
F. Rannville Co., Grand Rapids	20.41
O. B. Rowlette, Grand Rapids	350.00
Singer Sewing Machine Co., Chicago	47.54
Standard Oil Co., Grand Rapids	76.06
Sure Oil Co., Grand Rapids	38.89
Mrs. John Thwaites, Grand Rapids	524.42
Trangott Schmidts & Sons, Detroit	145.92
Vail Cooperage Co., Ft. Wayne	231.75
Valley City Ice & Coal Co., Grand Rapids	35.41
C. B. Wardle, Ionia	200.90
Broad & Market National Bank, Newark, N. J.	103.00
East River National Bank, N. Y.	312.67
Union Paper & Twine Co., Detroit	340.96
John Thwaites, Grand Rapids	88.62
George E. Thurber, Minneapolis	69.38
B. A. De Graaf, Grand Rapids	119.19
Eugene M. Thiden, Los Angeles	28.70
Archie McCoy, Grand Rapids	8.38
B. C. Saxton, New York City	30.55
J. A. Vanderveen, Holland	384.14
G. R. & I., Grand Rapids	Unknown

When Women Buy Men's Goods.

At every counter in a men's furnishing store where goods unfamiliar to women are sold—the pipe counter, for instance—there is a saleswoman. A pipe is so essentially a man's property that the manager of the store has found, a woman finds it difficult and sometimes embarrassing to buy one. There are many questions she would like to ask; but she hesitates to ask a salesman because she fears her questions may sound foolish to him. A saleswoman is therefore a welcome sight to her. And the manager finds he has enough women customers, as a result, to keep the saleswoman at the counter profitably busy. G. Hall.

Modesty is not the basis of advertising and the merchant who is afraid to tell the public what a good stock and store he has and what good service he gives will die unknown.

Affectionate Letters In Girlish Writing Sell Hats.

The Men's Toggery, of Jamestown, N. Y., called men "dear," and as a result sold more than \$3,000 worth of hats to the gentlemen in a three-day sale. The manager is now of the opinion that advertising pays, especially when worded in endearing phrases.

For two weeks before the sale opened ten girls of the business college were employed in writing letters to a specially prepared mailing list of men who either frequented the store or were well-known in the community. All letters were written in long-hand on high-grade bond paper of the style such as ladies use when writing to a gentleman, the envelopes being plain to match the paper.

When the letter is read it will be appreciated that the recipient is filled with wonder and interest from the first line in the last paragraph, in which the nut of the whole plan is phrased. Not only is the salutation endearing, but the subject matter catching.

Dear John:
I am thinking about you this afternoon and wonder if you are thinking about me. I sure do wish you were with me for it is lonely without you. "The other day I was looking out of my window and saw you go by. My, but you sure looked handsome, but dear, you looked so unhappy. And I do want you to be happy, dear. I have often thought how much happier you would be if you were wearing one of those nice hats which I saw Monday at the Men's Toggery Shop. If I were able I would buy you one, but as I am not now, I wish you would buy one for yourself.

Won't you please do this for me? I won't ask much more of you. Please go down to-day and look at them for my sake.

Yours as ever,
Biz E. Seller.

Variations in signature may be used, such as: Lora Lie (Lorelei), Betty Does (bet he does), Gladys Kanby (glad as can be), Si Renn (siren), Will Save, Frank W. Riter.

The Men's Toggery Shop received far more advertising from this letter than the large sale resulting. Many of the married men of the city thought the letter an immense joke, and "accidentally" left it where their wife would find and read it, and the letter has been the talk of the town for months, and will continue to be. The men haven't finished their laugh on wife yet. And the Toggery gets the talk—advertising.

An Inopportune Arrival.

