

MICHIGAN TRADESMAN

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Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 3, 1919

Number 1889

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HARD UP

You're not hard up when your purse is flat
And your trousers flayed like an old doormat;
You're not hard up when your bills fall due
And you haven't a dollar to see you through;
You're not hard up till you see the day
That you haven't a cheerful word to say.

You're not hard up when your coin is gone
And you whistle a tune as you journey on;
You may walk the streets while others ride
And your pockets have naught but your hands inside;
That's not being broke you may depend,
For you're not hard up while you have a friend.

But you are hard up and in sorry way
If you haven't a cheerful word to say;
If nothing on earth appeals to you
And you can't see charm in the skies of blue,
And you are hard up if you've reached the end,
And can say in truth that you have no friend.

In dollars and cents don't count your wealth,
But sum it up in good friends and health,
In the little tots that call you "dad,"
Who, when you're coming, are, Oh, so glad.
If you haven't a soul to love or care,
You are hard up, though a millionaire.

A HIGH QUALITY LINE

... That Sells and Sells and Keeps on Selling—

RED CROWN

Ready to Serve Pure Food Products

EVERY ITEM FAMOUS FOR FLAVOR AND WHOLESOMENESS—
EVERY ITEM A PROVED FAST MOVING LEADER

Supported by National Advertising

Reaching

Many Millions of Consumers Monthly



and
Distributed
to the
RETAILERS
through
WHOLESALE
GROCERS
Exclusively

Acme Packing Company
Chicago, U. S. A.
Independent Packers



24 APPETIZING VARIETIES 24
Every one a big favorite

GENUINE

Buckwheat Flour

ABSOLUTELY PURE

J. F. Eesley Milling Co.

THE SUNSHINE MILLS

PLAINWELL, MICHIGAN

Franklin Golden Syrup

A Cane Sugar Product of high quality.

Its taste, color and smoothness give general satisfaction.

A pure blend of syrup, made by the refiners of

Franklin Package Sugars

In Four Sizes

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

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

Fleischmann's Yeast

is a wonderful remedy for skin afflictions and is a highly commendable laxative.

Sell your customers more yeast by explaining its almost magic powers.

You will be doing them a good turn and helping yourself.

THE FLEISCHMANN COMPANY

SNOW BOY

Washing

Powder

Family Size 24s

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, DECEMBER 3, 1919

Number 1889

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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payable invariably in advance.

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issues a month or more old, 10 cents;
issues a year or more old, 25 cents; issues
five years or more old, \$1.Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.**WHITE COAL.**

In no branch of human endeavor is the attitude of the American people more shortsighted than in their treatment of men and managers of public utilities who undertake to save our coal supply by the development of our water powers. The moment an effort is made to utilize a water power, that moment the promoter of the undertaking becomes the target of unjust laws and governmental interference and persecution. He is treated as though he were a robber and handicapped at every turn. Yet every horse power produced by water power saves our rapidly diminishing coal supply, without taking anything from the heritage provided by nature for the use and enjoyment of the people. We are consuming millions of tons of coal every year producing power which could just as well be generated by hydro electric methods. The only reason why it is not done is that few men care to run the gamut of governmental opposition and petty personal persecution which invariably accompany every effort to increase the richness and resources of the world without taking anything from anybody.

Take, as an example, the Thornapple power at Cascade village, less than ten miles from the city limits of Grand Rapids. Fifteen years ago a party of gentlemen investigated this proposition and decided to improve and develop it for the benefit of Grand Rapids and themselves. When they asked for a franchise to come into the city with the current which would be created without injuring a single person and would involve the saving of hundreds of thousands of tons of coal, the cheap grafters on the Common Council demanded their pound of flesh, as usual, and the penny-aliners on the daily press, because they were not "seen" and satisfied before the project was broached, precipitated a stormy campaign of opposition, demanding that the proposed grant be

coupled with iron-clad provisions for the recall of the franchise and municipal ownership whenever the people concluded they wanted to confiscate the property which would be created by the energy and daring of men who made the original investment. The result was that the men of means who had signified their willingness to join in the undertaking decided that it would not pay them to run the gamut of abuse, vituperation and newspaper attack which would be kept up incessantly by the unscrupulous newspaper writers and crafty and greedy politicians, and relinquished the project which would have saved shipping into Grand Rapids 1,000,000 tons of coal during the past fifteen years, the consumption of which depleted the world supply to that extent and cost the people of Grand Rapids at least \$3,000,000, while a corresponding amount of power generated by electricity would have cost them approximately \$1,000,000—a net gain of \$2,000,000.

This local experience is being repeated all over the United States. Thousands of water powers—worth millions of dollars per year to the people—are undeveloped and unutilized because of the senseless opposition and unscrupulous handicaps the creators of these undertakings have to face and overcome in order to carry their operations through to successful completion.

It is not so in other countries. Even effete Spain—one of the most backward countries in the world—is holding out the hand of welcome to American engineers and investors and assisting them in every way possible to harness the rivers of that country, so as to light the cities and drive the wheels of industry without resort to the use of coal.

The same is true of the countries of South America, where the people are rapidly coming to understand that water power is one of the most valuable resources a country can possess.

It is time for the people of the United States to right-about-face on this matter and reverse their present policy of narrowness and shortsightedness.

THE SHIRKING CLASSES.

In years gone by we heard much about the working classes who arrayed themselves under the sinister banner of trades unionism. In so doing they ceased to be workers and became shirkers. In other words, the working classes became transposed into shirking classes.

The public expects something in return for the profits you charge on your goods. That something is service. Are you giving a fair value of it?

IT DEPENDS ON WHO DUMPS.

One of the great complaints that used to be made against the Germans in their effort to secure foreign trade was that they resorted to "dumping." This meant that they sold goods for less in the foreign market than those for which the same could be obtained by customers at home. Various countries have endeavored by legislation to prevent the success of this scheme, the usual method being to impose penalties on goods so sent. In Great Britain, where there has been in some circles an undue fear of what German competition in trade may mean, legislation to guard against it has been in contemplation. But the plan to prevent dumping seems to be meeting with opposition. It has been remembered that the dumping habit is not confined to Germany. As a matter of fact it is asserted that it has all along been a practice with many British firms to sell goods abroad for less than at home, and that the matter is one in which it is not advisable to stir up a mess. In certain textile lines the British have frequently done the very thing complained of, the purpose being to meet the competition of other countries. Nor is this country entirely free from blame for conduct of a similar kind. For years it was notorious that many manufactured articles produced in this country could be bought cheaper in Europe and even in the Far East than here. This was so open a thing and so well recognized that separate price lists for export were regularly issued. And there seems no reason to doubt but that the same thing remains true still. Under the circumstances the removal of the beam in our own eyes would seem more urgent than that of removing the mote from the other fellow's.

THE NATIONAL DRINK.

The present crop of cider apples is about one-third that of former years. Higher wages, scarcity of labor, excessive cost of machinery, barrels and other supplies make cider much higher this year than ever before. At the present time cider is being sold at from 40 to 50 cents a gallon in barrel quantities, which means that it will probably retail at from 60 to 70 cents a gallon, and the big dealers are scrambling to get enough to supply their customers.

The cider dealers claim that, in spite of the tendency of the farmers and the cider mills to squeeze the juice from every windfall apple and turn it into money, the condition under which cider is made have, on the whole, greatly improved.

Apples that are brought to the regular cider mills are inspected for decay, for even a few decayed apples may spoil the flavor of an entire bar-

rel. After inspection the apples are placed in large wooden bins, which have perforated bottoms and which are equipped with openings large enough to allow the apples to roll slowly out of the bins on to an endless conveyor, fitted with little boxes, into which they fall.

While in the wooden bins a stream of water is permitted to play on the apples, to remove dirt and foreign substances that may have adhered to them. Apples are carried by the conveyor up an incline to hoppers, which are located over the presses. The hoppers automatically feed the presses.

It will be recalled how important a factor was cider in the past in arousing the joys of conviviality at rural gatherings. Much has been written and said of hard cider, but in most cases it has been soft cider wearing a wolf's pelt. Hard cider with a real, natural "kick" is difficult to make and more difficult to keep. The ordinary commercial cider is sweet and soft and is treated with one-tenth of 1 per cent. of benzoate of soda to prevent an increase in the natural alcoholic content.

TAXES ON EDITORIAL FAITH.

One of the greatest trials of the newspaper profession is that its members are compelled to see more of the shams of the world than any other profession. Through every newspaper office, week after week, go all the weaknesses of the world; all the vanities that want to be puffed; all the revenges that want to be reaped; all the mistakes that want to be corrected; all the dull speakers who want to be thought eloquent; all the meanness that wants to get its wares noticed gratis in the editorial column, in order to save tax in the advertising columns; all the men who want to be set right who were never right; all the crack-brained philosophers with stories as long as their hair, and as gloomy as their finger nails in mourning because bereft of soap; all the bores who come to stay five minutes, but talk five hours. Through the editorial and reportorial rooms all the follies and shams of the world are seen, day after day; and the temptation is to believe in neither God, man, nor woman.

The ukulele business has known no slump since its inception. The Honolulu factories cannot turn them out fast enough to meet demands of shippers. The South Seas Curio Company has even been embarrassed by the large orders from Middle Western department stores. Attempts to manufacture the instrument in the States, however, have not proved successful.

THE SMALL TOWN.

Advantages It Possesses Over Large Cities.

Grandville, Dec. 1.—That there are advantages in a small town cannot be doubted when one glances over the whole field of human endeavor and takes note of the conditions.

Both for one engaged in mercantile pursuits, as well as in other lines of endeavor, is this true. The small town has advantages that did not obtain twenty years ago. Now the automobiles, telephones and rural free delivery have brought the small town dweller into close touch with his city neighbor and competitor. So far as selling goods cheap, the country merchant is able to beat his city rival hands down.

Expenses cut less figure in the small town and there's little to choose between the entertainments of small and big towns. In moving pictures the small town has quite as good shows as the big city. Some of Michigan's small towns are on the map with a vengeance; and there are men of mark there, as well as in the larger city. In fact, our overgrown metropolises are not the breeding places of genius or great men in general.

All one has to do to prove this is to look back a few years in the history of the country and note the prominent names in our political life. Whence came the big statesmen and scholars of the past generation? Surely not from our New Yorks and Chicagos, but from the inland small towns and cities of the various states.

The little city of Augusta, Maine, gave the nation that famous statesman of the eighties, James G. Blaine. Roscoe Conkling was from a small city in the interior of New York. Nearly all the big men of the Civil War period came from small towns. Abraham Lincoln came from Springfield, Illinois. William H. Seward, secretary of State, came from an inland town in New York, and nearly all the noted orators and generals of that period hailed from the small places, far removed from the big cities.

General Grant hailed from Galena, Illinois, and had been a very ordinary village storekeeper till called upon to draw his sword in defense of the Union in 1861. From the little town of Galena he went into the service of his country and came out after four years of war the foremost soldier of the age.

The small town is the place to produce geniuses. It is the place where the human intellect can expand, where the hope of future generations takes root. The great cities are places for the anarchistic plotters to hide and plot their devilish deeds that have caused humanity to shudder.

Enterprising merchants have builded large in some of the small towns of the country, and new enterprises are of everyday occurrence within the borders of the small cities and villages.

A lady once remarked in the hearing of the writer: "I would rather be a king among hogs than a hog among kinds;" and her position, as the wife of a prosperous merchant in a city of ten thousand, was certainly an enviable one. The remark was called forth from a friend expressing wonder that she did not induce her husband, who was the leading merchant in his town, to remove to one of the big cities; in her case the big city was Boston, Massachusetts.

To be a kingpin at home or one of a paper of small pins in the overgrown city is the question. It is a pertinent question at that—one well worth considering. I call to mind an editor of the Civil War period. Mark M. Pomeroy and his LaCross Democrat, published in a small Wisconsin city, were widely known and read. As "Brick Pomeroy" the editor and

publisher of LaCross Democrat was a man of national reputation. In an evil hour he removed the newspaper of which he was the head to New York City. He thought he needed room to expand, in order to become a great National publisher and editor. The result was sudden collapse. The New York Democrat fell flat, while the paper at LaCross had seen the wonder of the nation. After his removal to the big city, Pomeroy dropped out of the public eye and was heard of no more.

Another instance: A prosperous merchant in a small northern Michigan town got the idea into his head that he was too big for his home town. He sold his belongings, removed to Milwaukee and entered upon a mercantile enterprise which promised much, yet which failed to meet expectations. In two years he retired a bankrupt. Letting well enough alone would have been the wise idea in his case. Yet many get the bee for big things buzzing in their ears, which often leads to disastrous results.

Merchants of the present day, no doubt, have to be on tiptoe all the time—much more so than in the old days of stage coaches and horse cars in the cities—yet there is nothing like knowing how to handle conditions to make them serve your purpose to advantage.

In the first place, and the most important asset of any, is strictest honesty. Knaves have been known to succeed after a fashion, yet such success is not accompanied with as happy a conscience as that of the man who makes a success of business along lines of probity and well doing toward his friends and neighbors.

The small town is having its inning as never before and some of the most successful business men hail from the little towns which dot the interior map of good old Michigan. Nowhere in the world does good advertising pay better than in the small town. The country is a fertile field for the merchant who advertises his goods in such a manner as to attract and hold the interest of the men and women who live on farms.

Proper method of advertising is worthy of a whole article and needs not come in here. However, the successful small town merchant will be found to be the one who is not afraid of the liberal use of printer's ink as occasion demands, which is right along, day in and day out during the course of the whole year.

Old Timer.

Alma Merchant Convicts Alleged Woman Blackmailer.

Lansing, Dec. 2.—D. W. Robinson, the Alma merchant, had the courage to face a blackmailing scheme and go straight to the court with it. As stated in our bulletin recently, Mr. Robinson had one Alma Spencer, a demonstrator for the Melba Products Co., of Chicago, who was employed temporarily in his store, arrested for shoplifting.

Our bulletin did not go very far into detail regarding the case and it is not our intention at this time to do so, except to state that Miss Spencer claimed that, while she had the goods in her possession, Mr. Robinson had told her to help herself; and that certain agreements and understandings which they had between themselves justified her in doing so. This case came to the attention of our Association, as reported in our bulletin. The defense made by Miss Spencer in her charges against Mr. Robinson were absolutely unjust in every particular and Mr. Robinson was not afraid to see the case through.

The Arbitration Committee of our Association, as well as the President and Secretary, authorized the manager to secure an able attorney to help the Prosecuting Attorney of

Gratiot county in securing evidence and give all the advice possible to prosecute the case and thereby vindicate Mr. Robinson.

The manager spent some time in Detroit, where Miss Spencer resided, had the very cordial assistance of the Detective Bureau of the Police Department, and also requested the subpoena of the man in Owosso to whom Miss Spencer had mailed some of the goods; and this information, with other testimony, was placed by our attorney and manager in the hands of Mr. Smith, Prosecuting Attorney of Gratiot county.

The case was heard at the Gratiot county Circuit Court before his honor, Judge E. J. Minet. Miss Spencer was represented by an attorney and when it became apparent that the case of the people was well fortified with the evidence referred to above, upon the attorney's advice, Miss Spencer entered a plea of "guilty."

In her statements to the Judge she claimed to have been married twice; that both of her husbands were dead, the last one losing his life in France; that she had a child dependent upon her for support and that the money for her defense had been furnished by her mother. The Judge, while taking some of her statements with a degree of allowance, told her that he would give her the benefit of the doubt and give her another chance.

In his judgment he required her to reimburse Mr. Robinson for the amount of goods stolen from the store; pay all the court costs; and placed her on probation for a period of three years. The conditions of this probation were as follows:

1. Report to the probation officer of Gratiot county by letter on the first day of every month, giving information as to her location, occupation, income and from what sources received, and how her income was being spent, and pay to the probation officer the customary fee of \$1 each month.

2. She is not to leave the State for a period of three years without the consent of the court and she was very plainly told that in case any violation of the laws of the State was brought to the attention of the court, such as larceny, consorting with immoral men or any other charges which witnesses in this case were prepared to make, she would be immediately sent for and given a prison term.

Mr. Hammond was in attendance in court representing the Association. Attorney A. M. Cummins had given valuable information and assistance to the Prosecuting Attorney regarding the case and was ready to be present in court if the defendant had not pleaded guilty.

We feel very certain that the activity of the Association in this case has been of very great value to the retail dealers of the State and, incidentally, throughout the country. Some of our members will doubtless regret that a prison sentence was not given to this woman, but those of us who were in court felt satisfied with the Judge's decision and felt that, while Miss Spencer deserved punishment, we were very willing that she be given an opportunity to redeem herself.

Jason E. Hammond.
Sec'y Michigan Retail Dry Goods Ass'n.

Why the Creasy Stores Do Not Meet Expectations.

I note you have occasional enquiries regarding the Creasy propaganda. We have two Creasy stores in this State. They were started with great eclat, but the members soon grew lukewarm, because they found they could not get over one-tenth of their goods through the Creasy organization. Many of the members never completed their payments for stock,

which was naturally the occasion of much ill feeling and bickering.

The Creasy corporation is a Chicago institution, managed by Lew Creasy, who has promoted about twenty local co-operative wholesale grocery houses, including one in Grand Rapids and Saginaw. Subscriptions to these houses were obtained almost wholly by misrepresentation. In fact, Mr. Creasy is reported by one of his local managers to have remarked that it is "necessary to lie to the retailer in order to get him into the deal." Creasy, I understand, gets a "rake off" on the sale of stock and he also exacts an ironclad contract providing for a commission of one-half of one per cent. on the total transaction of each company organized under his plan. The officers of the Grand Rapids house have replaced the Creasy manager with a man of their own selection and I understand they are now undertaking to secure the cancellation of the Creasy contract.

My experience with these people leads me to believe that very little dependence can be placed on the statements of the stock sellers, who are usually unreliable chaps who receive a large portion of the initial subscription payment as their compensation. At one time they received \$45 out of \$50. I do not know whether this basis of payment is still continued.

It is not possible to conduct business on 3 per cent. margin and live. The \$250 the subscriber pays into the company, assuming that most or all of the \$50 goes to the solicitor, is soon absorbed by the expense of doing business in excess of 3 per cent. The Grand Rapids house is reported to have run behind about \$60,000 during the past two years and fresh capital is now being solicited to tide the company over an emergency.

As a rule the merchants who join these houses are very enthusiastic at the beginning, but they soon grow lukewarm when they find that whenever they order about twenty different articles they seldom succeed in obtaining more than two or three. Some manufacturers sell these houses unreservedly, while others fight shy of them, realizing that sooner or later they are more than likely to be involved in loss. I have never detected any effort on the part of the regular jobber to prevent these houses from obtaining goods, because they realize that mushroom affairs like these thrive on opposition. The promoters and stock sellers talk loudly about the bitter opposition of the jobbers, but I think they do this to create sympathy for themselves and prejudice in the minds of the retailer.

—Correspondence Grocery World.

The Fiji Islands bid fair to rescue British Columbia housekeepers from the sugar famine this winter. Victoria has ordered stocks from the South Sea Islands, and two vessels which arrived last week brought more than 3,000 tons of raw sugar from the Fijis. It is stated that this can be refined in Vancouver within twenty-four hours of its receipt.

The Golden Cup Of Gladness

Quaker Coffee

has been pleasing many people for many years.

Why does Quaker Coffee give such uniform satisfaction? There are four good and valid reasons, as follows:

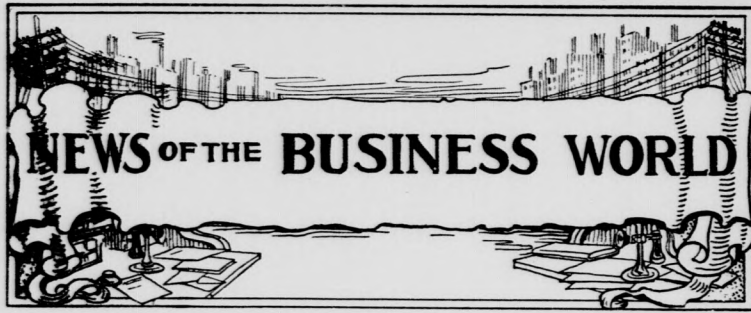
1. It is pure clean Coffee.
2. It is always the same.
3. It is sure to please your customers.
4. It is certain it will make your Coffee trade grow.

Sold only by

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers



Movement of Merchants.

Howard City—The Howard City Marketing Association is building a potato warehouse.

South Haven—The First State Bank has increased its capital stock from \$50,000 to \$125,000.

Osseo—George W. Darrow, hardware dealer, was married to Mrs. Carrie Loomis recently.

Hastings—The Waters Bros. Elevator Co. is closing out its stock and will retire from business.

Vassar—The Farmers' Elevator Co. is installing a new mill which will greatly increase its capacity.

Albion—Nicholas Alton has closed his restaurant and disappeared, leaving many creditors it is said.

Alma—Fire damaged the European restaurant and ice cream parlor, Nov. 29, causing a loss of about \$1,500.

Lansing—M. S. Moore has opened his new drug store at the corner of Franklin and Washington avenues.

Detroit—The Wright, Fendler & Pike Co., jobber of hats and caps, has changed its name to the Wright-Pike Co.

Muskegon—Wm. D. Hardy & Co., dry goods dealer, has increased its capital stock from \$100,000 to \$150,000.

Sault Ste. Marie—The Soo Co-Operative Mercantile Association has increased its capital stock from \$10,000 to \$20,000.

Chesaning—The Chesaning State Bank has increased its capital stock from \$25,000 to \$50,000 and its surplus to \$25,000.

Olivet—Adelfrid Kellogg and Frank Hazzard have formed a copartnership and will erect a garage and automobile supply store.

Webberville—L. M. O'Dell has purchased the Monroe store building and will occupy it with his drug stock as soon as he has remodeled it.

Ann Arbor—Thieves entered the drug store of E. E. Calkins, Nov. 30 and carried away the contents of the cash register, cigars and cigarettes.

Negaunee—The Ripon Produce Co. has added a line of groceries to its stock and will conduct a wholesale grocery in connection with its other lines.

Morrice—A. H. McCoy has purchased the grocery stock and store fixtures of M. C. Newman and will continue the business at the same location.

Benton Harbor—The American National Bank has purchased the hotel Benton block and will convert it into a modern bank, which it will occupy as soon as it is completed.

St. Johns—Mrs. K. C. Kuhns, proprietor of the "Boss Grocery," who

has been ill for the past year and a half, hopes to be able to resume a part of her work the first of the year.

Allegan—Stanley A. Snyder and Willard E. Mason, of Kalamazoo street, have rented the building at 124 Brady street, where they will conduct a Willard storage battery service station.

Ludington—Caplon & Morgan, formerly engaged in trade at Glendora, have removed here and engaged in the dry goods and men's furnishing goods business at the corner of Foster and James streets.

St. Johns—Charles E. Chapin, for fifty-three years connected with the business interests of this place, has sold his stock of general merchandise and dry goods to F. E. Minne, formerly of Port Huron, who has taken possession.

Detroit—The Charles A. Cullen Co. has been incorporated to deal in produce and other food products, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$25,000 in cash and \$25,000 in property.

Jackson—J. M. Newson has purchased the interest of his partner, F. J. Knight, in the furniture stock of Knight & Newson and will continue the business at the same location, 118 West Cortland street, under the style of J. M. Newson & Co.

Detroit—The Burgess Tire Co. has been incorporated to deal in automobile parts and accessories and automobiles, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed, \$10,000 paid in in cash and \$25,000 in property.

Kalamazoo—The C. E. Hickok Co. has merged its grocery business into a stock company under the style of the Hickok Grocer Co. with an authorized capital stock of \$20,000 common and \$5,000 preferred, of which amount \$21,000 has been subscribed, \$1,200 paid in in cash and \$13,000 in property.

Crystal Falls—The Crystal Falls National Bank has been organized with a capital stock of \$50,000, with a surplus of 25 per cent., provided by the stockholders paying \$125 for each share of stock. The bank will be opened for business in the Ross building as soon as a modern bank front can be installed.

Adrian—Ellis D. Voorhees died at his home here last Wednesday and was buried Saturday. Many years ago he was engaged in the manufacturing business at Ionia under the style of the Ionia Pant & Overall Co. He subsequently removed to Lansing and engaged in the same line of

business under the style of the Lansing Pant & Overall Co. For many years he was shipping clerk for W. M. Finck & Co., of Detroit. Deceased was a man of good intentions and excellent habits, who leaves a large circle of friends to mourn his departure. He was 72 years of age.

Manufacturing Matters.

Hillsdale—The Industrial Chemical Co. is removing its plant here from Detroit.

Detroit—The Detroit Brewing Co. has changed its name to the Detroit Beverage Co.

Lansing—The Dudley Paper Co. has increased its capital stock from \$100,000 to \$140,000.

Lowell—The Edwin Fallas Canning Co. has increased its capital stock from \$60,000 to \$80,000.

Mason—The Telling-Belle-Vernon Co. has purchased a site and will begin the erection of its milk condensary at once.

Frankfort—The Many-Blanc Cigar Co. is opening a factory here which will give employment to between 100 and 200 women.

Lansing—The Atlas Drop Forge Co. is building an addition to its plant and installing new machinery which will greatly increase its capacity.

Saginaw—The Saginaw Table & Cabinet Co. is building additions to its plant at an estimated cost of \$125,000.

Bay City—The American Road Machinery Co., recently organized, has broken ground for the erection of its plant, the first unit of which will be 50 x 200 feet.

Detroit—The Continental Tool Works has been incorporated with an authorized capital stock of \$60,000, all of which has been subscribed and \$6,000 paid in in cash.

Marshall—The mill and warehouse of the A. H. Randall Milling Co. was destroyed by fire, Nov. 30, together with 6,500 bushels of wheat. The loss is estimated at about \$130,000.

Palmyra—The Simplex Paper Corporation has been organized with an authorized capital stock of \$30,000, of which amount \$25,200 has been subscribed and paid in in property.

Monroe—The Monroe Color Co. has been organized to manufacture and sell paints, varnishes, etc., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Jackson—The Nu-Life Auto Products Manufacturing Co. has been incorporated with an authorized capital stock of \$5,000. The company will manufacture and sell radiator compounds, body polish, etc.

Detroit—The Crary Manufacturing Co. has been organized to manufacture and sell automobile accessories, with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Lansing—E. D. Sanford and H. I. Chambers have formed a copartnership and taken over the piano, player, music and talking machine stock of the W. W. Kimbal Co., 211 North Washington avenue, and will continue the business under the style of the Kimball Piano House.

Holly—The Ground Hog Tractor Co. has been incorporated with an authorized capital stock of \$250,000 common and \$25,000 preferred, of which amount \$167,050 has been subscribed, \$4,000 paid in in cash and \$146,170 in property.

Saginaw—Creditors of the Wolverine Tractor Co. have petitioned for the appointment of a receiver. Assets on the books of the company are given as \$55,000, including parts and machinery, while the liabilities are given as \$19,000.

Ecorse—The Wallace Teruble Manufacturing Co. has been incorporated to deal in motor vehicles, motors, motor parts, etc., with an authorized capital stock of \$12,500, of which amount \$10,000 has been subscribed and paid in in cash.

Corunna—W. J. Simeon, general manager of the United States Robe Co. announces the sale of the controlling interest in the stock to a syndicate of Eastern capitalists, who will greatly expand the business. A complete set of cards and machinery for spinning its own yarn is being installed.

Jackson—Effective Tuesday a number of bakeries of the city advanced the price of bread 1 cent per loaf and it is expected that all bakeries of Jackson will adopt the new price before the end of the week. The advance is explained to be due to the increased cost of all materials entering into the making of bread. The new price will be 11 and 16 cents.

Petoskey—B. S. Klise, who purchased the bakery of L. N. Overholt & Co. last February, has just installed a complete automatic equipment, including a Read automatic proofer. He has also just finished the construction of a large Kosicky oven. This, together with the old equipment, gives him a capacity of 10,000 loaves in ten hours. To attest the quality of his product, he is shipping bread to St. Louis, Mo., to one of Petoskey's prominent summer visitors.

Why?

Written for the Tradesman.

The telephone company won't give you the time

And the housemaids won't get up,
If you butter your bread it will cost you a dime

Or for sugar in your cup;
Eggs now are just ten cents apiece
And hardly fresh at that,
Mother boils her doughnuts—but not in grease

Not even bacon fat.
The cream is milk and milk is now
So pale and very thin
We wonder if the modest cow

Is also out to win.
I have no kerchiefs for my nose
Save ma's old ironing sheet,
And as for gloves my hands are froze—
I think also my feet.

Pray tell me what it all is for
And why such graft to-day
And ever this eternal war
For less of work—but more of pay?
Charles A. Heath.

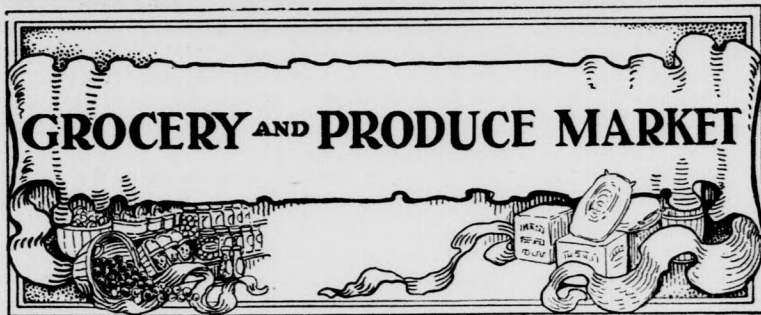
Willie Answered.

A doctor who was superintendent of the Sunday School in a small village, asked one of the boys this question: "Willie, will you tell me what we must do in order to get to heaven?"

Said Willie: "We must die."

"Very true," replied the doctor, "but tell me what we must do before we die."

"We must get sick," said Willie, "and send for you."



The Grocery Market.

Thanksgiving now being out of the way, the retail merchants will bend all energy to putting on a good pre-holiday sale campaign of groceries. With plenty of money in the country and people able to buy freely for their Christmas and New Year tables the prospect is good for a brisk trade, including sales of goods for Christmas decoration—the trees themselves, holly and wreathes, as well as candles and other attributes of a perfectly prepared Christmas tree.

Remembering traffic conditions and shortage of various raw materials dealers will understand pretty well why it is necessary for the wholesale houses to back order some goods and frequently to be behind on entire orders. Even after the stuff has left the factories it comes slow and the factory suffers also from lack of parts that go to make up the whole of their products. If the goods are all ready and there are no containers the situation is as bad, nearly as if the whole factory were shut down. In case the factory has 98 per cent. of the materials to make its product, the 2 per cent. holds back the whole business. It is well to look a long ways ahead for probable wants, and then to order.

Sugar—Beet factories in the Michigan-Ohio district are at present invoicing on the basis of 12c plus the New York all-rail rate of freight, less 2 per cent. for cash in seven days. Under a recent ruling of the Attorney General jobbers of beet sugar are allowed 68c gross per 100 pounds and retailers 1½c per pound profit. Because sugar stocks in Ohio and Indiana were utterly exhausted, Michigan refiners have been ordered by the Attorney General to ship several carloads of granulated to those states. This has, of course, tended to shorten the supplies Michigan jobbers would otherwise have received.

Tea—The market is fairly active, especially in black teas. Javas also are in very good demand. Everything seems to be strong, with no indication of any decline. Green teas are quiet, but are firm with the rest.

Coffee—Outside of high-grade Santos grades, which are scarce and firm, the market has weakened during the week. Rio 7s and most Rio grades are a substantial shade off. The quotations coming from Brazil have also been rather weak and this is responsible for the situation here. Mild coffees show no change for the week, situation throughout the line being about unchanged.

Canned Vegetables—Tomatoes are not weak, but they are hardly steady.

