

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 10, 1919

Number 1890

Dec 22, 1919

## The Best Town on the Map

It's not in distant Asia, in Egypt or Japan,  
It's not in France nor Russia nor on the Isle of Man;  
It's not in Greece nor Italy, nor far away as Nome—  
It's in the county where you live—the town you call your home.  
Be always glad to praise it up, no matter where you are;  
Be ready to defend its name and spread it near and far;  
And when you hear some knocker knock, respond at every rap:  
"The town where I am living is the best one on the map."

The little place where I reside is good enough for me;  
I love its shady nooks and dells, its air and open sea.  
I know it is a tiny spot, old-fashioned, quaint and odd,  
But every tree and leaf and shrub reveals the hand of God;  
So when some fellow comes along and gives the place a whack,  
I feel like telling him to go, and nevermore come back,  
Because it's much too good a spot to harbor such a chap—  
"The town where I am living is the best one on the map."

If any town in which you dwell is backward, dull or slow,  
Why don't you try the boosting plan and help to make it grow?  
It's little use to vilify, to kick and run it down—  
Such antics never built a shack, nor ever made a town.  
If you would have your burg become a busy, growing mart,  
Just put your shoulder to the wheel and help it get a start;  
And let this little motto be enshrined beneath your cap:  
"The town where I am living is the best one on the map."

*John C. Wright.*

GENUINE

## Buckwheat Flour

ABSOLUTELY PURE

J. F. Eesley Milling Co.

THE SUNSHINE MILLS

PLAINWELL, MICHIGAN

## 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

# DIAMOND CRYSTAL

*The Salt  
that's all salt.*

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

ASK YOUR JOBBER FOR

# Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at seven plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

*Quality Guaranteed*

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets, Saur Kraut, Squash.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Blackberries, Plums, Pears, Peaches.

W. R. ROACH & CO., Grand Rapids, Mich.

Michigan Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE, CROSWELL, NORTHPORT.

# MICHIGAN TRADESMAN

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 10, 1919

Number 1890

**MICHIGAN TRADESMAN**

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.Published Weekly by  
**TRADESMAN COMPANY**

Grand Rapids.

E. A. STOWE, Editor.

**Subscription Price.**Two dollars per year, if paid strictly  
in advance.Three dollars per year, if not paid in  
advance.Canadian subscriptions, \$3.04 per year,  
payable invariably in advance.

Sample copies 5 cents each.

Extra copies of current issues, 5 cents;

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.**GIVE US A SQUARE DEAL.**

The indictment of Senator Newberry and a host of others for alleged violations of the election laws of the State of Michigan, and against the Federal statutes as well, comes in the nature of a bombshell from the skies, and yet this very thing has been protended for some time and should excite no wonder.

From a purely partisan standpoint this may prove good business. On the other hand, it may turn out a boomerang in that, reacting against the instigators it may serve to bury certain political tricksters very deep under a pile of their own toppling. We shall see what we shall see.

Meantime it may be well enough to keep cool and await developments. It must be remembered that none of these men under indictment by the grand jury have been convicted, nor has the lay citizen yet been made acquainted with the full enormity of their shortcomings. We shall know better what to do after the trials take place in open court, where some of the clandestine prodding of a mysterious grand jury shall be exposed to the light of day.

These indicted gentlemen must be given the benefit of the doubt until something of a criminal nature is fully proved. That partisan bias has had much to do with the proceedings does not admit of doubt. No one who honestly believes in good government will condone flagrant violation of election laws, and if Mr. Newberry and his friends have overstepped the bounds of a square deal with the electorate they must, of course, take the consequences.

However, while we are on the subject of honest elections, why not probe to the quick? It is plain that the main object of this sudden spasm of virtue displayed by the enemies of Senator Newberry is for partisan advantage. If this were not so, the probe would have included Henry Ford, as well as his successful opponent, be-

cause it is common knowledge that his friends (or himself) expended enormous sums to further his election prospects—sums greatly in excess of the limits established by law.

It seems to be the consensus of opinion of a considerable number that Mr. Newberry holds a position won for him by the unlawful use of money. If this be true no one will defend the act. We now, in the name of millions of disfranchised voters in the Southern States, demand an investigation and an ousting as well as punishment of all those senators and representatives who now sit in the Congress of the United States who obtained said seats in an unlawful manner, by defying the Constitution of our country, which strictly forbids the methods by which these men secured their election.

This matter is one that concerns every citizen under the flag. It is a matter that should be investigated thoroughly until the right of every man, as guaranteed by the Federal Constitution, to cast a ballot shall have that right secured to him, even if by so doing half the body of Southern senators and representatives are evicted from the seats which they were never lawfully elected to fill.

Judge Sessions inveighed scathingly against the alleged methods employed to elect a Senator in Michigan, which was wholly proper; yet far worse methods have been in vogue in the Southern half of our country for sending men to the National Congress and nothing has been done or said about it. The Republicans have been very complaisant with regard to this matter. It will, doubtless, open the eyes of many who have winked at this Southern crime against free government to know that the people are awakening to a new sense of duty. The unlawful methods pursued South of Mason and Dixon's line have been endured in silence by that half of the Nation which has suffered the most.

Now that grand juries are in fashion for the probing of election frauds, let it be known that it is high time to go at the root of the meanest political trickery ever engrafted upon a people. Let every means under the law be used to probe the rottenness of so many of the so-called elections in the South. Now is the accepted time. Since the beneficiaries of these unconstitutional methods have started the ball rolling it is no longer incumbent on the people of the North to keep silent. By hewing to the line, observing a strict construction of the Federal Constitution, one-half—a small estimate—the seats of Southern Democrats would be vacant to-day or filled with members of an entirely different political faith.

Since the friends of the present ad-

ministration have started a movement for honest elections, let the good work go on until every wrong, no matter of how long standing, is made right, to the end that justice and equality may be vindicated and the Constitution of our country no longer openly defied, as has been the case for over half a century.

**Government Will Now Unload Fresh Meat Surplus.**

The Surplus Property Division, Office of the Quartermaster-General of the Army, is offering for sale the entire surplus of beef held by the War Department, consisting of approximately 34,215,000 pounds of frozen beef. The Department will attempt to dispose of this exclusively through those established trade channels which sell directly to the ultimate consumer, until January 15. If at the expiration of that time any portion of this surplus remains unsold, the War Department will attempt to dispose of the remaining surplus to the best advantage of the Government.

The beef is offered for sale to any municipality, community buying organization, municipal, county or State institution, hotel or restaurant, retailer or other buyer who purchases for immediate domestic distribution or consumption.

The beef will be sold at 20 per cent. less than Chicago quotations on dressed beef, medium steers, delivered f. o. b. to any point within the territorial limits of the United States which has railroad connections. The purchaser will be billed at his option either at the price prevailing on date of delivery, or at the price prevailing on the date on which order is placed. Preference must be stipulated at the time the order is placed, and a deposit to ensure acceptance must be made. The purchaser will be billed collect on delivery for the remainder of the purchase price of his order.

The beef is carcass beef in fore and hind quarters. Orders must be for an equal number of fore and hind quarters.

Since the beef, being frozen, must be transported in refrigerator cars, no order for less than a minimum carload lot of 30,000 pounds will be considered.

The War Department will encourage the association of small buyers who desire to place a bulk order for a minimum carload lot, and will attempt to fill, by carload shipment, orders placed by several communities located in the same section of a State and on the same transportation line.

The beef offered for sale by the War Department was butchered from steers of medium and good grades, and ranges in weight from 475 to 600 pounds per carcass, having been

placed in storage during the months of January, February and March of 1919—months during which the cattle market is corn and hay fed—its average quality is better than that of beef which is now on commercial markets, since the latter beef is grass fed. The War Department's stock falls under the classification of the highest grades of beef offered to the American householder.

Placed in proper refrigeration, the beef offered by the War Department will keep indefinitely. Before being prepared for actual consumption this beef must be de-frosted. This is accomplished by a gradual raising of temperature and at this season of the year, with temperature stable, can be readily accomplished with comparatively simple refrigerating facilities without risk of spoilage. Frozen beef is equally as nourishing as the fresh or chilled beef, to which the American public is more generally accustomed, and is equally palatable.

**Kroger Grocery Store Chain to Expand Greatly.**

The Kroger Grocery and Baking Co., Cincinnati, which controls a chain of 200 stores, is planning a sensational expansion with new preferred stock to the amount of \$5,000,000, which has been underwritten by a syndicate organized by the Provident Bank of that city. It is planned to sell \$2,000,000 of the stock through the syndicate; use \$1,000,000 in exchange for outstanding preferred issues, and place the balance in the treasury for future requirements.

The company contemplates increasing the number of stores to 1,000, all located in the Middle West, with plans for a combination warehouse and cracker, cake and bread bakery, located in Detroit, and another unit in Columbus. The company has close to 200 stores in Cincinnati and vicinity, with a chain of stores in St. Louis, Detroit and the Michigan territory adjacent to that city and Toledo.

Last year the Kroger is reported to have done a gross business of \$25,800,000, while the 1919 gross is expected to exceed \$34,000,000. In 1910, the last year in which this company issued securities, the gross volume of business was \$5,900,000, with 120 stores in operation.

**Paper Company to Make Maple Sugar.**

Watertown, N. Y., Dec. 8—Mark S. Wilder, Secretary of the Diana Paper Company, to-day announced that the company will make maple sugar in the spring. Four thousand trees will be tapped on the timber tract of the company above Harrisville. Sugar scarcity and high prices for maple products were given as the reason for the move. Workmen are already constructing a sugar house and making preparations.

## RIPE OLIVE SCARE.

## It Quickly Subsided After a Sensational Run.

After throwing a tremendous scare into the olive packing, food canning and grocery trade of the entire country, because of several deaths in the Middle West, alleged to be due or attributed to ripe olives, the facts seem to settle down to one bottle of bad olives and a careless lot of people who should have been more suspicious of them.

At the dinner in Detroit, given by Mrs. Murray W. Sales, eight persons ate of the olives. Five of them died within a week. The other three are still desperately ill. In the Lakeside County Club, in Canton, Ohio, seven persons died and six are ill, and the fault was charged to olives, though a later examination was found to tend far more strongly toward certain concoctions of the olden time, known as "cocktails" and containing wood alcohol.

The Detroit case, however, was traced unmistakably to the olives which were packed by the Curtis Corporation of Los Angeles and New York. The olives were in a glass container and admittedly of an offensive odor that should have aroused suspicion. But food officials in Detroit and everywhere else got very busy with embargoes on the goods, while scientists and germ hunters held a general field day. The latest embargo was that of Food Commissioner James Foust of Pennsylvania,

last Thursday, but all have now been lifted.

At the factory, hundreds of samples taken proved wholesome and the only lot under suspicion was one marked G-X2602, comprising 22 cases. An official of the Curtis Corporation of Food Packers, who assisted in the investigation in Detroit, said the letters GX of the code indicated the olives were packed in the season of 1913-1919. The number 26 refers to the grade and size of the olives. The 02 is the lot number. A careful test of these, scattered over the country, proved all to be wholesome except the one spoiled bottle that caused trouble in Detroit and that was diagnosed as due to a poison known as "botulinus"—not, as some jocosely suggest, "bottleism." After several food chemists had sifted the matter they all agreed that one spoiled bottle caused the trouble and the ban was lifted. As the Bureau of Chemistry at Washington says of it:

"Successful canning, so far as the danger from poisoning by the bacillus botulinus is involved, depends not so much on the method selected as on the rejection of infected material at the start. Dirty, wilted, and partly rotted food carries multitudes more of organisms into the canning process than fresh, sound, clean fruit and vegetables.

"The material may be processed according to the best experience available, but it must be frankly recognized that an occasional jar or series of jars may yet spoil because some factor has escaped in spite of all precau-

tions. Such food as has spoiled should be destroyed. Do not salvage it. If you do, you do it at a risk. It is not fit for human food.

"Typical spoiled cans are readily identified. Doubtful cases, however, occur occasionally. A consumer unfamiliar with a particular product is frequently puzzled by its odor, as it comes from the can in an apparently sound condition. Cooking appears to be the practical method of eliminating the danger. Heat destroys the toxin and if the jar, top, and contents are heated until the contents to the very center of the jar are at a boiling point there will be no trouble.

"Suspected foodstuffs should not even be tasted, for death has occurred after tasting two teaspoons of spoiled product which contained the bacillus botulinus. No person should take responsibility of serving other people any food product which has commenced to decompose. Let your nose be your guide and discard food with a putrid odor, warn the expert food chemists of the Department of Agriculture."