SAY!
When the girl comes in
From the reception room
And says there is a man to see you;
And you think maybe it is somebody
Who wants you to write him a speech
Or something;
And go out to see him
And find it is a collector
With a bill for five dollars;
And you say you are sorry
That you haven't a cent of money;
And he says this account
Has been running a long time;
And you say
It is costing a lot to live
And there has been sickness
And that you were robbed
And that you don't see how
They are going to get blood
Out of a turnip;
And just then a man comes in
And says to you—
"Hello there!
Just dropped in to pay you that five I owe you!"
LISTEN HERE—
WHAT DOES A FELLOW SAY THEN?
Charles T. Schermerhorn.

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.

FOR SALE—General store; good farming country; good business; two railroads. Will invoice \$5,000. Good reason for selling. Address J. W. McClintick, Broughton, Kansas. 589

For Sale—Garage and accessories store in live town, doing a good business. Good reasons for selling. Address No. 590, care Michigan Tradesman. 590

Wanted—Stock salesman to sell stock in a going concern. This stock will sell to the most conservative investor. Good commission. Good territory. Live leads furnished. Higrade Motors Company, Harbor Springs, Michigan. 591

For Sale—An established general merchandise store located in the heart of a farming and lumbering district in Northern Michigan. Write to Box 97, Johannesburg, Michigan. 592

Good Business For Sale—As we have other business, we will sell our business, stock consisting of shoes and groceries. Will invoice about \$10,000. Getz Bros., Box 57, Bangor, Michigan. 593

To Exchange—A former merchant will exchange his 244 acres good farm land, at \$40 per acre, for stock of merchandise. Write him. Box 188, Manchester, Tennessee. 594

Wanted—Experienced ready-to-wear buyer and manager for the largest ready-to-wear department in the South, doing over one million dollars yearly. Give full particulars in first letter. Address No. 595, care Michigan Tradesman. 595

WANTED—Established business earning over \$6,000; nothing else considered; am no agent. P. O. Box 354, Dayton, Ohio. 596

For Sale Or Rent—A strictly modern store on main street in Vicksburg, Michigan. Miss Ada E. Erwine, 148 Inkster Ave., Kalamazoo, Michigan. 597

Wanted—To buy a shoe stock of \$3,000, less or more. Will pay cash. Address E. Rinn, 132 South Burdick St., Kalamazoo, Michigan. 598

For Sale Or Exchange—Brick store building, flat above. Garage in connection. Only one in township. J. C. Haddix, Bentley, Michigan. 599

LOCATION WANTED—Anyone knowing of a good location for veterinarian, kindly address Dr. E. C. Jepsersen, 310 Henry Ave., Grand Rapids, Mich. 581

FOR SALE—One three-barrel Read mixer, 1916 model, used less than 100 times. Motor attached, direct drive. In first-class condition. Will be sold at a bargain to first party. Address Hazleton Baking Co., Hazleton, Pennsylvania. 582

If you are thinking of going in business, selling out or making an exchange, place an advertisement in our business chances columns, as it will bring you in touch with the man for whom you are looking—**THE BUSINESS MAN.**

WE sell all kinds of merchandise stocks and fixtures for cash at a profit over and above cost. Write us for details. Robt. J. Williams Sales Co., Independence, Missouri. 583

Wanted—Communication with any druggist who wishes a relief clerk. Twenty-eight years in the drug business. J. L. Congdon, Pentwater, Michigan. 585

For Sale Or Rent—Good, clean, profitable business and modern building, established over twenty years, in Northwestern Michigan. Stock consists of staple dry goods, gents' and ladies' furnishings, shoes, etc. I wish to retire. About \$12,000 will handle this money-making business. For particulars, address No. 587, care Michigan Tradesman. 587

FOR SALE—I have nineteen 1/2-acre lots left on my Crescent Heights plat on East Leonard street. Why rent when you can buy close-in desirable lots on such easy payments? Do business direct with owner. **FRANK ARMSTRONG**, Alanson, Michigan. 588

For Sale—Located on cement driveway on one of main business streets of Grand Rapids, we will sell our general stock and store building, with established trade and good will. Stock will inventory about \$5,000. Address No. 473, care Michigan Tradesman. 473