Southern packers are selling freely but not to the point of breaking the market. Only sub-standards can be had below \$1.75 for No. 3s, \$1.25 for No. 2s and \$6.50 for No. 10s. Fancy hand packed are the only grades selling to any extent, and the movement of that grade is light, as stocks are not available. California tomatoes find a narrow outlet for both No. 2½s and No. 10s. Southern Maine style corn has successfully withstood the efforts of the buying trade to get the market below \$1.10 on full standard grades. There is \$1 corn, but it is not strictly standard. More enquiry from jobbers is reported than actual business. They are keeping in touch with the market, but are not buying to any extent. Western corn can not compete with Southern if full prices are paid, so that there are only a comparatively few cars coming in, which have been picked up at discounts where the canner wished to save further carrying charges. Fancy Maine corn is steady but quiet. Cheap peas are easy and slow. Fancy in the small sizes are about out of the market. There is a persistent enquiry for them, but buyers will not take other grades as a substitute. No price changes have occurred during the week. Future Wisconsin packs of fancy stock are selling well at unnamed prices. Medium grade futures so far have not been wanted.

Canned Fish—Maine sardines have picked up somewhat, both for domestic and foreign trade, and prices are a bit firmer. Some foreign sardines are coming in right along, but not in sufficient quantities to amount to anything. Salmon shows no change for the week. Red Alaska is scarce and very firmly held, while other grades are quiet and somewhat easier than reds.

Dried Fruits—Prunes have gradually developed strength as the season has advanced, and even in the last week this is apparent in quotations. Association assortments of 40s-90s are not to be had at 1c over, as they were a short time ago. It is difficult now to buy at 1½c as most distributors are holding for 1¾c over on these sizes. Large sizes are becoming quite scarce and they are not urged to sale. Coast supplies are being rapidly reduced and Western operators are trying to buy in the East. Apricots are firmer on the better grades, which are being held for higher prices than a few days ago. There are more standards than fancy or choice, but the supply of this grade during the past two weeks has been considerably reduced. Some offers as low as 25c on standards are reported, and

up to 27c on the outside. Choice is held at 29½@30½c and extra choice 31½c. Fancy grades are selling proportionately higher. No long lines are to be had. Peaches are short of requirements so far as spot goods go, and Coast stocks are held with confidence because of the small percentage of the crop which was dried. There is a good demand for all grades. Raisins have been short of requirements for the Thanksgiving market and promise no material increase for the Christmas holidays. The spot keep cleaned up as arrivals are sold so promptly that there is no opportunity to secure an accumulation. The resale market is 1@2c over the opening. New apples have been in demand from domestic buyers and the light arrivals have so far cleared promptly. The export situation has shown no new development during the week.

Corn Syrup—The market remains very firm under an active demand and closely sold up stocks.

Molasses—Demand for new crop grocery grades exceeds the supply and stocks arriving are immediately absorbed.

Spices—General trade is much better than usual at this time of the year, the continuance of the demand from grinders and manufacturers being due to the long pursued policy of hand-to-mouth buying. The general tone of the market is firm with particular strength shown by red peppers, cinamon and Jamaica ginger as a result of scarcity and demand.

Rice—Arrivals in quantity sufficient to supply urgent requirements are still awaited and as the enquiry is chiefly for spot goods, business is of necessity confined within narrow limits. The strong tone of the market in the South is retained and trading there at last mail advices was on a good scale, which was permitted by freer receipts. From the beginning of the season to November 25 there were received at New Orleans 677,075 bags of rough and 589,605 pockets of cleaned, which compare with receipts of 723,750 bags and 106,945 pockets for the corresponding time last year.

Cheese—The market is firm. There is a good demand for the different styles of cheese and the receipts are light for this time of year.

Provisions—The market on lard is somewhat easier, with quotations about 1@2c lower than previous quotations. There is a light demand for lard and a good supply. The market on lard substitute is weak and unchanged, quotations ranging the same as previous quotations. The market on smoked meats is steady, with quotations about the same as last week. There is a fair demand and a moderate supply. The market on dried beef is very firm, due to an extremely light supply and a good demand. The market on barreled pork and canned meats is steady and unchanged.

Poppy Seed—Every little while some small article like poppy seed offers some comfort to the retail merchant by dropping down in price. The Dutch poppy seed this week takes a fall from 80c to 65c per pound.

Wrapping Paper—On account of the news print shortage many leading newspapers have been compelled to reduce the number of pages. Many wrapping paper mills have discontinued the manufacture of wrapping paper and are now running on news print. This has caused a shortage in most all grades of wrapping paper. Kraft paper is practically off the market. The shortage has caused a sharp advance in prices as many mills advanced prices from ¼@½c per pound, recently.

Pencils—It would be interesting to the retail dealer to look over the books containing the orders for this commodity with the factories. For instance, one firm has on its duplicate sheet an order placed Sept. 10 and has not even notice of shipment as yet. There are only a few big manufacturers and they all seem to be three to five months behind. Dealers remembering how many people in their community use lead pencils, not forgetting the school children, may decide to book orders for goods they will not need for a long time yet.

Nuts—The Christmas holiday trade promises to be as brisk as the demand for Thanksgiving. Distributors have no difficulty in keeping the market cleaned up. Walnuts are firm. California cars are sold almost before they are unloaded, with a good demand reported for all grades. Large nuts are especially wanted. Foreign walnuts are selling well also. Filberts are not the object of interest and concessions are being made to get the surplus of these nuts removed. Almonds are moving steadily, with receipts moderate. Brazil nuts of all sizes are being well taken. Pecans when well cleaned, polished and graded, are wanted. Off grades are being urged to sale.

Salt Fish—No change has occurred in the market price of fish during the week. There is a little more pressure to sell mackerel and the demand is very fair, but prices show no particular change. Mackerel is still high, although some holders are willing to shade below the highest point recently reached.

Floating Stock.

Smithson—Do you know that Noah was the greatest financier that ever lived?

Dibbs—How do you make that out?

Smithson—Well, he was able to float a company when the whole world was in liquidation.

Joseph A. Howden has purchased the grocery stock of E. J. McKee, 1007 Wealthy street, and will continue the business at the same location. Mr. Howden hails from Kitchener, Ont., where he was long in the employ of a hydro electric company. Mr. McKee will shortly re-engage in the grocery business on Grandville avenue.

Geo. A. Welton has engaged in general trade at Denison. The Grand Rapids Dry Goods Co. furnished the dry goods and the National Grocer Co. supplied the groceries.

America is Missing Her Opportunities.

Grandville, Dec. 2.—If Americans would only grasp their opportunity.

The world outside the United States is still in a certain degree of chaos incident upon the despoilation of war. We over here are passing up opportunities that may never come again in the history of the nation.

Foreigners have nothing to sell—in fact, have everything to buy—with the United States the principal producer of goods and foodstuffs necessary for the existence of these other peoples. While we are fiddling with strikes and need's acrimonious disputes over wages and the like, Japan and the South American nations are reaping the reward of consistent industry and regular hours of labor.

Opportunity knocks only once at every man's door. To-day opportunity is rapping its knuckles sore trying to rouse our people to a realizing sense of the conditions that confront us. We are not heeding the summons to the golden harvest that is being reaped by our Southern and oriental neighbors. We choose rather to stand in the market place and snarl and dicker over hours and wage scales, while our smaller neighbors plunge into the work with added vim and determination, reaping while the reaping is good.

Present conditions will not always be as now. Our experiences of the past, when protective tariffs were necessary to place our manufacturers on an even footing with those of Europe, remind us that another day of over-production in foreign lands will sometime return, when the United States will again become a dumping ground for the products of cheap foreign labor. When that time comes men of this favored quarter of the globe will be made to realize their lost opportunities and shed vain tears over what might have been.

To-day is the golden opportunity

for American workingmen and American employers. Short hours and shirking work that is highly necessary to be done cut into profits, boost prices to unheard of limits and make for general business a gloomy outlook which, were we alive to our favored conditions, would be the best ever known to the American man.

Hard work and lots of it is the salvation we need and must seek if we would not drive the nation into a slough from which it may take years to recover. The coal strike has dragged its slow length into weeks of idleness and is daily damming the current of prosperity, making for shut downs and idleness in thousands of industries all over the land when every factory and spindle ought to be working over time to supply the needs of the teeming millions of Europe, made non-producers for the time being by the great world war.

It will not be for long that these teeming millions over there will remain non-workers. Instead, they are even now beginning to break into working gear, forming in line to take up the industrial duties which were broken off by the war. Already Germany is at work. No short hour day serves to curb the productive activities of her workingmen. The crafty Germans realize that nothing short of work—full days labor—will meet the crisis of the story of the nation. Japan is not idle. France, England, Austria, Poland, even Russia, must inevitably fall in line, and when this is done and the wheels of renewed life and work are humming as never before, where will the United States come in with her short hours, shirking work that needs to be done, seeking to down the capitalist with strikes and whines about the "wrongs of labor?"

Labor is cutting its own throat for the mad pleasure of being boss. It has succeeded in shutting down plant

after plant. It has sent the shadow of starvation and fuel famine to every home of labor in the land. As the grip of new life comes sweeping into the homes and factories of competitors beyond the brine; as ships innumerable, laden to the gunwales, come floating to American docks, with goods for the American consumer that should have been manufactured at home—the eyes of the malcontents may be opened; but it will be too late to grasp the golden opportunity once provided and so recklessly thrown away!

The patience of the robbed and flouted American consumer is about exhausted, so that the rush of foreign made goods may be welcomed with open arms as a surcease from the meanest, maddest, wildest and most profligate abuse of power ever known in the history of mankind.

While the idle miners and their sympathisers sit back and ask, "what are you going to do about it?" the sands of time are running—running ever to eternity—fetching each hour nearer the time when the output of cheap foreign labor will take the place of that which our own workmen might have supplied, and down goes the fancy house of cards erected by the bullies and swashbucklers of union labor!

With our unwonted prosperity in the discard, what becomes of the fat positions shoved out so freely by the banded brigands who instituted senseless and wicked strikes that they might fatten off the spoils?

We are at the peak of an unwonted surplus of everything that goes to make up the sum of human happiness save one—the good sense to use our surplusage for the benefit of all. We lack a rudder; in fact, the ship of state is drifting helplessly, at the mercy of the winds and waves of near Bolshevism.

Nothing but work—plenty of earn-

est, honest work, full hours and a determination to do that which is best for the whole community—will save the situation, bring order out of chaos and preserve for the frugal American workingman the victory over deceit and cunning that has and is seeking personal gain at the expense of the great body of the American people.

The opportunity is here, but it is being frittered away. In other lands the situation is better understood and is being made the most of. Why will our American brethren permit themselves to be so blinded as not to see the handwriting on the wall and take heed while it is yet time to save the greatest markets for the products of American labor? Old Timer

Strong Cranberry Enquiry.

New York, Nov. 29.—A. U. Chaney returned the early part of this week from Chicago, where he finished marketing the last of the Wisconsin cranberry crop. Mr. Chaney says that the yield in that State fell a little short of early estimates and totalled about 35,000 barrels. It was all sold, however, at satisfactory prices.

The Exchange, Mr. Chaney says, has shipped 80 per cent. of its entire holdings of cranberries, and has all the orders it can fill this week, and until the last of next. However, he does not anticipate any sharp advance in prices for the Christmas trade as there is a strong disposition on the part of growers and shippers to sell the berries rapidly at a price which will enable them to be retailed at 15 cents a quart. There are of course, quite a few cranberries left, so that a decided shortage is not anticipated. The demand for the Thanksgiving trade, Mr. Chaney says, was much better than he expected. Howes are selling \$9 f. o. b. the Cape, while the few Blacks remaining are being held for \$7.50.



Make It A Good Old-Fashioned CANDY X'MAS

In spite of the big candy shortage everywhere—you can make it a big profit Candy Christmas. Candy brings Christmas cheer to your store. Candy is the universal gift. Candy gives you a big profit.

Hundreds of dealers won't be able to feature candy this year on account of the shortage. We contracted months ago for a complete line of America's finest popular-priced confections. We can give you quick shipment at prices below market.

So make it a good old-fashioned Christmas with candy. Fill your candy case brimful with our sparkling, tempting confections. Put in a big window display. Make yours the store of good cheer.

You can get delicious bulk candies, rich, creamy chocolates, fancy box confections and fast-selling bar goods. But hurry—place your order with our salesman today or write at once to the house. Christmas is almost here.

NOTICE

Wise merchants are buying heavily now for January. They are playing safe on account of the candy shortage. We urge you to order your candy now. Don't wait until after inventory.

NATIONAL CANDY COMPANY.

Detroit	Saginaw	Lansing	Sault St. Marie
Grand Rapids	Bay City	Port Huron	Escanaba
Traverse City	Jackson	Cadillac	South Bend, Ind.
Decatur, Ill.			

NATIONAL GROCER COMPANY

GENERAL OFFICES
DETROIT, MICHIGAN

American's Legacy From Across the Sea.

Boyne City, Dec. 1.—Old Timer's pointed remarks in your recent issues have made me want to rise for a few remarks, and this is the trend of the thoughts that have been simmering in my poor old addled pate for a good while back.

For twenty-five years, from the pulpit, rostrum and press, there has been a steady flood of radical talk, at least what we are now calling "red" propaganda and the influence of which we are now trying to overcome by a little sane preaching.

The whole trend of the preaching, both oratory and literature, has been one of commiseration for the down-trodden laborer. We have had strikes and lockouts galore. We have laws on the statute books for the protection of the toiler; we have had reams of stuff about the rapacity of the employer, the capitalist and the soulless corporation. And now, after years of this kind of unbridled denunciation of the men whose imagination, courage, resourcefulness and initiative have made this wilderness blossom with teeming farms, have built up cities such as the world has never seen, has spanned its length and breadth with transportation systems that are the wonder of the world, whose speed, luxuriousness, capacity and economy completely shadow anything that the old world can conceive after ages of growth and study, we stand almost trembling, that the seed sown broadcast has brought forth its legitimate fruit, the red terror.

We have listened with gaping mouths and wagging heads to the spume spilled out by the drunken, debauched emissaries of "freedom" whose rotten and filthy ideas were bred under the still more rotten and filthy domination of the aristocracy of Europe, where there is a ruling class, a capitalistic class, who, for centuries have held the worker with hand and brain in almost, if not quite, abject slavery; where no man or woman out of that class had any rights or privileges that were protected from their rapacity, greed or lust; a class that never had even among themselves any compunction against "assimilating" his neighbor's land, his wealth or his women; a class who cannot conceive the idea that each member of the community has the inherent right to participate in the government of the people.

This rot we have listened to and many times applauded, and if now we stand appalled at the result, we have no one to blame but ourselves. We bought Pittsburgh steel labeled Sheffield; we bought New Jersey silks labeled Lyons; we bought Cincinnati pottery labeled Sevres and Dresden. We have allowed this Europe worship to blind our eye to the wonders of our own development until our workers regard themselves as subjects of pity, protection and paternalism.

The American working man of 50 years ago stood eye to eye and front to front with his employer. He was no man's slave and he knew it. He might be the employed to-day, but he knew that he might be the employer to-morrow if he had the initiative and courage to take the chance. And every real American to-day knows the same thing. He knows that there is not in this country and never has been an employer class or a capitalistic class. He knows that it is but three generations from shirt sleeves to shirt sleeves. He knows, or should know, that all our great and small industrial enterprises started with nothing but opportunity and were brought to their successful culmination by hard, grinding, unremitting work.

The hard times of the '30's, the '50's and the '90's were brought on by imported European ideas of econ-

omies. The hard times of the coming years will be brought on by imported European ideas of economies, the idea that the laborer alone is the producer of wealth, unless the American idea of personal responsibility, industry and thrift, that has placed this Nation at the forefront of economic progress, is instilled into the minds of every man and woman in the country, as against the European idea of privilege and paternalism.

Maxy.

Protest Against Ratio of Profit on Sugar.

It is obvious that present conditions, cost of doing business, etc., warrant 2c per pound retail profit on sugar. All retail grocers telegraph immediately to United States Attorney-General, A. Mitchell Palmer, Washington, D. C., urgently requesting him at least a 2c per pound maximum retail profit on sugar, giving argument and reasons, based upon cost of doing business, etc.

On its own behalf the National Association of Retail Grocers has wired the Attorney-General as follows:

Denver, Col., Nov. 24.—Respectfully submit that maximum retail profit on sugar should not be less than 2c per pound, based upon cost of doing retail business, which averages 17 to 20 per cent. on selling price. This would be only fair margin on your newly established wholesale price of 12 to 17c and would conform to 1½c margin allowed by Food Administration when wholesale price was about 9½c. Percentage of cost of doing business has kept pace with increased cost of commodities. Have asked grocers throughout the country to communicate with you and substantiate these statements. We appreciate your efforts to reduce cost of living and prevent profiteering and are with you in everyway, asking only earnest consideration to the end that retailers will receive the fair treatment we know to be your desire.

Leon M. Hattenbach,
Secretary National Association of Retail Grocers.

It is not enough to hire people and put them behind the counter and tell them to sell goods. You must teach them salesmanship if you want them to build up business for you.

Unless you mention to customers other goods than they ask to see you will not develop the best class of salesmanship.

There's a Big Stir in COFFEE

The retailer knows how to take advantage of *seasonable* products. He displays the goods that are timely—he sells the things of the moment.

Just now is the Coffee Season, more so than any other time. Now is the time to show coffee—and talk coffee—and see to it that every customer doesn't *forget* to buy coffee.

The coffee advertising now running in the big publications is attracting much attention. It tells some things about coffee never put in print *before*.

Your good business judgment will prompt you to take *advantage* of this coffee publicity. Put up your coffee placards—make a big window display—include coffee in every telephone order.

Doesn't matter the brand you sell. If it is good coffee, don't keep it a *secret*. Let all your trade know that you are right on the job, and—prove it!

Write to your wholesaler for selling helps. Ask his salesman about electros and other things to advertise your brands. Get your share of the new trade.

**Get busy. Write this
paper for helpful hints.**

Copyright 1919 by the Joint Coffee Trade Publicity Committee of the United States.

ALUMINUM WARE

Almost worth its weight in gold owing to scarcity. However, if you are having difficulty in getting deliveries try us once, and see whether our service will not please you—we know our prices will, as they are low.

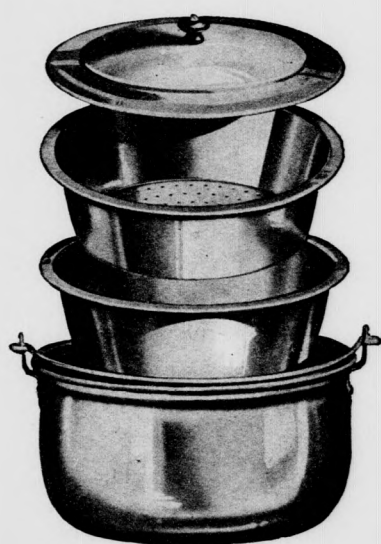
The combination of prompt service and low price should bring us your order. A post card will bring our illustrated circulars and price list.

Also, we are strong on Butcher Knives, Bread Slicers, Kitchen Forks and Family Cleavers.

HINKLE-LEADSTONE CO.

180 N. Wabash Ave.

Chicago, Ill.



COUNTRY CHURCH PROBLEM.

What shall be the place of the country church in the reconstruction of rural life? Once more this question is being asked. In the course of the war, when many other problems demanded attention and when it was the single task of the farmer to produce sufficient foodstuffs for the world, the country church was comparatively forgotten. Now, it appears that the problem will be regarded as more vital to the life of the entire nation than ever before.

While little has been said about the country church in recent years, there is no reason to believe that conditions have changed since the last extensive surveys were made. The conditions then were startling enough. In a single state there were 1,200 vacant country churches. In three counties in another state it was found that thirty-one churches had been abandoned, that only 32 per cent. of the churches were gaining, 15 per cent. were stationary and 53 per cent. were losing. A survey in another state revealed that 136 country churches had a total membership of only 1,500. In forty-six churches in two counties of a certain state there were no young men.

Similar conditions were found in the rural districts throughout the United States. The falling off in the country church has in nearly all cases exceeded the decline in rural population caused by the steady drift to the cities. Of course, the city church has gained at the expense of the country church in this shift of population and, although the churches of the entire country are able to show annually an increase in membership, many members are lost in transit and many others become entirely inactive in the city church whose numerical strength they increase.

The plight of the country church has been greatly deplored by religious leaders for some years, for the rural church has long been the source from which men of power in various fields of activity came. It has been estimated that about 90 per cent. of the leadership in religious affairs had its origin in the rural church.

Of course, the constant flow of the country population to the big cities is the chief explanation of country church conditions, which have been further aggravated by the influx of foreign elements, with their indifference to the rural church and other American institutions. The movable habits of the increasing tenant population on the farms has also accelerated the decline of the church.

But there are other causes. It has been suggested that the growing prosperity of many farmers is productive of indifference to religious affairs.

That in some sections there have been too many country churches is just as evident as it is in all sections that the ministers have been shamefully unprovided for. The result of this latter condition has been a remarkable scarcity of able pastors for the country churches and almost a complete absence of resident ministers of any character. The average

salary of ministers outside of 150 large cities of the United States is less than \$600 a year.

Yet the country minister has been admonished constantly to stand by his task and duty, often by those who themselves were once rural pastors who left the country church for a "larger field of service." Obviously, little assistance can be expected from this source unless conditions change.

The change may come, if by some means, probably by federation, the country churches can make adequate provision for an able and resident pastorate. This plan has been tried in some sections, and from all reports it has been successful. But it cannot be depended upon in all cases, for rural church membership is, as a rule, conservative in denominational matters and finds many objections to federation.

It is believed, further, that the city church, which owes very much to its rural sister, should lend assistance in this crisis by taking under its watchful care the declining country church, extending funds, exchanging pastors frequently and in other ways carrying the advantages of the city to the country.

It is also evident that the country church must extend its activities and become something of a community center. Unless it does this at once and in a rather extensive way its very existence is threatened by the growing popularity of the rural community club, which furnishes many kinds of entertainment and social opportunities to the country population.

Finally, there are some religious leaders who do not believe that any of these suggested remedies will avail unless there is a general revival of religious interest on the part of the rural population.

PRICES MUCH TOO UNIFORM.

There is one aspect of the price situation which is commanding some share of attention. This is the general absence of competition which used to be an especial feature of trade. During the war maximum prices were fixed by official order, the avowed purpose being to prevent too great exploitation of the general public. These prices were in all cases much too high. This was due to the fact that they were virtually determined by the producers by agreements among themselves and then submitted for confirmation to the Government authorities. After the maximum prices were so set, none of the producers thought of offering goods for any less. The thing acted so nicely that it seems to have been kept up after the maximums were abolished. Prices have since moved up and down, principally up, with all producers acting apparently by concert of arrangement. There seems to be no formal agreement in the matter. This would be against the law and would subject those engaged in it to prosecution. But, all the same, the spectacle is presented of the same prices for similar goods by all those engaged in different lines of production. There is, of course, no need of looking out for

business. That has been coming along unsought. But the curious circumstance remains that prices are as uniform as they were when they were fixed by agreement. Quite a while ago, a number of the so-called "open price" associations were formed for the purpose of preventing buyers from playing off one producer against another. Recently there has been little functioning for these bodies, and there is just a bare suspicion that they have become closed-price associations. Possibly, a little poking into their affairs by that section of the Department of Justice which is after profiteers might disclose something.

SLAVES OF CURIOSITY.

Traffic was impeded in a quaint fashion in Louisville one day recently when a baby inside an automobile cried and a solicitous woman drew back the curtain and peered in to see what was the matter with him. Some one saw her do it, and fearing he was missing diversion, followed her example. Then another person looked and then another, until finally every one passing along the street longed to look in. People jostled to win a glimpse of something—they had no idea what—at which every one else was looking. A line of the slaves of curiosity formed. Meanwhile the lady inside the car was awaiting her chauffeur, and the baby had long ceased to cry, but there was no help for her.

The complaint of Federal departments that resignations due to low salaries are impairing service seems now fairly general. When the Light-house Service reports that nine subordinate positions have been filled by forty-two individuals in two years, when the Bureau of Markets is spoken of as virtually "cleaned out," when the Patent Office reports a loss of 75 per cent. of its personnel, it goes without saying that the reduced efficiency would make higher pay an economy. A high turnover is especially bad in an official service where knowledge of tradition and precedent saves labor to the employe and all about him. The Government has by no means been unmindful of the necessity of increasing civil service rewards. It has built residence halls which make the expanse before the union station look like a little cantonment; it has granted bonuses to the worst paid, and those receiving \$2,740 or less have had increases. In Congressional debate on the subject it has been maintained that the hours are so short and the conditions of work so attractive that often the mother as well as the father of a family can afford to hold a position. The Government frankly assumes that many of the men whom it pays \$4,000 or more could earn several times as much outside, and are kept at Washington by motives that make them indifferent to such higher rewards. But the cutting down of departmental staffs, as war-time employes are dropped, should be accompanied by reclassification of salaries.

HOSIERY MARKET QUIETER.

The hosiery market is somewhat quieter than was the case a week ago, but it was purely because of a scarcity of merchandise. Quarters that have been active for the past few weeks are quieting down because they have nothing more to offer, and they will remain quiet until the mill finds that it can offer some more merchandise, when activity can be expected again.

While selling agents are quiet now, there is still a large volume of business available in the market, and while constant shopping may make it seem more than it really is, it is believed that the net amount of business unplaced is still considerable.

Retailers are beginning to show a much keener desire for silk hosiery to sort up their stocks in anticipation of a good holiday business, but they do not seem to be having any better success than they have been having for some weeks past. Stocks in retailers' hands are limited and far from well-assorted, and according to the best reports they do not seem to be able to sort them up with any degree of satisfaction.

There is nothing new to report on the cotton end of the market. Business has been good, and it is still keeping up, with no evidence that a break is on the way. The low end, as well as the finer grades, are receiving equal attention for the export, as well as for the domestic trade.

Despite the agitation for a lowering in the prices of commodities, the trend in the primary and wholesale market continues upward. The theory apparently is that the high levels set can be maintained at least to the end of next year because of the disturbed world conditions, and the great needs of foreign countries. Any surplus of production, it is taken for granted, can be disposed of readily abroad if the market here shows signs of congestion. In some lines goods for next fall are offered by producers with the condition that they must be accepted and paid for early in the spring. The manufacturers are desirous of having their buyers take what chances there may be of price decline in the interval. Meanwhile, the buyers who have been fed up with stories of lack of production and consequent scarcity are impelled to take the goods offered on the terms imposed, and are trying their best to shove them along quickly to the retailers. All this implies a fear that a break will come in the not very distant future. Something of the same idea seems to be behind the enlarged capitalization of various industrial enterprises whose stocks have been offered for public subscription with prospectuses showing the great profits made within the last few years. The general notion of having some one else "carry the bag" is one of the signs of the times.

If you are not profiting by the helps the manufacturers have ready to place in their dealers' hands to make the goods go faster, it is your own fault.

Cutting the cost of selling

The customer who knows exactly what she wants, and calls for it by name, is particularly welcome to the busy merchant. He can attend to many such customers in the time required to sell one customer who has not made up her mind.

The customer who knows exactly what she wants usually calls for an **advertised** brand, doesn't she? Advertising has told her about the product, has answered her questions—and when she visits your store she comes to **buy**, not to be **sold**.

Proof of this is found in the records of a Chicago group of stores. Over a period of nine months a record was kept of pancake flour sales. No effort was made to sell any particular brand—customers were given exactly what they asked for. Here are the total sales:

Aunt Jemima Pancake Flour ...	26,460 packages
Competitive Brand No. 1	5,400 packages
Competitive Brand No. 2	2,700 packages
Competitive Brand No. 3	1,800 packages

Why? Because Aunt Jemima Pancake Flour is a product of exceptional quality, and

this fact has been made known by extensive national advertising. That is why three out of every four customers who bought pancake flour asked for Aunt Jemima Pancake Flour. They were sold before they entered the store—thus the merchant's cost of selling is reduced.

This question of selling costs has been taken up in an interesting booklet—

"What Tony teaches the Grocer on the subject of Turnover" Sent Free

This booklet is published in the interests of better merchandising by the millers of the famous Aunt Jemima Pancake Flours. It discusses the subject of Turnover from the retailer's standpoint—how to increase your profits, how to keep down your investment, how to keep your stock constantly turning.

Thousands of copies of this booklet have been distributed. A copy is yours for the asking—send for it today. Use the coupon.

Aunt Jemima Mills Company
St. Joseph, Mo.

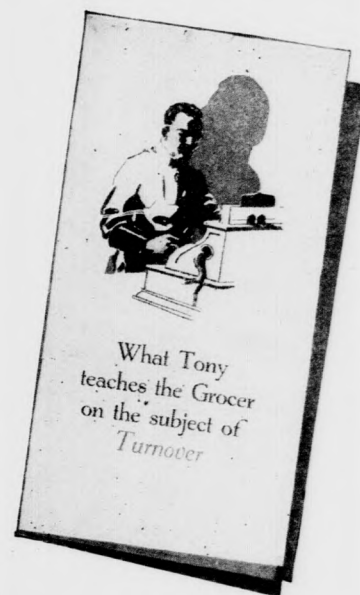
"I'se in town, Honey!"

AUNT JEMIMA MILLS COMPANY,
Dept. 20, St. Joseph, Mo.

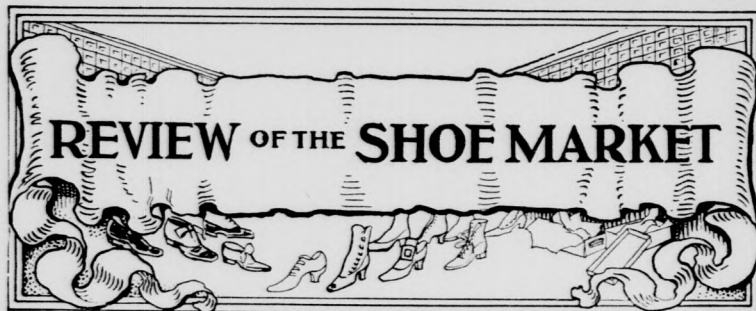
Send me a copy of your free booklet, "What Tony teaches the Grocer on the subject of Turnover."

Name.....

Address.....



Copyright 1920, Aunt Jemima Mills Co.
St. Joseph, Mo.



Michigan Retail Shoe Dealers' Association.

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

Squelching the French Last Boom.

Written for the Tradesman.

Retail shoe dealers of the East—more particularly those of the big centers of population—have been greatly exercised of late over an effort to introduce the French squared toe and so-called stage last.

This movement was inaugurated apparently by a few shoe dealers who perceived a feasible way to pep up the selling. In a few places where individual style shows were being put on, living models were shown wearing specimens of these types of shoes, while writers on style topics for the newspapers and publications devoted to female apparelings were encouraged to play up the new style (?) trend.

At a special meeting on October 22nd, in New York City, of the Women's Styles Committee of the Allied Council, composed of representatives of the National Shoe Retailers' Association, the National Boot and Shoe Manufacturers' Association and the American Last Association, this unfortunate French stage last boom was emphatically and unanimously condemned and discouraged. It was the verdict of this committee that the French last is unsuitable for the feet of American women. The distinctive feature of this French model is its extremely short vamp, its blunt toe—either square or rounded—and its excessively high heel. Naturally, in shoes of this type, the weight of the woman's body forces her toes down into the shoe with certain well-known injurious effects, such as curling toes, ingrowing nails, bruising and enlargement of the bunion joint, etc.

Moreover, this type of shoe is not new, inasmuch as we had our fling at shortened vamps and heightened heels some years ago. And on this point the committee said: "We do not recommend or advise the wearing of the extremely short-vamped and blunted widened toe models now being exploited by a few opportunists who are taking up old and abandoned stages last with extreme short vamps of many years ago, endeavoring to bring them out as French models. These styles never were and are not now considered artistic, and would simply be reproductions of abandoned types of footwear."