## Fixed Resale Prices Again.

A little exposition of the status of the movement for fixed resale prices, made by Chairman Colver of the Federal Trade Commission before a convention of the American Specialty Manufacturer's Association, is being circulated by the Fair Trade League. There seems to be some doubt in the minds of a number of persons as to what the courts have really decided as to the right of a manufacturer of an article to fix the price at

which it should be sold at retail. This is one of the things which Mr. Colver tried to make clear. The confusion arose from the mistaken notion of the effect of the decision of the United States Supreme Court in the Colgate case. What that decided was that a manufacturer had the right to select his customers, such selection not being a violation of the Sherman anti-trust law. But action of the kind, if done with the purpose, intent, or effect of limiting competition or creating a monopoly, would still be unlawful under the Clayton act. Because of this, further legislation would have to be had before retail resale prices could be fixed by the manufacturer. The attitude of the Federal Trade Commission, Mr. Colver explained, is not against such legislation "provided the fairness of the price to the merchant and to the consumer is not challenged as inequitable." If such price be challenged, the manufacturer should have the opportunity to defend it, but if it be found unreasonable "he may not continue to defend it by force. In such case he may either revise his price and force its maintenance, or continue the price but not be permitted to force its maintenance." Along these lines there seems to be the possibility of a working agreement that may satisfy both sides to this long controversy.

Mrs. K. C. Kuhns, proprietor of the "Boss Grocery" at St. Johns, renews her subscription to the Tradesman and says:

"I find the Tradesman has so many good suggestions it proves very useful and I certainly would miss it."

## Smiling Your Way to Success

Warm welcomes are your biggest stock in trade.

Greet everyone from the best customer to the bill collector with the same genial warmth of manner.

And everyone connected with your store—from cashier to errand boy—should be required to be continually pleasant with the trade.

Of course, a pleasant smile alone will not build up business; but combine it with good goods at honest prices and it makes one of the best recipes ever known. Few people, no matter how unpleasant they are themselves, fail to respond to polite handling. The most confirmed pessimist likes wholesome good nature in others.

Cordial service—sincere politeness—continual courtesy—build a store personality you can sell. And it's a great sale every hour.

### WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers

**Late News From the Saginaw Valley.**

Saginaw, Dec. 9—The big annual venison banquet will be held at the Masonic temple next Saturday evening at 6:30. Living up to their past established custom, Mark S. Brown and Bert L. Rutherford have returned from the upper country with the much-coveted trophy, a fine deer. Members of Saginaw Council will receive cards during the week, inviting them to be on hand. If you are not blessed with a wife, bring your "best gal." The banquet will be put on jointly by the members of the entertainment committee of the ladies of the U. C. T. and the U. C. T. committee. S. C. Dan McArthur was appointed general chairman for this event, as well as of the Christmas party to be held New Year's night for the kiddies. Chas. W. Adams was elected general treasurer. Richard (Dick) Brown and Mrs. Joseph Robe were appointed to look after special entertainment features for Saturday night and all can rest assured that there will be plenty doing. Mrs. H. D. Ranney, wife of H. D. Raney, one of the Grand Officers of Michigan, will be the toastmistress of the evening, it probably being the first event of its kind ever headed by one of our fair ladies of the U. C. T. The madam will be equal to the occasion.

We take pleasure in announcing to Saginaw travelers and friends that Kirk Williams, formerly traveling representative for the Simonds Hardware Co., of Toledo, and John McGary, formerly a freight conductor on the P. M. R. R., have formed a business partnership and purchased the truck service line formerly owned by Milne Bros., of Saginaw, located at 109 South Franklin street. Owing to the many years that Milne Bros. have been in Saginaw the boys will continue the business under the latter's name. Mr. Williams is a member of No. 43. When you need a lift, give him a call.

Mrs. Hazel LaBar, of Clio, recently returned from the West, where she, in company with four lady friends, spent the past five months, sightseeing and touring the Western coast. Her husband made the supreme sacrifice by giving his life for the democracy of the world. Mrs. LaBar before going West, was secretary and book-keeper for Robert Jones, one of Clio's live wire grocers, to which position she has returned, much to the satisfaction and pleasure of her employer.

Great interest is being aroused among the traveling fraternity in and around Saginaw over the prospect of a probable law suit between Horace Fox, Lee & Cady's heavy weight salesman, and "Red" Egan, the hustling representative of the Blackney Cigar Co., also of Saginaw. A few weeks ago Mr. Fox, who is a chicken fancier, brought home some very fine roosters and, in his speculation on same, sold Mr. Egan one of the birds. Just what kind of a guarantee Mr. Fox put on the bird he sold no one but Mrs. Egan knows. At any rate the latter's bird lived only a couple of days, hence the trouble. The only chance Mr. Fox has in the case is to show the court that he has a license to deal with chickens. He must have one, for it is a known fact he brought home a coop of birds the day before Thanksgiving from up around Harrison and used them for speculative purposes. Probably the only action that could be brought against him in this case would be for butchering or operating a slaughtering place within the city limits. Personally, I would recommend that the case be put on the table until our next meeting. Motion carried.

Lawrence Wooley, residing on Emily street, Saginaw, and representing the Telfer Coffee Co., of Detroit, is figuring on taking out stock in the Ann Arbor R. R. He was on an inspection tour of the road last week. It took him a whole day to cover the

mileage between Durand and Corunna. Why not buy a little Saginaw street railway, Lawrence? Then start improvements.

Victor Tatham, Genesee avenue grocer, Saginaw, has purchased the O. A. Rogers grocery stock on Genesee avenue. About a year ago Mr. Rogers bought the stock from Mr. Tatham, the latter buying it back last week. Mr. Rogers was formerly in business in Gagetown, selling his store there to Palmer Bros.

Art Fleetwood, manager of the Folsom Mercantile Co., Columbiaville, was in Detroit last week on business.

Mr. and Mrs. "Cy" Wattles, of Lapeer, are the proud parents of a baby girl, little Miss Jane Bell. Mr. Wattles is a member of the firm of Wattles & Schultz, Lapeer's finest meat market.

Frank Rockwell, salesman for Symons Bros. & Co., Saginaw, has been very ill. He is doing nicely. He resides at 1601 North Fayette.

Mrs. Harry Zerwis, 511 State street, was called to Illinois last week on account of her father's illness. Mr. Zerwis is State manager for the Murphy Oil Soap Co.

One of the busy men of the day is Tom Patterson, 503 South Fourth avenue. He is traveling day and night at breakneck speed, loading his customers with Big Head cigars and hundreds of other varieties put out by the Blackney Cigar Co., Saginaw.

The Vincent Hotel, which has stood vacant for the past year, has been bought by A. D. Eddy. The building will be re-modeled at once and an addition of two extra stories will be made, making it a 200 room hotel. There has been a woeful shortage of hotel accommodations here the past year and this will mean much to the travelers making this territory. It is located in one of the best sections of the city and it is expected that it will prove popular with visitors to the city.

W. J. Davis, head of the W. J. Davis music house, on the West side, has bought the Orchard block, at 317 Court street. He expects to remodel the building and make it one of the finest music houses in Michigan. Mr. Davis has been in the music business recently appointed local agent of the for fifteen years, the last three years located on Hamilton avenue. He was Pathe and Vista phonographs.

So different from the ex-kaiser, you can say one good thing for the reds—they don't claim God is with them.

L. M. Steward.

For a quarter of a century the name of Henry C. Frick was associated with coke as was Rockefeller's with oil and Carnegie's with steel; for a decade it has been associated with art collecting. His rise in business was only less dramatic than that of the two others, for like Rockefeller he began as a poor clerk. Though Mr. Frick gave in many directions and remembered Pittsburgh with an especially handsome donation to her public school system, he did not distinguish himself by the great benefactions of the other two men. His preoccupation with art grew as his connection with business affairs lessened. Every few months the papers carried an announcement of a notable purchase added to his fine gallery. He has been one more example of an American emerging rich from the murk of industry and showing not only great gusto for art and appreciation of expert advice, but fine natural taste. Whether his collection will be one more that passes to public uses on the collector's death the world will be eager to learn.

## A Real Quality Food!

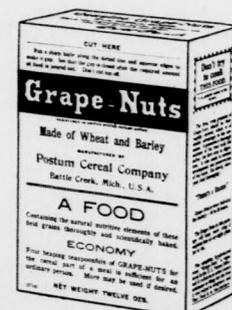
Backed by continuous  
national advertising,

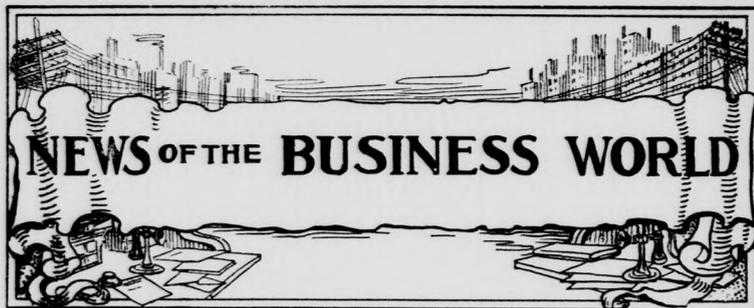
# Grape - Nuts

is a fast-selling specialty with  
a staple demand.

Good profit to grocers.  
Constantly increasing in volume.

**Postum Cereal Company**  
Battle Creek, Michigan





#### Movement of Merchants.

Morrice—A. H. McCoy succeeds M. C. Newman in the grocery business.

Montrose—Louis Kehoe, formerly of Olivet, has engaged in the meat business here.

Kalamazoo—The Fischer Music Shop has changed its name to The Music Shop, Inc.

Fowlerville—George D. Hamilton is closing out his stock of furniture and will retire from business.

Alma—The First State Bank will increase its capitalization from \$50,000 to \$100,000 and remodel and enlarge its bank building.

New Hudson—The recently organized New Hudson branch of the Wixom Co-operative Association has purchased the building and stock of the Bunn & Templeton store and has already taken possession.

Eaton Rapids—LaFever & Minnie, who recently purchased the F. W. Mendell store building and furniture stock have opened their store to the public, the remodeling of the building being completed.

Lansing—D. E. Lewis has purchased the Judd stock of men's furnishing goods and will continue the business at the same location, 117 South Washington avenue, under the style of The Lewis Shop.

Detroit—The Aitken-Tremain Electric & Machine Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$4,000 has been subscribed and paid in, \$3,600 in cash and \$400 in property.

Detroit—The Joseph Sales Co. has been organized to conduct a wholesale and retail automobile accessories business, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Cadillac—The garage building of Heustis, Baldwin & Shattuck, which was wrecked by a storm a few weeks ago, will be replaced at once. The new structure will be one story, instead of two, but the dimensions will be larger.

Howell—Floyd and Walter Sawyer have purchased the Swann building and will remodel it, installing a plate glass front, new fixtures, etc., occupying it as soon as completed, with a stock of automobiles and automobile supplies and accessories.

St. Johns—The F. E. Minne Co. has been incorporated to deal in dry goods, women's ready-to-wear clothing, etc., with an authorized capital stock of \$9,000 common and \$7,000 preferred, of which amount \$12,000 has been subscribed and paid in, \$8,000 in cash and \$4,000 in property.

Casnovia—The general store of Joseph Hutson burned last Saturday. The

cause of the fire is unknown. Mr. Hutson occupied the second story as a residence. Very little of the contents was saved. Through strenuous efforts the adjoining buildings were saved. The loss is between \$12,000 and \$15,000.

#### Manufacturing Matters.

Detroit—The Fremont Creamery Co. has changed its name to the Royal Oak Creamery Co.

Montague — The Montague Iron Works is using pine stumps because of a lack of coal.

Lansing—The Michigan Beverage Co. has increased its capital stock from \$5,000 to \$30,000.

Jackson—The American Oil Corporation has increased its capital stock from \$100,000 to \$500,000.

Muskegon—The West Michigan Steel Foundry Co. has increased its capitalization from \$400,000 to \$600,000.

Eaton Rapids—The Hall Knitting Co. is preparing to install enough new machinery to double its capacity.

Detroit—The Acme Clay Products Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Detroit—The Mercier-Bryan-Larkins Brick Co. has been organized with an authorized capital stock of \$60,000, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Power Piping Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Pontiac—The Coryell Concrete Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$7,000 paid in in cash.