For Sale—Meat and grocery business located in one of best cities in State. Selling reasons, going West. Stock with fixtures inventory about \$4,000. Address No. 572, care Michigan Tradesman. 572

For Sale—First-class, up-to-date meat market with sausage manufacturing in connection; first-class machinery; a new market but an old business for twenty-seven years. Reason for selling, my health is giving out. A good location in a good city. Good chance for good live parties. Terms made easy for right party. Address No. 574, care Michigan Tradesman. 574

For Sale—A-1 cash-and-carry grocery in city of 6,000. The leading store in this city. Reason for selling, leaving state. J. J. Caldwell, Oconto, Wisconsin. 564

For Sale—\$6,000 stock of hardware and fixtures at a right price. Will deliver stock to depot. Reasons for selling, poor health. Address Ed. Rohrs, Ridgeville Corners, Ohio. 573

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

For Sale—Stock general merchandise, shoes, rubbers, groceries and crockery, also fixtures. A good business, doing \$50,000 per year. A good business, doing Store 25 x 90, can be leased at \$400 per year or bought for \$4,500. A bargain. Address No. 568, care Michigan Tradesman. 568

Wanted—Second-hand safes. Will pay spot cash for any safe, if in reasonably good condition. Grand Rapids Safe Co., Grand Rapids.

BEST BUSINESS BLOCK; BEST LOCATION, IN MOUNT PLEASANT, best town in Central Michigan. Three story, three fronts 66 x 132 and basement; solid brick construction; corner; all well rented. Will trade for farm property; must be free and unencumbered. No trash wanted as this is a gilt edge property. Picture sent on application. W. J. Cooper, Mt. Pleasant, Michigan. 577

Wanted—Live salesmen, who call on the retail grocers and butchers trade throughout the State, to sell an established food product in conjunction with their other line. Only those with A-1 selling ability considered. Address Post Office Box 542, Detroit, Michigan. 571

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 787

Cash Registers (all makes) bought, sold, exchanged and repaired. REBUILT CASH REGISTER CO., Incorporated, 123 North Washington Ave., Saginaw, Michigan. 128

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

DENATURED ALCOHOL POISON LABELS

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

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

All orders promptly executed.

Tradesman Company
Grand Rapids

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

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



GENERAL WOOD'S OPPONENTS

Three classes have served notice on Chairman Hays that Leonard Wood must not be made the standard bearer of the Republican party next year—the pro-Germans, the pro-Irish, and the union labor element. All these are likely to vote against Wood should he be the nominee, and union labor especially will regard his nomination as a threat and challenge.

It is evident, however, that if any such issue should be made in the campaign the Democrats would be the sufferers and General Wood the gainer, should he be the nominee. Tell the patriotic portion of the American people that the pro-Germans, the pro-Irish, organized labor, or any other class, clique or clan have formed their lines against Wood, and you will come as near as possible to solidifying the United States in favor of him.

The pro-Germans may be against him because he did what he could to prevent their blood-brothers from winning the war. The Sinn Feiners may be against him for the same reason, although we do not believe they will have the support of Irishmen who wanted the United States to win and Germany to lose. As for union labor, General Wood's activities in the carrying out of his orders as a soldier were limited to the suppression of violence. The violence was mainly that of ignorant union men, inspired by I. W. W. union leaders of the Foster stripe. It is not to be believed that honorable American labor—the great mass of sturdy workers who refuse to bend their necks to union tyranny—holds any grudge against the man who put down anarchy in a city where American workmen wanted to work and were prevented by foreign Bolsheviks.

STRONG BUYING MOVEMENT.