The suggestion of such a radical style departure at this time, when the

retailers all over the country have their orders in for spring and summer shoes of an essentially dissimilar sort, naturally produced a sensation. If the movement had been allowed to run on and grow and sweep in a considerable number of leading shoe dealers who exert a controlling influence in style tendencies of the larger centers, it would have been disastrous in the extreme. Dealers everywhere would have been stampeded into adding to their orders, or perhaps cancelling part of their orders to make room for these so-called new styles. The Shoe Retailer, commenting on this situation, well says: "This is not the time for a radical change in shapes or styles of women's shoes. Nothing must be done at this time to jeopardize the investment that retailers everywhere have already made in spring shoes."

The Styles Committee of the Allied Council had in mind the interests of retail shoe dealers everywhere when they issued the following statement: "At the present cost of production—shortage of labor, shortage of materials, and slow delivery of lasts, etc.—to bring back into fashion this antique style of footwear would be detrimental instead of enterprising to the entire trade who are now stocked with modern and beautiful American styles of other types. Departure from them now would bring about too radical a change in styles, so much so that it would be suicidal from all points to introduce this style of shoe generally. It has always been sold by a few dealers in this country, and the limited few who desire can obtain such footwear from specialty stores who have thrived on it for years. Fundamentally it could not be accepted as anything new to the trade."

As distinct style propositions, the short vamp and the long vamp are mutually exclusive. It's either one or the other, not both. With a stock of long vamps now on his shelves; with other stocks bought at an appreciable advance in cost over present stock, and bought for next spring's selling—what kind of a proposition is it to take up something that will, to all intents and purpose, kill the merchandise he now has and a whole lot more that he has ordered in good faith? The idea is preposterous. The



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

The STAYING QUALITIES of the H. B. Hard Pan Shoe

*will bring to the merchant handling it a prestige
that will do much to establish him as the leading
business man in his community.*

*For many years the name H. B. Hard Pan has stood
for the very highest quality in men's service shoes.*

*With Farmers, Railroad men, Shop men, Miners—
in fact wherever extraordinary service is demanded,
H. B. Hard Pan shoes have made good.*

*We urge dealers during the present high prices to
resist the temptation to handle inferior goods.
STANDARD QUALITY service shoes will stand up
and give your customer the service expected.*

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

writer is firmly of the opinion that the retail shoe dealers of this country are entirely too level-headed to fall for such a piece of tom-foolery.

The present long vamp vogue is admirably adapted to the perfection of beautiful styles—styles that are not only to be commended because of their graceful lines, but styles that make for foot-fitters. The long vamp provides plenty of toe room. Our women look well in them. They are comfortable shoes. Who are these few opportunists who now propose to queer millions of dollars' worth of stock by the introduction of short vamped monstrosities misnamed "French" lasts? From what mad-house did they escape? And do they have the audacity to suppose that the rank and file of merchants whose money is tied up in perfectly good styles will stand idly by and lift no voice of protest against this ill-timed and abortive effort? If so, they have another guess.

Shoe dealers are not going to lend any aid and encouragement to such a ridiculous program.

At a time when suitable shoe material is desperately scarce—and apparently become still scarcer; at a time when shoe manufacturers are working under serious handicaps of unreasonable and almost unbearable labor conditions; at a time when the style situation insofar as women's shoes are concerned has been fairly stabilized; when the new shoes are ordered, and the prospects of a record-breaking volume of business is looming just ahead—to deliberately spoil it all by swinging from long vamps to ultra short ones, is not to be tolerated.

Too much is at stake. We cannot have the industry thrown into confusion just now. The combined, co-ordinated efforts of everybody in the industry—shoe manufacturers, jobbers, and retailers alike—is now required to keep down the cost of shoes to the consumer. In spite of this splendid co-operation the price is high enough, as the Lord and all of us know. But what would the price be if the dealers of the country had to take unparalleled losses on present and prospective stocks, and then charge the losses to purchasers of the new (?) short vamped styles? Prices would make the welkin ring; and shoe dealers all over the country would have their troubles.

My advice to the shoe dealer is, ignore this abortive short vamp sensation. It is merely a passing hallucination. If anybody tries to get your order for such bunk, tell him to beat it quick. If you have any inquiries for pairs of this sort, tell your customers you are not handling old and discredited styles masquerading under foreign names.

The slogan should be: "American Styles for American Women." And it wouldn't be a bad idea to have that slogan displayed about the store on suitable cards.

If shoe dealers everywhere stand pat—and I firmly believe they will—this short vamp nightmare will be speedily forgotten. Cid McKay.

Roiled Up Over the Jason Smith Letter.

Mears, No. 27—I am feeling fine. I am full of turkey this Thanksgiving day. I thought I would sit down and let said turkey rest awhile after dinner and peruse the Tradesman, but, darn it, I am all roiled up again reading the item entitled, "Does the Retail Grocer Deserve This?" Gee, I am glad I am not doing business in Tennessee, if nine out of ten grocers there are the stripe that Jason Smith Co. quotes. As I seldom venture away from home I can only get my ideas from those near me. I am personally acquainted with thirty grocers in this county and if one of them would flunk on a deal, as quoted, I will be surprised, and in Tennessee nine out of ten would, the writer says. Either Jason Smith Co. deals with grocers who are not genuine sports and keep their agreements or they are mistaken. The Michigan grocers are also business men and that is all there is to it.

If it did not cost so much to advertise in the Tradesman, I would have you print a card of thanks to Frank Stowell. He speaks so well of the Knocker he might find something good in the Kicker.

Chronic Kicker.

Henry ford Declares War On Retail Merchants.

Henry ford announces that he proposes to establish a co-operative store at every point where he has a factory of any kind, on the alleged ground that "retail merchants are robbers." In essential, the plan covers the enterprise of buying in large quantities and selling at cost, thus enabling the company's employees to get down to rock bottom in the matter of such part of their living expenses as are involved in purchases of store supplies. One store already has been started in Highland Park.

It is understood that the stocks of these stores are to be composed of food-stuffs, wearing apparel and other necessities.

WM. D. BATT FURS

Hides, Wool and Tallow

28-30 Louis St.
GRAND RAPIDS, MICHIGAN

**Best by every
standard of value**

Hirth-Krause
Shoemakers for three Generations
Shoes

Tanners and
Shoe Manufacturers

NOW IS THE TIME

When your trade is asking for arctics of all descriptions. Very fortunately we are well supplied with this class of merchandise and can offer for immediate delivery, subject to prior sale, the following well known and guaranteed brands.

Men's one-buckle Arctics, Empire Brand.....	\$1.25
Men's one-buckle Arctics, Hub Brand	1.65
Men's one-buckle Arctics, Usco Red Sole.....	1.85
Men's four-buckle Portland, Hub Brand.....	2.65
Men's four-buckle Portland, Red Sole, Usco	2.85
Men's four-buckle R. R. Walrus, all Rubber, U. S. Brand ...	3.45

Owing to the unusual demand for these goods, we would suggest that you anticipate your requirements at the earliest possible date. Mail orders filled in the order received.

Rindge, Kalmbach, Logie Co.

10-22 No. Ionia Ave.

Grand Rapids, Mich.

Michigan Shoe Dealers Mutual Fire Insurance Company

Fremont, Mich.

Note Our Net Gain in Insurance and Assets During October

Amount at risk, October 1, 1919	\$3,064,575.00
Amount of new business in October	214,350.00
Total	\$3,278,925.00
Cash on hand October 1	\$20,654.90
Cash received in October	5,770.40
Total	\$26,425.30
Cash paid out in October	5,494.82
Cash on hand November 1	\$20,930.48

It is with a great deal of pleasure that I am submitting statement this month showing a gain of over One Million in business so far this year and \$8,818.67 in cash. While we paid out for two losses last month, our balance on hand is larger than on October 1.

GEO. BODE, Secretary.



Bull Market of 1919 Seems Over.

The action of the stock market since Nov. 1 has given so many signs of a definite ending of the great bull movement of 1919 that there are now few observers of actual conditions in Wall Street who believe there will be any worth while revival during the balance of the year. The recovery from the severe break of two weeks ago was short lived and a resumption of genuine liquidation, as distinguished from mere short selling by bears, has clinched the opinions of those discerning persons who took the Federal Reserve Bank of New York warnings as a matter of gravity and of far greater significance than was attached to it by the majority of traders, investors and speculators at the time.

The bull market of 1919 has not been all genuine. Inspired largely by professionals and stock market pools, it caught the American public in a willing mood and with a large surplus of capital which had been conserved during the nearly two years of participation in the war by the United States. Reckless spending and extravagance gave a false stimulus to business and presented all the surface indications of a genuine boom. Exaggeration of corporation profits were swallowed whole and the public seized eagerly on the largely fictitious revelations of the stellar part the United States would be able to play in the world's reconstruction. For a few months, it is true, our foreign trade did broaden and the Federal Reserve System enabled the holders of Liberty Bonds to pledge them for carrying on of speculative operations on a large scale. Pools which had planned ahead were able to accumulate large lines of stocks of industrial corporations and to the tune of a "world's prosperity and revival," the process of bidding up stocks went on and soon the entire country was aflame with a speculative fever.

Industrials, oils and mining shares were favorites and for quite seven months, with only one serious interruption last July and during a part of August, the movement went on. All this time the labor movement to get some share of the pickings was under way and the foreign exchange situation was growing steadily worse. Now it is revealed in all its seriousness and the victims of the delusion are being added to daily. Efforts to patch up the railroad problem are under way but they are also complicated by the attitude of the railroad brotherhoods. A long and costly steel strike has been won by the corporations although the clash has left many costly marks on the victors;

and the soft-coal strike has come near to bringing the country to the brink of disaster. Investors are in a timid, hesitating mood and prices of gilt-edge bonds are at or close to their lowest levels of years. A menacing sign is that holders of shares who own them outright have been lately bringing them out of strong-boxes and placing them on the market. The defeat of the Peace Treaty has not added or detracted from the present market gloom.

Much as we regret to state it, frankness compels the observation that real liquidation is still under way and that all signs point to its continuance for an indefinite period. It is not yet time to buy stocks except those of a genuinely investment character and which have been tried and tested. There will be sharp recoveries from time to time, however, as the bears always overdo the pessimistic side and get ahead of liquidation in their operations.—Financial World.

Don't be proud of the sharp retort that silences the other fellow. It is better to keep a friend than to shut one up.

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

3½ Per Cent

Paid on Certificates of Deposit

The Home for Savings

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

READING THE SIGNS

The Totals of
Business Transacted

in this country in
recent months,
have been the

LARGEST EVER
KNOWN



Established 1853

and practically all lines of trade have enjoyed a heavy volume of business. We are near the parting of the ways—the volume of business in some lines will soon grow less and business men who can read the fundamental signs will know how to take advantage of the changing conditions. The regular reading of our Monthly Report on basic trade conditions will help any man to read and understand the signs.

We gladly will furnish these to *Tradesman* readers upon request—no charge.

THE OLD NATIONAL BANK
MONROE AT PEARL GRAND RAPIDS



A Business Executor

The problem of settling the estate of a person actively engaged in business, either alone, in partnership or through control of a private corporation, is very different from that of an estate invested entirely in securities or real estate.

A business man should be assured that the executor is competent to step into his affairs and manage them until they may be properly liquidated.

The Trust Department of this Company has been organized not only to manage the securities, real estate and the routine affairs of Executorships, but also with a special view to handling a going business and the business problems which arise in the estates of men of large affairs.

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

Line or Two From Battle Creek.

Battle Creek, Dec. 2—Attorney Henry F. Jacobs, who was seriously injured in an automobile accident nearly four weeks ago, in which his law partner, Louis E. Stewart, was killed, and Frank Brockett died later from injuries, is slowly recovering at Nichols hospital. No indication is given as to when he will be able to leave the hospital.

Who said all eligible salesmen should belong to No. 253 that live in Battle Creek? Why, the member always?

Announcement was made Friday that the Kellogg Toasted Corn Flake Co. will erect a \$100,000 woman's dormitory, starting the work at once and having it completed by June 1. There will be a nursery where children of married women who work for a livelihood will be cared for during the day.

General March's annual report, published Nov. 23, recommended a regular army of 260,000, backed by a universal training plan that would provide reserves. This is an important item in Camp Custer's future. It was believed that General March's recommendations are the same as will be recommended by the War Department to Congress and will be adopted without material change. Such a standing army would provide at least 20,000 regulars for Camp Custer, it is believed, and the universal training system would send some 30,000 to 50,000 more to Custer part of the time, according to the schedule that would be mapped out. General March's report has been awaited for several months, as it is looked upon by military men as the forecast of what is to come. There now follows the actual recommendations to be made by the War Department, the consideration by Congress, passing appropriation and then the action of the General Staff in assigning definite units to the different camps. It is believed that this will come next spring and that by April there will be actually many of the men at Custer who are to remain there.

C. S. Harnden has lately purchased the grocery stock formerly owned by the Marco Co., of Chicago, located on Coldwater street. Success to you, Mr. Harnden!

Major General John Biddle, formerly commander of all the American troops in England, who has been detailed as commanding officer of Camp Custer, will not assume his new duties until Jan. 1.

Plans are being set in motion for

entertaining General John J. Pershing, ranking general of the American Army and Commander of the A. E. F. during the recent war, when he comes to Battle Creek on Dec. 19. The War Department's announcement that the General would inspect Camp Custer on that date started a feverish movement in Battle Creek to see that his visit should be accompanied by all the honors due to him and that the city should accord to him the warmest kind of a reception. The general plans for the visit of the General have been placed in the hands of the American Legion and the Chamber of Commerce. Friday joint telegrams were sent to the General, inviting him to visit Battle Creek on the 9th and, if possible, to be the guest at a dinner and, perhaps, a public gathering. In the arrangements for his visit all the civic and patriotic organizations of the city will be represented. Friday the Merchants' Dinner Club, at its regular dinner at the Post Tavern, was asked to take steps to see that the city was properly decorated. The Rotary Club, representing, as it does, all of the organizations and lines of business in the city, will be asked to arrange for a dinner if such is held. This dinner will be a representative one, in which all organizations of the city will have members present. Not only will the members of the Merchants' Dinner Club here undertake to decorate their own stores, but at their weekly session at the Tavern Friday noon they pledged themselves to the task of seeing to it that all stores be fittingly arrayed on Dec. 19, when General John J. Pershing, America's supreme army commander, visits the city. A committee of five will be named to look after this.

Endorsement of the monthly bulletin planned by the American Legion here, with the first issue to be printed early in the year, was placed before the censor committee for action and later report. The bulletin will have a circulation, it is stated, of several thousand copies. Jack.

Labor Trouble.

His better-half (regarding him from the bedroom window)—"Where you bin this hour of the night?"

"I've been at me union, considerin' this 'ere strike."

"Well, you can stay down there an consider this 'ere lockout."

The most effective way to knock a competitor is to excell him in giving satisfaction.

The
Public Accounting Department

of

THE
MICHIGAN TRUST
COMPANY

Prepares Income and Excess Profits
Tax and other Federal Tax
Returns.

Installs General and Cost Accounting
Systems.

Makes Audits and Investigations for
any purpose desired.

Room 211

Michigan Trust Company Building

Citz. 4271

Bell M. 408

Grand Rapids, Michigan

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

Fourth National Bank

United States Depositary

**Savings Deposits****Commercial Deposits**

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

LAVANT Z. CAUKIN, Vice President
ALVA T. EDISON, Asst Cashier

Investor Wants to Know What He Gets.

An Iowa banker calls attention to a circular issued "To Iowa Bankers" by a bond-selling company, in which the following statements are made: "Until recently the following number of Western farm mortgages were placed in the East and Central West. Now these loans are made through the Federal Loan (Land?) banks at a much lower rate of interest and the offering of the better class of these mortgages has almost disappeared." Bond companies are usually very careful in their statements, but this instance is so far from the fact as to merit attention. Perhaps the statements were made through misinformation; at any rate a censor is needed on its literature. The fact is that private loan companies are to-day loaning on farms in Iowa at five and one-half and six per cent.; the land banks are loaning at five and one-half and the joint stock banks at six per cent. Approximately five hundred million dollars is loaned in the state on farm loans, of which only about fifteen million dollars is loaned by the Federal banks. The American life insurance companies had at their last statement, Dec. 31, 1916, \$195, 782, 521 in Iowa farm loans at an average interest rate of 5.28 per cent. It is claimed that the Federal loans are made on a higher valuation than the private loans, but that question is not raised. It is the fact that the farm loans of that state are accepted most favorably by investors everywhere, the insurance companies having more money loaned in Iowa by fifty per cent. than in any other state. The certainty of crop production and the high standard of farming have established Iowa as one of the choice loan fields of the country and consequently made its loans marketable at the lowest possible rate.

Nothing is gained by reckless advertising and we believe bond companies and mortgage companies alike endeavor to make their publicity accurate and equitable. In this instance the bounds of fairness have been overstepped, and doubtless it will react through the thorough understanding of the conditions by the Iowa bankers to whom the circulars are addressed. A marked advance has been made in the past few years in the advertising of financial institutions; they have endeavored in their announcements in leading financial journals like "The Financial World," and in their circulars to give the exact facts; and investors have learned to depend on these facts as guides in making investments. Certainly nothing is to be gained by misrepresenting the investment opportunities offered by such a state as Iowa. Its farm mortgages are held all through the east and are known to be among the soundest of securities, with a loss being almost unknown, so carefully are the loans placed and so solid is the basis of the rich and productive soil. That it will continue to be a favorite is certain and the loans of the Federal banks make but a small percentage of the additional capital needed by the farmers to carry on their exten-

sive production of foodstuffs for the nation. The rate of interest in the well established territory of the agricultural states does not vary greatly. It is practically six per cent. wherever conditions have become settled, regardless of the loaning agency. The thing that the investor looks at is the security and the probability of permanent prosperity. Just now agriculture is prosperous nearly everywhere, but the farm mortgage is a long-time investment and the investor wants to know that he will have a security worth par five or ten years hence.

The Man Who Gets Ahead.

This is the kind of a man a clerk or proprietor should be: A man with initiative and force; a man with gift of continuance a man not too optimistic or too easily discouraged; not too overjoyed by success or too downhearted by a little hard luck; a man who does not talk much when he succeeds, and none at all when he fails; who appreciates that making good once is only his affidavit that he will continue to make good; a man who is interested beyond the day's job and the week's pay roll; a real human fellow. One who can talk with and interest other fellows equally human; a man who would be honest with himself and equally honest with others.

A man twenty-five or a man fifty might fill the requirements; it is not so much a matter of age as of capabilities and a natural born desire to work.

Paper in Place of Tin. The Square in Place of the Round Package.

Styles in Packages of Food Products are subject to change as well as in the clothing line.

With some trade the Square Can has been more popular than the Round Can. Costs of package are a very important factor especially the elimination of an expensive container. War times brought substitutes for Tin and the round Cans, and paper containers have been largely superseded by the square paper cartons.

Modern automatic machinery enables the manufacturer to handle the square carton to advantage.

Government officials figure that there is a saving in space of 23% by using the square package. This is considerable—these days of Freight congestion. There is also a saving of about 20% in weight,—but the great argument in favor of the square carton package as compared with the round tin package is the greatly reduced cost per pound for the container. Tin cans on being emptied of their contents are thrown away. This seems unwarranted and wasteful to the thrifty housewife—and it certainly is. The Tin, it is admitted, is a good container but years of experimenting and constant and general use have proved that the modern carton with its especially prepared lining papers answers every reasonable demand of the trade and delivers its contents in prime condition. The saving of cents per pound is the sufficient and economical reason for its general adoption as an efficient, handy container for many other articles used in the household as well as Food Products. The famous White House Coffee is now packed and shipped in the square carton package in exact reproduction, in general appearance, of the old, round package, thereby saving the consumer cents per lb. and by so much reduces the cost of living.

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405-6-7 Murray Bldg. Grand Rapids, Michigan

F. A. Sawall Company, Inc.,
405-6-7 Murray Bldg.,
Grand Rapids, Mich.

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

Name
Address

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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Why receive only 6% when we will place your money on the best grade of Detroit real estate, with new houses on, in best residential districts, and net you seven (7) per cent, payable semi-annually, with principal and interest collected and guaranteed by us? \$100—\$500—\$1,000 each.
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Fill out this slip and we will tell you all about 6% mortgages to net 7%.

Gentlemen:

Kindly tell me all about your 6% mortgages to net me 7% interest.

Name
Address

Fires From Spontaneous Combustion and Other Causes.

Spontaneous combustion is a thing we hear a good deal about and most of us know little or nothing about it, even forgetting, perhaps, that it is simply a result of rapid oxidation. We use an old mop to apply floor oil and it is put away in some dark, out of the way warm place where we forget about it and never see it. The oily surface of the cloth is large owing to the folds of the mop and offers a relatively large area exposed to the air. The oil oxidation is rapid and eventually the mass bursts into flames and nobody knows what could have started a fire in that corner.

Rapidly drying vegetable oils, particularly linseed oil and more particularly "boiled oil" are the most likely to produce spontaneous combustion. Mineral oils are not generally considered dangerous in this connection. Of course linseed oil does not develop combustion in containers because so small a surface, relatively, is exposed to the air. There cannot be sufficiently rapid oxidation or enough of it to raise the temperature of the whole volume of oil. To avoid this class of spontaneous combustion, get rid of oily rags, especially those used with furniture polishes, and anything containing linseed or hempseed oils.

Powered charcoal, under some conditions, has been known to develop fire spontaneously. Very dry powdered charcoal absorbs oxygen so rapidly at times as to take fire. This is especially true of charcoal made from dogwood. Usually this product is allowed to absorb moisture slowly from the air before being ground. It is used in high grades of gunpowder. There is practically no instance in which the druggist would find any danger of spontaneous combustion from charcoal.

Everyone knows the great heat developed by slaking lime. Farmers have had their wagon boxes charred when getting caught in a shower, driving home with a load of lime. If you have any unslaked lime, kept perhaps, to slake freshly to make lime water, see that it is kept in a metal can where no water can get to it. A temperature of 750 degrees may be produced by confined slaking lime.

As to certain chemicals: potassium or sodium chlorate should not be stored where there is any possibility of sulphuric acid getting to them. A druggist who had sulphuric acid stored on a floor above some sacks of chlorate had a fire because a leaky carboy let sulphuric acid drip down on the chlorate beneath.

Dry straw, sawdust, packing materials will ignite on contact with nitric acid. Nitric acid, of course, is an important constituent of high explosives and no druggist needs to be told that it is a dangerous item of stock. Chlorates resemble nitric acid in some qualities, but are more susceptible to friction. Merely stepping on powdered potassium chlorate when mixed with some powdered combustible dust may produce ignition.

A store that unpacks carelessly goods that come in hay, may pile that

hay where it will become damp and develop enough fermentation to cause spontaneous combustion. This is what happens when a farmer's barn filled with hay put in a little green gets on fire from the fermenting hay in the mow. Get rid of all packing materials and avoid this chance, and at the same time you will dispose of a supply of the most inflammable material which merely awaits a spark from any source to cause a serious conflagration.

Soft coal sometimes develops spontaneous combustion in storage and the druggist who may have occasion to store a supply of this should see that it is stored where it will not be near external heat. It should not be stored in piles more than 12 feet high, nor against any wooden construction. Pile it so that air cannot get into the interior of the pile or moisture seep in.

The technical explanation of this soft coal combustion is that the iron sulphide usually present oxidizes if moisture is present and at least a limited supply of air. This yields iron sulphate and sulphuric acid with the liberation of considerable heat.

With the increased use of ice making machinery it is well to remember refrigerating machinery sometimes develops explosions and fires. The commonly accepted explanation of these accidents is that they are due to the presence of oil in ammonia gas, the oil coming from lubrication centers. At all events, every refrigerating plant should be equipped with a safety valve to guard against excessive pressure and some sort of automatic cut-out to stop the compressor or pump if the pressure runs too high. Such plants preferably ought to be located under courts or sidewalks and should have outside ventilation and should be segregated by fire walls.

Thawing out water pipes this coming winter is going to cause some fires. See that you do not contribute one of them. Never use a lighted match, torch or open flame. There is always some woodwork accessible. Men have been known to wrap a pipe in oil soaked rags and set fire to them. Incendiarism!

Even though the application of a flame to the pipe may not set fire to adjacent woodwork, it may cause the pipe to burst and cause water damage.

Wrap the frozen pipe with cotton cloth and pour hot water upon it. If you cannot thaw it out this way, send for a plumber.

The Customers Paid.

A Hebrew storekeeper, to the surprise of his brethren, suddenly decorated his window with a gorgeous new blind.

"Nice blind of yours, Isaac," quoth his neighbor.

"Yes, Aaron."

"Who paid for it, Isaac?"

"The customers paid, Aaron."

"What! The customers paid for it, Isaac?"

"Yes, Aaron. I put a lead box on my counter 'for the blind.' And they paid for it."

C. N. BRISTOL, Manager

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

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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

WAYSIDE JOTTINGS.

Graphic Pen Sketches By a Lansing Traveler.

New York, Nov. 25.—Since my last letter to the Tradesman, which, if I remember correctly, described a visit to Natural Bridge, I have been too busy to write anything but business and personal letters to certain friends. I have, however, made mental notes and jotted down some dates concerning points of interest visited. A letter recently received from Editor Stowe intimates that some readers of the Tradesman might still be interested in our "hobby," and I am now inclined to continue the letter, or series of letters, as the case may be, and begin where I left off.

No attempt will be made to describe visits in the order in which they were made, but in a haphazard way write of the interesting things seen as they come to mind.

At Buchanan, Va., we arrived late for lunch and was served by an aged negro who was extremely polite and efficient. A generous tip drew him into conversation which revealed that in former days he had been a slave and belonged to "ole" Marse Henry at Charlottesville. A recount of several instances in his life as a slave proved highly interesting.

Near the center of Rockbridge county, Va., stands the little old historic city of Lexington, the home and burial place of General Stonewall Jackson. Here is located the Virginia Military Institute (sometimes called the West Point of the Confederacy) and the Washington and Lee University.

Early in the eighteenth century Scotch-Irish emigrants settled in the Shenandoah Valley and in 1749 established a school a little Southwest of what is now the city of Staunton (the birthplace of President Wilson) and named it Augusta academy. In 1776 the name was changed to Liberty hall and moved to the immediate vicinity of Lexington.

In 1793 a large stone building was erected, but this was destroyed by fire in 1802 and classes were then conducted in rented buildings until 1804 when the first building of the now Washington and Lee university was finished. The first important gift received by Liberty hall was conferred by General Washington. In recognition of his services in the Revolutionary War, the legislature of Virginia in 1784 presented to him a number of shares of stock in a canal company. General Washington refused to accept these for his own benefit, but gave them to Liberty hall academy. This generous gift was greatly appreciated and the property thus bestowed still yields an annual income of \$3,000 to the institution of learning which now bears his name coupled with that of a distinguished confederate general.

The name of this institution was changed to Washington and Lee university in 1871, soon after the death of General Robert E. Lee, who became its president following the close of the Civil War and served until his death in 1870. Soon after the outbreak of the Civil War all work at the college was discontinued, most of its students enlisting in the confederate army under the name of Liberty Hall Volunteers.

The property was somewhat damaged when Lexington was occupied by the Federal forces in June, 1864, and later Congress granted renunciation for destruction of property by the invading army.

Facing the college and on the opposite side of the lawn is the chapel built by General Lee in 1867. It affords accommodation for 600 persons, in addition to the space occupied by the organ and choir. Behind the platform and visible from the body of the chapel is Valentine's recumbent statue of General Lee. Below this, on the basement floor, is the crypt containing the remains of General Lee, his wife, Mary Curtis Lee, and several of his relatives, including Light Horse Harry Lee, of revolutionary distinction. Beneath the chapel and near the mausoleum is an apartment formerly occupied by General Lee as his business office. This has been kept substantially as left by him at the time of his death in 1870. This is under lock and key and is seldom open to visitors. The same may be said of the iron lattice work which surrounds the recumbent statue. Our visit, however, being primarily of a business nature which developed more or less cordial, we were favored with a close up view of every feature, which is regarded by the attendants as extremely sacred.

It is noticeable that the inhabitants of Lexington—and for that matter the entire State of Virginia—fairly worship the name of General Lee. I have heard it intimated and, no doubt, it is believed by a few that had General Washington been living in 1861—being a native of Virginia and owner of a few, well treated and cared for slaves—he would have espoused the confederate cause. I have also overheard conversations by those familiar with the conditions just previous to the secession of the South which inferred that only by a narrow margin of circumstances was General Lee prevented from joining the Federal army. It is true he was a native of

Virginia, he received his military education at West Point his home was just across the Potomac from Washington, D. C. and his estate was that portion of Arlington Heights which is now the National cemetery.

At Annapolis a visit was made to the old State Capital building. It was here in the old senate room where General Washington resigned his commission as Commander-in-Chief of the American forces to the Continental Congress, Dec. 23, 1783. This room is now set apart as a museum and a bronze tablet marks the spot in the floor where he stood in offering his resignation. A copy of his speech on this occasion adorns the west wall and proved so interesting that we present it herewith word for word as it appears:

Mr. President: The great events on which my resignation depended having at length taken place, I now have the honor of offering my sincere congratulations to Congress and of presenting myself before them to surrender into their hands the trust committed to me, and to claim the indulgence of retiring from the service of my country, happy in the confirmation of our independence and sovereignty, and pleased with the opportunity offered the United States of becoming a respected nation. I resign with satisfaction (the appointment I accepted with diffidence; a diffidence in my abilities to perform so arduous a task, which, however, was superseded by a confidence in the rectitude of our cause, the support of the Supreme Power of the Union and the patronage of Heaven. The successful termination of the war has verified the most sanguine expectations; and my gratitude for the interposition of Providence and, the assistance I have received from my countrymen increases with every review of the momentous contest. While I repeat my obligations to the army in general I should do injustice to my own feelings not to acknowledge in this place, the peculiar services and distinguished merits of the gentlemen who have been attached to my person during the war. It was impossible the choice of confidential officers to compose my family should have been more fortunate. Permit me, sir, to recommend in particular those who have continued in the service to the present moment as worthy of the favorable notice and patronage of Congress. I consider it an indispensable duty to close this last act of my official life by commending the interests of our dearest country to the protection of Almighty God, and those who have superintended of them to His Holy keeping.

Having now finished the work assigned me, I retire from the great theater of action, and bidding an affectionate farewell to this august body under whose orders I have so long acted, I here offer my commission, and take my leave of all the employments of public life.

On the lawn in front of the building is an old cannon which was brought over from England in 1684 and was first mounted on the walls of old Fort St. Marys. It was recovered from the river in 1818, after having lain in the water for more than a hundred years and is a very interesting relic.

Lancaster county, Pa., is said to be the richest agricultural spot of its size in the world. The city of Lancaster is proud of the distinction of once having been the seat of Continental Congress. In the center of the city, on what is called the square, stands a monument marking the site of the old court house in which the continental congress held its sessions during a portion of the time in 1777 that the British forces occupied Philadelphia. On West King street, still standing, is an old stone tavern built in 1745, at which both Generals Washington and Lafayette are said to have made their stopping place.

At Gettysburg, Pa., we saw and understood for the first time the topographical surroundings connected with the three days' struggle between the forces of the North and the South at this place July 1, 2 and 3, 1863. The vicinity of Gettysburg for several miles each way has been converted into a National Park and over fifty miles of macadamized road has been built by the Government which leads to every part of the great battle-ground and points of interest. We visited Cemetery Ridge, Culp's Hill, Little Round Top, Death Valley, Devil's Den, Bloody Angle, and Seminary Ridge. The latter is the place from which General Pickett started his memorable charge in the afternoon of the 3d, which resulted disastrously for the South, and, as has been said, was the turning point of the great war. I believe that a comprehensive understanding of this great battle can only be gained by a personal visit. Hundreds of costly monuments have been erected in various places and a great many smaller stones have been set up to mark the positions held or gained by the various fighting units. Many inscriptions indicate that the losses of their respective units were over seventy-five per cent.

The house back of Cemetery Ridge, which was General Mead's headquarters, is still standing and shows plainly the effect of confederate artillery fire, two shots of which pierced the building while the commander was within, and one of them carried away a leg of the table

on which he was at the time writing orders.