Detroit—The Krukow Process Tool Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$14,000 has been subscribed and paid in in cash.

Detroit—The U. S. Forged Tool Corporation has been organized with an authorized capital stock of \$25,000, of which amount \$17,500 has been subscribed and paid in in cash.

Detroit—The Detroit Structural Steel Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$45,000 has been subscribed and \$15,000 paid in in cash.

Detroit—The Advance Oil Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in, \$100 in cash and \$2,400 in property.

Detroit—The Star Tool & Die Works has been incorporated with an authorized capital stock of \$15,000, of which

amount \$7,500 has been subscribed, \$3,000 paid in in cash and \$3,000 in property.

Detroit—The Crescent Tool Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$32,000 has been subscribed, \$5,845.50 paid in in cash and \$26,817.38 in property.

Detroit—The Lee-Johnson Builders' Supply Co. has been incorporated with an authorized capital stock of \$75,000, all of which has been subscribed and paid in, \$10,000 in cash and \$65,000 in property.

Stockbridge — The Stockbridge Cheese & Dairy Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$2,000 paid in in cash.

Detroit—The Buraschi-Cline Machine Co. has been incorporated to sell labor saving machines, with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Reliable Skirt & Dress Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$5,000 paid in in cash and \$2,648.75 in property.

Detroit—The Pierce-Moliter Co. has been incorporated to deal in refrigerating machines, etc., with an authorized capital stock of \$50,000, of which amount \$30,100 has been subscribed and paid in, \$3,100 in cash and \$27,000 in property.

Buchanan—The Clark Tractor Co. has been organized to manufacture and sell tractors, trucks, etc., with an authorized capital stock of \$500,000, of which amount \$250,000 has been subscribed and paid in in cash.

Detroit—The Wayne Radiator Works has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which amount \$9,990 has been subscribed, \$1,500 paid in in cash and \$4,500 in property.

Sault Ste. Marie—The Soo Machine & Auto Company's new garage and service station, at Sault Ste. Marie, Mich., is nearing completion, and the opening date soon will be announced. The company handles the Buick, Reo, Overland and Cadillac cars.

Detroit—The Fleming-American Co. has been organized to manufacture and sell kitchen cabinets, etc., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$10,000 in cash and \$20,000 in property.

Imlay City—The Imlay City Foundry has merged its business into a stock company under the style of the Imlay City Foundry Co., with an authorized capital stock of \$25,000, of which amount \$12,000 has been subscribed, \$4,500 paid in in cash and \$4,500 in property.

Whitehall—The Crown Chemical Co., manufacturers of sweeping compounds, polish, floor dressing, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and paid in, \$100 in cash and \$2,900 in property.

Shelby—The new factory of the Harrison Basket Co. began operations this week, the plant having been completed after considerable delay, owing to the failure of material and machinery to arrive. The old Harrison factory was destroyed by fire four months ago. The new factory is much more modern and efficient than the one it replaces.

Ludington—The Automatic Light Co., which manufactures electric light plants for farms, ranches and country homes, has reached an output of four units a day and expects to increase this total considerably in the near future. L. W. Holt, formerly Detroit district manager for the old Abbott Motor Car Co., is president of the Ludington concern.

Detroit—The Harry Svensgaard Sales Corporation, manufacturer of motor cycle parts, has merged its business into a stock company under the style of the Motor Spindle Corporation, with an authorized capital stock of \$300,000, \$200,000 of which has been subscribed and paid in in property. The new company will manufacture automotive spindles, axles, etc.

Three Rivers—The Hicksville Handle Co. will remove to Three Rivers, taking possession of the old Major-Glady factory building. The concern employs thirty men and has more orders on its books than it can turn out for some time to come. This is the second enterprise which the Three Rivers Booster Association has located in the town within the last two weeks, a garment manufacturing concern having been secured last week.

#### Combination Offer of Mail Order House Under Ban.

The Big Four Grocery Company of Chicago, William L. Pohn, President, a mail order house, advertising widely to sell a combination grocery order, including ten pounds of granulated sugar for 45 cents is charged with deceptive practices by the Federal authorities in Chicago, on complaint of Sol Westerfeld, chairman of the Retailers' Sub-Committee of the Fair Price Committee of Illinois.

This mail order house, declared to be doing a business as a result of its widespread advertising campaign in farm papers and country weeklies, follows the plan of selling sugar in combination with other items.

#### Fear Is the Concession of the Weak.

The only thing to fear is fear. Fear springs from a lack of confidence, from ignorance, or from a lack of physical force to back up an idea.

Fear is proof that there is something wrong somewhere. Fear is the shadow that goes before failure. Get rid of fear germs.

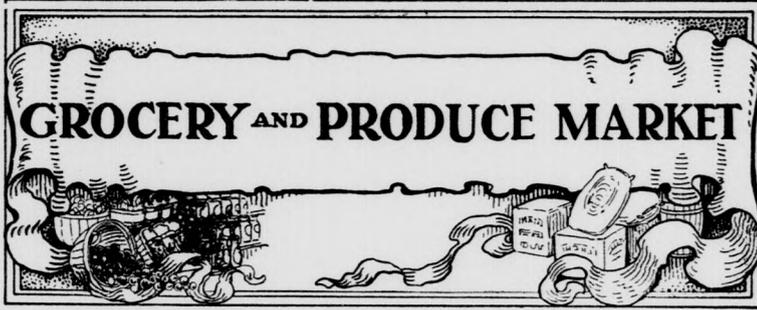
What you think you will do, you will most likely do. If you fear failure, good night.

Fear is a monstrous monster with immense paws and misshapen claws.

The thing that will rout you, clout you, is fear. When fear enters, wisdom makes its exit.

My point is, to be sure you are right with reference to right, and then go ahead and turn your fear into faith.

Frank Stowell.



### The Grocery Market.

**Sugar**—John Clark, President of the Michigan Wholesale Grocers' Association, has secured a concession from the Assistant Attorney General of the United States, who has agreed that the wholesale grocers should have 80c per hundred pound margin on granulated, instead of 68c. The Grand Rapids price has, accordingly, been advanced from \$13 per 100 pounds to \$13.17. Only about half enough sugar is being received to meet the normal requirements of this market. Everything points to a higher range of values after the first of the year.

**Tea**—The retail trade has accumulated good reserve stocks through purchases made during the past few weeks, and the approach of the holiday season seems to be having the usual effect. However, there has been no abatement of the firmness of tone that has been a pronounced feature of the situation of late, and as it is based on increasing costs to import and curtail supplies, the upward trend of prices is confidently expected to be renewed after the turn of the year, if not sooner, should buyers again show a desire to take on additional stocks.

**Coffee**—The market is not substantially different from a week ago. The Brazil situation continues to be firm. There is a rumor that the 3,000,000 bags of coffee which the Brazilian Government have been holding has been taken over by the banks, but since they are probably as capable of holding it as the Government was, there is no reason to expect that this will in any sense change the situation. Rios 7s command from  $\frac{1}{4}$ c to  $\frac{1}{2}$ c more this week than last, while Santos 4s remain nominally about unchanged. High-grade Santos coffee is scarce and commands a premium of probably 1 cent a pound. Mild coffees are strong. Bogotas, which dropped sometime ago to about 29c per pound, green and in a large way, are back again to 30c@31c. There is some Mocha about the market selling green and in a large way at around 36c. It is not very much wanted, but the trade are willing to take Java, which is quoted only a few cents more than Santos 4s. The consumptive demand for coffee is moderate.

**Canned Fruits**—Buyers show more interest in the market than they have recently, but they have not been willing to pay the prices holders are demanding. Gallon apples have worked down to \$5.50, but at that figure there is a better movement than when the market was \$1 higher. Barrel apples are not keeping well, so the canned product has a better outlet. Pineapple has been

more freely offered as the receipt of two cargoes from Hawaii has ended the previous shortage. As the whole country was short, no break in prices followed the 200,000 case shipments.

**Canned Vegetables**—The Tri-State tomato packers, meaning those of Maryland, Delaware and New Jersey, have announced that their total pack this year is in the neighborhood of 2,000,000 cases. This is about 6,000,000 below normal. In spite of this the market is weak—around \$11.75 for No. 3s, in a large way. Everybody seems to agree that before the season is over they will sell at a much higher price, but nobody, or very few, are willing to back that opinion up with orders now. The demand is very light. Corn is easy and the presence of considerable inferior stuff is unsettling the market. Some offers have been made of Southern corn as low as \$1 per dozen, but it is stated that this is not of very good quality, and that anyone wanting to buy top-notch goods would have to pay \$1.10. Fancy peas are almost unobtainable. Other grades of peas are not very active, although they probably will become more so when the scarcity of fancy grades becomes fully understood.

**Canned Fish**—The principal activity in the salmon line is in Chinooks. There is a better inquiry for all grades, but the main call is for the finest packs. Not much stock is offered which makes the market nominal. Red Alaska is dull at \$3.50 @ 3.60. Released Government sells at \$3.40, and is fairly well taken; medium red is not moving in a spectacular way, but is the object of steady buying at \$2.85. Pinks hold close to \$2.20, and chums \$1.90. Maine sardines are moving in a fair way. Exporters are buying to some extent despite the unfavorable exchange rate. Keyless oils are held at \$4.25 spot. California packs are firm under light offerings. Olive oil halves are quoted at 20 @ 21c. Foreign sardines are held at high prices because of light holdings, and the market is quiet. Tuna fish is unchanged. Both bluefin and stripped are in active demand. Japanese crab meat shows a steady demand despite the high range which prevails. The best halves bring \$46 and quarters \$65.

**Dried Fruits**—The dried fruit market on the Coast is relatively firmer than on spot, and the tendency is to put the local market more in harmony with conditions in the West. This is being accomplished as the buying trade more universally recognizes the advancing market and that Coast stocks of all of the leaders are under normal. Values have already gone to higher levels than those of a short time ago, but the outlook is for still further advances. Ap-

ricots, in some respects, are the most active in the line and they are selling at relatively higher prices. Spot stocks are unusually short and there are only a few apricots left in California, recent advices state. One authority estimates that there are not more than 100 tons left in growers' hands in the entire State of California. The fact that packers have been buying in the Eastern markets shows that they cannot be long. Some California letters say that the crop is pretty well cleaned up at its source, which normally does not occur until the summer. Local inquiry is strong. Blenheims are scarce, either on spot or in the West. Prunes continue to sell in an abnormal way. Straight cars of 40s are bringing 5c over the opening prices, with high premiums on all of the large sizes. Association assortments of 40s-90s can hardly be picked up at  $1\frac{1}{2}$ c over. Holders want  $1\frac{3}{4}$ @2c. Peaches are not freely offered either here or on the Coast. Local distributors who usually have big blocks for reserve have only a few which they are working out in a conservative way. In the West, packers want about as much as what is asked on spot, which is true also of prunes. Raisins are slow in coming in, and distributors cannot understand the short supply on the market when considering the production this season. Western advices emphatically state that the crop is not held back except through the lack of sufficient cars. Prices vary considerably, but on the ordinary grades are  $1\frac{1}{2}$ @2c over the opening up to  $3\frac{1}{2}$ @4c for Thompson's seedless or fancy seeded. The market is strongly in the sellers' favor. Apples, according to some operators, are soon due for a share in the general buying drive. So far they have been rather quiet in a domestic way. Coast evaporators are firm in their views. Exporters are confident that a big foreign outlet will ultimately prevail and they are sitting tight on their holdings.

**Nuts**—Christmas buying keeps the market unusually active. All offerings are selling well. Walnuts are not allowed to accumulate and short spot stocks cause a firm market. Both California and foreign are being taken. Almonds are doing better than a month ago and show a firm undertone. Filberts are urged to sale and, with a local accumulation, they are the weakest offering in the nut line. Brazil nuts sell well for all sizes.

**Rice**—The New Orleans market is reported strong, with little or no further progress toward higher price levels, however. The Louisiana Planter believes it to be evident that rice will bring high prices throughout the entire season and that probably even another large crop will not make any material reduction in values. The whole world apparently wants more rice than exists.

**Molasses**—There have been further arrivals from New Orleans, but with demand exceeding available supplies the market has a very strong tone.

**Sugar Syrups**—A steady demand and limited offerings keep prices on a firm basis.

**Cheese**—The market is steady, with quotations ranging about the same as

previous quotations. Receipts are light for this time of the year and there is a good consumptive demand.