It is seldom there is so wide a difference in aspect as there is at present in canned foods and dried fruits. There is nothing in tins which is showing even a normal demand, with perhaps the exceptions of pineapples and sardines. On the other hand every offering in the dried fruit division of the trade has been the object of attention on the part of buyers. For over two weeks a heavier buying movement than has been experienced in some time has been in progress, although there are some evidences that the strength of the flurry has been spent. Nuts also have come in for their share of attention and, anticipating Thanksgiving, there has been a general stocking up by retailers throughout the country. Prunes and raisins have led in importance in the present buying drive, but other items would have made a bigger showing had the available stocks been heavier. In peaches, jobbing stocks are considerably below normal and buyers have had a hard time shopping about to fill their requirements. In the fact of a big crop in California, the season's development shows that a smaller per cent. than anticipated was evaporated. As there was more money, apparently, in canned peaches, a heavy percentage was tinned. Apricots show a parallel

condition. New apples are now beginning to come in from the up-State factories. There is now quite a bit of movement in a domestic way with an undertone of strength to the market. Quite another story must be written of canned foods. Vegetables are dull, the only business of consequence being in future peas which are active for all grades with a decided preference for fancy. Fruits are slow, especially all water stocks. Bakers can not use them because of the sugar shortage and preservers are not interested. Fish shows only a routine demand.

GOD SPEED PRINCE ALBERT.

We have seen the successor to the English throne as fisherman, as hunter of big game, as hail-fellow with his old comrades of the war. We have heard that his little speeches were so happy that no one could say which parts of them were extempore and which had been prepared—or whether, in fact, they were not altogether born of the moment. In none of his varied activities has he offered the smallest loophole to the darts of malice or of scorn; in all of them he has exhibited the great gift of personality—the gift of being whole-heartedly, exuberantly and most agreeably himself. For women he has the grace, the dignity and the charm of the princes of legend and romance; for men he has the qualities of good sportsmanship and good fellowship. All that, as the practice of royalty now goes, is precisely what he should have. Any demonstration of a towering outlook into the future, or of the statesman's vision of fire, would have been notably out of place.

Now that rigorous enforcement of the prohibition law has driven under cover such traffic in intoxicants as still exists, we have selective prohibition at last, but of a different sort. Open sales have ceased. Real fire-water has been driven into the tolerated retirement of the family cupboard, or is held in storage against a possible break in the clouds. Yet men are still seen intoxicated on the streets. Who are they and where do they get it? The experience of other communities that have undergone prohibition in years past teaches us. They are the men who cannot live without it, or think they can't; who would pay any price and run any risk to get it. They are the men who pay twelve or fourteen dollars a quart for anything that looks hard and red, and ask not whether it be wood alcohol, benzine, varnish, or hair tonic; while the moderate drinkers, men who could drink without becoming obnoxious, men whose drinking involved little if any menace to themselves or to society, are going dry. They are more careful of the linings of their stomachs and the contents of their pocketbooks. The moderate drinker is on the way to extinction with the passing of the limited supply of the cellarette, but the awful example is still an awful example. Selective prohibition has come at last, but it may be described as unnatural selection.

Review of the Produce Market.

Apples—Fall Pippins, \$2; Kings, \$2.50; Northern Spy, \$3@3.50; Greenings, \$2.50; Baldwins, \$2.50; Russets, \$2.

Bananas—\$8.25 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The market is right active at an advance of about 2c over a week ago, with a reported very light supply on high-grade goods. The make is the shortest of the year. We do not look for any relief from the present scarcity of fresh butter for two or three weeks. Local dealers hold extra creamery at 67c and firsts at 61c. Prints, 2c per lb. additional. Jobbers pay 50c for No. 1 dairy in jars and 40c for packing stock.

Cabbage—\$4.50 per 100 lbs.

Carrots—Local produce dealers pay 90c and sell at \$1 per bu.

Celery—30c per bunch; jumbo, 50c.

Celery-Cabbage—\$1.25 per doz.

Cocoanuts—\$1.40 per doz. or \$10.50 per sack of 100.

Cranberries—Late Howes command \$10.75 per bbl. and \$5.50 per ½ bbl.

Cucumbers—Hot house, \$2.50 per doz.