Just over the brow of Seminary Ridge stand two Whitworth Rifles used by the Confederates, the only breech-loading cannon used in the battle on either side. Many other batteries are in the same position now as on that eventful day, but the two mentioned were of special interest, as it was pointed out to us that, owing to the distance and position of these two guns from General Mead's headquarters, they were assumed to have been the source of attack on the General's shelter.

Board fences are to be seen well within the city which contain bullet holes said to have been made by stray bullets fired in this battle. A few buildings are still standing that were in the line of battle, but, fortunately, escaped destruction, although they show many marks of the conflict.

We have made several visits to Philadelphia and frankly admit that the most interesting things seen was the old Independence hall and Liberty bell. The first occupancy of Independence hall was by the Assembly of the Province of Pennsylvania in October, 1776, when Andrew Hamilton was elected speaker and Benjamin Franklin was clerk. The Continental Congress first met here May 10, 1775. It was here that General Washington received his appointment as Commander-in-Chief of the American forces June 16, 1775, where the Declaration of Independence was adopted and signed, and where the Constitution of the United States was adopted September 17, 1787.

The room is given over entirely to historical features. The speaker's desk, on which the Declaration of Independence was signed, and the large glass ink well are to be seen just as they were used when this the greatest of all historical instruments connected with our nation's history was signed.

Old Liberty bell stands near the entrance in the South wing and may be seen during visiting hours, and even affectionately touched by visitors who exhibit the proper sense of reverence. Nearly every citizen of the United States has at least read about Liberty bell, but we are presuming many of the younger readers of the Tradesman have not seen it, and a brief history of it may not be out of place in this column.

It was first cast in England in 1752, and just below the crown bore this inscription in raised letters: Proclaim Liberty Throughout All The Land Unto All The Inhabitants Thereof. Ltv. XXV-X. Underneath this, By Order Of The Assembly Of The Province Of Pennsylvania For The State House In The City Of Philadelphia, 1752.

Early in September of that year it cracked during a test and was recast twice, by Pass & Stow, in a foundry of Philadelphia in 1753, with the same lettering and the same metal except a small amount of copper was added. The circumference around the lip is twelve feet, height two feet and three inches, and weight 2,080 pounds. The greatest event connected with its history was ringing to announce the Proclamation of the adoption of the Declaration of Independence July 4, 1776. It continued to sound liberty on each succeeding fourth of July and all principle events connected with our Nation's history until July 8, 1835, when it cracked again while being tolled for the funeral of John Marshall, who at the time of his death, July 6, was Chief Justice of the United States.

In September, 1777, when the British army was about to occupy Philadelphia, Liberty bell was taken to Allentown, Pa., for safe keeping and was returned in June, 1778, after the invading forces had evacuated the city.

I have read many beautifully written articles which would lead one to believe that Liberty bell was cracked while proclaiming with its silvery notes the in-

dependence of our Nation July 4, 1776, but this is not true. An effort was made to ascertain if it was even sounded on that date and from the best information obtained we are inclined to believe that it was not. The Continental Congress, while they adopted and signed the Declaration of Independence on that date are supposed for some reason to have withheld the news until four days later July 8, when Liberty bell played so prominent a part in announcing the great event to the people.

Independence Hall Bulletin, No. 2, copies from a diarist of the times on that date, and describes the event as follows:

There was a large assembly of people in the yard who had been summoned by the tolling of the Liberty bell, as there had been many times before on the occasion of some public event. Passing through the assembled crowd, the procession of officials who had charge of proclaiming this state paper to the people, reached the platform, at which time Liberty bell ceased ringing. Colonel John Nixon, to whom the High Sheriff of Philadelphia had delegated the reading, stood up in silence. He was a strong voiced and open featured man. He began reading with the words, In Congress July 4, 1776, a Declaration of the Representatives of the United States of America, and read through the important document, and it was accepted with general applause and heartfelt satisfaction.

On Sunday, July 20, we reached Hoboken and ferried across the Hudson River, reaching New York at 23d street we "diverged" up Broadway, stopping only for lunch near 172d street, and then continued up the East bank of the Hudson River over one of the most beautiful drives in the United States. Near Tarrytown we crossed the little stream where Major Andre was captured by the three patriots, Williams, Paulding and Van Wart, as he was attempting to reach the British camp at New York after completing arrangements with the traitor, Arnold, wherein West Point was to have been surrendered to the enemy. About six miles below West Point and still standing is the house where they had met and arranged the details.

At Tapan, some distance back from the Hudson and close to the New Jersey line, a monument marks the place where a little later Major Andre was hung as a spy. We visited both Kingston and Newberg some weeks later. The former was once destroyed in 1777 by British forces under General Clinton, and the latter is where General Washington refused to be made king of the American states.

At Rhinebeck we stopped over night at what is said to be the oldest tavern on the American continent. A few are still standing which were built at an earlier date, but are not now used as public stopping places. This has never been closed and is never without guests. It was built in 1700 and the rates have been going up ever since.

At Hudson, N. Y., our route turned, leading up over into Massachusetts through Great Barrington, Stockbridge, Lenox, Pittsfield and among the Berkshire Hills, which is largely given over to the summer residences of wealthy people. Near Lenox are several large and costly estates, among which are the W. K. Vanderbilt, Hon. Joseph Choate and others, including that of the late Andrew Carnegie. We were shown over the premises of the latter by the Scotch gardener and greatly admired the taste and efficiency with which it was planned and finished. We saw the venerable philanthropist in his enfeebled condition, taking as much comfort as possible in his beautiful surroundings, but he died a few days later.

Not far from Lenox, on the Hawthorne road, still stands the House of Seven Gables, the subject of that beautiful book by Hawthorne.



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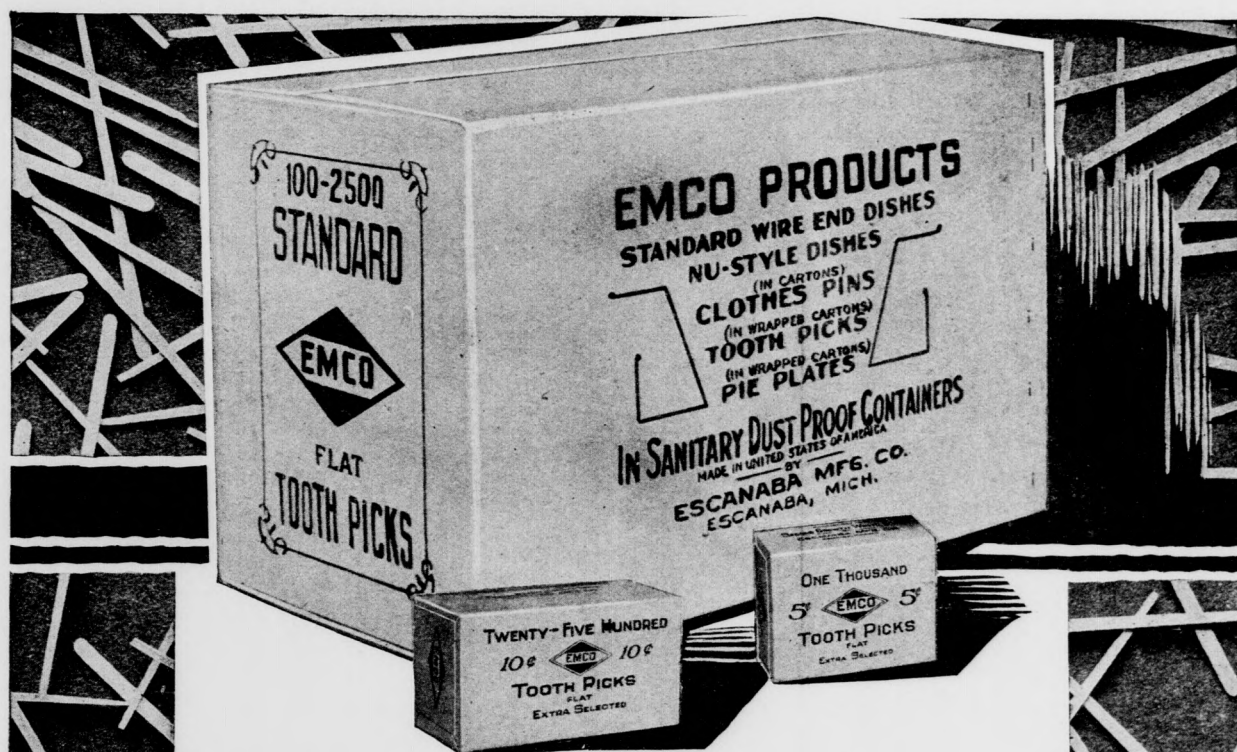
Catalog—to merchants

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At Adams, a little over twenty miles farther North, still lives a remnant of the Plunket family, the early homestead of which is located near by and in which stood the old clock on the stairs, the subject of that beautiful poem known the world over.

On the transcontinental route between Worcester and Boston and some distance West of Waltham, we saw, still standing and in good state of preservation, the old Shakespeare Wayside Inn. During the tourist season it is open to the public and light refreshments are served.

Many of the Tradesman readers remember the story and poem, Mary Had a Little Lamb. There is no fiction connected with this. The house where Mary and the little lamb lived is still standing and is found about a mile East of the Village of Sterling, Mass.

On the way from Adams to North Adams we find Mount Greylock, the greatest of all Berkshire Hills, and from which was taken the iron ore that produced the protecting plates of the Monitor of Civil War fame, the smelting being done at North Adams.

North Adams is the Western terminus of the famous Mohawk Trail, which extends as far East as Greenfield, a distance of about forty miles. This is considered by tourists as one of the most beautiful scenic drives in all the American continent. We came over this trail later in the season, starting from Greenfield. From a point some distance above Hairpin Curve we coasted almost to North Adams, a distance of about three miles.

On Saturday, August 9, we reached Bennington, Vt. This is considered historical and a large monument has been erected on a hill in the Northwestern part of the town to commemorate the events which took place in the vicinity during the revolutionary war. The patriots had gathered considerable stores and supplies on this hill, the contemplated capture of which was the reason for General Burgoyne sending from Fort Edward a detachment of his army under Colonel Baum. In order to make sure of success a second detachment was sent a little later as reinforcements. Both detachments, however, were met on the same date and utterly defeated by General Starke and the Green Mountain boys, August 16, 1777. Both engagements took place on the slopes a few miles West of North Bennington and near the Wallooma River. About a mile West of North Bennington stands a large stone some seven feet high, four feet broad and half as thick marking the camping ground of General Starke's forces August 14, 15 and 16. From a point near this monument a clear view of the Wallooma valley may had for several miles. An inscription on this stone records the historic though homely saying of General Starke when the detachment under Colonel Baum first came into view more than a mile away: "There are the redcoats and they are ours or this night Mollie Starke sleeps a widow."

At Saratoga Springs we expected to find the place where General Burgoyne surrendered to the American forces under General Gates, but we found that this wealthy and sportful city, many years ago when gambling was unrestricted, had stolen the first part of its name from the little hamlet where the surrender did take place, now known as Schuylerville. The city park of Saratoga Springs is what was formerly the Kenfield estate, a very beautiful spot, and the mansion, which, for many years was perhaps the most noted gambling house in America, is open to the public. In the main room on the first floor (where the wealth changed hands) may be seen the largest one-piece rug in the world. The second floor is given over to relics of early days and is very interesting.

Schuylerville, nine miles East and on the Hudson River, was far more interesting from a historical point of view. Near the old Schuyler mansion we found a large marker with this inscription:

"On these grounds the French and Indians killed Captain Schuyler and thirty others, burning mills, stores and thirty houses, Nov. 28, 1745. June 30, 1747, the garrison at old Fort Saratoga was surprised when forty-five men were tomahawked and scalped. The site of house of Captain Schuyler in 1745 and of General Phillip Schuyler, U. S. A., in 1777."

The present Schuyler mansion is located a short distance from this point and contains many interesting relics including the skull of Lovelace the spy. The two battles, September 19 and October 7, which resulted in the surrender of Burgoyne October 17, were fought over practically the same ground about seven miles South of Schuylerville. At Freeman's farm a large marker reads as follows:

"Battle of Saratoga, 1777. One of the decisive battles of the world. On this farm occurred most of the fiercest fighting of the battles of September 19 and October 7, which resulted in the surrender of Burgoyne and the acquisition of forty pieces of artillery, 500 muskets and a large amount of ammunition and stores besides 5,791 prisoners."

Near here is pointed out the slope up which Benedict Arnold so bravely charged, and unfortunately both for him and his country, was shot in the leg instead

of the head. A ravine, varying in depth, crosses the farm and slopes towards the river. This is said to have been the scene of the most desperate fighting in the conflict and was repeatedly won and lost by both contending armies. The field both North and South for some distance back from the ravine has never been plowed since the battles.

About a mile North of Shelbyville and still standing is the old Marshall house, the only pre-revolutionary building in the immediate vicinity. The outside has been remodeled, but the interior is practically the same as when it was used by Burgoyne as a shelter, and the cellar has the same furnishings. Particularly interesting is an old wooden lock on a partition door, similar to the old fashion iron locks but much larger. This house was subject to bombardment by the American forces. Eleven cannon balls struck the building and splintered beams may be seen on the inside. The premises have ever since this time been owned by some descendant of the Marshall family.

On Prospect Hill, of which the village cemetery is now a part, stands the Schuyler monument, said to be the finest of its kind in America, and is where General Burgoyne had his fortified camp just previous to the surrender. Near the Southern extremity of this plot, and still to be seen, are some of the earthworks of this hurriedly constructed fortification. Inside of the monument and set into the walls are several bronze etchings showing the transfer of command from General Schuyler to General Gates, the surrender of Burgoyne, Mrs. Schuyler applying the torch to her crops in order to prevent their falling into the hands of the enemy, the brutal murder of Jennie McCrea and General Burgoyne remonstrating with his Indians for their cruelty.

About two miles North of the village is where the British crossed the river. The excavations necessary for the approaches are still intact and are being preserved for historical reasons. They are now owned by Ex-Governor John Alden Dix, who has his summer home on the East shore. Near the river and some distance North of this point is where Jennie McCrea was murdered and scalped by Indians attached to Burgoyne's army. The high esteem in which this beautiful and talented young lady was held, and the tragic manner of her untimely death had the effect of greatly increasing the number of recruits for General Schuyler's army at this time, and the incident for this reason, perhaps, was considered sufficiently important to be mentioned in Anderson's History of the United States, which we used to study in the old country school house. The stars and stripes still float over her grave in the old cemetery at Fort Edward.

August 20 we drove over the route traveled by Paul Revere on his famous midnight ride to arouse the minute men and carry the news that a strong force of British soldiers had left Boston at night, and were marching towards Lexington and Concord. Nearly half way between Lexington and Concord, at a point where there is an angle in the highway, a stone has been placed, marking the place where he was captured by the advance guard. Several buildings are still standing in Lexington that were built long before the revolutionary war. All, or nearly all, have been turned over to the Lexington Historical Society and in each may be found many relics of olden times especially pertaining to that day April 19, 1775, on which was shed the first blood of the revolutionary war.

The Munroe tavern, built in 1695, stands about three-fourths of a mile Southeast of Lexington common and it was here that reinforcements under Lord Percy met and sheltered the panic stricken forces of Major Pitcairn, on their return from destroying a portion of the stores and equipment gathered by the patriots at Concord. This tavern was made Lord Percy's headquarters during the two hours' rest for the tired soldiers and was pillaged and set on fire when the retreat to Boston was continued, but the fire was extinguished before very much damage was done.

Here may be found among other interesting relics the old flintlock gun carried by John Munroe, son of the proprietor and one of Lexington's minute-men who was in line on the common when the first volley was fired.

At the Buckman tavern, on Bedford street, built in 1690, may be seen the old snare drum beaten by William Diamond at the battle of Lexington. John Buckman, a member of Captain Parker's company, was the proprietor and it was here the minute-men assembled on the morning of the battle. At the Hancock Clarke house may be seen the two pistols carried by Major Pitcairn. During the retreat from Concord, his horse became unmanageable and after throwing him, ran into the American lines and was captured with these pistols attached to the saddle.

Lexington common is diamond shape and at the South point is a large memorial fountain and statue of Captain Parker, dedicated in 1900. On the West side stands the granite monument erected in 1799 to the memory of eight men killed in the first battle of Lexington and the

cause for which they fought and died. The remains of all are interred within its shadow.

On the East side of the common and on the line where the seventy minute-men were drawn up to face the eight hundred or more redcoats, is a fifteen ton boulder, on which is inscribed the command of Captain Parker as the King's soldiers approached the South point, less than a hundred yards away:

"Stand your ground. Don't fire unless fired upon, but if they mean to have a war, let it begin here."

We quote from a sketch found at the Munroe tavern.

Roman history does not furnish an example of bravery that outshines that of Jonas Parker. A true heart did not bleed at Thermopylae. Parker was once heard to say, that, be the consequences what they might and let others do what they pleased, he would never run from the enemy. He was as good as his word. Having loaded his musket he placed his hat containing his ammunition on the ground between his feet in readiness for a second charge. At the second fire he was wounded and sank to his knees; and in this condition discharged his gun. While loading it again upon his knees, and striving in the agonies of death to redeem his pledge he was transfixed by a bayonet. Thus he died on the spot where he first stood and fell. The old burying ground is very interesting. Old styled grave stones are found, on which the inscriptions denote that the person in whose memory they are placed died as early as 1630.

On different dates at Washington we saw the N. C. 4, which was first to cross the Atlantic by the air route, and the German submarine, U 113. We were permitted to explore the inside of this murderous contrivance to our heart's content, with the exception of one compartment. Only the purpose for which this was used prevents us from expressions complimenting the builders on their ingenuity.

On October 22 we again visited New York, and on this occasion, with a limited amount of time for sight-seeing. Leaving the flier at Newark, N. J., we entered New York by the Hudson tubes, coming to the surface at the intersection of Thirty-third street and Broadway. We visited the Statue of Liberty in New York harbor and climbed to the top of the crown. We wanted very much to climb the ladder leading up the arm to the torch, but were not permitted to do so. We crossed Brooklyn Bridge and traveled many elevated roads and subways just for fun. We took motorbus trips up Fifth avenue and Riverside drive, visiting Grant's Tomb, Central

Park and the Museum of Natural History. We rubbed elbows with the millionaires of Wall street and visited Trinity Church, passing through the \$20,000 bronze doors and were permitted a close up view of the \$200,000 altar. We strolled through the church yard and noticed many old fashioned grave stones, on which the inscriptions were scarcely discernable owing to their wasted condition brought about by time and the elements. Here we found the graves of William Bradford, General Phillip Schuyler, Captain Lawrence of the frigate Chesapeake fame, and Robert Fulton, the inventor of steamboats. Trinity church faces Broadway at the intersection of Wall street and is the wealthiest church in the world. The ground occupied by the church and yard (something less than an acre) if available for commercial purposes, would be worth \$14,000,000.

Last, but not least, we spent considerable time up sixty stories high in the Woolworth building, and a little later were accidentally favored with a close up view of the King and Queen of Belgium as they were leaving the Hotel Waldorf-Astoria.

H. D. Bullen.

Johnny's Manners.

Where the carefully trained child learns bad manners is a standing mystery to its watchful parents. These anxious rearers of the young are often heard propounding this query, but generally without result. Once in a while, however, out of the deep silence comes an illuminating answer.

Johnny furnished one just the other day. He had just finished a particularly toothsome dish of apple pudding, which he ate to the last morsel. Then, despite the fact that there was company at the table, he deliberately picked up his saucer and licked it clean.

"Johnny!" exclaimed his mother, after a horrified gasp. "Who did you ever see do a thing like that?"

"Dogs," replied Johnny.

HOCKEY RAC



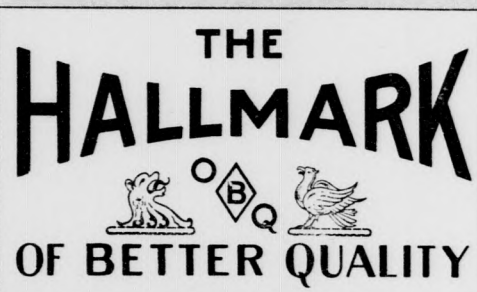
Hockey Caps for Men, Women and Children

Gloves and Mittens

We have the goods on hand and make prompt shipments.

PERRY GLOVE & MITTEN CO.
PERRY, MICH.

ANNOUNCING



ATHLETIC
UNDERWEAR
FOR MEN AND BOYS
UNION SUITS SHIRTS DRAWERS

OUR new factory now in operation will specialize exclusively on this product, featuring garments

OF BETTER QUALITY

which will be offered by 250 leading wholesalers acting as distributing stations for *Hallmark Athletic Underwear* in 175 cities.

HALL, HARTWELL & COMPANY, Troy, New York

MAKERS of HALLMARK SHIRTS SLIDEWELL COLLARS HALLMARK UNDERWEAR

A country-spanning Advertising campaign on Sunsweet

THROUGH full color pages in the dominant magazines of the country we are telling the story of SUNSWEET to the men and women of America—the people who really represent the purchasing power of the nation. And—we are giving this great reader-audience something *more* than pretty pictures. We are giving them helpful, healthful *information*.

We are showing the American housewife not only how to make new and uncommonly delicious dishes from prunes and apricots—but we are proving to her that nothing can take their place as necessary, economical fruit-foods.

Thus, SUNSWEET is becoming a national *buy-word*. There is sure to be a quickened demand for SUNSWEET Prunes and Apricots, and a wider, everyday use of them.

That's why it is to your profit-advantage to link your store with this powerful program of publicity that is popularizing this brand throughout the land. Order from your jobber—and write us for dealer helps and advertising material.

**CALIFORNIA PRUNE AND
APRICOT GROWERS INC.**

San Jose, California

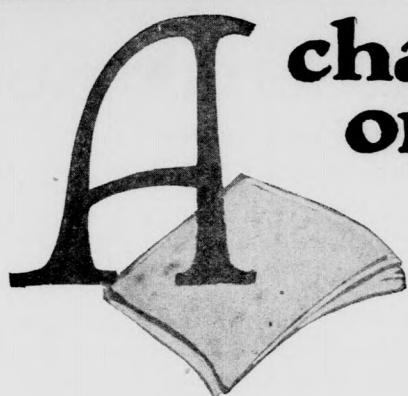
A cooperative growing, packing and marketing
association of more than 7,500 growers
engaged in this industry in
California.

HERE is the new way to
buy, and sell, Sunsweet
Prunes. It is a better way
in many ways—for you and
for the customer. It is more
sanitary, more attractive,
more convenient.



SUNSWEET

CALIFORNIA'S
NATURE-FLAVORED PRUNES



chance to double your sales on prunes and apricots

THE live dealer who is quick to sense public demand will be quick to appreciate the sales-opportunity offered by this country-spanning campaign on SUNSWEET. For, it is just this kind of advertising that will make it easier for you to build up a larger volume of business on prunes and apricots.

True—the idea of packing dried fruit in cartons may not be wholly new. But—it is safe to say that this merchandising idea has never been put across in the same broad, national way.

And where do you come in? Right here: for SUNSWEET offers you not only a guarantee of the finest dried fruit California can produce; but, by the same token, SUNSWEET offers you a guarantee of larger sales and new customers, providing you prepare to get your share of this spirited demand.

Don't delay—get in touch with your jobber today—"cash in" on this country-wide advertising campaign that will bring more customers into your store and more dollars into your cash drawer. For, stocking SUNSWEET means selling SUNSWEET—every time!

CALIFORNIA PRUNE AND
APRICOT GROWERS INC.

San Jose, California

A cooperative growing, packing and marketing
association embracing more than 7,500
growers engaged in this industry
in California

AND here is the new way
to buy, and sell, Sunsweet
Apricots. This carton
idea will make an instant
appeal to your customers.
Watch and see!



SUNSWEET

CALIFORNIA'S
NATURE-FLAVORED

APRICOTS



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

Pointers for Hardware Dealer Just Before Christmas.

Written for the Tradesman.

The Christmas season has reached a stage where it is no longer worth while considering what might have been done earlier by way of preparation. The shrewdest merchant with the best arranged plans will find places where he might have arranged things better, and where business might—with different preliminary arrangements—have run along more smoothly.

These incidents, however, are worth while merely for what they will provide in the way of guidance when it comes to arranging next year's Christmas campaign. So, as ideas occur to you in the throes of your actual experience, make careful note of them, for future guidance.

In most stores, the Christmas season involves a certain strain upon all concerned, from the busy merchant himself to the least experienced temporary helper he has taken on for the season, only.

However busy you are, it will pay you even now to give as much time as you can possibly spare to coaching and encouraging your helpers. You may have annoyances, and your salespeople and customers may alike prove at times exasperating; but keep yourself goodhumored. I know one man who made it a rule never to worry about anything except illness in the family. He said there was nothing else really worth worrying over, or getting mad about. That's a hint for the hardware dealer when he is hard pressed for time, and trying to do the work of two men in a business day all too short. Keep cheerful. It will help you, and it will help maintain the morale of your staff.

Now is the time to size up any temporary helpers you have taken on for the Christmas season. The larger stores, particularly where small wares and toys are handled extensively, often take on quite a bit of additional help. Usually they have to put up with what they can get, and what they can get is not always the best of material. But among the generality of beginners there is apt to be now and then a real find. Encourage such a one, for that is the sort you want to add to your regular staff the minute an opening occurs. Aim to keep in touch with the really promising beginner even if he doesn't stay with you at the time.

Quite a bit can be done, by occasional direction, to make your helpers more efficient and to assist them in getting through the rush with the minimum of mistakes. Mistakes are bound to occur; but they occur most frequently in the store where the merchant just hires his help, gives them a few general words of advice and leaves them pretty much to shift for themselves. Encourage courtesy in dealing with customers, however exacting they may be. Also urge accuracy as a vital, all important thing that must be remembered.

Christmas-weeks come only once a year. Their burden is quite often exacting, particularly upon the inexperienced salesman; but it is up to the salesman to make allowance and to meet everyone with a smile. Courtesy costs nothing beyond a little extra effort, and it helps immensely in making the reputation of a store.

Then there is the matter of accuracy. Although in the busy season the usual amount of attention to individual orders must inevitably be clipped, yet it is necessary to avoid carelessness. "More haste, less speed" is a wise adage for the over-busy salesman. Mistakes are annoying at all times, but more than ever annoying at Christmas when everybody is "keyed up." Unless the stock on display is well looked after, there is always the likelihood of articles getting mixed. Customers turn things over and fail to replace them where they belong, the result being that articles which come in parts sometimes get mixed.

Unless the clerk is very careful, especially in fancy articles, he may pack up part of one article with part of another, the difference being so slight that he probably doesn't notice it in the hurry of packing, but it is at once noticed by the customer on reaching home. This necessitates a return trip and a lot of explanations, and probably hurts the store. There

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids
So. Mich. Brick Co., Kalamazoo
Saginaw Brick Co., Saginaw
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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

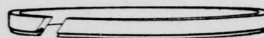
Grand Rapids, Mich.

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

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

is the danger, too, of getting articles in the wrong box, marked with the wrong size or description. Then when a call comes for that particular article or that particular size, the salesman may miss a sale under the impression that the article or size is out of stock.

Guard against these mistakes. Constant watchfulness is the price of accuracy.

Then, too, there is the matter of accuracy in filling orders, and in making deliveries. The busy season throws a heavy strain on the best-organized delivery system.

Be sure when you take an order that has to be delivered, to get the name, street and number absolutely right. Put these down legibly, so that the deliveryman will have no excuse for making any mistake. Clerks in a hurry are often inclined to be careless with regard to names and numbers; it is an easy matter to transpose 5 and 3, or to write the one so it looks like the other, or the figure 8 so that it looks like either of them. Take time to be legible and accurate.

Throughout the entire selling season, it will pay the hardware dealer to keep an eye on the goods, and to take note of how the seasonable lines are moving. For it is always good policy to clear out the seasonable goods while you can, and to take your immediate profit rather than run the risk of carrying over to another season. In the last few years, carrying over even the seasonable lines from one season to another has often made money for the merchant; but these have been abnormal times. We are bound to revert more and more to old conditions. So push your seasonable goods, and take your immediate profit.

In this connection, enlist the best efforts of your salespeople. Try to drive home to them, each and all, the importance of cleaning up the special Christmas lines. By keeping an eye on the stock, you may notice a line here and there that is not moving as rapidly as it should. Urge upon the salespeople in that particular department to push the lagging goods for all they are worth. Feature the goods themselves in interior display, give them window space if you can spare it, give them a line or two of advertising if they are worth it, use

show cards and price-tag the stuff—in short, put all the punch you can into your selling. Often the item of interior display makes all the difference in the world between live selling lines and dead stock.

Suggestion is helpful in salesmanship, and particularly at the Christmas season, when the business is largely in gift lines, and puzzled purchasers are eager for suggestions to solve their gift problems. The trouble with many salespeople—particularly temporary helpers—is that their minds are conventionalized with regard to giving. They think only of the few limited articles that everybody thinks of. Yet there are gift possibilities in a host of hardware lines rarely thought of in that connection.

You probably have a list somewhere of hardware articles suitable for gift purposes. It makes probably half a column or better of printed type. Get out that list, use your own originality in adding to it, and have your salespeople go over it, and size up its possibilities. Then have them use this as the basis of suggestions to customers who are uncertain what to buy for this, that or the other more or less particular friend. That sort of thing will help to move out a lot of seasonable hardware lines that may otherwise remain on the shelves.

Show cards and price cards will help immensely to make the salesman's work easier—which, at this season, means relieving the salesman of of the mere routine of quoting prices for the more important task of handling customers and clinching sales. If your stuff isn't price-carded in clear-cut figures, put on the cards now, even if you don't make it your regular policy to price everything. I notice that lots of dealers who between times never show a price card put price cards on everything during this busy spell. The reason is obvious.

Victor Lauriston.

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.

Assets \$3,099,500.00



Insurance in Force \$55,088,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policy Holders

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Chairman of Board

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

SURPLUS TO POLICY HOLDERS \$477,509.40

AUTOMOBILE ACCESSORIES

Dealers, garage men and others entitled to wholesale prices will find the right merchandise plus personal co-operation and real selling help in featuring this line of goods. I give a line of service to my customers quite different from the average wholesale jobber in my line.

My new catalog will be out the early part of 1920, and I do not intend to feature a single item that will not sell and give satisfaction, leaving reasonable margin for the dealer. I am recognized as a competent buyer and every dollar's worth of merchandise sold represents my personal selection. When you place your orders with me I become practically your hired man, giving you the benefit of my services as a buyer.

My catalog will be sent only to customers or dealers making requests for same on their letter head.

Let the names roll in.

E. A. BOWMAN

"IN BUSINESS FOR HIMSELF."

719 John R Street.

DETROIT, MICHIGAN

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.

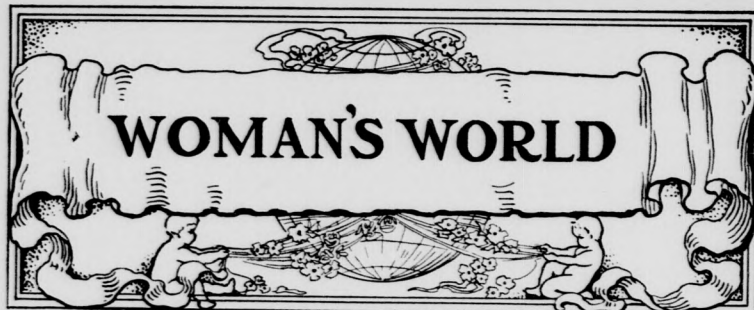
For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY

(INDIANA)

Chicago

U. S. A.



The Floor is the Groundwork of the Room.

Written for the Tradesman.

A witty man who used to come to our house would exclaim, when he dropped something:

"There! If it hadn't been for the floor that would have gone right through to the cellar!"