**Provisions**—The market on lard is fairly steady, there being an increase in the production and only moderate demand. The quotations have declined about 2c per pound over previous quotations and we do not look for any material change in this commodity in the immediate future. The market on lard substitute is weak and unchanged, there being adequate supply to meet the light demand. The market on smoked meats is steady, with quotations about the same as last week's quotations. There is an adequate supply to meet the demand. The market on dried beef is very firm and unchanged, and is in very light supply. The market on barreled pork is steady and unchanged. The market on canned meats is steady, with unchanged quotations.

**Paper Stock**—Attention is called again to the effect of the high price and demand for newsprint paper, which leads some mills to put the newsprint ahead of the wrapping paper, such as Krafts, etc. Stock of paper and bags is getting short.

**Salt Fish**—The first importations of new Norway mackerel have arrived, but the price is so high that they have been hard to sell. No. 3 Norway mackerel have been sold at \$44 per barrel, which is so far above normal that comparison can hardly be made. There are a few hundred more barrels of Norway mackerel waiting in Norway which could come to this country, but importers have had such poor success with their efforts to make any money, even a living profit, out of the importations already brought over, that the chance is no more will come. Irish mackerel are possibly \$2 per barrel under highest point, the present quotation on No. 3s averaging around \$30. Demand is fair. Codfish is weak and pure cod is now quoted, in a large way, around 12c, which is a drop of 5@6c from the highest point.

Fenton, Corrigan & Boyle, investment bankers, are participating in the offering of \$1,500,000 United Fuel and Supply Company, Detroit, closed first mortgage 6 per cent. gold bonds, maturing from 1932 to 1937, price par and interest, the mortgage being on real estate. The firm also is offering \$100,000 Grand Trunk Pacific Railway first mortgage 3 per cent. gold bonds, guaranteed by the Canadian government, and offered at 60½ to net 5¾ per cent.

The Charles J. Bartlett Co. has been organized to deal in flour, feeds, fertilizer, etc., with an authorized capital stock of \$50,000, of which amount \$25,010 has been subscribed, \$1,010 paid in in cash and \$17,000 in property.

The Beckwith Veneer Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$19,000 has been subscribed and paid in, \$15,000 in cash and \$4,000 in property.

If you are not the kind of employer men like to work for you will not be able to hire the kind of men you like to have work for you.

### Spineless Foreign Policy of Our Government.

Grandville, Dec. 9—"Briton is released."

Is not this a moving text for Americans?

Information reached Washington concerning the kidnaping of Norman Rowe, a British subject, by rebels, who held him for ransom. The British vice consul at Zacatecas immediately protested and reported the affair to the British consul general at Mexico City. The Mexican government at once effected Rowe's release.

The Mexican rebels undoubtedly made the mistake this time of seizing a Britisher instead of an American. As soon as the mistake was known quick release and apologies were in order.

Compare this circumstance with the imprisonment of American Consul Jenkins and the contempt with which Mexico treated the notes and demands of the Wilson administration.

Humiliating to the last degree is it not? The Mexicans well understand the difference in the two Anglo Saxon nations, the one a cringing, cowardly cur while the other wields the heavy paw of an angry lion!

The lion of old England will stand for no foolishness where the rights of her subjects are concerned. With all our boasted liberties we have often had cause to blush with shame for the pusillanimous course pursued by a weak and vacillating administration.

Away back in slavery days, while yet the Stars and Stripes floated over a republic half slave and half free, an American slave ship off the Bahamas found that several of the cargo of negroes had secured one of the small boats and escaped, rowing toward a ship in the distance. Another boat, manned by an American officer and several men, started in pursuit. The Africans reached the other ship, which proved to be a British

man of war, in advance of their pursuers.

When the American officer clambered over the side and demanded of the British captain the runaway slaves, that officer pointed to the peak from which floated the British flag, saying in no uncertain tones:

"These men are now free. There are no slaves beneath the British Jack!"

Wrathful yet impotent to help himself the American returned to his own ship empty handed. Even an American cannot help applauding the sentiment of the British captain, nor can we help, in this later day, feeling pride in the fact that the mother land from whose loins sprang our own people, has the sand to protect her citizens from insult and bodily harm, even from the hands of such worthless creatures as these Mexican bandits.

In ancient days to be a Roman meant more than to be a king. The hand of Rome was as a mailed fist in defense of her citizens. To be a Britisher is to be known the world over as a citizen of one of the great powers of the world, a power that stands behind her every citizen, be he ever so lowly, a power that hesitates not an instant to employ her army and navy in defense of the rights of the humblest of her citizens. We are proud of Britain's thoroughgoing promptness in coming to the defense of her citizens in foreign lands. Would it not be even more satisfactory if every American felt the thrill of pride that comes to every patriot heart when the might of a great Nation is exerted to care for its citizens even to the remotest parts of the earth?

The British nation is always on the job when insult or harm comes to one of her subjects. America has been equally prompt to resent and punish injury to her own in days gone by, therefore it gives one an added pain

to see the present spineless foreign policy of our Government at Washington which has been growing in decision and pusillanimity during the past year in a way to shake the American's faith in the Government itself.

This course of government policy cannot last always. Like the present economic situation, filled with peril for the stability of business enterprises, there must come an end to the spineless actions of the United States with regard to the protection of her citizens in Mexico.

Not long ago an order was issued from Washington, that all Americans get out of Mexico, an indication that the United States Government would not stand sponsor for her citizens outside her own boundaries. It was such an order as one-time Secretary Bryan put forth requesting Americans to keep off the high seas since it was no longer the province of the United States to protect her citizens outside her own domain.

One can little wonder at the audacity of Mexico when dealing with her Northern neighbor. Her leading politicians and soldiers seem to have a supreme contempt for all things American, and such feeling should not be cause for wonderment on our part. The only safety for Americans in Mexico is to pose as subjects of Great Britain, when safety is assured.

Is it not humiliating to know that our only assurance of keeping body and soul together beyond the Rio Grande is by proclaiming ourselves subjects of Great Britain, even while a short distance away, across a narrow stream, there floats beneath the sunny sky our own starry banner, beneath whose folds our gallant doughboys fought the German hordes to a finish and won everlasting glory for that old flag?

The American eagle may fly along the border, but he dares not scream defiance to the dirty minions of a

robber government lest he lose his liberty or life with no effort at protection on the part of Uncle Sam.

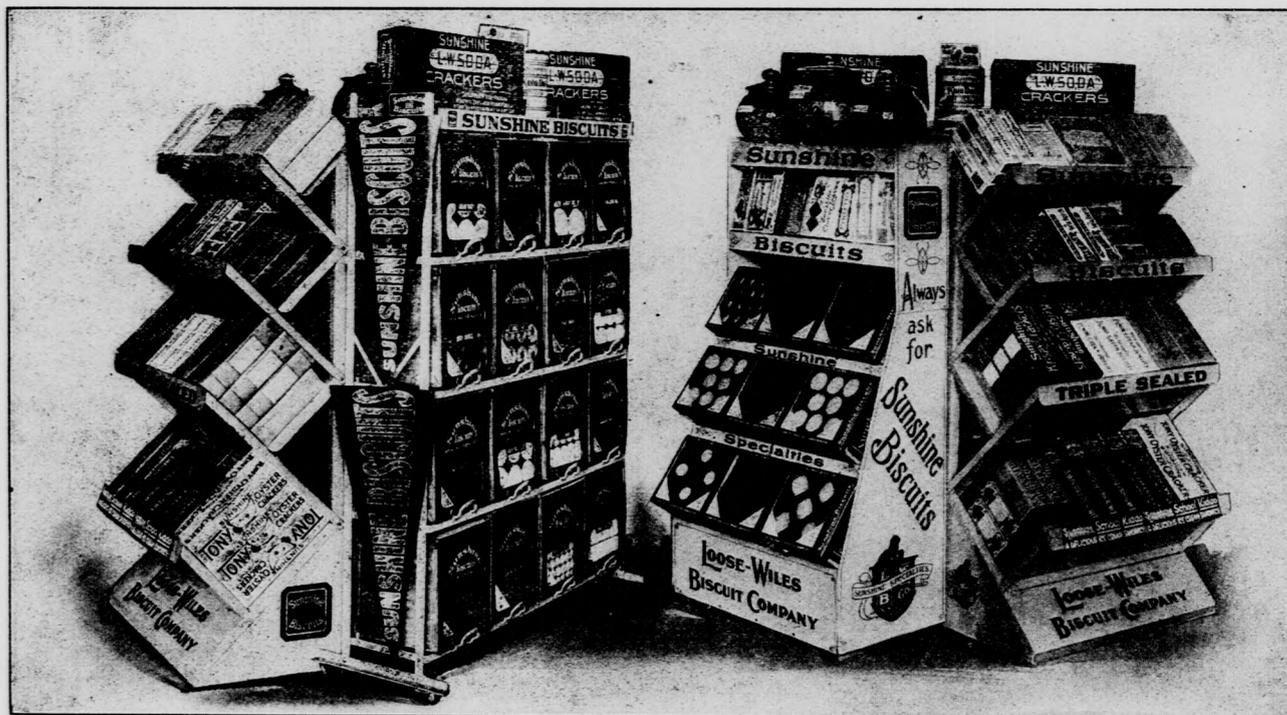
That the eagle so near the land of the enemy must hover and hide in very shame while the lion, four thousand miles away, by his simple roar sends terror and abject submission to the cowards who spit upon Americans, is the shame of it all. That a Government of a hundred millions stands helpless within a stone's throw of the seat of trouble, while another nation thousands of miles distant compels obedience and safety to its citizens completes the humiliation and shame of America's part in the whole transaction down there in Mexico. Old Timer.

### Honor to Whom Honor Is Due.

Casnovia, Dec. 8—This is to notify you that my store and nearly all of my stock burned on Dec. 4. As we take the Tradesman and believe in the good faith of the advertisers you admit to your columns, on your recommendation we took some insurance (namely, \$1,700 worth) with the Michigan Shoe Dealers Mutual Fire Insurance Co., of Fremont. We notified the Secretary, Mr. Bode, last Saturday and he came here to-day and certainly gave us a square deal. He paid me my entire policy and, what is more, paid me to-day. Keep the good work up, so that every merchant will carry some or all of his insurance with the Shoe Dealers. Even though the rates were 30 per cent. higher than stock company rates, instead of being 30 per cent. cheaper, I would give the mutual companies my entire insurance. I trust you may see fit to publish this letter. Joseph Hutson.

Every good window display you see ought to be inspected with a view to discovering how you can make use of some such idea in your own store.

## INCREASE YOUR BISCUIT PROFITS



Advantages of an  
**IDEAL SUNSHINE BISCUIT DEPARTMENT**

Perfect Display—Clean—Neat—Attractive

A Complete Stock with Smallest Investment

It Creates Interest and Consumer's Demand

Ask the Sunshine Salesman—He Knows

**LOOSE-WILES BISCUIT COMPANY**

Bakers of Sunshine Biscuits  
CHICAGO

**Profitable Talk on Salesmanship.**

Saginaw, Dec. 9—J. S. Dudley, manager of the local branch of Wilson & Co., gave a splendid and profitable talk on salesmanship before the sales force of the D. A. Bentley Co. Saturday morning at their regular sales session. In part he declared that the salesman, in his estimation, was an asset to the payroll of any company, while the balance of the force were liabilities, so to speak.

A salesman's task is one of romance. His success depends largely on the confidence he has in his firm, the confidence he has in his goods and the art of gaining and holding the confidence of his customer. When this has been accomplished his task will have been to him, "A Salesman's Romance." He said the salesman who wants to keep himself from growing stale and languid in his duties must be inspired with enthusiasm, and this enthusiasm must never be allowed to run down, for he cannot arouse the feeling in others when he does not possess it himself. **Enthusiasm is an infection**, and a very taking one if sincere.

Be polite, boys. First impressions are often ones which last and the salesman who approaches his customer in a brusque or indifferent manner is doing something which often injures his standing.

The salesman is often looked upon by the merchant on his first call as a burden; but if you are tactful you can win this man's confidence and become in reality his business partner. There are some men who delight in turning down the salesman, while others do it thoughtlessly. Often it is the salesman's fault. Approach your man with caution, just as you would approach the city limits when the sign reads, "Be cautious in the city limits." Watch your customer's way of doing business; watch the sale of his stock, offer suggestions where you know it would benefit him and his business, but beware in your method in imparting such advice to him. If you inspire the man's confidence, he will accept your suggestions; if not, you have lost your point and, in all probability, your customer.