Eggs—The market is firm on fresh receipts on about the same basis as a week ago. Storage eggs are in ample supply and the market remains steady at unchanged prices. We are not likely to have much change in the near future. Local jobbers are paying 64c for candled, fresh, loss off, including cases. Cold storage holders are feeding out their stocks on the basis of 52c for candled firsts, 45c for seconds and 41c for checks.

Garlick—90c per lb.

Grapes—California Emperors, \$3.25 per crate and \$7.50 per keg; Spanish Malagas, \$12@15 per keg.

Grape Fruit—\$4.25 per case for all sizes of Florida.

Green Onions—Shallots, \$1 per doz.

Lemons—California, \$8 for 300s and \$7.50 for 240s and 360s.

Lettuce—Iceberg, \$7.50 per crate of 3 to 4 doz. heads; hot house leaf has been advanced in price by the new growers' association to 22c per lb.

Melons—Casaba, \$3.25.

Onions—California Australian Brown, \$5.25 per 100 lb. sack; California White, \$5.50 ditto; Spanish, \$3.25 per crate for either 50s or 72s; home grown, 85c per 100 lb. sack.

Oranges—Late Valencias, \$5.50@6; Sunkist Valencias, \$5.75@6.

Potatoes—Home grown, \$1.75 per bu.; Baking from Idaho, \$4 per box.

Poultry—Receipts for Thanksgiving trade have been the heaviest for years. Paying prices this week will be about as follows:

Turkeys, young Toms and hens..	28c
Turkeys, old Toms	24c
Dux, fancy	23c
Geese	20c
Fowl, heavy, over 4 lbs.	21c
Fowl, light, under 4 lbs.	14c
Springs, all average	21c
Old Cox	12c

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

Squash—\$2 per 100 lb. for Hubbard.

Sweet Potatoes—\$1.85 per hamper or \$5 per bbl. for Virginia.

Tomatoes—\$1.10 per 5 lb. basket from Florida.

General Conditions in Wheat and Flour.

Written for the Tradesman.

For the first time in the history of the Indianapolis grain trade, soft winter wheat was sold out of that market by an Indianapolis grain concern to be shipped to Minneapolis.

This new development indicates that while spring wheat and hard winter wheat may not advance much, if any more for the time being, that soft wheats will be higher because of the new demand from an unusual source.

Very naturally Minneapolis millers would not draw wheat from Indiana, Illinois, Missouri and Kansas if they could get what they wanted elsewhere, but the very fact they are drawing wheat from these sources indicates a serious shortage in their own sections of choice milling grades.

Hard winter wheat suffered a decline of 4@5c per bushel, but is holding firm again. This is not at all surprising, for the Grain Corporation and Government Agencies have endeavored to create a "bearish" sentiment, desiring, of course, to reduce the cost of bread stuffs.

However, as predicted earlier, this has made no material difference in prices. Flours as a general thing have held firm, and very likely will hold firm. There will probably be soft spots in the market, and, undoubtedly, the trade will be acting wisely to buy flour for the time being as they need it, although for a long pull we are firmly of the belief that at least the present range of prices will be maintained. In all probability there will be an advance from this basis before the new crop of wheat is harvested in 1920.

Government flour is not popular with the housewife, and will not be. The very best quality flour is desired for home baking. The women have had all they want of war flour and its like. As a matter of fact, the mills will sell the same grade of flour the Government is offering at just as low a figure, and possibly somewhat lower, than the Government can offer. However, mills that place high grade flours on the market would certainly lose their business if they were to put out the quality of flour offered by the Government under their choice brands. Without a question of a doubt, the demand for high grade flours will be maintained, and prices are bound to hold firm on such flours.

Lloyd E. Smith.

The recent action of the Jackson prison board in diverting the sale of binder twine from the regular implement trade to the grist mills and elevators of the State cannot be too strongly condemned, because it reverses all the principles of good business practice and introduces an element of bad faith and merchandizing unfairness which cannot be too strongly condemned.