Many people treat their floors as if their only purpose was to walk on and keep the furniture from falling through. They fuss over the furniture and pictures, but take the floors—and the ceiling, too—for granted. Yet the floor is as much a part of the decorative material of the room as anything else, and serves to make or break the general effect as much as pictures or lamps, or even the vase of flowers or autumn leaves on the mantel or book-case. If you doubt this look at almost any room where the general tone of the floor-coloring is lighter than that of the walls. The topsy-turvy effect has almost as disturbing an influence upon the nerves as would walking upon the ceiling.

May be you will think of having the floors darkened with paint or stain. This is rather complicated if the surfaces are already varnished, but it can be done; consult a painter about it. In an old-fashioned house, with wide-boarded floors upon which the feet of generations have trod, you will not want to use rugs—at least, not many—for these floors will furnish a part of the old-time atmosphere that has, alas! so much disappeared in these days of hurry and bustle. But you can conserve this with suitable paint and a large, oval, braided rug in the center; or one or two old-fashioned hand-woven rag rugs. These fit the atmosphere of the old house and go well with wide old boards.

The subject of rugs is fascinating (at this time of year you can think of fine rugs as Christmas presents, even if you can't afford to do anything but think about them!) and as wide as the parts of the world from which they come. In normal conditions of commerce and transportation you can get rugs from Persia, China, Turkey or India—if you can afford it—as readily as one used to get Brussels carpets or rag rugs in the days of your grandmother. Indeed, a really beautiful rag rug is as rare now as the Oriental one was a long generation ago.

In decorating a room, as I have said, the floor should be, as a whole, darker than the walls. The walls should be darker than the ceiling. There are other advantages than the mere artistic effect. Light colored

rugs show the track of little Johnnie's feet on the way in from playing in the slushy street. Once in a while a tea-tray will fall upon your floor, and if your rug isn't dark, you will wish it were.

One way to get you walls lighter than you floor is with well-chosen wall-paper. The thing is worth while, which ever way you do it, if you care enough about the general effect of your house, not only upon guests, but upon your own family; it is more important as a factor in the family happiness than you might believe.

Twenty-five years ago the prevailing custom was to have one solidcarpet, tacked down firmly at the edges. The taking-up of it was in the nature of a national emergency. The semi-annual beating resounded through the neighborhood, and the folks for a block in every direction said: "Ah, the Smiths are housecleaning"—unless they were too busy with an eruption of their own to notice. The entire floor was uprooted with the carpet, and father talked of going to board elsewhere.

Fortunately, the large, tacked-down carpet is seldom seen now, unless in low and medium-grade boarding-houses. In real homes its place has been taken by smaller and more artistic rugs, Oriental or as nearly so as the owner can afford. They are more easily cleaned, but they add importance to the nature and color of the floor that shows around the edges and between them. The perfectly plain velvet rug is being used a great deal for country living rooms and bedrooms where the furniture is covered and the windows curtained with chintz; but in the long run nothing wears so well or gives so thorough satisfaction as the Oriental rug.

For the living room you will want rugs of a dark, restful tone, without large patterns. The large design jumps up in your face; you want to feel the general effect, rather than to see details in it. Do not definitely buy a rug at the store; get them to send it out on approval. It probably will look very different. Keep hunting till you get exactly what you want. The older, "used" Oriental rugs are softer than the new ones with fresh and staring colors; but do not get them too old or too thin; they wear out eventually like other things.

There is much swindling in the rug business! find some one whom you can trust, and get his advice. There are many good books about rugs; read a little on the subject—about the varieties of make and design. This will add greatly to the interest of the rug when you get it. A little story



More Evidence of CHIPMAN KNIT LEADERSHIP

in the

Pure Silk Hosiery Field

Made of Pure Thread Japan Silk—with close, firm, lustrous texture and *fashioned seam*—our JOAN OF ARC is easily one of the best-selling, popular-priced Pure Silk Stockings on the market to-day.

Has extra-deep hem, patented anti-run ravel stop, double reinforced sole and toe, and high-spliced heel—all of finest mercerized yarn. Beautiful. Long wearing. A truly exceptional value.

A full line of colors---packed in quarter-dozen boxes.

**Sold through
Wholesalers Only**

(as with all Chipman Knit Silk Hosiery)

Never Otherwise

Chipman Knitting Mills
EASTON, PA.

Manufacturers of
Chipman Knit Silk Hosiery

Grand Rapids Dry Goods Co., Wholesale Distributors

about this particular rug or that one is a good thing to have on hand when conversation lags.

Do not expect to get something for nothing. A cheap rug is vexation: a good one a lasting satisfaction.

As for arrangement in the room: avoid the cat-a-corner effect so popular in many homes. It puts the whole room askew. Walking into some living-rooms I have had the feeling of walking into a large-scale Chinese puzzle. The best arrangement is parallel with the walls, unless there is a diagonal corner closet, in which case you can lay a rug in front of that.

Another word to the wise If your floor is waxed and slippery, do not put a little "shin-plaster" rug in front of the door. If you do, some guest in making his polite adieux certainly will suffer in his dignity—if he doesn't sprain an ankle—or the maid with a full tea-tray will come to grief right there.

The modern style in bedrooms is to have but few rugs, yet to have those of the best quality and matching the furniture. Rag rugs are charming in the bedroom and not very expensive, even if you have them made to order in the same color as your painted bedroom set. You can save a great deal of money and have the satisfaction of doing part of the work yourself if you provide your own rags. Hunt up all the old scraps of cloth you have in the house cut or tear them into strips about an inch and a half or two inches wide and sew them into one long strip, which may be rolled into a ball. The children love to help in this work. Then hunt up a weaver, tell him how you want the rug made, and in a short time it will be on your bedroom floor. If you don't know of a weaver the buyer at your favorite department store can probably tell you of one.

Perhaps you and your children can even make an old-fashioned braided rug yourselves. Our grandmothers did it and thought nothing of it. Some day I shall tell you how. It is really easy, is fascinating for rainy days, and answers the little folks' eternal question: "Mother, what shall we do now?"

Never think that the floors are not a part of the decorative scheme of your house. If they are not it is your own fault. Verily, the floor is the groundwork of the room!

Prudence Bradish.

[Copyrighted, 1919.]

What Constitutes Actual Cost.

Lansing, Dec. 2—There has arisen throughout the country a question that is of vital importance to the retail merchants and which should be clarified to consumers in a manner that will forever make plain the question of just what an article of merchandise costs the retailer in the final analysis.

As the matter now stands, it leaves the merchant in an unenviable and false position in the eyes of the consumer.

The amount paid for an article in the market is not the full and complete cost of that article to the merchant any more than the cost of the seed is the cost of the harvested crop to the farmer. For instance, a farmer purchases 15 bushels of potatoes in the Spring at an expense of \$20,

plants them upon an acre of ground, harvests 100 bushels and sells them for \$250, and the consumer concludes that the return of \$250 costs the farmer only \$20.

There is an expense of farming that must be added to the cost of the potatoes before the farmer can find seed is the cost of the harvested crop investment; and there must also be added the entire cost of buying and selling the merchandise before there can be a true estimate of the actual cost to the retailer. Many merchants have no fixed idea as to the actual cost of their merchandise.

I am asking the merchants of Michigan to give me the amount of their gross expense, based on their percentage of sales, for the fiscal years of 1917 and 1918. Your name will not be used in compiling the results. This is done so there will be current and standard information among the merchants as to the actual cost of each article of merchandise, so that if any of our members is called upon the stand to testify as to the cost of his goods, he may make a reply founded as nearly as possible upon facts as they are.

Jason E. Hammond.

Sec'y. Michigan Retail Dry Goods Ass'n.

So Good in Holiday Dainties!



Mapleine The Golden Flavor

Delicious in puddings and pudding sauces—in fruit and nut cakes frostings, dainty desserts.

It makes such good maple tasting homemade candies.

There's nothing better on crisp, brown waffles than Mapleine Syrup—instantly made at a 50% saving.

Do you have a good stock on hand? If not, order of your jobber or

Louis Hilfer Co.

1205 Peoples Life Bldg., Chicago.

Crescent Mfg. Co.

(M-490)

SEATTLE, WASH.

COLEMAN

(Brand)

Terpeneless

LEMON

and Pure High Grade

Vanilla Extracts

Made only by

FOOTE & JENKS

Jackson, Mich.

The Spirit of Unrest

Reaction from the stress of war, the High Cost of Living, and the disturbed conditions in industry throughout the world have combined to lower the morale of workers in many lines.

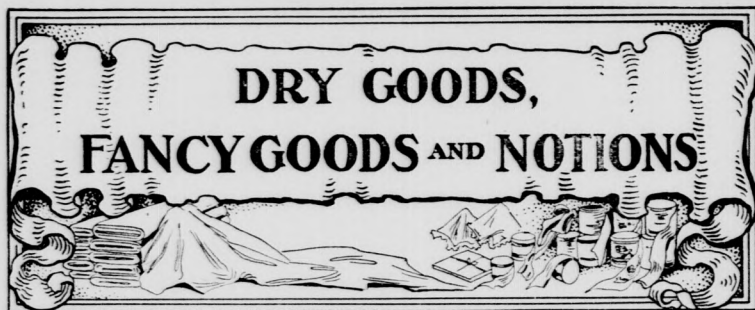
In the factory, in the mill, the high degree of pep and enthusiasm is lacking and production lags. Even domestic service has caught the contagion, as every housewife knows.

We think the claim none too broad that employees of the Bell System have been less affected by the spirit of unrest than the majority of other workers. Yet its effects have been felt and will continue to be felt until the world begins to swing back to normal.

The telephone management is doing all in its power to remedy conditions and restore service to pre-war standards. It asks the patience and co-operation of the telephone users.

MICHIGAN STATE TELEPHONE COMPANY





Michigan Retail Dry Goods Association.
President—D. M. Christian, Owosso.
First Vice-President—George J. Dratz,
Muskegon.
Second Vice-President—H. G. Wend-
land, Bay City.
Secretary-Treasurer—J. W. Knapp,
Lansing.

Some Views As To Soaring Prices.

If price were the only problem for buyers operating in the present market, the buying fraternity would consider themselves very well off. The merchandise situation, however, carries so many complexities with it that some of the oldtimers think it is cause for wonder why the S. R. O. sign is not hung outside the sanitariums of the country. Although the buyer's task has been lightened because the public seems willing to take almost anything in the way of wearables, there are dark hints made that the many difficulties thrown in the way of securing goods in many cases serve as an ideal means of obscuring the price issue. In other words, buying is made hard and harder than conditions warrant in order to put dust in the eyes of the purchaser and blind him to the fact that too much is being charged or that he is passing beyond the price level the public will countenance.

A Michigan buyer who has just returned from the opening of underwear lines for next fall was struck by what he described as the "highhanded methods of the sellers." Said he:

"There were lines waiting to put in their orders for merchandise that won't be delivered for almost a year to come. When you consider the terms on which these goods are sold and the manner of selling them it makes you think that a vendor of nerve tonic could do a rush-order business in those selling offices. First of all, we have to pay our bills in January. That makes us take the risk if there should be any decline between now and next fall, which gives plenty of time for any shake-down that may happen. But the minds of the buyers are taken off this possibility by other kinks in the purchasing problem. One of the most important of these is that the buyer gets no opportunity to specify what he actually wants. For instance, I had to buy twenty-four dozen union suits in order to get one dozen of the kind I wanted. In another case, I wanted only part of a suit and had to take the entire suit, although these articles are put up and marketed separately.

"This kind of regulation and, in fact, all the allotments and restricted assortments being enforced these days merely hide the fact that prices are unreasonably high and that many sellers want to blind their customers

to the risks of buying and carrying such high-priced merchandise."

The situation from the viewpoint of another merchant, whose store handles clothing and men's furnishings, has reached such a hopeless stage that he promises to "shut up shop and clear out," if conditions continue in their present state.

"When prices began their advance," he said, "and it was indicated that the demand instead of dropping off was to be greatly increased, the retail trade was overjoyed with the prospect. A rising market always satisfies the dealers because conditions must be good to warrant such a market. As time went on, however, the retailers began to grow anxious over the way prices kept rising and quality kept declining. The movement has reached a point where good responsible dealers are very dissatisfied. In my own case I would rather close up shop and get out of business than sell the kind of merchandise at the prices I have to get.

"Take the case of the clothing I handle. To-day wholesale prices are beyond those I am getting for the same goods, and it is impossible to get merchandise no matter what you pay. The manufacturers seem to be just as badly off as we are. If we were getting a better quality of clothing for the prices we have to pay, things would not be so bad, but every shipment coming in shows some artifice used to reduce the cost of manufacture. A recent shipment of trousers, for instance, had the waist seam bound with cloth put on by a machine instead of the usual felling, which is done by hand and consequently costs more. The manufacturer told me that he was unable to get fellers.

"From the information I am able to gather from the manufacturers the present trouble is largely due to two causes. One is the bidding for labor, which means a constant shifting of the workmen from one shop to another where the wages are better, and the other is the bidding for merchandise.

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.

Rush Holiday Orders

For your Christmas trade; such as Ladies' and Gents' Neckwear, Mufflers, Ribbons, Dolls, Sweaters, Toys, Garters, Arm Bands, Booties and Jackets and Xmas Trimmings will receive our most careful and prompt attention. Many of these are packed in special holiday boxes.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

To Dealers Only

Write for our latest
SPECIAL CATALOGS
No. M. T. 1919

John V. Farwell Company
CHICAGO

Wholesale Dry Goods &
General Merchandise

Don't Overlook Spring Hosiery

"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

"While the manufacturers continue to consider labor at a premium and give in to every demand, it seems to me there is no hope that conditions will improve in the industry. And, again, while the clothing jobbers are allowed to operate in an unscrupulous manner, taking merchandise away from retailers who have already contracted for it, there is bound to be a disagreeable state of affairs.

"But all these factors have created a false situation. Just because merchandise is sold two or three times where it was sold once in former years is no reason for figuring that the demand is just that much larger. The easy way labor is able to get advances, the resale of merchandise that belongs to some one else, the allotments and open prices are all evils that should be wiped out by concerted action of the manufacturers and retailers in order to keep prices from soaring to points where the public will refuse to buy. I believe that all of these things I have mentioned are calculated to prevent retail buyers from considering whether the price levels already reached are not beyond those which the consumer will countenance."

Demand for Wool and Woolens.

As the dates approach for the resumption of public sales of wool, dealers and other factors in the trade show increased optimism. The great drought in Australia which has resulted in destroying many flocks of sheep can have no effect, of course, on the large quantity of wool now on hand, but means that the latter will not be added to in the amount it should in due course. A great deal of fine and half-blood wool in this country has been taken by the mills and much of it has been worked up into fabrics of the better kind for which the demand has been so great. The consumption of wool in the domestic mills last month aggregated about 69,000,000 pounds, grease equivalent, which is the largest quantity used by them in any month since May, 1918. About 10 per cent. of the amount was used for carpets and 52 per cent. out of the remaining 90 per cent. was of the fine or half-blood wool. This shows distinctly the trend of the fabrics produced. The figures also make it clear that there must be some mistake about the repeated assertions of a reduction of production and a consequent lack of cloths. Tomorrow the auction sales of colonial wools will be resumed in London. Those by this Government will begin at Boston a week from Tuesday. It is freely predicted that high prices will prevail at both of them, especially for the better classes of wool. No especially new feature marks the goods market here. The offerings for the next heavy weight season are expected soon, and the cutters-up are trying to advance the dates of any openings there may be, although the allotment system is believed to be the method that will again be resorted to.

Brevity is said to be the soul of wit, but the man who is short doesn't feel funny.

Cotton Prices and Cotton Fabrics.

What happened in the cotton markets during the past week only made stronger the general impression that the peak of prices has been passed, and that what records had been made are not likely to be reached again during the next eight months. Great hopes are still based on a larger foreign demand, especially from Germany, as soon as the Peace Treaty is out of the way and arrangements can be made for financing purchases. But experienced men are not relying much on Germany as a factor. It is recalled that, even in normal times, that country was not as large a purchaser of American cotton as the export figures seemed to indicate, many of the shipments of the same being re-exported. Then, too, German manufacturers have the knack of being able to use to advantage the lower grades of cotton, and of these there happens to be a very large quantity over here. It is rather noteworthy that there has been lately quite a demand down South for some of the poorer and off-color cotton. The goods market continues quite a problem. Prices are fairly well upheld at their high levels, and, when the mills are not disposed to let go of fabrics, there seems to be enough of them available in second hands. All this betokens that the speculative element is as much in the market as ever. Colored and printed goods continue in demand under the stimulus of reports of scarcity of such fabrics. Knit goods, including hosiery, remain in an exceptionally strong position because of the insistence of buyers.

Newest In Millinery.

There is a rumor in authentic millinery style circles that coral and turquoise hues are going to have a successful season during the coming spring and summer, according to the bulletin of the Retail Millinery Association of America. Particularly will these models be favored for sports wear, it says. The bulletin goes on:

"One of the newest effects achieved in gold and silver cloth is a watered finish applied to the cloth. This is called moiré tissue cloth, and in some of the high-class places has been made up into very attractive evening models.

"Brim of maline are becoming steadily more popular. They are now seen on solid maline models for dress wear or topped with a crown of satin. Invariably gold thread appears somewhere on the brim, which may be made on soft lines of three or four thicknesses or, as in the more popular-priced lines, of single and double layers scantily shirred. Embroidered malines are well thought of, too, and make very nice dress hats. Large dress shapes on the sailor and mushroom orders often make use of embroidered motifs on the crowns. Sometimes the same motifs are seen on the brims."

You can't hold your customers on the basis of few sales and large profits. The way to a successful business is through many sales and smaller profits.

Present and Future

Many merchants are wondering about the present situation and what is likely to happen in the future. One person's guess is just as good as another's, but perhaps a short statement of facts would help. Many predictions are based on a person's own viewpoint, rather than on all the facts, but we will try to avoid this error here. For instance, a salesman who just returned from Europe told us the other day that it was perfectly safe to buy everything we could get for the next five years. That is what we mean by seeing things from only one viewpoint. He was looking at the market only from the point of selling goods.

We find that another error in looking at the market is to consider it as a whole. Just as in our economic life, so in the Dry Goods market there are many conflicting currents and inequalities. Some merchandise has risen in price out of proportion to others. The output of certain merchandise has been curtailed, while on others it may not have been curtailed nearly so much or even increased. The demand, also may have fallen off or increased, hence when you are ready to buy merchandise you should buy, based on your knowledge of the facts in relation to that particular item of merchandise and not with regard to the entire Dry Goods market.

Another caution which we desire to give you at this time is not to listen or pay any attention to the wild predictions of some salesmen who use present conditions as a club to scare you into buying more merchandise than your judgment dictates. Contrary to some of the predictions, there has always been merchandise and probably will be—so long as this world goes on. You may have to pay a little more later on, but REMEMBER THAT THIS IS NO TIME TO SPECULATE. BUY AS YOUR TRADE DEMANDS. DON'T FORGET THAT WHEN YOU BUY AT THE PRESENT LEVEL OF PRICES FOR A RISE IN THE MARKET YOU HAVE AT LEAST TWO CHANCES TO LOSE FOR EVERY ONE THAT YOU HAVE TO GAIN.

From such facts as we can gather the present standard of high prices is due to four factors which you all know about and which you all knew about and which can be stated briefly:

- 1 ABNORMAL FOREIGN DEMAND as evidenced by our large foreign trade balance of \$4,000,000,000, where it used to be \$500,000,000.
- 2 ABNORMAL DOMESTIC DEMAND on account of replenishment buying after the war and extravagant purchases by those who are getting three times the wages they got before the War and who do not realize the necessity for saving. When business recedes to normal the lagrest part of this purchasing power will be gone.
- 3 FIVE PER CENT. DECREASE IN PURCHASING POWER OF AMERICAN DOLLAR, due to financial conditions the world over, including increases in paper currency and inflation of credit based on same.
- 4 LOSS IN PRODUCTION due to man-power lost in the war and indifference of workers generally to the necessity of giving "an honest day's work for an honest day's pay."

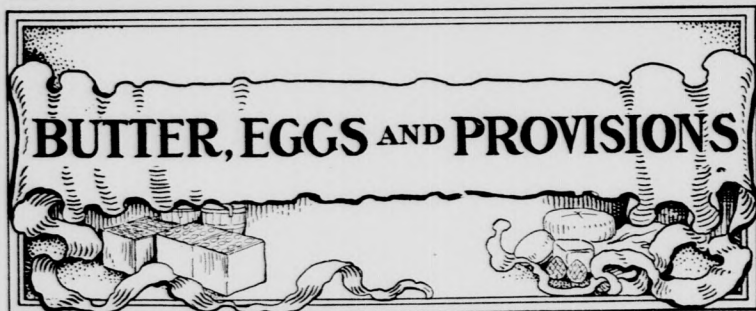
Analyzing all of these factors leads us to guess that you are fairly safe in buying for the next few months, but not very much further.

In conclusion, there is one other factor to which every good merchant should give careful thought. Most merchants have made good profits; but war taxes have taken 50 per cent. or more of the profits, with the result that their original capital and profits, in the meanwhile, and, in some cases, additional capital are tied up in merchandise and if a slump were to come, they would have nothing for their work for the past few years. It therefore pays to watch your financial status very carefully, as what looks like profits now may not be profits later on.

Very truly yours,

C. J. FARLEY, General Manager.
GRAND RAPIDS DRY GOODS CO.

P. S. We are neither pessimistic nor optimistic. We think that the above statement of facts will be useful to you, irrespective of its influence on your determination to buy merchandise. We are partners with you and we want you to stay in business as long as we hope to. You can rest assured that we will always co-operate with you in anything that relates to your welfare. We are following the policy of buying right and selling right, so as to move the merchandise as fast as possible. I have visited a great many stores lately and have noticed that a great many merchants are not paying enough attention to moving the merchandise that is not moving. Now is the time for you to get your House in order. If, at any time, we can be of any assistance to you, do not hesitate to ask us for such advice or assistance as we can give.



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.

Cool Weather Helping Florida Fruit.

Orlando, Fla., Nov. 28.—The orange crop in Central Florida has shown considerable improvement in color during the past week and, although the total yield will be smaller than the average, the abundance of production offsets the fear of blight, which was brought on by the dry weather during September and October. More than twenty cars of grapefruit and oranges were shipped this week from Winter Garden, which is rapidly becoming nearly as important a shipping center as Orlando. It is safe to say that almost twice that amount will be moved from there weekly until the peak of the season passes.

The citrus pickers and packers organized a union here a few days ago, but apprehension of trouble seems to have passed. The shippers set their foot down against the idea of closed shop methods and from all appearances have won out in their contention.

During the week the officials of the Atlantic Coast Line Railroad joined local shippers in a demonstration to determine upon the full capacity of refrigerator cars. It seems that the car shortage, coupled with the practice of sending cars away not loaded to full capacity, has been a hardship against the industry in Florida this season. After the demonstration, which was conducted by more than a score of shippers and railroad officials, it was determined that at least 500 boxes could be shipped in the same car which has heretofore only carried 360 boxes.

The real estate boom in Central Florida, based upon the productivity of the land for citrus fruits, has gained great impetus this year. In some cases it has been overdone, according to conservative business men, but those who share a more optimistic view of the future of Central Florida as a citrus fruit center, declare that \$1,000 an acre is cheap for fertile citrus land. Aside from the value of the soil for citrus growing, spring truck is becoming an important feature in Central Florida.

Present citrus prices are not up to the expectations of shippers, but the outlook, as they interpret it, is favorable and the low prices have not checked the activities of all engaged in the citrus industry.

The Florida Fine Fruit Co. has been shipping Parson Browns and grapefruit quite heavily recently and say that results are very satisfactory. Fruit has not colored up very much in this district until the last week or ten days, during which there has been some cold weather. F. L. Skelly, sales manager of the company, says his belief is that the oranges in the State will now show 50 per cent. or better color; grapefruit 75 per cent. to full color. He considers the quality excellent. He does not believe there will be any more fruit shipped out of this State than last season.

Both oranges and grapefruit are running generally to small sizes, but there is a possibility that grapefruit may increase in size from now on.

Storage Eggs That Won't Grade.

Chicago, Nov. 29.—There was never a time when there was such a small volume of fresh eggs on this market. Last week about 12,000 cases of eggs were posted here. Prices of fresh eggs steadily advanced but business in storage stock is very unsatisfactory, a principal reason being the poor quality of held eggs.

The average quality of eggs in storage now is the poorest known in years. The grading was so careless when eggs were plentiful and the stock rushed to the coolers without any reference to quality, that it is safe to say that only a small quantity of quality eggs will come out of storage.

One big operator here examined fifty cars recently and out of this lot only four cars graded sufficiently to go on the market. For several years there has been carelessness about grading, but this year is the worst. The advance on fresh eggs has been largely caused by failure to get the quality of storage stock. The April eggs now left in the coolers are badly graded, the Mays are poor, and the Junes are poorer than the Mays.

Leon Frank, the well-known New Orleans operator, who stored an enormous block of eggs here last spring, has been in town working day and night to move them. It is reported here that Eastern operators who have eggs stored here, are offering these for sale and are willing to shade the market considerable to move them.

Early Lettuce Crop Damaged.

Sanford, Fla., Nov. 29.—Due to a very late fall and lack of sufficient rains, the early lettuce crop was seriously damaged. There'll be no shipments of any consequence before Dec. 15. For the same reason the celery acreage has been cut in half. The present crop is very backward and will not begin to move before the middle of January. There will be very few carlots of other vegetables from this section before the first of the year.

Service Your Customers Appreciate

When you sell Fels-Naptha, you sell your customers service—that saves their hands, saves clothes, saves time and temper on washday. After a short trial

FELS-NAPHTHA SOAP

becomes "A Regular Service." The customer who finds her washday troubles disappearing will show her appreciation in ways profitable to you.

Fels &
Co.

Philadelphia,
Pa.



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 Railroad



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

M. J. Dark & Sons

Wholesale

Fruits and Produce

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

Grand Rapids, Michigan

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

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

The Specialty Salesman And His Functions.*

The specialty salesman, as we are wont to know him, is the man we employ as a go-between or, we might say, the connecting link between our house and those who distribute our product. His duties are to sell, and to create and maintain friendly business relations between the manufacturer and the distributor. He is in a sense one of the most important spokes in the wheels of industry; he must possess not only the ability to carry out the instructions of his employer and to send in orders, but he must be one capable of analyzing trade conditions and give to his employer information obtained from the distributors as well as information gathered from various other sources, relative not only to the trade he calls upon but the trade conditions in the territory which he covers. He is the medium through whom the sales executive plans and carries out the selling policy of his house.

There is one indispensable requirement in the relation of the specialty salesman to the merchant. The salesman's customer must have confidence in him. Once that is established their dealings reach a pleasant and what should be a mutually profitable stage. The successful salesman does business to-day on the basis of what he has to sell and through his ability to present it in an attractive way. The time has passed, and I hope forever, when the salesman conducted his trade on a social basis. Now it is a question of personality—not one of good fellowship. Merchants are busy men; they have but a few minutes to grant callers and no interest whatever in the salesman's opinion regarding domestic affairs and whether it rained in the last town on his route. The old days of entertaining and story telling with liberal orders to follow are no more. Salesmanship has become a science—a profession; an established entity in the science of trade.

Salesmen are learning more about their business every day and are coming to occupy a position of constantly increasing importance in the world of trade. The opportunities for the man who can sell merchandise are drawing a higher type of man to the vocation and the specialty salesman of to-morrow is going to be one of the best-equipped men in any line of trade. His ethics and methods are growing better all the time and his profession has assumed large significance in business affairs.

It was the specialty man and the specialty salesman who was one of the greatest factors in winning the world war. When the European Allies were backed to the wall by the hordes of uncivilized savages, the great specialist—America—was called in and that great military specialist—Foch—was placed in full command of the Allied armies—supported by such other great military specialists as General Pershing and his great army of American specialists.

When the nations of the world

*Address by F. D. Bristley, Vice-President, Royal Baking Powder Co., at annual convention American Specialty Manufacturers' Association.

were facing starvation, another great specialist was called in—Herbert Hoover—aided and assisted by such other specialists as Whitmarsh, Lichteny and Millard. And the world was fed.

When the world was threatened by a shortage of coal, another great specialist was called in—and Professor Garfield fueled the world.

When our great shipping industry was about to collapse, one of America's greatest specialty salesmen and organizers—Charles M. Schwab—was called in and the sound of the American riveting machine was heard around the world. Thousands of other great specialists, each in his turn, played many parts. And the war was won.

If it were my privilege, I would have the American Government place American specialty salesmen aboard every craft carrying the "Stars and Stripes" that entered foreign ports imparting American ideals and selling American goods in the farthest corners of the earth. What greater service could an American warship perform in its cruise to different shores than to land American specialty salesmen to extend the "glad hand of fellowship" and to cement the friendship of other nations with business relations? I would appoint as consuls to the ports of foreign nations none other than trained and qualified American specialty salesmen; and their reports would be accessible to every American manufacturer and producer.

The United States could well afford to maintain, in connection with every consulate office throughout the world sample rooms for American products.

The American specialty salesman is destined to become in finance, in commerce and in labor one of the world's greatest factors.

Good Poultry Trade at Boston.

Boston, Nov. 29—Poultry dealers had quite a satisfactory Thanksgiving trade. Receipts of poultry for ten days previous to the holiday were 33,758 packages as compared to 39,952 for the same time last year. There was a good brisk demand all week for turkeys. In spite of the prevailing high prices there was a good outlet for anything desirable. Choice young Western dry packed turkeys in boxes ranged 45@50 cents, with many lots commanding the outside figure and fair to good turkeys 40@50 cents. Barrel lots were 45@47 cents for choice and 40@42 cents for old birds. Northern turkeys sold 55@58 cents, with fair to good lots sliding down to 50 cents.

Weather was good and clear, although not as cold as desired. The quality of most shipments averaged high and there was not the usual kicking on this account. Chickens and fowls are scarce and meet a good demand. There is an especially active call for the larger roasting chickens and fowls. There was not much complaint over the edict regarding the sale of poultry with crops and entrails containing food.

Bowser Oil Storage Outfits keep oils without loss, measure accurate quantities. Write for descriptive bulletins

S. F. BOWSER & COMPANY, Inc.
Ft. Wayne, Indiana, U. S. A.

Grand Rapids Forcing Tomato

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

Reed & Cheney Company
Grand Rapids, Michigan

Salesbooks

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

THE MCCASKEY REGISTER CO.
ALLIANCE, OHIO

TAKING INVENTORY

Ask about our way
BARLOW BROS. Grand Rapids, Mich



Toilet and Bath



Bel-Car-Mo

Peanut Butter

By faithful, consistent advertising the word "Bel-Car-Mo" has come to mean Good Peanut Butter. It's a product with a reputation for goodness that the trade believes in. By displaying its attractive package in your store you are linking up with the advertising campaign which keeps it moving and that means a quick turnover—the secret of profitable merchandising.

Moore's Mentholated Horehound and Tar Cough Syrup

Not as good as the best—But—

THE BEST

THE MOORE COMPANY, Temperance, Mich.



WE ARE HEADQUARTERS
WHOLESALE

Fruits and Vegetables

Prompt Service Right Prices
Courteous Treatment

Vinkemulder Company

GRAND RAPIDS

:-:

MICHIGAN

A THOROUGHLY SAFE, SOUND INVESTMENT RETURNING 7% PER ANNUM

\$250,000 Worth of the 7% Sinking Fund Preferred Stock of the Valley City Milling Company of Grand Rapids, Michigan, a Company Organized and Operated Under the Laws of the State of Michigan, is Offered to Investors.

DESCRIPTION OF STOCK

Seven Per Cent Cumulative Preferred stock.

Preferred both as to assets and dividends.

Free from State Personal Property Tax and the Normal Federal Income Tax.

Seven per cent per annum cumulative dividends payable quarterly—January 1, April 1, July 1 and October 1.

Redeemable as a whole or in part after July 1, 1922, at the option of the Corporation at 102 and accrued dividend, on thirty days' notice up to July 1, 1949, at which time the issue is redeemable at par and accrued dividend, in accordance with the Michigan Statute.