Show me a man who appears on the job at 10 o'clock a. m. bleary-eyed

from a "big" night before and I'll show you a failure. Atmospheric conditions are contagious, so beware and travel under the best conditions always. Self preservation spells success. Two of the best assets which a salesman can have are a robust constitution and a cheerful disposition. These two will enable you to bear some, at least, of the troubles of the road.

Determination is a big factor in sales success. Hang on in spite of opposition. Study your customer. Return again and again if need be. Change your line of attack. Every merchant has his hobby. Study it and win through his own hobby. Enter every man's place under control and avoid trouble.

Summing up his talk, he declared, "I have had a great deal to do with salesmen. I have been a salesman myself for a great many years and I have employed and supervised a great many men. I believe that salesmen are made as well as born, and teaching will do a great deal toward making a salesman. The principal qualities in the making of a salesman are health, honesty, ability, knowledge of his business, sincerity and enthusiasm. And when you can measure up to these you will be a success and your success means success for your employer." L. M. S.

**Late News From Bankruptcy Court.**

December 9, 1919—In the matter of the Grand Rapids Motor Truck Co., a special meeting was held to determine whether or not the trustees should take an appeal from the decision of the Circuit Court relative to stockholders' liability. It was determined by a majority vote of the creditors that such appeal be taken. The Grand Rapids Trust Co., trustee, resigned and George B. Kingston was elected trustee. His bond was fixed at \$6,000.

December 8—In the matter of the Grand Rapids Fibre Furniture Company, a first meeting was held this day. One hundred claims were proved and allowed. Grand Rapids Trust Co. was elected trustee, with bond of \$5,000. Meeting adjourned to Dec. 23.

In the matter of Paul Henderson, the first meeting of creditors was called for Dec. 18.

## Doing Things a Little Better Than Most Stores

When a great food distributor, in the sturdy maturity of middle age, sets out to be a greater distributor and succeeds, is it not a wonderful thing to contemplate?

Is it not pardonable to talk, with pride, about the things which one has accomplished through many years of untiring effort?

When an establishment, through its foresight, its everlasting perseverance, its continual optimism, succeeds in reaching a high goal, is it not worth telling the trade about?

When a chain of wholesale grocery houses has come to take its place as an institution of National interest, should not the news be well told?

When a house has acquired a reputation for its character, its merchandise and its service, not to speak of a multitude of minor store features, should not its patrons be informed of these things? Should not new trade be attracted to its doors?

The National Grocer Company for years has been doing things a little better than most stores. It has striven hard to lead, to be a step in advance of progress at all times.

It serves a vast territory in Michigan, Indiana and Illinois with a thoroughness that bespeaks its greatness. It is rapidly acquiring a large and enthusiastic following in every city, town and hamlet covered by its enterprising and tireless travelers.

The result is that to-day the National Grocer Company is one of the most talked of wholesale houses in the country among the merchants who look to it for dependable merchandise. Famed for the breadth of its ideas; famed for its sturdy persistence in the things which are right; famed for the originality of its methods; famed for its efficiency in even the littlest things.

## NATIONAL GROCER COMPANY

Grand Rapids  
Lansing  
Cadillac  
Traverse City



J. R. Fenton  
C. H. Corrigan  
R. J. Boyle

### Money Is at the Turning Point

Today its value is starting to rise after five years, during which it has been steadily losing buying power.

#### Do You Realize

That the dollar you own today has the same value that forty or fifty cents had in 1914? Do you realize that this forty or fifty cent dollar, invested now in bonds, is going to be a 100 cent dollar just as soon as the natural swing of conditions re-establishes the old order of things? The dollar may not come all the way back, but it is our opinion that it will come a long way.

#### And Remember

That money in bonds is a fixed sum of money, paying good interest. Our bonds pay six to seven per cent.

### FENTON, CORRIGAN & BOYLE

INVESTMENT BANKERS

941 MICHIGAN TRUST BLDG., GRAND RAPIDS  
DETROIT Citizens 4212 CHICAGO

Claud H. Corrigan, Vice President

### NO TIME FOR PESSIMISM.

Developments of the past week give every reason why buyers of staple dry goods will have to look closely into conditions that exist in all primary markets at the present time. Jute and its products are declining steadily from a high point. Silk and its products are climbing upward at a time when it has been proved by trade investigators that there is no such shortage of raw silk as the world has been thinking about. Wool is not scarce except in certain grades, and wool goods for civilian purposes are not as scarce as they were a year ago. There are certain grades of cotton very scarce and the yield for five years has been much below normal. Nevertheless, much is discounted in a value of 40 cents a pound for a raw material that could not be sold freely before the war at a fourth of that price.

The situation is largely in the control of the buyer, despite the very strong merchandising position held by the seller who has little or nothing to offer. When the buyer ceases anticipating his needs and when he begins to do business on nearer a cash basis on a smaller margin of profit, prices will become more favorable, for it will evidence a passing of the feverish speculation that has impregnated all business. The buyer who is looking forward to the possible resentment of consumers, or their inability to go on paying, will find that the great merchants of the country handling mill products are in sympathy with him. Prices are dangerously high and the stage has been reached where further profits restrict rather than increase production.

It is possible to emphasize many bullish factors in the merchandising situation of the week and the trade is in a state of mind where it prefers to hold things up and even advance them. Just as long as the buyer goes on making long commitments at any price he can induce a manufacturer to consider, just so long will the upward trend go on.

It has been the experience of humanity in its ups and downs of trade that changes do not come gradually. The manifestation of price resistance acts quickly and it is usually some shock outside of the details of buying and selling that brings on the change. A slow exhaustion of buying power would be a happy means of eliminating the dangerous features of the present situation, but the history of all time shows that realization of such an exhaustion does not come gradually. It comes upon the markets like a thief in the night. Then those who have hoarded goods will suffer, and then those who have made long engagements based upon their own or borrowed credits will suffer.

The added scarcity of output due to coal shortage will prolong the scarcity of merchandise in relation to the stocks held in normal times. A jump in coal prices, a real jump in sugar prices, or a constant advance in the price of flour, will hasten price resistance in dry goods channels far more than price advances in textiles themselves.

That the stage is set for serious trouble unless all merchants are more careful than they have been recently, is the firm conviction of some of the ablest minds in the trade in this city and elsewhere. It is not pessimism to point this fact out. It should be the means of making buyers and those who direct them more cautious in their estimates of conditions as they now stand.

### POST WAR CONDITIONS.

The financing of the needs of Europe amounting to billions of dollars is a pretty knotty problem. The situation is not at all clear, but the necessity for eliminating speculation wherever possible is more pressing than at any time since the armistice. It may be that the situation may relax after the first of the year, but the inflated condition both here and abroad is the strongest reason for an insistent demand for funds so long as that condition continues. Deflation, however should begin with the Government. The estimated Government expenses for the next fiscal year are so large that a continuation of heavy taxes seems inevitable. The diverting of all available labor into the ranks of production is imperative—but the vicious circle still continues. When is a halt to be made? It is not merely desirable—it is necessary—that a policy of economy, an elimination of useless expenditure in the business of Uncle Sam should be adopted. Let Uncle Sam put on the brakes.

When the war started the logic of our position was plainly apparent. In other words, as events proved subsequently the war stimulated our exports and shut off our imports. The question uppermost to-day is, Will peace shut off our exports and stimulate our imports? That brings up the interesting question as to the extent of competition from abroad which we may expect in our home market. From all we can learn this competition for some time at least will be more imaginary than real. We know that Germany is still on a ration basis. We are told that England can hardly be in a position to produce effectively within a year, while France is so short of goods that they are paying us the tremendous premium on exchange and are still able to sell American goods cheaper than they can be sold by French manufacturers.

In this connection the position of agriculture furnishes an interesting problem. Agriculture is naturally the first to respond in all programmes of reconstruction. Self-preservation is the first law of nature. The world cannot recover on an empty stomach. In this country, by contrast, the area given over to agriculture has increased materially since 1914 and the farmer has received over 100 per cent. more for his products. Will over-production, so-called, have its manifestation on the farm, and will the buying power of our 25,000,000 farming population be reduced? If this should be the case and its effect be reflected in our industrial centers we would reach a condition similar to the convalescing period of a fever-stricken patient from which the upbuilding process along normal lines would begin. All these things are merely suggestive

and at best speculative. The big things which cannot escape us are the abnormal foreign exchanges, the reduced production of labor and the tightening of the money market. There are no signposts as yet, however, which indicate any decided change in the business situation or any lessening in the demand for most lines of merchandise.

### WOOL GOODS STRONG.

The scarcity of fine wools in relation to the demand, the high price and apparent sold up condition of fine worsted yarns and the effect of these conditions on fall, 1920, fabric offerings, have occupied much of the attention of men's wear and dress goods selling agents during the week. The wage advance which was made in New England added to the cost of materials appeals to mill men as a strong reason for naming full prices and preventing the reductions where-with some had hoped, two months ago, the high cost of living might be fought. Merchants say that the mill which did not cover early on fine wool or fine yarns is in a difficult position to supply the sort of merchandise which popular demand calls for.

Clothiers and jobbers are watching closely for allotments of serges. This fabric gives promise of being the market leader for fall, and it is believed that few serges made from the better sorts of wool will be available at under \$5 per yard, and that figure will presumably be possible only on the lighter fabrics.

Jobbers of women's wear fabrics have had a fine business, with orders from many quarters and covering a wide variety of goods, although staples hold the best place. Apparently a large distribution of dress fabrics by the yard has been in progress in retail circles. Garment manufacturers are opposed to any further advance, but there seems little they can do about it.

The annual meeting and banquet of the American Association of Woolen and Worsted Manufacturers, held last week, was a largely attended affair. Reports at the meeting showed the close relations which have been entered into between buyer and seller, particularly as regards the settling of unavoidable disputes which may arise between them. The machinery is in action which minimizes recourse to courts of law.

### WAGES AND COST OF LIVING.

While it seems to be generally conceded that wages will not come to those of pre-war times for a long period to come, if ever, there is almost as general a belief that some recessions are bound to follow reductions in the cost of living which cannot be delayed much longer. All of this holds goods in other countries as well as here. There is, however, one element that has to be taken into account which may yet offset the natural tendency toward a reduction in wages. This is the increased efficiency of labor, either through its greater energy or aptitude or through the better utilization of mechanical and automatic appliances. The tendency, for a century or more, has been toward higher wages

coupled with a lower labor cost per unit of output. This it is that has enabled workmen to improve their condition and gain from time to time a larger share of the comforts and conveniences, as well as the opportunities, which modern life affords. And just as labor costs are not dependent on the amount of wages paid so much as on the quantity of output for a given total of wages, so also the amount received by a worker does not measure his prosperity as much as does the quantity of commodities which that wage will buy. In the inevitable adjustment to lower prices which the coming of more nearly normal times will produce, there will have to be a lowering of wages to have them more nearly correspond to the greater purchasing power they will have. It is one of the advantages of the bonus and profit sharing plans which have been put in operation that they will afford a greater flexibility in the adjustment to the changed conditions which are to come.

Mr. Burleson boasts that the Post Office has avoided a deficiency, but upon its more striking avoidance of efficiency he says nothing. His bland report, summarizing improvements, contrasting the aggregate surplus of \$35,000,000 in his seven years with the aggregate deficit of \$59,000,000 in the seven previous, and praising our air mail as unique, would leave the reader ignorant of the waves of protest that have swept the country and prompted plans of drastic investigation in Congress. His passing reference to criticism is made only to ascribe it to ignorance, the hospitality of men denied special privilege, and labor union prejudice. Doubtless, parts of his report will receive strong approval. But that the current criticism is founded on more than ignorance and prejudice, and that the critics have a right to expect a careful defence, not a resort to hasty counter-accusations, the country feels emphatically. Mr. Burleson has not seized in his report the opportunity he neglected in his recent speech. Two boasts might be made for him by his friends: we have never had a Postmaster-General more expert in book-keeping, or one who, in slang phrase, was so little inclined to hate himself.

Lloyd George's recent speech on Russia recalls the definition of a metaphysician as a blind man looking in midnight darkness for a black hat that isn't there. The British Prime Minister complains that every step taken by the Allies in Russia has only led into "a fog." That ought to make it seem like home to a London politician. It is supposed to be the business of statesmen to get out of a fog and find a clear path. But the only hope which Lloyd George now gives is that some Power "nearer" to Russia—everybody will infer that he means Japan—will discover and execute the true Russian policy. Though he disclaims the possibility of direct negotiations with the Bolshevik regime, we suspect that, in the back of his mind, the British Premier anticipates that something will come out of the conference of the Baltic States with the delegates from Moscow.