REGISTRAR—OLD NATIONAL BANK, GRAND RAPIDS, MICHIGAN.

All legal details in connection with this issue have been approved by Messrs. Travis, Merriek, Warner and Johnson, Attorneys of Grand Rapids, Michigan.

THE PURPOSE OF ISSUE

Even before the burning of the Model Mill of the Valley City Milling Company on the 29th of September, 1919, both old mills of the Company, with a total capacity of 1,000 barrels per day, were not large enough to properly care for the firm's ever increasing business and the construction of a materially larger plant was absolutely necessary. After the loss of the Model Mill by fire immediate action was imperative.

Properties occupied by the former Model Mill and the present Valley Mill are not large enough, nor have railroad facilities adequate for expansion, so it was decided to buy a site with plenty of room and the best possible railroad facilities and concentrate all efforts under one roof in a modern fireproof, daylight mill of approximately 1,600 barrels daily capacity, for which capacity, as heretofore suggested, a market has already been developed.

SAFEGUARDS FOR THE INVESTOR

Net tangible assets of twice the amount of the preferred stock issued.

The Company carries at all times ample insurance to cover every contingency—Fire insurance on stocks and buildings; Use of Occupancy insurance covering the operation of the plants, and in addition \$200,000 Life insurance, \$100,000 each, on the lives of William S. and Fred N. Rowe.

No dividends may be declared upon common stock if there are any unpaid dividends on preferred.

A Sinking Fund of not less than twenty per cent (20%) of its annual net earnings after payment of preferred stock dividends shall be set aside annually, beginning with the twelve months period, ending June 30, 1922, which shall be used to redeem or retire preferred stock within three months from the close of the Company's fiscal year, either through purchase in the open market or by calling the stock by lot at the call price of 102.

The products manufactured are necessities for which there is a continuous and developed demand.

In event the Company should for any reason decide to go out of business and liquidate, the holders of preferred stock must be paid in full the par value of their stock, with accrued dividends, before any distribution may be made to the holders of common stock.

CAPITALIZATION

Preferred Stock, 7% Cumulative.....	Authorized \$500,000
Common Stock	500,000

**Of this amount \$200,000 of the previous issue is convertible and the balance, \$250,000, is now offered. The "Treasury Common"

After giving effect to this issue

**\$450,000	Treasury \$ 50,000
300,000	200,000

EARNINGS

The average net earnings of the Company for the past ten years have been several times the dividend requirements of the old issue of preferred.

Very conservatively estimated, the actual saving in operation of the new plant, compared with the old ones, will be more than sufficient to pay the dividend requirements on the entire authorized issue of Preferred.

The chief items on which large amounts will be saved are taxes, insurance, labor, demurrage and switching charges. The increased capacity will enable the Company to take care of a large volume of business already developed, and, undoubtedly, increase materially the net earnings of the Corporation.

MANAGEMENT

The Officers of the Company are:

William S. Rowe	President
L. E. Smith	Vice President
Fred N. Rowe	Secretary
Henry Hagens	Assistant Secretary
F. E. Martin	Treasurer

All of whom have been with the Company for more than 15 years. They are all young men, energetic and ambitious, who have grown up with the firm and who know the business thoroughly.

The Company's books are audited annually by certified accountants and accounts receivable are kept in an excellent condition, a special reserve fund of several times the annual credit losses being maintained.

The Company is about to enter its thirty-seventh year of activities, during which time it has not passed an interest or dividend date, nor failed to meet any obligations.

FINANCIAL STATEMENT

After giving effect to this issue of Preferred Stock, the sale of our Central Real Estate and the completion of the new plant, the Company's statement will be approximately as follows:

New plant and equipment	\$500,000
Net quick assets	400,000
Common stock	\$900,000
Preferred stock	\$300,000
Surplus and reserve	450,000
	150,000
	\$900,000

The plant and equipment will be of the very latest type of construction, fireproof throughout, thoroughly efficient in every way and on a new plant the depreciation is practically nothing for several years.

The quick assets are really quick assets, as flour, feed and grain are at all time marketable.

The Company, as you will note by the above statement, will have no mortgages or funded debts and no mortgage or liens may be placed upon the property without the consent of 75% of the holders of the Preferred Stock outstanding.

Good will, valuable trade marks, etc., solely the property of the Valley City Milling Company, are not carried on the books, but at the least calculation are worth in excess of \$100,000 in the open market. In fact, the name "Lily White Flour" is a household word throughout the entire state of Michigan and this brand alone is worth that amount without including the good will the Company has established by producing and marketing the very highest quality goods in their line and by the universally fair treatment accorded the trade.

PRICE AND TERMS OF SALE

Offered only in lots of 10 shares or multiples of 10.

Owing to building operations reservations may be made now and delivery taken at any time to suit your convenience prior to April 1, 1921.

\$10.00 per share and accrued dividend.

PARTIAL PAYMENT PLAN

As building operations on the new mill, elevator and warehouse will cover a period up to April, 1921, it is possible to offer preferred stock on a PARTIAL PAYMENT PLAN which places it within the reach of all.

We will be pleased to receive subscriptions for 10 shares or multiples of 10 shares—in other words, 10, 20 or 30 shares, etc., to be paid for at your convenience up to April, 1921, in amounts of \$10, or the multiples of \$10, such as \$10, \$20, \$30, etc.

You will be given a receipt for and credited with the amounts paid from time to time until \$100, \$200 or \$300, etc., has been paid, at which times Preferred Stock Certificates will be issued to you on the basis of \$10 per share and accrued dividend to date of issue.

You will be allowed interest on all money paid in at the rate of 7% per annum from the date of its receipt by us until the stock certificate is issued to you and check will be forwarded you for overage.

IMPORTANT

Up to this time there has not been a single share of the old issue of Preferred Stock sold or transferred at less than par and accrued dividend, and we can see no reason whatsoever why this condition will not prevail on the new issue.

By placing this issue direct, as we did the old one, we come in closer touch with stockholders, thereby being advised when they wish to add to their holdings, as well as when they wish to dispose of some, and this in itself is a big factor in maintaining the market.

67% of the old issue is owned by customers and employes of the Company.

In buying this Preferred Stock you will be investing in a Michigan concern, located and doing business in your state community, whose management and products you have the opportunity of knowing personally, whose reputation is not only above reproach, but stands among the very highest in the community, which reputation is bound to be maintained under any and all circumstances.

You will be investing your money at home, comparatively speaking; in an enterprise the records of which you will be at liberty to investigate personally at any time.

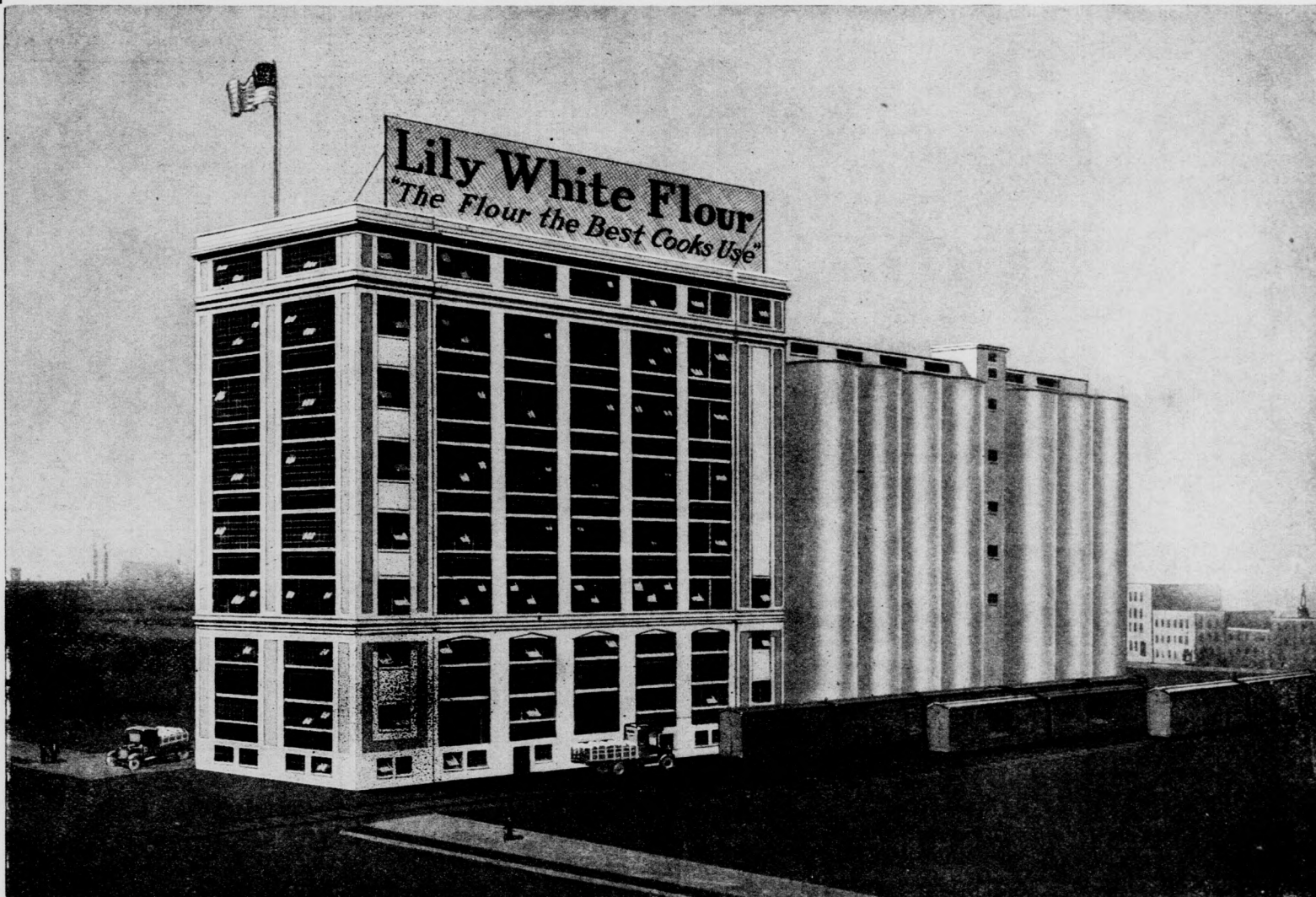
You will be investing in a firm whose business is already developed, whose management has proven successful; a firm that has never failed to meet an obligation; whose future prospects are even brighter than the past successes.

At the Special Stockholders' Meeting, called for the purpose of increasing the Capital Stock and deciding on building the new plant, over 95% of the capital of the Company was represented, either in person or by proxy, and there was not a dissenting vote. The first issue was very much oversubscribed, and from reservations already made by our present stockholders we anticipate a prompt subscription to this issue, and suggest you mail your order at once.

Any further information desired will be cheerfully given upon request.

VALLEY CITY MILLING COMPANY,

Fred N. Rowe, Secretary.



TYPE OF PLANT

This picture gives an idea of the proposed plant, to be of concrete, steel and glass construction, a fireproof, daylight mill, which will be located on a large plat served by three railroads.



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.

Do Not Be A One-Idea Man.

Some men think they are salesmen because they are successful in disposing of large quantities of one thing. They remind us of a Ford machinist who has specialized on rivet No. 276. The true salesman can sell anything. He will not allow himself to think there's a thing he can't sell. His self-confidence is superb. It isn't ego. It isn't a swelled head. It isn't a bloated conception of his abilities—not by a long shot. It's self-confidence under control.

There was once a man traveling for a well-known western wholesaler who ranked as a super salesman because of his enormous orders for two specific items. He had a large territory, and was known as a king-pin in every town. His opinion carried weight with the merchants of that district—a lot of weight—because he knew more about two big sellers than any other men his dealers had ever met.

Yet that man, that so-called super-salesman, was a Ford machinist. He was causing his sales manager more trouble than any two men on the big sales force of which he is a part, because he persisted in selling two items when he should have been pushing a hundred. Then his house put in automobile accessories. The super-man couldn't see it. He went on piling up business in his twin specialties, but not an order for an opening stock of accessories. Then his vacation month came along and while the specialist was on a fishing trip a cub salesman put automobile accessories into twenty stores in his territory.

That boy's boss was some sales manager. He didn't give the high strung, sensitive super-salesman the bawling out you or I might have given him. No, he just called him into the office and spread those twenty orders out on the desk and said, "Jim, if any one had told me a cub could go on to your territory and sell twenty dealers a line you apparently couldn't sell I would have laughed at him. You haven't landed a single complete order for this line in the year we've been handling it, and a cub from the office has cleaned up in your bailiwick. My first thought after those twenty shocks was to refuse you these commissions from your

territory; my second thought was to ask for your resignation, and Jim, my third thought is that if you have as much self-confidence in your ability to sell as I have in you, you're going to look at these orders and then go out and land enough business on this line to make them look mighty small.

"We have to buy goods here on our judgment. A bunch of salesmen pulling together and refusing to key up to the sales campaign on any item can make a buyer look like forty kinds of a fool. But, Jim, our sales force isn't unionized and doesn't pull black-jack stuff, and when each salesman works independently and most of them make a winning on a new line, they make the few who fail look mighty weak. If among the failures there happens to be a super-salesman, a man who has demonstrated his ability to sell, they make that man the more conspicuous in his failure.

"Now, Jim, I'm going to give you these commissions. You've been making great sales on your specialties, but you remind me of a bugler. You can get 'em up in the morning; you can call 'em to meals and you can blow taps; but, Jim, you've got a lip for a cornet, and with a cornet you can play anything.

"The one-man band would be O. K. of this was a one-track business, but it isn't. We are buying a hundred lines and if your selling effort fails to support us there's something wrong with either you or with us. The business on your two specialties comes easy, because you are confident of your ability to sell them. Now go out and show me that you have the will-power and the self-confidence to sell all our line."

That day marked the end of the super-man and the birth of the salesman. That year Jim jumped his sales fifty per cent. and his standing with the house went up proportionately.

Whatever is new, whatever is different, whatever is change in business, challenges in the sales force that divine heritage commonly known as self-esteem, and as it makes contact with those attuned to the times, as it strikes the responsive chord in men, so will they measure up in the test and to its opportunities.

One way to keep a body from becoming a busybody is to keep a body busy.

SAVE MONEY by insuring in the
Michigan Mercantile Fire
Insurance Co.
 Mich. Trust Bldg. Grand Rapids, Mich.

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

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

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

OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS
The Tisch Line Co.
 237-239 Pearl St. (near the bridge) Grand Rapids

 **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.

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 GRAND RAPIDS, MICHIGAN

New Hotel Mertens
 GRAND RAPIDS

Union Station
 ROOMS
 WITHOUT BATH \$1.25
 WITH BATH (shower or tub) \$1.70
 MEALS 65-70 CENTS



CODY HOTEL



IN THE HEART OF THE CITY
 Division and Fulton

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

CODY CAFETERIA IN CONNECTION

Bottom Facts From Booming Boyne City.

Boyne City, Dec. 2.—We note that Charlevoix county came in for its share of attention from the grand jury that put the whole Republican organization of Michigan in the lime light, in the person of the Hon. J. M. Harris, than whom there is no squarer patriot nor purer gentleman in the country.

We are wondering who supplied the money for the creation and distribution of all the fine campaign literature that came to our desk in behalf of Henry Ford and who paid for the time and expenses of the very interested parties who were working in the interest of the Democratic candidate; also why the astute sleuths from Washington were not put upon the trail of the sponsors and promoters of his campaign.

W. A. Sack (Sanitary Market) had, as always, a fine display of Thanksgiving poultry. He has recently installed a display lighting outfit that sets off his offering to the public in fine shape. Don't know whether it tasted any better, but it certainly looked most tempting to the passer-by.

William H. White, of Vancouver, B. C., was a visitor in town last week. Don't know what he was here for, but there is always something doing when he is around.

Some storm that ushered in the real winter! However, Boyne City seems to have escaped very largely the serious trouble that was experienced further South.

Maxy.

The Tradesman's correspondent is evidently "not wise" to the exact situation. Henry Ford or his friends undoubtedly violated every law ever enacted to protect the purity of the ballot, but Henry Ford happens to be the especial pet of the administration and is alleged to have agreed to contribute \$5,000,000 to the democratic campaign fund in return for President Wilson's finding a way to keep Edison out of the war. Furthermore, any investigation of the Ford campaign might disclose the fact that the Federal Labor Department sent fifty trades union organizers into Michigan to work for the candidacy of Henry Ford at a cost of \$50 per head per day—all paid for by the people. It would not do to precipitate any disclosures of this character, because it would place the administration in a more unfavorable light before the people than the administration seeks to throw on the Newberry campaign.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 2.—The steamer Elva, of the Arnold Transit Co., made her last trip for Detour Saturday, leaving much freight left over that must now be carried overland, much to the dissatisfaction of the Detour merchants, who have had to put up with the unreliable railroad freight service in order to get shipments here in time for the last boat. This kind of service will raise the H. C. L. considerable for the Detourites.

Nelson Hall, one of our prosperous druggists, holds the record of his large hunting party this year. Nels shot two deer within two minutes, thereby supplying the camp larder with fresh meat during the stay. Joseph France, also a member of the same party, got a prize buck actually weighing 213 pounds dressed.

If the coal supply ties up all of our industries, our radicals can die happy and hungry.

George Kitchen, who a short time ago purchased from Charles Shilling

the hotel business, in addition to his restaurant, has been making numerous changes and is now equipped to care for his large, increasing business better than before.

Five bodies from ill-fated steamer Miron that was wrecked on Lake Superior last week have been brought to the Soo. Only three have been identified, as being those of William Lyons, first mate, of Marine City, Louis Bastian, second engineer, of Saginaw, and Michael Shea, ordinary seaman, of Tonawanda, N. Y. One of the men who has not as yet been identified is described as being five feet five inches in height, weighing about 145 pounds, with dark gray mustache and with tattoo marks on his arms, hands, breast and stomach. He is about 40 years old. The other man is light complected and about 25 years old. A cigar cutter with initials "E. R. D." was found in his pocket.

The Upper Peninsula Development Association is doing much to advertise Cloverland in its publicity campaign for 1920, which it expects will surpass any previous efforts. This season's record of 12,000 new settlers in the Upper Peninsula was a record breaker, but we are not satisfied, as it should have been more.

Now that Palmer controls the country's food supply, we may expect some very encouraging promises.

T. J. Lucas, one of Brimley's leading merchants, spent Sunday in the Soo.

Sam Kristelis, of the American candy store, has left with his wife for an extended visit to his old home in Greece, where he expects to find many changes since the war.

Chester Moran, superintendent of the News Job Printing Co., expects to leave for Boston in the near future to join his wife and son, who have preceded him, and make Boston his future home. He will be greatly missed, as he was one of the Soo's best known citizens and has a host of friends who will regret his departure, but wish him every success in his new location.

Clarence Tapert has accepted a position as specialty salesman with the Cornwell Co. He makes his first trip over the territory next week.

Now that the embargo is lifted, you can import Canadian wheat if you are careful not to include Canadian rye.

William G. Tapert.

Labor and Capital Must Give and Take.

Kansas City, Dec. 1.—The truths of the labor and capital situation may be stated briefly.

Labor is the power to gather the fruits of strength and time. The savings of labor, however small, become capital.

The savings from capital is increased power to engage more labor, to create more savings, more capital.

Labor and capital bring nothing permanent unless backed by common sense, co-operation and justice.

Both must give and take according to their just positions.

The knowledge of what constitutes justice only can be gained by intelligence, learning and experience.

The active distributors of capital are laborers, only in a different sense than laborers, as commonly used, and become capitalists from the savings thereof.

Without labor, capital would perish; without capital, labor would perish.

Therefore, common sense, co-operation and justice should prevail on both sides and, above all, patience and order, respect for the American Government, reverence for the flag and a full appreciation of the blessings of independence and liberty gained through the observance of law and order.

Joseph Meinrath.

Smites the Hand That Made It.

Sturgis, Dec. 1.—I am enclosing herewith a grocery price list distributed by the National Carbon Coated Paper Co., of this city. You will notice that these prices are so low that it is impossible for any legitimate retailer to meet them.

The above named concern manufactures grocers' sales books, automatic order books and account sales registers, used almost exclusively by retail stores, yet is so unfair and unjust as to open a retail store at its plant and sell goods at cost and, whenever possible, at manufacturers' prices in a deliberate attempt to put the retail grocers of Sturgis and the surrounding community out of business or, at least, to put them in bad with the community in general.

The retail merchants of Sturgis are not profiteers, nor are they considered as such. They have always been classed as loyal and patriotic and they are always willing to do their bit toward the betterment of their city. They consider it a dirty deal on the part of the National Carbon Coated Paper Co. and their contempt extends to any jobber or manufacturer who will sell this store.

If you should care to publish an article in your good paper relative to the National Carbon Coated Paper Co.'s misguided efforts to reduce the H. C. L., explaining the situation in its true light, it will be appreciated by your many retail friends in this community.

Sturgis Grocery Co.

The Tradesman has nothing but contempt for a concern which waxes fat on the patronage of the retail trade and then turns around and undertakes to destroy the legitimate retailer by taking advantage of its large capital in buying goods in quantities and doling them out in retail lots to consumers at cost or near cost. Any retailer who resents this sort of double dealing can show his resentment by refusing to use any duplicating books manufactured by this company or its allied concern, the Shelby Sales Book Co., Shelby, Ohio.

General Conditions in Wheat and Flour.

Written for the Tradesman.

The sale of flour direct to the consumer by the Grain Corporation has not influenced the values of choice brands of flour, and it is very apparent such offerings will not influence them, as choice grades of wheat, particularly the hard spring varieties, have reached new high points.

Dark Northern Spring sold at Minneapolis at \$3.23 per bushel for No. 1, and quite an urgent demand materialized even at this high figure.

It has been the opinion of many that hard winter wheat varieties would show a slight reduction in price, due to the fact there is quite a lot of wheat back in farmers' hands in the Southwest, but with hard spring varieties selling at such high prices, it is very evident any wheat being held back is going to be in mighty good demand, and will bring higher prices than those prevailing at the present time.

In fact mills have absorbed Red Winter offerings at an advance of from two to four cents per bushel from St. Louis. At Chicago offerings were very small and the market very strong. In fact, wheat prices in all markets are now higher than when

the Government started to resell from its accumulated stocks.

Of course flours have followed right along in the wake of wheat, and while there may be occasional slumps, choice grades of flour are a good purchase at present prices for the long pull.

Lloyd E. Smith.

Late News From the Celery City.

Kalamazoo, Dec. 2.—Owing to an enormous increase in the business of the Sherman candy shop, Frank E. Sherman has recently made arrangements for new quarters in the rear of the present shop for the manufacture of supplies.

D. L. Goodrich, the ever-popular sales representative of the Brooks Candy Co., of Grand Rapids, has recently acquired a new Nash sedan.

Grover B. H. Hall, West Main street grocer, left last week for Eastern points, where he met Grover, Junior. Together they attended the army and navy foot ball game at New York.

Dan. J. Beadle, grocer at 765 Portage street, has recently purchased a new Chevrolet touring car.

M. Bestervelt, proprietor of the Family market, at 114 and 116 West Main street, has purchased the building in which he has been located the past six or seven years and is making several important improvements.

B. F. Kahn recently opened a cash grocery at 525 West North street.

Rumor has it that Kalamazoo is to have a representative factory of one of the largest automobile concerns in the country and that a large block of stock for the enterprise has already been subscribed.

The second U. C. T. dancing party of Kalamazoo Council for the winter series was given at the Masonic Temple Saturday night and favorably attended, considering the inclement weather. It is hoped that the councillors and their families will turn out in good attendance to the pot luck supper to be given Saturday, Dec. 13, at which time two of the State councillors will pay us an official visit.

F. A. Saville.

Japanese Widow Worth Hundred Millions.

The richest woman in the land of cherry blossoms is Mme. Yone Suzuki, of Kobe, and she made all her reputed \$100,000,000 since the beginning of the war in copper, cotton and sugar, according to a report current here.

After the death of her husband, it seems Mme. Suzuki undertook the burden of conducting his store, although she didn't know a thing about it. She made good, is still owner of the store and wears a medal and a decoration from the emperor for stimulating export trade and commerce.

She exported Japanese camphor to Europe and later established a peppermint factory in Moji and bought the Kobe steel works, employing 600 men. She directs the final consummation of all transactions of a business that exports to every corner of the world, camphor, rice, flour, beans, copper, sulphur, coal, cotton, wax, oil, etc.

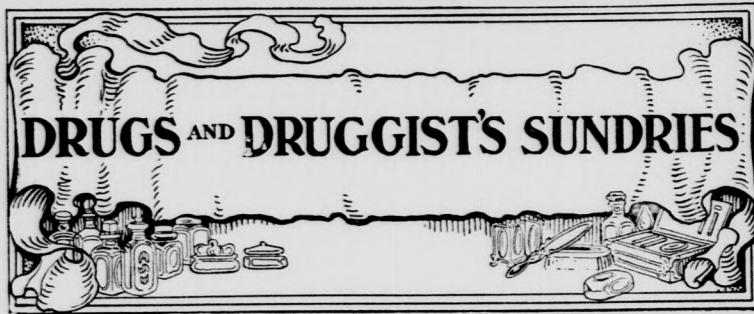
Before taking certain steps consult a dancing master.

Holland Mercantile Agency

Collections and adjustments anywhere in the State. Prompt personal attention to all claims. Prompt remittance. Members of the Commercial Law League and the Mutual Association of Mercantile Adjusters.

Holland Mercantile Agency,

Holland, Mich.



Michigan Board of Pharmacy.
President—H. H. Hoffman, Sandusky.
Secretary and Treasurer—E. T. Boden,
Bay City.
Other Members—C. S. Koon, Muskegon;
Geo. F. Snyder, Detroit; James Way, Jackson.

A New Form of Calomel.

A new method of preparing calomel in a bulky and therapeutically highly active form has been devised by Duret. In view of the importance attached to the use of calomel, in the shape of an ointment and also of hypodermic injections, his process and conclusions are of particular interest. The method is based on the following reactions: Sodium bicarbonate reacts with magnesium chloride to form sodium chloride and magnesium bicarbonate. Hydrochloric acid (liberated by the reduction of mercuric chloride) reacts with the magnesium bicarbonate thus formed to yield, again, magnesium chloride; simultaneously the mercuric chloride present is reduced to mercurous chloride. The details are as follows: A solution of

Sodium bicarbonate 6 grams
Pure glucose 10 grams
Distilled water 80 grams
is added to a solution of crystalline magnesium chloride, 7.5 in 20 grams of distilled water. This mixture is then added to the following solution, contained in a flask of 500 c.c. capacity:

Mercuric chloride 11.5 grams
Hydrochloric acid (33.65 per cent.) 10 drops
Distilled water 100 grams

Carbon dioxide is liberated, while mercurous chloride is precipitated in a very finely divided state. To complete the reaction, the flask is heated on a water-bath, with constant agitation until no more gas is evolved. It is then allowed to cool, filtered, and the precipitated mercurous chloride is washed with cold distilled water. This formula yields about 10 grams of calomel, in a form three times bulkier than the ordinary preparation. The amounts given must be strictly adhered to, as an excess of magnesium bicarbonate would yield magnesium carbonate mixed with the calomel; while an insufficient amount of magnesium bicarbonate would result in leaving unchanged a portion of the mercuric chloride. Tests which were conducted by the author showed that the calomel obtained by this method is ionized in water to a greater extent than the ordinary product (tested with diphenylcarbaid and sodium monosulphide), and for this reason its therapeutic activity is also greater. Experiments showed that this finely divided calomel, in the presence of

organic substances, was dissociated into metallic mercury in a state of extremely fine subdivision; consequently by this method it is possible to employ mercury in statu nascendi, thus assuring its rapid absorption. For its application as calomel ointment the author gives the following formula:

Precipitated calomel (obtained by above process) ... 10 grams
Crystalline magnesium chloride 10 grams
Sodium bicarbonate 7 grams
Thymol 0.15 gram
Camphor 0.35 gram
Glycerin of starch 15 grams
Arachis oil 15 grams
Anhydrous lanolin 20 grams
Distilled water 25 grams

The magnesium chloride, sodium bicarbonate, and water are mixed in a mortar, the precipitated calomel added, and then the glycerin of starch. Melt by gentle heat the anhydrous lanolin in 10 grams of arachis oil, add the thymol and camphor previously dissolved in 5 grams of arachis oil, and while liquid add the whole to the first mixture, and heat until a homogeneous ointment is obtained.

For the hypodermic injection of calomel the following formula is given:

Mercuric chloride 5.75 grams
Hydrochloric acid (33.65 per cent.) 5 drops
Glucose 5 grams
Sodium bicarbonate 3 grams
Crystalline magnesium chloride 3.75 grams
Distilled water 20 grams
Syrup to 100 c.c.

Dissolve in a flask of 200 c.c. capacity the mercuric chloride, by warming, in the distilled water to which the hydrochloric acid has been added, then add the glucose. Mix, in a porcelain capsule, the sodium bicarbonate with about 50 grams of syrup, add the magnesium chloride and mix. Now add the mixture to the contents of the flask. The capsule is repeatedly rinsed with small amounts of syrup, which are added to the flask. Shake and warm on a water-bath until the evolution of gas has almost ceased; allow to cool, and add sufficient to produce 100 c.c. This yields 5 grams of calomel (1 c.c. = 0.05 gram of calomel) in extremely fine subdivision, which keeps for a long time in suspension.

To avoid the pain which follows the injection of calomel, and which is due to the liberation of free hydrochloric acid, the following modification is employed:

Mercuric chloride .. 6.775 grams

Hydrochloric acid (33.65 per cent.) 5 drops
Glucose 5 grams
Sodium bicarbonate .. 8.65 grams
Crystalline magnesium chloride 10.5 grams
Distilled water 25 grams
Syrup to 100 c.c.
Of the above, 1 c.c. corresponds to 0.06 gram of calomel.

Took the Wind Out.

"Hear of Brownson's hard luck?"

"No. What was it?"

"Had a special sale advertised on a lot of electric appliances"—

"Yes!"

"Some one broke in the day before the sale began and stole all the electric fans."

"Tough luck!"

"Sure! Took all the wind out of his sales, as it were."

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

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  Good
Sign of 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

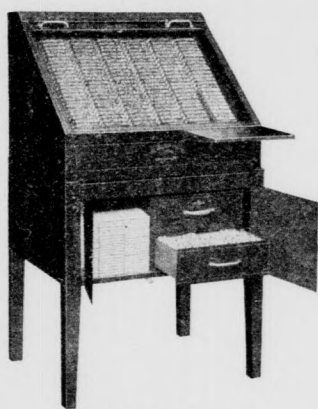
Geo. Washington Coffee

Tomato Bouillons

ORDER TO-DAY

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Would you rather ride in a *nice smooth, easy-going automobile* or in an *old-fashioned horse-drawn vehicle*? It wouldn't take you one minute to make your decision—would it?



150 Account Roll-top
Fire-proof Metzgar

Consider This Also

If you had an important engagement to fill, involving several hundreds of dollars—had a fifteen-mile drive before you and only a short time to make it in, you wouldn't take chances of letting the other fellow beat you out by using the slowest means of locomotion to get to the meeting place would you?

Perhaps you don't realize it but you are in a race with your competitors on every inch of the road of your business career and if you don't measure up to the situation with the most safe, accurate and rapid means of doing business you are going to let the other fellow outdistance you.

You can't do a 2 by 4 business and make money.

You must have volume.

You can't secure that volume needed only by following the lines of least resistance.

You must make it easy for your goods to be bought and delivered to your customers' homes.

But you must protect yourself against unnecessary loss in extending judicious credit, and the simple, safe way to do this is to install a Metzgar System.

Our catalog is free and gives full information.

We can also save you money on our complete line of duplicate and tripli-cate salesbooks.

Metzgar Register Co., Grand Rapids, Mich.

Dickinson's Popcorn

In Packages

SNOW BALL



40-1 lb. packages
per case

There is an increasing demand for good Popcorn in the home. Your customers will appreciate the quality of Snow Ball and Santa Claus—It pops—crisp, tender, sweet.

SANTA CLAUS



100-10 oz. packages
50-10 oz. packages



Packed by

THE ALBERT DICKINSON CO.
CHICAGO, ILLINOIS

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed ... 2 35@2 55	Capsicum @1 95	
Boric (Powd.) .. 16 1/2@ 25		Eigerson 15 00@15 25	Cardamon @1 50	
Boric (Xtal) ... 16 1/2@ 25		Cubebs 12 00@12 25	Cardamon, Comp. @1 35	
Carbonic 33@ 36		Eucalyptus 1 50@1 75	Catechu @1 50	
Citric 1 10@1 20		Hemlock, pure 2 00@2 25	Cinchona @1 80	
Muriatic 3 1/2@ 5		Juniper Berries 14 00@14 25	Colchicum @2 40	
Nitric 10@ 15		Juniper Wood .. 3 50@3 75	Cubebs @2 60	
Oxalic 31@ 40		Lard, extra ... 2 25@2 40	Digitalis @1 60	
Sulphuric 3 1/2@ 5		Lard, No. 1 ... 1 75@1 95	Gentian @1 20	
Tartaric 94@1 00		Lavender Flow 13 00@13 25	Ginger @1 50	
Ammonia		Lavender, Gar'n 1 75@2 00	Guaiac @2 65	
Water, 26 deg. .. 10@ 20		Lemon 2 25@2 50	Guaiac, Ammon. @2 40	
Water, 18 deg. .. 7 1/2@ 15		Linseed, boiled, bbl. @1 96	Iodine @1 50	
Water, 14 deg. .. 5 1/2@12		Linseed, bid less 2 06@2 16	Iodine, Colorless @2 00	
Carbonate 19@ 25		Linseed, raw, bbl. @1 94	Iron, clo. @1 45	
Chloride (Gran.) 17 1/2@ 25		Linseed raw less 2 04@2 14	Kino @1 35	
Balsams		Mustard, true, oz. @2 95	Myrrh @2 25	
Copaiba 1 00@1 20		Mustard, artihl, oz. @1 15	Nux Vomica @1 95	
Fir (Canada) ... 2 00@2 25		Neatsfoot 1 70@1 90	Opium @4 50	
Fir (Oregon) ... 50@ 75		Olive, pure 4 75@6 00	Opium, Camph. @1 25	
Peru 5 25@5 50		Olive, Malaga, yellow 3 75@4 00	Opium, Deodorz'd @4 50	
Tolu 2 25@2 50		Olive, Malaga, green 3 75@4 00	Rhubarb @1 80	
Barks		Orange, Sweet 4 75@5 00	Paints	
Cassia (ordinary) 45@ 50		Organum, pure @2 50	Lead, red dry .. 13 1/2@ 14	
Cassia (Saigon) 90@1 00		Organum, com'l 1 00@1 25	Lead, white dry 13 1/2@ 14	
Sassafras (pow. 70c) @ 65		Pennyroyal 2 75@3 00	Lead, white oil 13 1/2@ 14	
Soap Cut (powd.) 40c 30@ 35		Peppermint .. 11 00@11 25	Ochre, yellow bbl. @ 2	
Berries		Rose, pure 38 00@40 00	Ochre, yellow less 2 1/2@ 5	
Cubeb 1 75@1 80		Rosemary Flows 2 00@2 25	Putty @ 5	
Fish 90@1 00		Sassafras, true 3 00@3 25	Red Venet'n Am. 2 1/2@ 5	
Juniper 12 1/2@ 20		Sassafras, artifi'l 1 25@1 50	Red Venet'n Eng. 3@ 6	
Prickley Ash .. @ 30		Sassafras, true 3 00@3 25	Vermillion, Amer. 25@ 30	
Extracts		Sassafras, true 3 00@3 25	Whiting, bbl. @ 2 1/2	
Licorice 60@ 65		Sassafras, true 3 00@3 25	Whiting, 3 1/4@ 4 00	
Licorice powd. 1 20@1 25		Sassafras, true 3 00@3 25	L. H. P. Prep. 3 75@4 00	
Flowers		Sassafras, true 3 00@3 25	Miscellaneous	
Arnica 75@ 80		Sassafras, true 3 00@3 25	Acetanalid 70@ 85	
Chamomile (Ger.) 70@ 75		Sassafras, true 3 00@3 25	Alum @16 20	
Chamomile Rom. 1 00@1 20		Sassafras, true 3 00@3 25	Alum, powdered and ground 17@ 20	
Gums		Sassafras, true 3 00@3 25	Bismuth, Subnitrate 4 03@4 10	
Acacia, 1st 60@ 65		Sassafras, true 3 00@3 25	Borax xtal or powdered 9 1/2@ 15	
Acacia, 2nd 55@ 60		Sassafras, true 3 00@3 25	Cantharades po 2 00@2 50	
Acacia, Sorts 35@ 40		Sassafras, true 3 00@3 25	Calomel 2 27@2 35	
Acacia, powdered 45@ 50		Sassafras, true 3 00@3 25	Capsicum 38@ 45	
Aloes (Barb. Pow) 30@ 40		Sassafras, true 3 00@3 25	Carmine 6 50@7 00	
Aloes (Cape Pow.) 30@ 35		Sassafras, true 3 00@3 25	Cassia Buds 50@ 60	
Aloes (Soc Pow) 1 40@1 50		Sassafras, true 3 00@3 25	Cloves 67@ 75	
Asafoetida 4 50@5 00		Sassafras, true 3 00@3 25	Chalk Prepared 12@ 15	
Pow. @7 50		Sassafras, true 3 00@3 25	Chalk Precipitated 12@ 15	
Camphor 4 25@4 30		Sassafras, true 3 00@3 25	Chloroform 45@ 55	
Guaiac @2 25		Sassafras, true 3 00@3 25	Chloral Hydrate 1 70@2 10	
Guaiac, powdered @2 50		Sassafras, true 3 00@3 25	Cocaine 12 30@12 85	
Kino @ 85		Sassafras, true 3 00@3 25	Cocoa Butter 65@ 75	
Kino, powdered .. @1 00		Sassafras, true 3 00@3 25	Corks, Lst, less 50%	
Myrrh @1 40		Sassafras, true 3 00@3 25	Copperas, bbls. @ 03	
Myrrh, Pow. @1 50		Sassafras, true 3 00@3 25	Copperas, less .. 3 1/2@ 8	
Opium 10 00@10 40		Sassafras, true 3 00@3 25	Copperas, powd. 4 1/2@ 10	
pum, powd. 11 50@11 80		Sassafras, true 3 00@3 25	Corrosive Sublim 2 11@2 20	
pum, gran. 11 50@11 80		Sassafras, true 3 00@3 25	Cream Tartar 70@ 75	
Shellac 1 30@1 40		Sassafras, true 3 00@3 25	Cuttlebone 1 00@1 10	
Shellac Bleached 1 40@1 50		Sassafras, true 3 00@3 25	Dextrine 10 1/2@ 15	
Tragacanth 5 00@5 50		Sassafras, true 3 00@3 25	Dover's Powder 5 75@6 00	
Tragacanth powder @4 00		Sassafras, true 3 00@3 25	Emery, All Nos. 10@ 15	
Turpentine 15@ 25		Sassafras, true 3 00@3 25	Emery, Powdered 8@ 10	
Insecticides		Sassafras, true 3 00@3 25	Epsom Salts, bbls. @3 1/2	
Arsenic 13 1/2@ 20		Sassafras, true 3 00@3 25	Epsom Salts, less 4@ 10	
Blue Vitriol, bbl. @ 11		Sassafras, true 3 00@3 25	Ergot @5 75	
Blue Vitriol less 12@ 17		Sassafras, true 3 00@3 25	Ergot, powdered @6 00	
Bordeaux Mix Dry 18@ 38		Sassafras, true 3 00@3 25	Flake White 15@ 20	
Hellebore, White powdered 38@ 45		Sassafras, true 3 00@3 25	Formaldehyde, lb. 27@ 31	
Insect Powder .. 55@1 00		Sassafras, true 3 00@3 25	Gelatin 1 55@1 75	
Lead, Arsenate Po 32@ 49		Sassafras, true 3 00@3 25	Glassware, full case 58%	
Lime and Sulphur Solution, gal. .. 20@ 25		Sassafras, true 3 00@3 25	Glassware, less 50%	
Paris Green 46@ 52		Sassafras, true 3 00@3 25	Glauber Salts, bbl. @ 2 1/2	
Ice Cream		Sassafras, true 3 00@3 25	Glauber Salts less 3 1/2@ 35	
Piper Ice Cream Co., Kalamazoo		Sassafras, true 3 00@3 25	Glue, Brown 25@ 35	
Bulk, Vanilla 1 10		Sassafras, true 3 00@3 25	Glue, Brown Grd. 20@ 30	
Bulk, Chocolate 1 20		Sassafras, true 3 00@3 25	Glue, White 30@ 35	
Bulk, Caramel 1 20		Sassafras, true 3 00@3 25	Glue, White Grd. 30@ 35	
Bulk, Grape-Nut 1 20		Sassafras, true 3 00@3 25	Glycerine 28@ 42	
Bulk, Strawberry 1 30		Sassafras, true 3 00@3 25	Hops 85@1 00	
Bulk, Tutti Fruiti 1 30		Sassafras, true 3 00@3 25	Iodine 5 85@6 10	
Brick, Vanilla 1 20		Sassafras, true 3 00@3 25	Iodoform 6 90@7 20	
Brick, Chocolate 1 60		Sassafras, true 3 00@3 25	Lead, Acetate ... 25@ 30	
Brick, Caramel 1 60		Sassafras, true 3 00@3 25	Lycopodium 2 50@2 75	
Brick, Strawberry 1 60		Sassafras, true 3 00@3 25	Mace 85@ 90	
Brick, Tutti Fruiti 1 60		Sassafras, true 3 00@3 25	Mace, powdered 95@1 00	
Brick any combination 1 60		Sassafras, true 3 00@3 25	Menthol 16 00@16 40	
Leaves		Sassafras, true 3 00@3 25	Morphine 11 95@12 35	
Buchu @3 25		Sassafras, true 3 00@3 25	Nux Vomica @ 30	
Buchu, powdered @3 50		Sassafras, true 3 00@3 25	Pepper black, pow. 37@ 40	
Sage, bulk 67@ 70		Sassafras, true 3 00@3 25	Pepper, white @ 40	
Sage, 1/4 loose 72@ 78		Sassafras, true 3 00@3 25	Pitch, Burgundy @ 15	
Sage, powdered 55@ 60		Sassafras, true 3 00@3 25	Quassia 12@ 15	
Senna, Alex 1 40@1 50		Sassafras, true 3 00@3 25	Quinine 1 65@2 15	
Senna, Tinn. 30@ 35		Sassafras, true 3 00@3 25	Rochelle Salts .. 53@ 60	
Senna, Tinn. pow. 35@ 40		Sassafras, true 3 00@3 25	Saccharine @ 40	
Uva Ursi 25@ 30		Sassafras, true 3 00@3 25	Salt Peter 20@ 20	
Oils		Sassafras, true 3 00@3 25	Seidlitz Mixture.. 43@ 50	
Almonds, Bitter, true 15 00@16 00		Sassafras, true 3 00@3 25	Soap, green 20@ 30	
Almonds, Bitter, artificial 7 00@7 20		Sassafras, true 3 00@3 25	Soap mott castile 22 1/2@ 25	
Almonds, Sweet, true 1 75@2 00		Sassafras, true 3 00@3 25	Soap, white castile case @24 00	
Almonds, Sweet, imitation 75@1 00		Sassafras, true 3 00@3 25	Soap, white castile less, per bar @1 60	
Amber, crude .. 3 00@3 25		Sassafras, true 3 00@3 25	Soda Ash 4 1/2@ 10	
Amber, rectified 3 50@3 75		Sassafras, true 3 00@3 25	Soda Bicarbonate 3 1/2@ 10	
Anise 2 75@3 00		Sassafras, true 3 00@3 25	Soda, Sal 2 1/2@ 5	
Bergamont 7 50@7 75		Sassafras, true 3 00@3 25	Spirits Camphor @2 00	
Cajuput 1 75@2 00		Sassafras, true 3 00@3 25	Sulphur, roll 4 1/2@ 10	
Cassia 4 50@4 75		Sassafras, true 3 00@3 25	Sulphur, Subl. 4 1/2@ 10	
Castor 2 25@2 50		Sassafras, true 3 00@3 25	Tamarinds 25@ 30	
Cedar Leaf 3 25@3 50		Sassafras, true 3 00@3 25	Tartar Emetic 1 01@1 10	
Citronella 90@1 20		Sassafras, true 3 00@3 25	Turpentine, Ven. 50@6 00	
Cloves 5 00@5 25		Sassafras, true 3 00@3 25	Vanilla Ex. pure 1 50@2 00	
Cocanut 40@ 50		Sassafras, true 3 00@3 25	Witch Hazel .. 1 35@1 75	
Cod Liver 5 60@5 75		Sassafras, true 3 00@3 25	Zinc Sulphate 10@ 15	
Croton 2 25@2 50		Sassafras, true 3 00@3 25		

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Axle Grease Brick Cheese Barley Whole Cloves	Snider's Catsup
AMMONIA Arctic Brand 12 oz. 16c, 2 doz. box 2 70 16 oz. 25c, 1 doz. box 1 75 32 oz. 40c, 1 doz. box 2 85 Moore's Household Brand 12 oz., 2 doz. to case 2 70	Beans—Canned Red Kidney 1 35@1 45 String 1 35@2 70 Wax 1 35@2 70 Lima 1 20@2 35 Red 95@1 25
AXLE GREASE Mica, 25 lb. pail 1 85	Cheese Brick 38 Wisconsin Flats 35 Longhorn 37 New York 37 Michigan Full Cream .. 37
BAKED GOODS Loose-Wiles Brands Krispy Crackers 18 L. W. Soda Crackers .. 16 L. W. Butter Crackers .. 18 Graham Crackers 18 Fig Snl Bar 25 L. W. Ginger Snaps 18 Honey Girl Plain 25 Honey Girl Iced 26 Cocoanut Taffy 28 Vanilla Wafer 40 Subject to quantity discount.	Chewing Gum Adams Black Jack 70 Beeman's Pepsin 70 Beechnut 80 Doublemint 70 Flag Spruce 70 Juicy Fruit 70 Spearment, Wrigleys .. 70 Yucatan 70 Zeno 65
BLUING Jennings' Condensed Pearl Small, 3 doz. box 2 55 Large, 2 doz. box 2 70 Moore's Non-Freezing 4 oz., 3 doz. to case .. 2 55 8 oz., 3 doz. to case .. 3 75	Chocolate Caracas 41 Walter Baker & Co. 40 Caracas 40 Walter M. Lowney Co. 43 Premium, 1/4s 43 Premium, 1/2s 43
BREAKFAST FOODS Cracked Wheat, 24-2 4 60 Cream of Wheat 9 00 Pillsbury's Best Cer'l 2 90 Quaker Puffed Rice .. 4 85 Quaker Puffed Wheat 4 85 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 3 35 Ralston Purina 4 00 Ralston Branzen 2 20 Ralston Food, large .. 3 60 Ralston Food, small .. 2 60 Saxon Wheat Food .. 4 80 Shred Wheat Biscuit 4 50 Triscuit, 18 2 25	Cigars National Grocer Co. Brands Antonella Cigars, 50 foil 37 50 Antonella Cigars, 100 foil 37 50 Antonella Cigars, 25 tins 37 50 El Rajah, Diplomatic- cas, 100s 7 00 El Rajah, corona, 50 per 100 7 75 El Rajah, Epicure, 50 per 100 7 40 El Rajah, Epicure, 25, per 100 8 30 El Rajah, Ark, 50, per 100 7 30 El Rajah, President, 50, per 100 10 00 Gdir. Monarch, 50, wood, per 100 5 60 Odin, Monarch, 25 tin 5 60 Mungo Park, 2500 lots 69 12 Mungo Park, 1000 lots 70 81 Mungo Park, 500 lots 72 52 Mungo Park, less than 500 75 00 Mungo Park, 25 wood 75 00
Kellogg's Brands Toasted Corn Flakes 4 20 Toasted Corn Flakes Individual 2 00 Krumbs, 4 20 Krumbs, Individual 2 00 Biscuit 2 00 Drinket 2 60 Peanut Butter 3 65 No. 1412, doz. 1 80 Bran 3 60	Clothes Line Hemp, 50 ft. 2 50 Twisted Cotton, 50 ft. 3 25 Twisted Cotton, 60 ft. 3 90 Braided, 50 ft. 4 00 Braided, 80 ft. 4 25 Sash Cord 4 50
BROOMS Standard Parlor, 23 lb. 5 50 Fancy Parlor, 23 lb. .. 8 00 Ex. Fancy Parlor 25 lb. 9 50 Ex. Fey. Parlor 26 lb. 10 00	Cocoa Baker's 48 Bunte, 15c size 55 Bunte, 1/4 lb. 50 Bunte, 1 lb. 48 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 35 Epps 42 Hersheys, 1/4s 42 Hersheys, 1/2s 40 Huyler 36 Lowney, 1/4s 48 Lowney, 1/2s 47 Lowney, 5 lb. cans .. 47 Van Houten 1/4s 12 Van Houten, 1/2s 18 Van Houten, 1/4s 36 Van Houten, 1s 65 Wan-Eta 36 Webb 33 Wilbur, 1/4s 33 Wilbur, 1/2s 33
BRUSHES Solid Back, 8 in. 1 50 Solid Back, 11 in. 1 75 Pointed Ends 1 25	Coffee Roasted Bulk Rio 26@28 Santos 37@40 Maracabo 43 Mexican 43 Gutamala 42 Java 50 Mocha 50 Bogota 43 Peaberry 41
Stove No. 1 1 10 No. 2 1 35	Coffee Extracts N. Y., per 100 9 1/2 Frank's 250 packages 14 60 Hummel's 50 1 lb. 10
Shoe No. 1 90 No. 2 1 25 No. 3 2 00	Condensed Milk Eagle, 4 doz. 11 00 Leader, 4 doz. 8 60
BUTTER COLOR Dandelion, 25c size .. 2 00 Perfection, per doz. .. 1 30	Evaporated Milk Carnation, Tall, 4 doz. 7 50 Carnation, Baby 8 doz. 7 00 Pet, Tall 7 50 Pet, Baby 5 25 Van Camp, Tall 7 25 Van Camp, Baby 5 25 Dundee, Tall, 4 doz. .. 7 40 Dundee, Baby, 8 doz. 6 85 Silver Cow, Tall 4 doz. 7 75 Silver Cow Baby 6 dz. 5 40
CANDLES Paraffine, 6s 15 Paraffine, 12s 16 Wicking 40	Milk Compound Hebe, Tall, 6 doz. 5 90 Hebe, Baby, 8 doz. 5 60 Carolene, Tall, 4 doz. 5 50
CANNED GOODS Apples 3 lb. Standards @2 00 No. 10 @7 00	Confectionery Stick Candy Pails Horehound 28 Standard 28 Jumbo 29
Blackberries 2 lb. Standard No. 10 15 00	Mixed Candy Broken 29 Cut Loaf 29 Grocers 23 Kindergarten 32 Leader 28 Novelty 29 Premio Creams 40 Royal 28 X L O 27
Beans—Baked Brown Beauty, No. 2 1 35 Campbell, No. 2 1 50 Fremont, No. 2 1 35 Van Camp, 1/2 lb. 75 Van Camp, 1 lb. 1 25 Van Camp, 1 1/2 lb. 1 60 Van Camp, 2 lb. 1 80	Specialties Auto Kisses (baskets) 28 Bonnie Butter Bites .. 35 Butter Cream Corn .. 36 Caramel Bon Bons 34 Caramel Croquettes .. 32 Cocoanut Waffles 32 Coffy Toffy 33 Fudge, Walnut 34 Fudge, Walnut Choc. 35 Champion Gum Drops 27 Raspberry Gum Drops 27 Iced Orange Jellies .. 31 Italian Bon Bons 28 AA Licorice Drops 2 15 Lozenges, Pep. 30 Lozenges, Pink 30 Manchus 28 Manchus 30 Baskets 27 Nut Butter Puffs 32
CATSUP Snider's, 15 oz. 1 80 Snider's, 16 oz. 2 85 Royal Red, 10 oz. 1 35 Nedrow, 10 1/2 oz. 1 40 Nedrow gal. glass jar 11 60	Farinaceous Goods Beans Med. Hand Picked 9 California Limas Brown, Holland 8

COCOANUT	COOKING COMPOUNDS	Hooks—Kirby
1/4s, 5 lb. case Dunham 46 1/4s, 5 lb. case 45 1/4s & 1/2s, 15 lb. case 45 6 and 12c pkg. in pails 4 75 Bulk, pails 40 Bulk, barrels 38 24 8 oz. pkgs., per case 5 30 48 4 oz. pkgs. per case 5 40	Mazola Pints, tin, 2 doz. 8 50 Quarts, tin, 1 doz. .. 8 00 1/2 Gal. tins, 1 doz. 15 25 Gal. tins, 1/2 doz. 14 80 5 Gal. tins, 1/2 doz. .. 22 00	Size 1-12, per 1,000 84 Size 1-0, per 1,000 96 Size 2-0, per 1,000 1 15 Size 3-0, per 1,000 1 37 Size 4-0, per 1,000 1 65 Size 5-0, per 1,000 1 97
COFFEE ROASTED	COUPON BOOKS	Sinkers
Rio 26@28 Santos 37@40 Maracabo 43 Mexican 43 Gutamala 42 Java 50 Mocha 50 Bogota 43 Peaberry 41	50 Economic grade .. 2 25 100 Economic grade 3 75 500 Economic grade 17 00 1,000 Economic grade 30 00 Where 1,000 books are ordered at a time, special- ly printed front cover is furnished without charge.	No. 1, per gross 65 No. 2, per gross 72 No. 3, per gross 85 No. 4, per gross 1 10 No. 5, per gross 1 45 No. 6, per gross 1 85 No. 7, per gross 2 30 No. 8, per gross 3 38 No. 9, per gross 4 67
COFFEE ROASTED	CREAM OF TARTAR	FLAVORING EXTRACTS
Package Coffee New York Basis Arbuckle 40 00	6 lb. boxes 65 3 lb. boxes 66	Jennings D C Brand Pure Vanilla Terpeneless Pure Lemon
COFFEE ROASTED	DRIED FRUITS	Per Doz.
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Apples Evap'd, Choice, blk .. 22	7 Dram 15 Cent 1 25 1 1/2 Ounce 20 Cent 1 80 2 Ounce, 35 Cent 2 70 2 1/2 Ounce 35 Cent 2 85 2 3/4 Ounce 45 Cent 3 10 4 Ounce 55 Cent 3 20 8 Ounce 90 Cent 5 50 7 Dram Assorted 1 36 1 1/2 Ounce Assorted 2 00
COFFEE ROASTED	Apricots	Moore's D U Brand
N. Y., per 100 9 1/2 Frank's 250 packages 14 60 Hummel's 50 1 lb. 10	Evaporated, Choice 38 Evaporated, Fancy 44	1 oz. Vanilla 15 Cent 1 35 1 1/2 oz. Vanilla 25 Cent 2 00 3 oz. Vanilla 35 Cent 3 00 1 oz. Lemon 15 Cent 1 35 1 1/2 oz. Lemon 25 Cent 2 00 3 oz. Lemon 35 Cent 3 00
COFFEE ROASTED	Citron	FLOUR AND FEED
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	10 lb. box 60	Valley City Milling Co. Lily White 13 40 Graham 25 lb. per cwt. 5 90 Golden Granulated Meal, 25 lbs., per cwt. 5 10 Rowena Pancake 6 lb. Compound 5 60 Rowena Buckwheat Compound 6 00 Rowena Corn Flour,
COFFEE ROASTED	Peaches	Watson Higgins Milling
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Evap. Choice, Unpeeled 24 Evap. Fancy, Unpeeled 26 Evap. Choice, Peeled 27 Evap. Fancy, Peeled 29	Co. New Perfection, 1/4s 12 65
COFFEE ROASTED	Peel	Meal
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Lemon, American 35 Orange, American 36	Bolted 5 00 Golden Granulated .. 5 20
COFFEE ROASTED	Raisins	Wheat
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Choice S'ded 1 lb. pkg. 21 Fancy S'ded, 1 lb. pkg. 22 Thompson Seedless, 1 lb. pkg. 23 Thompson Seedless, bulk 22	Red 2 14 White 2 12
COFFEE ROASTED	California Prunes	Oats
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	80-90 25 lb. boxes ..@18 1/2 70-80 25 lb. boxes ..@19 60-70 25 lb. boxes ..@20 50-60 25 lb. boxes ..@21 1/2 40-50 25 lb. boxes ..@24 30-40 25 lb. boxes ..@28	Michigan Carlots 78 Less than Carlots 80
COFFEE ROASTED	Farina	Corn
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	25 1 lb. packages 2 80 Bulk, per 100 lbs.	Carlots 1 63 Less than Carlots 1 67
COFFEE ROASTED	Hominy	Hay
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Pearl, 100 lb. sack 5 25	Carlots 29 00 Less than Carlots .. 31 00
COFFEE ROASTED	Macaroni	Feed
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Domestic, 10 lb. box ..1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2 Golden Age, 2 doz. .. 1 90 Fould's, 2 doz. 1 90	Street Car Feed 62 00 No. 1 Corn & Oat Pd 62 00 Cracked Corn 64 00 Coarse Corn Meal .. 64 00
COFFEE ROASTED	Pearl Barley	FRUIT JARS
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Chester 6 00	Mason, 1/2 pints, gro 8 00 Mason, pts., per gross 8 40 Mason, qts., per gro. 8 75 Mason, 1/2 gal., gro. 11 00 Mason, can tops, gro. 2 85 Ideal Glass Top, pts. 9 50 Ideal Glass Top, qts. 9 90 Ideal Glass Top 1/2 gallon 12 00
COFFEE ROASTED	Peas	GELATINE
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Scotch, lb. 7 Split, lb. 8	Cox's 1 doz. large ... 1 60 Cox's 1 doz. small ... 1 00 Knox's Sparkling, doz. 2 00 Knox's Acidu'd doz. .. 2 10 Minute, 1 doz. 1 25 Minute, 3 doz. 3 75 Nelson's 1 50 Oxford 75 Plymouth Rock, Phos. 1 55 Plymouth Rock, Plain 1 35 Waukesha 1 60
COFFEE ROASTED	Sago	HIDES AND PELTS
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	East India 15	Hides Green, No. 1 25 Green, No. 2 24 Cured, No. 1 27 Cured, No. 2 26 Calfskin, green, No. 1, 65 Calfskin, green, No. 2, 63 1/2 Calfskin, cured, No. 1, 70 Calfskin, cured, No. 2, 68 1/2 Horse, No. 1 10 00 Horse, No. 2 9 00
COFFEE ROASTED	Taploca	
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Pearl, 100 lb. sacks 12 Minute, Substitute, 8 oz., 3 doz. 4 05 Dromedary Instant, 3 doz., per case 2 70	
COFFEE ROASTED	FISHING TACKLE	
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Cotton Lines No. 2, 15 feet 1 45 No. 3, 15 feet 1 70 No. 4, 15 feet 1 85 No. 5, 15 feet 2 15 No. 6, 15 feet 2 45	
COFFEE ROASTED	Linen Lines	
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Fudge, Choc. Peanut 28 Small, per 100 yards 6 65 Medium, per 100 yards 7 25 Large, per 100 yards 9 00	
COFFEE ROASTED	Pop Corn Goods	
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Cracker-Jack Prize .. 7 00 Checkers Prize 7 00	
COFFEE ROASTED	Cough Drops	
McLaughlin's XXXX McLaughlin's XXXX pack- age coffee is sold to retail- ers only. Mail all orders direct to W. F. McLaugh- lin & Co., Chicago.	Putnam Menthol 1 50 Smith Bros. 1 50	