# HOLIDAY SPECIALS

*There is still time for you to considerably increase your Holiday Trade by buying some of the Specials we have listed below. You will be able to do yourself and your trade a lot of good with these items which are especially good Holiday Items. We are quoting these ridiculously low prices to clean them up NOW. We would suggest that you advise us to ship by Parcel Post, Express or any way that is quickest—to suit you. You may telephone or telegraph your orders to us at our expense if you want to. Of course any of these items are subject to prior sale.*

**MEN'S FURNISHINGS.**

- 27B658 Men's Holiday boxed Neckwear, fancy packing, boxed 6-12 dozen assorted colors and patterns, per dozen .....\$ 8.50
- 27B57 Men's fancy French Cuff Shirt, detachable collar to match, pink, blue and lavender, boxed 3-12 doz. all sizes 14 to 17 good value, per dozen ..... 39.00

SEND US YOUR ORDERS FOR DRESS SHIRTS TO SELL YOUR CHRISTMAS TRADE. WE HAVE ALL SIZES AND A WELL BALANCED LINE, IN PRICE RANGING FROM \$16.50 IN THE CHEAPER NUMBERS TO \$120.00 FOR THE SILK CREPE. OUR ASSORTMENT AND SELECTION IS SUBJECT TO YOUR APPROVAL. YOU CAN RETURN IF NOT SATISFACTORY.

- 28B219 Men's blue chambray Work Shirt, only 2 cases to offer, bld. 1 dozen assorted sizes 14½ to 17, at, per dozen ..... 13.25
- 28B540 APPROXIMATELY 50 MEN'S CORDUROY FULL SHEEP LINED COATS, BEAVERETTE COLLAR, LEATHER LOOPS, KNIT WRISTLETS, SIZES 38 TO 46. THE FIRST ORDERS RECEIVED TAKE THESE AT, EACH ..... 12.25
- 28B730 Men's 30 oz. heavy Wool Lumberman's Pants, strong for rough work and cold weather, all sizes 32 to 42, open stock, extraordinary value, per dozen ..... 54.00
- 27B919 to 27B924 An extraordinary fine lot of string Bow Ties, well made, good looking patterns, boxed 6-12 doz. asst., per dozen ..... 6.00
- 29B302 WE HAVE JUST RECEIVED A LARGE QUANTITY OF BOYS' AMOSKEAG TWILL SHIRTS WHICH HAVE BEEN PRACTICALLY OFF THE MARKET TO CLOSE THESE OUT THIS SPECIAL SHOULD APPEAL, at, per dozen .. 12.87½
- Boxed 1 doz. 12½ to 14, Olive Drab and Khaki.
- 29B907 Plain blue Brownie Overall, bld. 1 dz. asst. sizes 5 to 15 doz. 7.50
- HERE IS SOME BUY—
- 29B726 BOY'S Corduroy Pants, bld. 1 doz sizes 8 to 16, a very limited quantity to close out, per dozen ..... 19.25
- 30B311 Men's Chamois Cap, belted top with buckle, silk lined, To close out very special, at, per dozen ..... 10.50

- A VERY LIMITED QUANTITY OF BOYS' ONE PIECE TOP CAPS, MADE WITH THE PILOT FRONTS AND EAR LAPS doz. 12.00
- 31B505 A "Boss" brand black fleece lined Mitten. About 3 cases left, boxed 1 dozen, close out, per dozen ..... 3.87½
  - 31B614 Men's mottled grey, dark mixed No. 1 combed yarn Mitten, black knit wrist, good seasonable merchandise, dozen ..... 10.37½
  - 31A10 MEN'S 8 oz. CANVAS GLOVE, WHITE AND BROWN KNIT WRISTS, 1,000 DOZEN TO SELL, PER DOZEN ..... 1.75
  - 32B104 Ladies' Umbrella 26 inch paragon frames with Bakelite handle, good quality material and is an extraordinary buy on the market of to-day. Send us an open order. Our selection is subject to your approval, bld. 6-12 doz., per dozen ..... 32.00

**LADIES' READY-TO-WEAR.**

- Voile Waists.**
- Lot No. 1 A very fine assortment, per dozen .....\$13.12½
  - Lot No. 2 Fine quality Voile, individually boxed, per dozen ..... 23.25
  - Lot No. 3 Extra fine quality, individually boxed, per dozen ..... 28.50
- Silk Waists.**
- 35B16 Fine quality Crepe de Chine Waist in colors Black, Navy, Flesh and White. High and low neck combination effect and very pretty. Sizes 38 to 46, each ..... 4.75
  - 35B190 Beaded Georgette. Exceptionally pretty in Brown, Flesh Taupe, Navy and White. Sizes 38 to 46, each ..... 4.75
  - Lot No. 9 Consists of three beautiful Georgette Waists in three-color combination effect with harmonizing colors such as Taupe and Copen, Navy and Dark Red, Brown and Mahogany, Brown and Green, White and Green, Flesh and Green. Round neck. Sizes 38 to 46. Individually boxed, each ..... 4.75
  - Lot No. 5 An assortment of Georgette Waists which have been selling from \$4.12½ to \$5.00 in colors Flesh, White, French Blue and Bisque. Sizes 38 to 46, each ..... 3.75
- Middy Blouses.**
- 35A80 All White Middy Blouse with U. S. Navy Insignia on left arm. Boxed ½ dozen. Assorted sizes 6 to 14, per dozen ....\$13.50
- Outing Gowns.**
- 910 Ladies' Outing Gowns made of Fairview and Pearl Guting Flannel. Sizes 16-17. Comes in V, round and square necks and practically 12 different patterns to the dozen, per dozen .....\$16.50
- Ladies' House Dresses.**
- 36A171 House Dress. Asst. plaid Gingham. Sizes 38 to 46, dozen .....\$20.50
  - 36A162 House Dress. Made of Renfrew Gingham. Asst. plaids in sizes 38 to 44, per dozen ..... 34.50
- Silk and Sateen Petticoats.**
- 37B101 Good quality Black Sateen and good looking, per dozen .....\$17.50
  - 37B77 Made of fine heavy quality Sateen in asst. colors Navy, Pink, Purple and Green. 34 to 40 lengths. Very attractive and made with a dust flounce. Per dozen ..... 16.50

- 37B97 and 37B98 Two very attractive styles of the well known ANNABELLE SATEEN PETTICOATS. Individually boxed and your choice of the following colors: Black, Navy, Purple, Russian Green and Emerald, each ..... 1.95
- 37B86 Silk Messaline in Black, Emerald, Cerise, Belgium Blue and Purple, each ..... 6.25
- 37B88 Made of the well known quality Belding Satin Silk in Black, Kelly Green, Copen Blue, Taupe and Purple, each ..... 7.75
- 37B87 All Silk Taffeta in Black, Emerald, Cerise, B. Blue and Purple. Each ..... 6.50
- 37B81 All Jersey Silk in Black, Navy, Plum, Rose, Sand, Copen Blue, P. Grey, Emerald and Brown. Each ..... 6.50
- 37B84 All Jersey Silk in Emerald, P. Grey, Peacock Blue, Plum and Brown. A very good style. Each ..... 7.50
- 37B85 Heavy Jersey Silk top with Taffeta flounce in Black, Purple, Emerald, Copen Blue, Navy and Rose. Each ..... 6.25
- 37B83 Heavy Jersey Silk top with Taffeta flounce in Black, Navy, Russian Blue, Plum and Rose. Each ..... 7.50

**Blanket Bathrobes.**

- 40A86 Assorted colors and patterns. Child's sizes 2, 4, 6, per dozen .....\$18.00
- 40A86 Assorted colors and patterns. Child's, sizes 8, 10, 12, 14, dozen ..... 29.00
- 36B142 Assorted colors and patterns. Ladies' sizes 36 to 44, per dozen ..... 39.00

**A CHRISTMAS COMBINATION SPECIAL.**

Special No. 38 Consists of 1 Ladies' Satin Silk Bloomer, 1 Satin Silk Camisole, 1 Satin Silk En. Chemise and 1 Crepe de Chine En. Chemise. The style, quality and sizes all match. These garments are well made and cut good and full in size and of good quality Silk. They come individually boxed with the four boxes put up in one large box. The set complete .....\$15.75

**PIECE GOODS.**

- 21x42 Fancy Bath Towels, Pink and Blue per dozen .....\$ 8.00
  - 18x36 Fancy Bath Towels, Pink and Blue, per dozen ..... 6.00
  - 72x84 Novelty Plaid Bed Blankets, pair ..... 5.25
  - Breakfast Cloths come in a beautiful quality, Snow Dot and Stripe only. 7.25
  - 36x36 Breakfast Cloths, per dozen ..... 10.50
  - 45x45 Breakfast Cloths, per dozen ..... 10.50
- WE ARE RECEIVING SHIPMENTS OF VERY FINE WASH GOODS DAILY. SEND US YOUR ORDERS FOR YOUR HOLIDAY WANTS. Beautiful floral Kimona Silks. Just what your trade will want for Christmas gifts. Comes in colored grounds such as Rose, Grey, Navy, Gold, Copen, Medium Blue, Wisteria, Bergundy, and Black, per yard, 85c.

**HOSIERY.**

- Hosiery of better grades has never failed to be one of the largest Holiday Items in a Dry Goods or Department Store. We therefore, ask you to consider the items herein mentioned which are priced far below the present market:
- 366 Men's Egypt. Lisle Hose, Black, boxed 1 dozen, at .....\$ 3.25
  - 490 Ladies' 21-nch, 12 strand pure thread Silk Hose, Anti ravel top, Merc. Lisle garter hem, reinforced toe, sole and heel, boxed ¼ doz. Colors, Black, Navy, Cordovan, Grey. Big Special, at 18.50
  - Colonial Girl. Heavy fine Silk and Fibre Mixed Ladies' Hose, seam back, narrowed ankle, mercerized top, 20-inch boot, reinforced toe, sole and heel, boxed ½ dozen. Colors, Black, White, Grey and Cordovan. One of the best Holiday Items that can be had. Special price, per dozen ..... 16.50
  - 21B414 A Ladies' fine gauge Fibre Silk Hose in Black, White and Brown, double wide garter hem. Ipswich Brand. Boxed ½ dozen. A good \$1.25 seller at a profit. Special, at per dozen ..... 10.50
  - 21B702 Men's Fibre Silk Socks in Black, White, Brown, Navy. Boxed ½ dozen. This class of merchandise is very scarce and the price in a few weeks will be much higher. Holiday Special, doz. 5.75
  - 485 Ladies' 220 needle full mercerized Hose in Black, White and Cordovan. Wide double garter hem, double toe, sole and heel, seam back. Boxed ½ dozen to box. With Silks so high, Lises are selling rapidly. Special price, per dozen .... 6.00

**NOTIONS.**

- 400 Women's Black Cashmerette Gloves, fine texture, plain wrist dz. ....\$2.12½
  - 450 Women's Black Cashmerette Gloves, 2-clasp wrist, dozen ..... 3.15
  - Angorina, all colors (12 balls per box) per box ..... .87½
  - 1 Lot of Val Laces, per dozen ..... .45
  - 600 Ladies' Boxed Handkerchiefs (2 in box) per doz. boxes ..... 2.15
  - 604 Ladies' Boxed Handkerchiefs (3 in box) Col. Emb. Corners, per dozen boxes ..... 2.25
  - Bluebird Crochet Cotton, Cream and Colors, per box ..... .45
  - Airfloat Talcum Powder, per dozen ..... .77½
  - 600 dozen Emb. Corner Handkerchiefs (12 doz. in cab.) per dozen ..... .62½
  - 600 dozen Emb. Corner Handkerchiefs, White and Colors, assorted 25 dozen in cab., per dozen ..... 1.25
  - Ladies' Organdie Collars, assorted patterns, per dozen ..... 2.00
  - Men's Blue Cotton Handkerchiefs, per dozen ..... .82½
- THIS SALE ONLY COLLINGBOURNES DARNING COTTON (3 doz. in box) White or Black, per dozen ..... .25

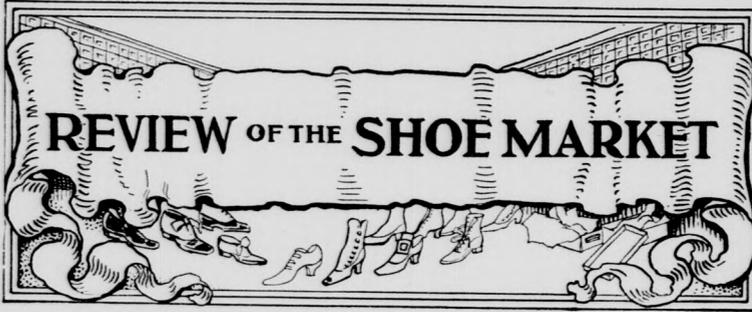
IF YOU DESIRE A LINE OF HOLIDAY HANDKERCHIEFS, TELL US HOW MUCH AND WHAT VARIETIES YOU WANT, AND WE WILL SEND YOU AN ASSORTMENT WHICH WE ARE SURE WILL RESULT TO YOUR PROFIT.

## GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

GRAND RAPIDS, MICH.

No Retail Connections



#### 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.

#### Shoe Store Snap Shots.

Written for the Tradesman.

Worsted stockings are being displayed in the more enterprising city shoe shops. Later on many of the same stockings will be shown on windy corners.

The so-called French last and the reincarnated old "stage last" are but a flash in the pan; but don't you get into a panic over them.

Don't show a child a shoe that doesn't fit its mother's pocket-book for thereby you are liable to create difficulties you cannot overcome.

Sell footwear on the basis of so many months' wear for about so much rather than allow the customer to think only of the original cost per pair.

Train your employes to treat the poorest and shabbiest customer with as much courtesy and consideration as they would a welcome guest in their own home.

You can't always tell from the kind of clothes a man wears how much money he has in his pocket. You'd be surprised to see the thick roll of greenbacks some of those old shabby fellows are carrying around.

Know the stock and how your shoes run—what shoes carry length, and what width; know the easy-fitters for folks with sensitive feet; know the long-wear sort for people who require maximum wear-qualities.

If people demand style in a shoe, and you are able to show them what they want, don't think it is wrong to charge them for what they get; for you are paying for that style. Don't forget that.

How much time do you squander each day on chores—little odds and ends, matters of sheer routine, unprofitable, pesky little jobs of many kinds—which ought to be turned over to subordinates?

Do you know the structural differences between a woman's shoe and a growing girl's shoe? Can you give an intelligent explanation of the merits of a growing girl's shoe, and show the mother why her daughter shouldn't wear a woman's shoe?

Mother pays \$12 for her shoes and she expects them to last a whole season—maybe two seasons; she gives \$5 for her daughter's shoes and thinks they ought to last as long as her own—when the fact is daughter takes five steps to mother's one. Can you beat it?

The sportsman polishes his gun in-

side and out, and the automobilist rubs and lubricates and polishes his automobile—why not remove the fine coat of grit from the surface of shoes: it would make them look better and last longer.

When the hatter tells his customer the next advance on a certain crush hat will be \$2 per, making the price \$2 plus 70 cents war tax, the customer says softly, "Is that so?" But when the shoe dealer has to advance a certain line of shoes \$1 a pair, this same fellow throws a fit.

If the profiteering hounds would hunt in somebody else's place part of the time instead of trailing around always in the shoe manufacturers' and shoe dealer's premises, they'd get up more big game and have a much more exciting time.

There are a good many different ways and means of exploiting shoes, and some of them cost a whole lot more than others; but one of the oldest and best, one of the least expensive and most fruitful, is the show window.

Imagination is the finest business asset in the world, and you ought to cultivate this quality. It can be cultivated the same as any other endowment. But don't let it run away with sound judgment. Analyze and criticize the business-getting plans and methods that flash into your mind; check them up by experience and observation; and finally modify and adapt them to your requirements.

Cid Mcay.

#### Five Succeed Out of a Hundred.

Statistics present some ominous facts. The life insurance companies claim that the following schedule is based on long experience:

Take 100 young men at 25 and follow their lives for 40 years. At 65 years of age the following result is presented:

One is rich.

Four have a small accumulation.

Five are working hard for a living.

Thirty-six are dead.

Fifty-four are down and out and dependent on the charity of relatives or friends.

If you pay your clerks too little they will always be short of money, and that leaves them tempted to make up the deficiency from the funds passing through their hands.



## 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.

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

**Advertising the Shoe Store.**

Written for the Tradesman.

Perhaps every fellow that writes shoe ads thinks he's putting out top-notch publicity; but the unbiased reader of shoe store announcements in the newspapers and the various forms of advertising literature mailed out directly from shoe stores, knows that some are better than others. Why?

Good advertising for the shoe store—the kind that really puts it over—isn't an accident; it complies with certain conditions, or is gotten up in accordance with certain rules or principles.

It may sound obvious or trite to say that the man who undertakes to advertise a retail shoe proposition ought to know his merchandise, but many a chap that writes newspaper copy for some shoe store or other doesn't know the merchandise: or having such knowledge, fails to make use of it in his announcements.

Get the story. Technical descriptions are all right to start with. Extract all this technical stuff from the salesman, but don't stop there. Dig a little deeper and get the interesting facts—manufacturing processes, sources of raw materials, perfection of the last, past achievements, traditions, etc.

I have a friend who is at the head of the shoe department in a big establishment, who fairly radiates enthusiasm about his principal line of women's shoes. He knows that shoe absolutely, outside and inside. He's been through the factory, breathed the atmosphere of the establishment, talked with foreman and operatives, looked at the medals and trophies and testimonials in the offices of the plant—and it has all combined to make him the firmest little old believer in that particular line one could find.

And that enthusiasm of the department head has naturally been communicated to his salespeople; but the point I am here especially interested in, is that it gets into his advertising.

When he gets a new batch of shoes from that down-east concern he plays it up as a real event.

Good shoe advertising not only knows the merchandise, it also knows the people to whom it is addressed. It speaks to them on their level. It doesn't shoot over their heads. That's the fatal weakness in too much shoe advertising: it's too technical; it's got too much "shop talk" in it; doesn't speak in the vernacular of big crowd outside the store.

One of the best shoe advertisers I ever knew was trained in a newspaper office. He was first feature article man, then city editor. He was tempted by a flattering offer from a big specialty shoe shop to quit the newspaper game and spent his time writing newspaper ads for this one establishment. His ads were corkers. He seemed to have a never-failing supply of fresh ideas—presented always in that terse, pointed, gripping newspaper style that had become second nature to him.

In every line of shoes featured, in every mid-season special, even in the batch of odds and ends specially

priced for quick selling, he got the gist of the story and put it across. He knew the customer; and he talked right straight to him in a heart-to-heart manner.

The more you know about your constituency—their likes and their dislikes, and especially their buying capacity—the more likely you are to appeal to the right motives.

If they are people of moderate circumstances who must stretch every dollar, then "talk service, wearing qualities, and the adaptability of your merchandise to the lives of these customers." If they are in easy circumstances—such as substantial farmers of to-day, most of whom can buy anything they want and pay cash—you can appeal to other motives.

If they are folks who naturally go in for style, then sell them style in your newspaper ads.

In the next place, know how to use the newspaper as an advertising medium.

Throughout the above, continual reference has been made to the newspaper, and practically nothing has been said of any other medium so far as this topic is concerned. There are other mediums, of course; but most shoe merchants have come to the conclusion that, for them, the newspaper is the best medium. It is not worth our while here to point out why that is so.

But know how to use the newspapers.

The value of the newspaper as a medium depends upon the thoroughness with which it covers your territory.

And much depends also upon the location of your advertisement. Some places are from 50 to 100 per cent. better than other places.

Insist always on being right next to live reading matter—not boiler-plate material that nobody reads.

The preferred position is next to locals, for everybody reads the locals.

The ad that contains a good cut carries a punch.

The trouble with so many shoe ads is that the cuts are old and out of date.

New ones add a little more to your advertising expense, but the additional outlay is more than justified in the increase of returns. Cid McKay.

**It Has Its Limitations.**

"I always liked that catch-line: 'You can't can't get any better, no matter what you pay.'"

"Yes, but did you ever think what a poor advertisement it would be for a sanitarium?"

**WM. D. BATT  
FURS**

Hides, Wool and Tallow

28-30 Louis St.  
GRAND RAPIDS, MICHIGAN

Built to give  
more than the  
usual amount of

Service, comfort  
and style.

**Hirth-Krause**  
Shoemakers for three Generations  
**Shoes**

Tanners and  
Shoe Manufacturers



JOIN THE  
GRAND RAPIDS  
SAVINGS BANK  
FAMILY!

33,000   
 Satisfied  
Customers

know that we  
specialize in  
accommodation  
and service.

THE BANK WHERE YOU FEEL AT HOME

**GRAND RAPIDS SAVINGS BANK**

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!



Was Our  
City Day a Success?

Well, we'd say so. Even our most optimistic expectations were exceeded when we received orders for a larger amount in a single day than any previous day in our long career of fifty-five years' standing.

Naturally we are elated. We feel we have a right to be. Don't you?

We just want you to know that we appreciate very much the courtesy shown us, and are going to do everything we can in the future to convince you that your confidence has not been misplaced.

**Rindge, Kalmbach, Logie Co.**

10-22 No. Ionia Ave.

Grand Rapids, Mich.



**Papers of All Kinds**

For Wrapping Purposes

Before placing your next order,  
write us for prices.

**The Dudley Paper Company**

Lansing, Michigan

OUR MOTTO—Prompt Shipments—Quality Stock.



### What the Future Has in Store.

As the year 1919 draws to its close, men are hopeful and depressed by turn regarding the outlook for the year ahead. The universal social and political unrest, the labor settlement, the high cost of living, the dislocation of the world's trade and financial relations—these are the problems we shall have to grapple with in 1920 just as we have done throughout 1919.

Looking into the New Year, no two men will agree on what they see before us. Were it possible to view the outlook in the same manner as was formerly the custom when we were taking stock in anticipation of a New Year, there might be some agreement. Throughout the United States the people are well fed and generously supplied with what they require; there is comfort and plenty, and the advantage of opportunity has been largely realized. Could the outlook be viewed without considering circumstances other than the bountiful return of our crops, the large rewards for labor, and the prevailing industrial prosperity of our country, prophecy regarding 1920 would be an easy matter.

But there are other circumstances that bulk large before our vision. There is the circumstance of a social disquiet, fed by agitators who deride the dignity of toil and honest labor and preach an overturning of the prevailing system. There is the circumstance of labor unsettlement that makes itself articulate in demands for greater pay for less work. There is the circumstance of high cost of living, growing out of an excessive demand for goods, an unbridled extravagance and an extraordinary inflation of currency and credit. There is the circumstance of new and strange financial relations. And there is the circumstance, in addition to and overshadowing all the others, of an entire continent oversea, exhausted from the effort of a great war, torn with disorder and unable to compose itself.

Mere recital of these circumstances indicates the difficulty of reading the future, even a little way ahead. It is true that some of the problems with which we contended in 1919 are gradually resolving themselves. War and the destruction of war are definitely behind us. Peace and reconstruction are here. Our nation stands unshaken in the world's political storm. "Red" agitation, helped by the greivous lesson of Bolshevik Russia, is defeating itself. Labor unrest has passed its peak; defeat of the steel strike and the Boston police and New York harbor strikes, together with

the failure of a number of other labor conflicts, have brought a return of sanity to industry and compelled a moderation of the radical leadership that previously had gained an exalted sense of its own power. Factors bred by the war emergency that contributed the most to elevate commodity prices are coming under control; the law of supply and demand is prevailing, and if production and thrift increase prices must inevitably fall.

### Signs That are Favorable.

There are favorable signs all about us, and if these continue to multiply we shall need have no fear regarding the character of the year ahead. The prescription that has been given for making the year a notable one is simple; Clemenceau, the French premier, has pronounced it in a single word. It is "work." For the United States this prescription implies supreme opportunity, never given to a nation on such a scale before. It is to supply the things that Europe urgently requires, and give millions of people on that continent an opportunity to again take their place in the world's established order. The opportunity carries within itself a special significance that we cannot possibly ignore. It is this: our prosperity or adversity next year will be largely influenced by the manner in which we press our export trade. We can hardly expect to continue having comfort, plenty, ease and success if we do not carry on our exports, and if, through our default, prostration abroad continues, leaving people who might be our customers to poverty and disorder.