Pelts Old Wool 75@2 00 Lambs 50@2 00 Shearlings 50@1 50 Tallow Prime @10 No. 1 @9 No. 2 @8 Wool Unwashed, med. @55 Unwashed, fine @45 RAW FURS No. 1 Skunk 6 50 No. 2 Skunk 4 50 No. 3 Skunk 3 00 No. 4 Skunk 1 50 No. 4 Unprime 1 75 Musk rats, Winter 2 75 Musk rats, Fall 1 75 Musk rats, Kitts 25 No. 1 Raccoon, Large 6 00 No. 1 Raccoon, Med. 5 00 No. 1 Raccoon, Small 2 50 No. 1 Mink, Large 12 00 No. 1 Mink, Medium 8 00 No. 1 Mink, Small 6 00 Above prices on prime goods. HONEY Airline, No. 10 4 00 Airline, No. 15 16 00 Airline, No. 25 8 75 HORSE RADISH Per doz. 1 00 JELLY Pure, per pail, 80 lb. 4 60 JELLY GLASSES 8 oz., per doz. 40 MAPLEINE 1 oz. bottles, per doz. 1 75 2 oz. bottles, per doz. 3 00 4 oz. bottles, per doz. 5 50 8 oz. bottles, per doz. 10 50 Pints, per doz. 18 00 Quarts, per doz. 33 00 1/2 Gallons, per doz. 5 25 Gallons, per doz. 10 00 MINCE MEAT None Such, 3 doz. case for 4 30 Quaker, 3 doz. case for 3 25 MOLASSES New Orleans Fancy Open Kettle 74 Choice 62 Good 52 Stock 28 Half barrels 5c extra NUTS—Whole Almonds, Terragona 35 Brazils, large washed 26 Fancy Mixed 32 Filberts, Barcelona 32 Peanuts, Virginia raw 16 Peanuts, Virginia, roasted 18 Peanuts, Spanish 25 Walnuts California 39 Walnuts, French 39 Shelled Almonds 65 Peanuts, Spanish, 10 lb. box 2 75 Peanuts, Spanish, 100 lb. bbl. 25 Peanuts, Spanish, 200 lb. bbl. 24 1/2 Pecans 1 50 Walnuts 1 20 OLIVES Bulk, 2 gal. kegs, each 3 25 Bulk, 5 gal. kegs, each 8 00 Stuffed, 4 oz. 1 80 Stuffed, 15 oz. 4 50 Pitted (not stuffed) 14 oz. 3 00 Manzanilla, 8 oz. 1 45 Lunch, 10 oz. 2 00 Lunch, 16 oz. 3 25 Queen, Mammoth, 19 oz. 5 50 Queen, Mammoth, 28 oz. 6 75 Olive Chow, 2 doz. cs. per doz. 2 50 PETROLEUM PRODUCTS Iron Barrels Perfection 15 7 Red Crown Gasoline 22 7 Gas Machine Gasoline 44 3 V. M. & P. Naphtha 22 7 Capitol Cylinder, Iron Bbls. 39 8 Atlantic Red Engine, Iron Bbls. 22 8 Winter Black, Iron Bbls. 13 3 Polarine, Iron Bbls. 44 8 PICKLES Medium Barrels, 1,200 count 12 00 Half bbls., 600 count 7 50 5 gallon kegs 2 50 Small Barrels 14 00 Half barrels 7 50 5 gallon kegs 2 80 Gherkins Barrels 25 00 Half barrels 13 00 5 gallon kegs 4 50 Sweet Small Barrels 28 00 5 gallon kegs 5 75 Half barrels 15 00 PIPES Cob, 3 doz. in box 1 25 PLAYING CARDS No. 90 Steamboat 3 25 No. 808, Bicycle 4 00 Pennant 3 25 POTASH Babbitt's, 2 doz. 2 75 PROVISIONS Barreled Pork Clear Back, 50 00@52 00 Short Cut Clear @45 00 Pig Clear Family 48 00 Dry Salt Meats S P Bellies 32 00@34 00 Lard Pure in tierces 29@29 1/2 Compound Lard 27@27 1/2 80 lb. tubs advance 1/2 60 lb. tubs advance 1/2 50 lb. tubs advance 1/2 20 lb. pails advance 1/2 10 lb. pails advance 1/2 5 lb. pails advance 1 3 lb. pails advance 1 Smoked Meats Hams, 14-16 lb. 30 @31 Hams, 16-18 lb. 28 @29 Hams, 18-20 lb. 27 @28 Ham, dried beef sets 41 @42 California Hams 19 1/2 @20 Picnic Boiled Hams 35 @40 Boiled Hams 42 @44 Minced Hams 22 @23 Bacon 31 @38 Sausages Bologna 18 Liver 12 Frankfort 19 Pork 14 @15 Veal 11 Tongue 11 Headcheese 14 Beef Boneless 30 00@35 00 Rump, new 40 00@42 00 Pig's Feet 1/4 bbls. 1 75 1/4 bbls., 35 lbs. 3 40 1/2 bbls. 11 50 1 bbl. 19 00 Tripe Kits, 15 lbs. 90 1/4 bbls., 40 lbs. 1 60 3/4 bbls., 80 lbs. 3 00 Casings Hogs, per lb. @65 Beef, round set 19 @20 Beef, middles, set 50 @60 Sheep, a skeln 1 75 @2 00 Uncolored Oleomargarine Solid Dairy 28 @29 Country Rolls 30 @31 Canned Meats Red Crown Brand Corned Beef, 24 ls 4 25 Roast Beef, 24 ls 4 25 Veal Loaf, 48 1/2s, 5 1/2 oz. 1 65 Veal Loaf, 24 1/2s, 7 oz. 2 60 Vienna Style Sausage, 48 1/2s 1 40 Sausage Meat, 24 ls 3 35 Potted Meat, 48 1/2s 3 55 Potted Meat, 48 1/2s 92 1/2 Hamburger Steak and Onions, 48 1/2s 1 75 Corned Beef Hash, 48 1/2s 1 75 Cooked Lunch Tongue, 48 1/2s 4 50 Cooked Ox Tongues, 12 2s 22 50 Chili Con Carne, 48 ls 1 80 Pork and Beans, 48 ls 1 80 Sliced Bacon, medium 4 00 Sliced Bacon, large 6 25 Sliced Beef, 2 1/2 oz. 2 05 Sliced Beef, 5 oz. 3 60 Sliced Beef, 3 1/2 oz. 2 70 Sliced Beef, 7 oz. 4 55 Mince Meat Condensed No. 1 car. 1 40 Condensed Bakers brick 19 Wet, 30 lb. kanakins 20 1/2 Wet, 50 lb. kanakins 20 1/2 Wet, 150 lb. kanakins 20 1/2 Wet, 300 lb. barrels 20 Wet, 500 lb. tierces 19 1/2 RICE Fancy Head 16 Blue Rose 13 1/2 Broken 8 ROLLED OATS Monarch, bbls. 9 25 Rolled Avena, bbls. 10 00 Steel Cut, 100 lb. sks. 5 00 Monarch, 90 lb. sacks 4 35 Quaker, 18 Regular 2 10 Quaker, 20 Family 5 50 SALAD DRESSING Columbia, 1/2 pints 2 25 Columbia, 1 pint 4 00 Durkee's large, 1 doz. 5 80 Durkee's med., 2 doz. 6 30 Durkee's Picnic, 2 doz. 2 90 Snider's large, 1 doz. 2 40 Snider's small, 2 doz. 1 45 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 25 Wyandotte, 100 3/4s 3 00 SAL SODA Granulated, bbls. 1 95 Granulated 100 lbs. cs. 2 10 Granulated, 36 2 1/2 lb. packages 2 25 SALT Solar Rock 56 lb. sacks 55 Common Granulated, Fine 2 35 Medium, Fine 2 40 SALT FISH Cod Middles 23 Tablets, 1 lb. 25 Tablets, 1/2 lb. 1 75 Wood boxes 19 Holland Herring Standards, bbls. 19 50 Y. M., bbls. 22 50 Standards, kegs 1 20 Y. M., kegs 1 50 Herring K K K K, Norway 20 00 8 lb. pails 1 40 Cut Lunch 1 25 Boned, 10 lb. boxes 29 Trout No. 1, 100 lbs. 12 No. 1, 40 lbs. 12 No. 1, 10 lbs. 12 No. 1, 3 lbs. 12 Mackerel Mess, 100 lbs. 25 00 Mess, 50 lbs. 13 25 Mess, 10 lbs. 2 95 Mess, 8 lbs. 2 30 No. 1, 100 lbs. 24 00 No. 1, 50 lbs. 12 75 No. 1, 10 lbs. 2 80 Lake Herring 1/2 bbl., 100 lbs. 7 50 SEEDS Anise 45 Canary, Smyrna 20 Canary, Smyrna 16 Cardamon, Malabar 1 20 Celery 65 Hemp, Russian 12 1/2 Mixed Bird 13 1/2 Mustard, white 40 Poppy 65 Rape 16 SHOE BLACKING Handy Box, large 3 dz. 3 50 Handy Box, small 1 25 Rixby's Royal Polish 1 25 Miller's Crown Polish 90 SNUFF Swedish Rapee 10c 8 for 64 Swedish Rapee, 1 lb. gls 60 Norkoping, 10c, 8 for 64 Norkoping, 1 lb. glass 60 Copenhagen, 10c, 8 for 64 Copenhagen, 1 lb. glass 60 SOAP James S. Kirk & Company American Family, 100 7 85 Jap Rose, 50 cakes 4 85 Kirk's White Flake 7 00 Lautz Bros. & Co. Acme, 100 cakes 6 75 Big Master, 100 blocks 8 00 Climax, 100s 6 00 Climax, 120s 5 25 Queen White, 80 cakes 6 00 Oak Leaf, 100 cakes 6 75 Queen Anne, 100 cakes 6 75 Lautz Naphtha, 100s 8 00 Proctor & Gamble Co. Lenox 6 00 Ivory, 6 oz. 8 00 Ivory, 10 oz. 13 35 Star 7 85 Swift & Company Classic, 100 bars, 8 oz. 7 50 Swift's Pride, 100 8 oz. 6 00 Quick Naphtha 6 50 White Laundry, 100 8 oz. 5 90 Wool, 24 bars, 6 oz. 1 70 Wool, 100 bars, 6 oz. 7 00 Wool, 100 bars, 10 oz. 11 00 Tradesman Company Black Hawk, one box 4 50 Black Hawk, five bxs 4 25 Black Hawk, ten bxs 4 00 Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin. Scouring Powders Sapolio, gross lots 9 50 Sapolio, half gro. lots 4 85 Sapolio, single boxes 2 40 Sapolio, hand 2 40 Queen Anne, 60 cans 3 60 Snow Maid, 60 cans 3 60 Washing Powders Snow Boy, 100 5c 4 10 Snow Boy, 60 14 oz. 4 20 Snow Boy, 24 pkgs. 6 00 Snow Boy, 20 pkgs. 7 00 Soap Powders Johnson's Fine, 48 2 5 75 Johnson's XXX, 100 5 75 Lautz Naphtha, 60s 3 60 Nine O'Clock 4 25 Oak Leaf, 100 pkgs. 6 50 Old Dutch Cleanser 4 00 Queen Anne, 60 pkgs. 3 60 Rub-No-More 5 50 Sunbrite, 100 cans 4 50 Sunbrite, 50 cans 2 30 SODA Bi Carb. Kegs 4 SPICES Whole Spices Allspice, Jamaica @18 Cloves, Zanzibar @60 Cassia, Canton @30 Cassia, 5c pkg. doz. @40 Ginger, African @15 Ginger, Cochlin @20 Mace, Penang @75 Mixed, No. 1 @17 Mixed, No. 2 @16 Mixed, 5c pkgs. doz. @45 Nutmegs, 70-8 @50 Nutmegs, 105-110 @45 Pepper, Black @30 Pepper, White @40 Pepper, Cayenne @22 Paprika, Hungarian @60 Pure Ground In Bulk Allspice, Jamaica @18 Cloves, Zanzibar @65 Cassia, Canton @40 Ginger, African @28 Mustard @38 Mace, Penang @85 Nutmegs @38 Pepper, Black @34 Pepper, White @52 Pepper, Cayenne @29 Paprika, Hungarian @60 Seasoning Chili Powder, 15c 1 35 Celery Salt, 3 oz. 95 Sage, 2 oz. 90 Onion Salt 1 35 Garlic 1 35 Ponety, 3 1/2 oz. 2 25 Kitchen Bouquet 2 60 Laurel Leaves 20 Marjoram, 1 oz. 30 Savory, 1 oz. 30 Thyme, 1 oz. 90 Turner, 2 1/2 oz. 90 STARCH Corn Kingsford, 40 lbs. 11 1/4 Muzzy, 48 1 lb. pkgs. 9 1/2 Powdered, barrels 7 1/2 Argo, 48 1 lb. pkgs. 4 15 Kingsford Silver Gloss, 40 1lb. 11 1/4 Gloss Argo, 48 1 lb. pkgs. 4 15 Argo, 12 3 lbs. 3 04 Argo, 8 5 lbs. 3 40 Silver Gloss, 16 3lbs. 11 1/4 Silver Gloss, 12 6lbs. 11 1/4 Muzzy 48 1lb. packages 9 1/2 16 3lb. packages 9 1/2 12 6lb. packages 9 1/2 50 lb. boxes 7 1/2 SYRUPS Corn Barrels 75 Half Barrels 81 Blue Karo, No. 1 1/2, 2 doz. 3 40 Blue Karo, No. 2 2 dz. 4 05 Blue Karo, No. 2 1/2, 2 doz. 4 95 Blue Karo, No. 5 1 dz. 4 90 Blue Karo, No. 10, 1/2 doz. 4 65 Red Karo, No. 1 1/2, 2 doz. 3 65 Red Karo, No. 2 2 dz. 4 60 Red Karo, No. 2 1/2, 2 doz. 5 25 Red Karo, No. 5, 2 dz. 5 10 Red Karo, No. 10, 1/2 doz. 4 95 Pure Cane Fair Good Choice TABLE SAUCES Lea & Perrin, large 5 75 Lea & Perrin, small 3 25 Pepper 1 25 Royal Mint 1 50 Tobasco 3 00 England's Pride 1 25 A-1, large 5 00 A-1, small 2 90 Capers 1 80 TEA Japan Medium 40 @42 Choice 49 @52 Fancy 60 @61 Basket-Fired Med'n Basket-Fired Choice Basket-Fired Fancy No. 1 Nibbs @55 Siftings, bulk @21 Siftings, 1 lb. pkgs. @23 Gunpowder Moyune, Medium 35 @40 Moyune, Choice 40 @45 Young Hyson Choice 35 @40 Fancy 50 @60 Oolong Formosa, Medium 40 @45 Formosa, Choice 45 @50 Formosa, Fancy 55 @75 English Breakfast Congou, Medium 40 @45 Congou, Choice 45 @50 Congou, Fancy 50 @60 Congou, Ex. Fancy 60 @80 Ceylon Pekoe, Medium 40 @45 Dr. Pekoe, Choice 45 @48 Flowery O. P. Fancy 55 @60 TWINE Cotton, 3 ply cone 75 Cotton, 3 ply balls 75 Hemp, 6 ply 25 VINEGAR Cider, Benton Harbor 35 White Wine, 40 grain 20 White Wine, 80 grain 27 White Wine, 100 grain 29 Oakland Vinegar & Pickle Co.'s Brands. Oakland Apple Cider 40 Blue Ribbon Cider 28 Oakland White Pickling 20 Packages no charge. WICKING No. 0, per gross 70 No. 1, per gross 80 No. 2, per gross 1 20 No. 3, per gross 1 90 WOODENWARE Baskets Bushels, wide band, wire handles 2 10 Bushels, wide band, wood handles 2 25 Market, drop handle 85 Market, single handle 90 Market, extra 1 35 Splint, large 8 25 Splint, medium 7 25 Splint, small 6 75 Butter Plates Escanaba Manufacturing Co. Standard Wire End Per 1,000 No. 1 2 69 No. 1 1/2 2 88 No. 2 3 08 No. 2 1/2 3 63 No. 3 4 52 No. 5 6 28 No. 8-50 extra sm cart 1 10 No. 8-50 small cart 1 15 No. 8-50 med'm cart 1 20 No. 8-50 large cart 1 45 No. 8-50 extra lg cart 1 75 No. 4-50 jumbo carton 1 20 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Stone, 3 gal. 39 Stone, 6 gal. 78 Clothes Pins Escanaba Manufacturing Co. 5 gross bulk 1 90 No. 60-24, Wrapped 4 50 No. 30-24, Wrapped 2 30 No. 25-60, Wrapped 4 50 Egg Cases No. 1, Star 4 00 No. 2, Star 8 00 12 oz. size 4 50 9 oz. size 4 25 6 oz. size 3 90 Faucets Cork lined, 3 in. 70 Cork lined, 9 in. 90 Cork lined, 10 in. 90 Mop Sticks Trojan spring 2 00 Eclipse patent spring 2 00 No. 1 common 2 00 No. 2, pat. brush hold 2 00 Ideal, No. 7 4 30 20oz. cotton mop heads 4 30 12oz. cotton mop heads 2 60 Pails 10 qt. Galvanized 3 75 12 qt. Galvanized 4 00 14 qt. Galvanized 4 50 Fibre 8 00 Toothpicks Escanaba Manufacturing Co. No. 48, Emco 1 75 No. 100, Emco 3 25 No. 50-2500 Emco 3 25 No. 100-2500, Emco 6 25 Traps Mouse, wood, 4 holes 60 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 80 Mouse, spring 20 Tubs No. 1 Fibre 42 00 No. 2 Fibre 38 00 No. 3 Fibre 33 00 Large Galvanized 13 25 Medium Galvanized 11 25 Small Galvanized 10 25 Washboards Banner Globe 4 75 Brass, Single 6 50 Glass, Single 6 00 Double Peerless 7 00 Single Peerless 6 50 Northern Queen 5 75 Universal 6 25 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 3 00 15 in. Butter 7 00 17 in. Butter 11 00 19 in. Butter 13 00 WRAPPING PAPER Fibre, Manila, white 6 1/2 No. 1 Fibre 8 Butchers Manila 7 1/2 Kraft 12 Wax Butter, short c't 25 Parchm't Butter, rolls 25 YEAST CAKE Magic, 3 doz. 1 45 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 45 Yeast Foam, 1 1/2 doz. 73 YEAST—COMPRESSED Fleischman, per doz. 24 SPECIAL Price Current AXLE GREASE MICA AXLE GREASE Standard Oil Co. 25 lb. pails, per doz. 18 80 KITCHEN KLENZER HURTS ONLY DIRT TRY IT 80 can cases, \$4 per case PEANUT BUTTER Bel-Car-Mo Brand 8 oz., 2 doz. in case 8 24 1 1/2 lb. pails 12 2 12 2 lb. pails 15 10 5 lb. pails, 6 in crate 25 10 lb. pails 25 15 lb. pails 25 25 lb. pails 25 50 lb. tins 25 100 lb. drums 25 SALT Morton's Salt NEVER CAKES OR HARDENS MORTON'S SALT IT POURS Per case, 24 2 lbs. 2 00 Five case lots 1 90
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Featuring Gift Commodities For Christmas Trade.

Written for the Tradesman.

From now on until Christmas many minds will be wrestling with the old, old problem: "What shall I give him or her for a Christmas present?" And the effort, to be sure, is to select something suitable for the one to whom the gift is to be made.

Yes, "suitable" is the word that invariably comes to our mind in this connection, but what do we mean by "suitable?" If we substitute the word "appropriate" for the term "suitable," we haven't gotten anywhere; and so with "acceptable." All of these terms and other symptoms of them are rather vague.

A "suitable" gift commodity, it has always seemed to the writer, should possess a certain amount of utility: i. e. it should be serviceable for something or other. And there is, of course, a very real sense in which this utilitarian test applies even in the case of objects of art for the adornment of the home, or personality effects of an artistic nature (such as a pretty little piece of jewelry.) While it often happens that the strictly utilitarian quality of a gift commodity decreases inversely with the price, even in the end it is always there.

But at a time when the great masses of people throughout the country are endeavoring with more or less consistency to combat the high cost of living, one is justified in believing that serviceableness should be the main test of a gift commodity for the forthcoming holidays. The world hasn't emerged far enough from the valley of the shadow of the Great War to plunge into an orgy of foolish and extravagant giving. Far better would it be for all of us if giving in general is along practical lines.

Gift commodities—what are they? Their name is legion. 1. Personality commodities—jewelry, wear goods, personal effects of an artistic and useful nature; something that can be carried on the person or used in the home, or the office, or some long-cherished bit of equipment for the den or the office—although the last-named type of commodity would not be precisely of a personality nature; 2. art products and furniture for the home, cutlery and other household equipment; 3. books, magazine subscriptions, war stamps, Liberty bonds, merchandise orders, etc., etc.

Two things manifestly will determine the gift commodity: first, the amount you want to pay; second, the needs or tastes of the one to whom you are making your gift.

Many Dealers Interested.

It is evident from these rather general observations that quite a wide range of dealers are involved, and therefore, interested in this great annual festivity which occasions so much giving.

Antecedent to the giving is the spending. Thus the days preceding the Christmas holidays are busy days. And as the time approaches there is much hurrying and scurrying on the part of belated shoppers.

The shop-early crusade inaugurated some years ago—to the furtherance

of which the Michigan Tradesman has fully and freely lent its influence—is based on good commonsense and sound business policy. It is humanitarian insofar as it endeavors to save overworked store proprietors, department heads, and salespeople from the nerve-wrecking experiences of other years—years in which, just prior to the Christmas holidays, our stores would be literally thronged with eager customers all clamoring to be waited on first. But more than simply humanitarian, the shop-early crusade is based on good business insight; it understands that judicious buying—the only sort of transaction between the dealer and his customer that is satisfactory in the end—requires time. The rush periods do not allow time for due consideration; therefore there should be no such periods. Hence the plea for the universal popularization of the shop-early habit.

Dealers in many different lines of merchandise are tremendously interested in the return of the Christmas holidays because they mean big business opportunities.

At no other period of the year is there such a general loosening-up of the public purse-strings as at Christmas.

It is the period of universal good will. Then above all other times, each of us is thinking of some other; and the fellow that does not want to make some other heart rejoice is a monstrosity.

So the quest of the elusive gift article leads people to many different shops and stores: the jewelry shop, the furniture store, the hardware establishment, the shoe store, the clothing house, the haberdashery, the stationer's, the milliner's, and ever so many larger or smaller specialty shops where commodities of hundreds of kinds are sold.

As to just the path one's feet may choose when he sallies forth in search of a suitable gift for A or B, depends upon a great many things. But this is the point: Not infrequently the path is determined for him by something he read in the morning or afternoon or weekly or semi-weekly paper.

In other words, the period prior to the holidays is the time par excellence when folks are in a receptive mood for good advertising—advertising that understands the art of playing up particular lines of merchandise so as to make them appear suitable for gift purposes.

And, in this respect, I think there isn't so much difference in opportunities among the several classes of dealers. Almost anything that is serviceable and satisfactory and worth buying on ordinary occasions, is capable of being featured as a suitable gift commodity.

And this is particularly true at this time since we have read and heard so much on sane and practical giving. The old-fashioned idea of giving your friend something that he couldn't possibly use, and supposing that, in so doing, you were conferring upon him a Christmas favor, has been hit hard of recent years.

The public has heard so much about

foolish and impractical giving, people generally have caught on. Now they want to give something that is really worth while.

And that is the reason so many different types of dealers have gotten in on the good selling of the pre-holiday period.

But to capitalize this opportunity, the dealer should both trim his window in an appropriate manner and back up his efforts by the right sort of Christmas advertising.

Frank Fenwick.

The clerk who reserves his best manner and his most engaging smile for the customers who come in automobiles, will never make any hit with the folks who do the most buying.

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



Another New Factory

In order to supply the ever-increasing demand for their product The Shredded Wheat Company will soon begin the construction of another half-million-dollar model, sunlit factory. We have not been able to supply the full demand for

Shredded Wheat

but with increased factory facilities and rapid improvement in industrial conditions we will soon be able to give you all the Shredded Wheat you can sell. Shredded Wheat is the most real food for the least money.

SOLD ONLY BY

The Shredded Wheat Company, Niagara Falls, N. Y.

Burnham, Stoepel & Co.

Wholesale Dry Goods

48 North Ionia Ave.

Citizens Phone 1474

Grand Rapids, Michigan

Eight Million Women Know Them

—Use Them In Your Christmas Window

The national advertising of Sun-Maid Raisins is constantly going into 8,000,000 homes—homes that you sell to.

In these homes are 40,000,000 people for whom these women buy the food.

The raisins these women know best are Sun-Maid, so displays of them win the quickest response in sales.

Are you taking advantage of this fact? Are you using this brand in your windows and on front counters as an advertisement for your store?



Sun-Maid Raisins

Make a Christmas display of Sun-Maid Raisins and nuts with a little holly to set it off.

Nothing could be more timely. Note how it increases sales.

Three Varieties: Sun-Maid Seeded (seeds removed); Sun-Maid Seedless (grown without seeds); Sun-Maid Clusters (on the stem.)

CALIFORNIA ASSOCIATED RAISIN CO.
Membership 9,000 Growers
Fresno, California

Judson Grocer Co.

Wholesale Distributors

of

Pure Food Products

Grand Rapids, Michigan

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.

Wanted—To hear from owner of good general merchandise store for sale. Cash price, description. D. F. Bush, Minneapolis, Minnesota. 479

If you want to sell or exchange your business, no matter where located, write me. John J. Black, 130th St., Chippewa Falls, Wisconsin. 598

For Rent—Brick dry goods store completely furnished adjoining men's clothing store. Only four stores in fast growing city of twelve thousand surrounded by rich farms. If your location is not the best, why not move here? A. J. Wilhelm, Traverse City, Michigan. 599

For Sale—A-1, cash-and-carry grocery in city of 1,400. Doing \$2,000 per month. Invoice \$1,200. Address No. 600, care Tradesman. 600

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.

A BARGAIN—A high-class grocery and market will be sold at once. Owner going to retire. Best location. Big profits yearly. \$12,000 will swing it. Address No. 601, care Michigan Tradesman. 601

For Sale—One of the best general stores in the State, carrying groceries, dry goods, furnishings, shoes and rubbers. Will do over \$70,000 business this year. Stock will invoice from \$12,000 to \$14,000. Located on main railroad line in town of 700 population, surrounded by fine farming country. Building can be bought or rented. Owners wish to retire. Address No. 602, care Michigan Tradesman. 602

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

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—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

For Sale Or Exchange—Brick store building, flat above. Garage in connection. Only one in township. J. C. Haddix, Bentley, Michigan. 580

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—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—Stock general merchandise, shoes, rubbers, groceries and crockery, also fixtures. A good business, doing \$50,000 per year. \$20,000 buys the outfit. 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.

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. 757

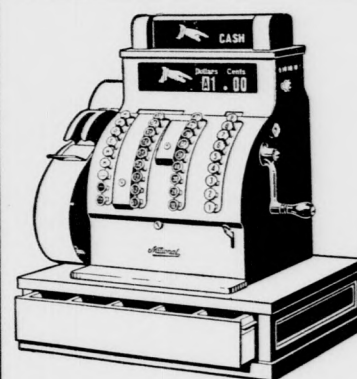
Cash Registers (all makes) bought, sold, exchanged and repaired. REBUILT CASH REGISTER CO., Incorporated, 121 North Washington Ave., Saginaw, Michigan. 123

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

Every Little Helps

Reduced costs mean reduced selling prices and packers are studying costs very carefully these days in the effort to reduce living costs.

Paper is being substituted for tin with many dry food products,—even the large cracker tins are fast being replaced by fibre containers, thus saving the costly tin and the greatly increased expense of return package. Spices, Cocoa and even White House Coffee are now packed in the square carton container instead of the all tin package, thereby saving cents per pound to the consumer.



A NATIONAL CASH REGISTER AND N. C. R. CREDIT FILE will help you make more money. There is an N. C. R. System built to fit your business. Call, Phone or Write for complete information. Liberal exchange proposition.

Repairs made here by Authorized Factory Mechanics. Complete Line of Supplies.

THE NATIONAL CASH REGISTER CO.

Downey Hotel Block, LANSING, MICH.

(Mail Office for Central Michigan)

JANUARY WHITE SALES.

Retailers are taking in large lots of linens for their January white sales and the prospect is that the sales will be successful. The inequalities in retailers' stocks which have held during the scarcity of the last few months are being balanced by the merchandise imported during the fall. The likelihood of a large movement in retail circles is enhanced by the fact that there has been a good market for many kinds of luxuries and the abnormally high prices of other textiles which might compete with linens.

There is still a fair current of business filtering through to Belfast and Scotland, although on many of the more popular lines sellers are unable to make definite statement on date of delivery. Manufacturers on the other side who are financially so placed that they can contract ahead for yarns are able to do more in future deliveries of goods than those who can not or do not wish to tie up their capital this way. Fine qualities of flax, suitable for fine yarns, is particularly scarce, and as a consequence such raw material holds more than the usual premium over the ordinary sorts.

Information on prospective flax supplies is vague, but no promises for any marked increase are held out for the year of 1920. The Russian situation has not cleared up as some hoped a month ago it might, but some small shipments of flax have been reported as sent over to Canada by way of Vladivostok.

Mills on the other side find that they are able to run more satisfactorily, now that the cold weather has set in and operatives are more willing to settle down to work. Importers state, however, that the limitation on supply of linens does not come through lack of productive capacity but through shortage of raw flax.

The public can not fail to remark the contrasting attitude of some leaders of union labor now breathing forth dire threats not alone against capital but against the general welfare. Nobody shall have any coal to burn if the miners can not exact the wages they demand, and they will have nothing to do with arbitration or official awards. The railway men are like-minded with them. Only themselves shall estimate the worth of their work. For the firemen and enginemen, Mr. Shea said to Mr. Morse of the War Labor Board, "When it can be shown that a class of workmen in the employ of rich corporations are not receiving a wage sufficient to maintain themselves and their families, then they are to be the judges as to what shall be fair rates (of pay), nobody else." The definition of sufficiency is susceptible of much debate. Meanwhile, the railways are working at a deficit of several hundred millions chargeable to the taxpayers, many railway workers under the observation of travelers are brusque and indifferent, their efficiency is shrinking below par at an ever-increasing discount, and their ex-

travagance is occasion of remark. But the miners and the railway men are agreed that the mines and railways should be taken from their owners and worked for the production of wages rather than of coal and transportation. Whether those blessings shall be bestowed upon the users of coal and railways depends to a great extent upon what the public thinks. Of course, the mines and railways are only illustrations. If the new dispensation arrives respecting them, it will arrive for other industries and forms of property. The economic outlook is now like that of the "silent panics" of the '90's and later, when values dropped away ceaselessly, and apparently causelessly. The weaker brethren lost their hearts, but the wiser were braver, took courage, and comforted themselves with the saying, "This, too, will pass away." And better days than were ever before known ensued.

Federal Supreme Court Can Hardly Reverse Itself.

Lansing, Dec. 2.—The question whether a stock dividend is taxable was first before the U. S. Supreme Court in the case of Towne vs. Eisner. This was a case which arose under the income tax act of October 3, 1913. It was a suit to recover the amount of a tax paid under duress. A corporation voted in December, 1913, to transfer \$1,500,000 surplus, being profits earned before January 1, 1913, to its capital account, and to issue 15,000 shares of stock representing the same, to its stockholders of record on December 26, 1913, the distribution taking place on January 2, 1914.

The plaintiff received as his due proportion, 4,174 1-2 shares. The defendant, the internal revenue collector for the third district of the State of New York, compelled the plaintiff to pay an income tax upon his stock, as equivalent to \$417,450 income in cash. The District Court held that the stock was income within the meaning of tax act, and also that the act was constitutional.

The Supreme Court in reversing the decision of the lower court used this language:

A stock dividend really takes nothing from the property of the corporation, and adds nothing to the interest of the shareholders. Its property is not diminished and their interests are not increased. The proportional interest of each shareholder remains the same. The only change is in the evidence which represents that interest, the new shares and the original shares together representing the same proportional interest that the original shares represented before the issue of new ones. In short, the corporation is no poorer and the shareholders are no richer than they were before. Again, if certificates for \$1,000 were split up in 10 certificates, each for \$100, we presume that no one would call the new certificates income.

The only difference between the Towne case above referred to and the case now before the Supreme Court is that the former is a case under the 1913 act which did not mention stock dividends, while the latter is under the 1916 and 1917 laws which specifically state that stock dividends are taxable.

It will be noted, however, that the court, in deciding the Towne case, did so upon the broad ground that stock dividends are not income. The Commissioner of Internal Revenue is not to be criticized for attempting to carry out the present law since it is not his function to pass upon the constitutionality of revenue laws.

The case now before the Supreme

Court is that of Macomber vs. Eisner, U. S. District Court, Southern district of New York, January 23, 1919. The District Court held the provision taxing stock dividends to be unconstitutional, and in passing judgment said that the Government, in attempting to tax stock dividends, was maintaining that the U. S. Supreme Court had made an error in the Towne case, and that he would not assume the authority of deciding that the Supreme Court had made such an error. The court further said that the decision in the Towne case seemed to be perfectly clear and that if the Supreme Court wanted to change its mind it would have to do so itself.

John McClellan.

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 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The market is very firm and unchanged. Receipts of fresh-made creamery are extremely light for this time of year and there is an active demand. We look for continued firm market in the immediate future. 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—\$5 per 100 lbs.

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

Celery—30c per bunch; jumbo, 50c.

Celery-Cabbage—\$1.50 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 very firm, due to extremely light receipts. There is a good demand at this writing, and we do not look for any relief in the receipts for several weeks. Local jobbers are paying 65c 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, \$8 per keg; Spanish Malagas, \$10@12 per keg.

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

Green Onions—Shallots, \$1 per doz.

Lemons—California, \$6 for 300s and \$5.50 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 25c per lb.

Melons—Casaba, \$3.25.

Onions—California Australian Brown, \$5.50 per 100 lb. sack; California White, \$5.50 ditto; Spanish, \$3.25 per crate for either 50s or 72s; home grown, \$5.25 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 are very light this week. 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. 15c
Springs, all average 21c
Old Cox 12c

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

Squash—\$2 per 100 lb. for Hubbard.

Sweet Potatoes—\$2 per hamper or \$5.50 per bbl. for Virginia.

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

Meek in the Office; Mad in the Home.

Old man, why grumble so much at home?

You know you are considered quite an amiable sort of fellow at the office, but as soon as the home door closes with you inside, you are a changed man.

At your place of employment, if things go wrong you pass them over lightly and look at them as something to be expected, but home once more, you rant and tear about things that happen in the house if they are not just what you want.

Your wife might complain with a reason about things you do that she does not like, and she, too, has vexatious experiences during each day, but she tries to control herself.

Did you expect when you married that your wife was to be an angel of perfection in everything?

Well, she had as good a right to think you were as nearly perfect, and she has had plenty of opportunity to change her mind.

Overlook the little annoyances and cheer the home folk up a bit when you breeze in at night and see how much more enthusiastic will be your welcome to the home circle after the day is done.
J. J. Mundy.

The Difference.

The great difference between men—between great men and little men—is energy—energy of mind and will. No man can succeed without invincible determination. A man must say: "This one thing I do," and then do it with all his might, leaving results to take care of themselves. No natural talents, no fortunate circumstances, no number of opportunities will make a two-legged creature a man, unless he has a fixed purpose and will carry it out.

The cat is a greater success than many men, because it knows how to concentrate. It will sit at a hole for hours awaiting a mouse—and then it will catch it. It tries to do one thing and keeps on trying until success is achieved.

Not So Slow.

Employer (to new boy)—You're the slowest youngster we've ever had. Aren't you quick at anything?

Boy—Yes, sir; nobody can get tired as quick as I can.

Not Ready To Change.

Agent—Would you like to get rid of your old typewriter, sir?

Boss—Not just yet. I only married her last week.