### Europe's Dependence Upon Us.

Work, that will produce a large surplus of goods for export; economy, that will permit those goods to be exported instead of being consumed at home; credit, that will give foreign buyers an opportunity to secure what they need; these are the American necessities of 1920.

The extraordinary discounts at which the exchanges of foreign countries are quoted in our markets are a measure of Europe's present credit position as related to our own. The pound sterling was quoted in New York lately at less than \$4.00, against a normal par of \$4.865. The franc and lire are far below par; the mark has been at 2¼ cents, against a normal par of 23.8.

Beyond that part of the discount in exchange that is due to actual depreciation of the foreign currencies, the inability of foreign buyers to balance their purchases with goods, gold or credit is the factor underlying the current situation. It is this inability that concerns us the most just now.

## Plans for Tomorrow

Business plans for Tomorrow should be made with a full understanding of actual conditions today. Ask for our comprehensive Report on Trade conditions.



Established 1853

It probably will make next month's work easier and more profitable. No charge is made for the Report. It is part of our service and gladly furnished to any who care to profit through it.

## THE OLD NATIONAL BANK

MONROE AT PEARL



GRAND RAPIDS

KEEP UP WITH THE TIMES



Sudden riches

"THE CLOCK CORNER"  
PEARL & OTTAWA

Come to but few, and do not stay long. It is the "Slow Dollars" that constitute the great majority of Estates in our charge.

The "Sudden Dollars," however, would create noble trust funds, and, it is just as simple to dedicate them while the tide is high.

Start a fund in a "living trust," and add installments. This is good insurance.

Send for 14th Edition of "Descent and Distribution of Property," first printed by us twenty-eight years ago.  
Send for a blank Will.

THE MICHIGAN TRUST CO.  
OF GRAND RAPIDS

It must be remedied if Europe is to go on buying from us in large quantities, and if a freedom of economic intercourse is again to rule. The prevailing discounts in the foreign exchanges impose trade barriers that no protective tariffs ever before imposed. They operate directly against the United States, and for certain commodities and buyers they have already made ours a prohibitively expensive market in which to buy.

If the discounts that operate against a liberal buying of goods in the United States are to be modified, we shall have to take what Europe has to offer in payment—goods of her own production and credit, to the fullest extent that is necessary.

**Our Present Responsibility.**

Europe's economic affairs are today a matter of grave concern to us; nothing can be gained by minimizing the significance of their present insecurity or by ignoring the statements repeatedly made that ours is the only country in the world immediately able to help. The depreciation in the foreign exchange is symptomatic of an inability to produce—an inability due not alone to lack of materials but to a weakened morale as well.

"The missing link between the raw materials and the European workman," it is correctly said, "is credit." Europe's salvation depends upon an ability to export, and she cannot export until she has first imported enormously. As for importing enormously, she cannot go on doing that unless some satisfactory basis of credit is established. To set in motion the machinery of civilization in Europe, then, American finance and statesmanship, as well as American industry, must be called into service. Poverty in Europe, intensified by inactivity on our part, might even threaten collapse of the existing economic system in some of the most seriously weakened countries. Let us recognize this, and we will at once recognize that what we do in the months immediately ahead, either to help Europe or let her drift, will be fraught with immense consequence to mankind.

**What is Germany's Position?**

With respect to accepting goods from Europe in return for goods sent, there are many people who still believe that trade with the Germans would be unpatriotic. The principle involved, however, is simple. Germany, vanquished in the war, is a comparatively small country, not rich in natural resources, with a dense population that depends to a considerable extent for its livelihood upon markets beyond the German border.

The Germans are expected not only to live in the days that are ahead, but to bear the culprit's cost of the war. If then, Germany is to make reparation for her crimes, and if her indemnity is to be paid, her exports for a long time must exceed her imports. Instead of being crushed, she must be helped to recover. Otherwise, what profit will come out of the peace terms that have been imposed?

Germany cannot pay an indemnity in gold. She has only \$226,000,000 of the metal in her central bank, which probably includes nearly all the free

gold in the country. The proportion of gold to notes and deposits is now only 2½ per cent., compared with a reserve of about 60 per cent. kept before the war. To demand Germany's gold now would involve a collapse of Germany's credit structure, and the former Allies, in their own interest, are called upon to protect that structure. Resolutions that were made during the war never to buy anything made by German hands are already giving way in certain European countries before the necessity. The Allies could never, in the words of a Dutch banker, milk their cow and cut its throat at the same time.

**The Money Market.**

An increase in discount rates went into effect at the Federal Reserve Banks in the middle of November, coincident with the statement on behalf of the Federal Reserve Board that the purpose was to curtail the expansion of bank credits that was contributing to excessive speculation. Indicating what was thought to be a definite policy that would be followed indefinitely, the increase in rates—followed as it was by a sharp downward revision of stock values—was made the subject of widespread comment and criticism.

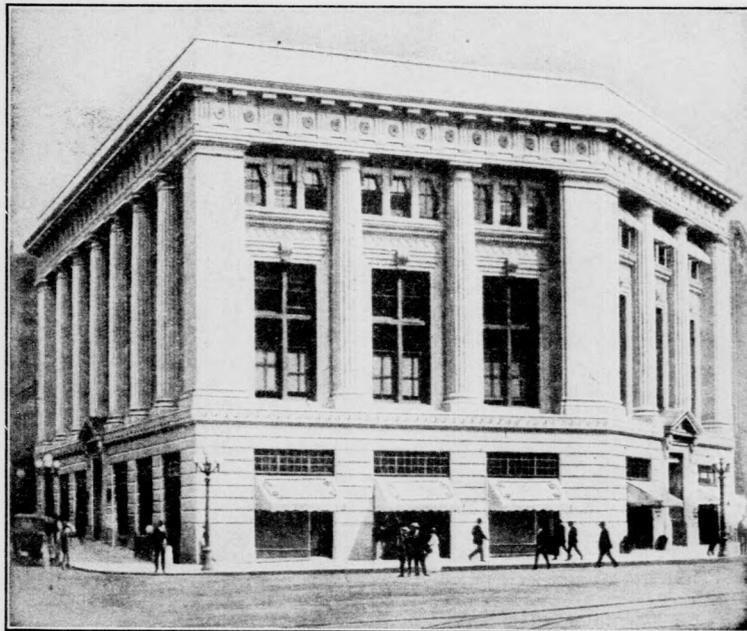
The nature of much of this criticism revealed that there still exists a widespread misunderstanding of the Federal Reserve System. Many persons have seemed to think that the purpose of the system was to stabilize the rate for call money for speculation, or that it was intended as a credit machine with unlimited capacity and no cost of production. They could see no reason why member banks, which were already borrowing to the limit of prudence, might not keep on taking commercial paper or war paper to the central institution for rediscount; they could see no reason why the Federal Reserve Banks should not accept all the paper thus offered and grant a deposit credit or issue Federal Reserve notes against it.

Until recently there was entertained an unfortunate idea that neither the member banks nor the Federal Reserve Banks needed to become conservative or think of taking in sail until their legal limit is reached. The legal reserves seemed to be regarded not as minimum reserves, but as standard or normal; this conception was due in some measure to the habit of calling anything above the legal bank reserve minimum an "excess" reserve.

**The Banking Position.**

The more general causes of expanded bank credit throughout the United States have been the funds absorbed by Government financing, the unprecedented demand for purely commercial loans, the rise in prices, the crop moving, and the borrowing of funds for speculation in stocks, commodities and land. The urgent Government borrowing of the war period having ended, it might be thought that latterly a curtailment of bank credit had been in order. The contrary, however, was the case. The extent to which credit had been expanded at New York prior to the Federal Reserve Board's action can be appreciated by a statement that in the middle

**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**

**Where There's  
No Will**

Failure to make a will often results in a heritage of worry, expense, injustice, disappointment and unhappiness.

Read our monthly trust letters,

**"You and Yours"**

as they contain many valuable ideas for men and women having either large or small estates.

The letter will be sent to you each month upon request.

**GRAND RAPIDS TRUST COMPANY**

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

of November the total volume of loans of the New York Clearing House banks was \$490,000,000 more than at the highest point of the war period, when the government was borrowing most heavily and when the country was straining its productive forces to the limit. Carrying comparisons to a pre-war period, the showing is even more striking. The volume of loans of the New York Clearing House banks in the middle of November, 1913, was \$1,905,494,000; in the middle of last month the loans of the same banks were \$5,260,297,000. From these figures we gain some conception of the structure of credit built up, over which it has become necessary to exercise some degree of control if inflation is at all to be checked.

The outlook for the immediate future is not that credit will henceforward be curtailed rapidly and forcibly, in defiance of good sense and to the detriment of our prosperity. But a stand has been taken against unwarranted inflation, and it is reasonable to assume that, in the best interest of all, this will be maintained.

**Commends the Advice of Grand Rapids Advertiser.**

Lansing, Dec. 8.—I want to commend the Grand Rapids Dry Goods Co. for their advertisement in this week's Tradesman. It is conservative, constructive and correct. There has been altogether too much blue-sky advertising and we are now reaping the fruits of it in abnormal prices, bad labor conditions and an uncertain future. The retail dry goods and clothing dealers have really been the worst offenders. They have run an enormous amount of unnecessary sensational advertising, especially the big department stores, encouraging extravagance and camouflaging present high prices by claims that they were to be higher and to hurry up and buy goods while obtainable. As a result there has been an enormous demand especially from the working people, that has had much to do with present shortage brought on by poor production. Nothing will remedy this condition but increased production and thrift. An enormous amount of print paper has been wasted by the sensational advertising department stores and other retailers and we now face a paper famine that this has had its share in bringing about.

The attached advertisement run by us last week was severely criticised by a Michigan manufacturer who called us to an account for preaching economy when people had lots of money to spend and it was the opportunity of the retailer to get it. I can't help but feel that conservative advertising and conservative merchandising is just as essential now as anything else to bring about a normal condition and that is why I am commending the Grand Rapids Dry Goods Co. advertisement. There is no question but aggressive dealers can increase their business temporarily by sensational advertising methods, but if that increase is not built on service to their customers and with regard for the future the reaction will only be the worse for them and everyone else when it comes.

A. T. Vandervoort.

The advertisement above referred to is as follows:

**WORK AND SAVE**

Is the Gospel of Reconstruction, the Salvation of Freedom. To work is the duty, the privilege and pleasure of constructive manhood, whether laborer or capitalist. To shirk is the

ambition, the desire and the disgrace of all slackers and agitators.

Honest, earnest work brings contentment and real pleasure. Idleness and slacking curtails production, increasing the cost of living and breeds treason, crime and disaster.

Experience has proven 10 hours a logical, honest day's work, more is unnecessary, less is abortive—no poor man can afford to work shorter hours, few rich men want to do less, most work far longer. Many a millionaire will work 15 hours to-day.

Brawn can accomplish little without brains to invent and direct. The best citizen is the man who does best the task he is best fitted for by training and environment, whether that work be manual, executive or professional.

To save is an economic necessity, as economy and thrift is the only remedy for the cancer of waste and extravagance now eating at the vitals of prosperity.

A few years ago a mechanic earned \$3 a day, saved a little and was an asset to society. To-day he earns \$6.00 for half his old production, spends it all, perhaps even buys on installments and piles up debt instead of savings and becomes a liability, helping to increase the demand for the decreasing supply of merchandise and making the endless chain of increasing prices.

Strikes aggravate a bad situation, nothing but more production and less consumption will remedy.

Moral courage is needed to meet the crisis.

**Petoskey Portland Cement Company**

**Capital Stock \$1,500,000**

**All Common Stock, Fully-Paid and Non-Assessable**

**No Bonds. No Watered Stock.  
No Preferred Stock. No Debts.**

Let us send you full information regarding the unusual investment opportunity presented in the offering of the above stock and convince yourself before it is too late.

This request will incur no obligation on the part of the inquirer.

**F. A. SAWALL COMPANY, Inc.**  
**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.

**Have You Made Your Reservation for Any of the  
Valley City Milling Company  
7% Cumulative Sinking Fund Preferred Stock**

Authorized Preferred .....	\$500,000	
Previous Issue to be converted .....		\$200,000
To be held as Treasury Stock .....		50,000
New Issue already Subscribed .....		175,000
<b>BALANCE NOW OFFERED .....</b>		<b>75,000</b>
	<b>\$500,000</b>	<b>\$500,000</b>

At the present rate of demand for these shares the entire issue will be subscribed in a few days.

Those looking for a thoroughly safe, remunerative investment, preferred both as to assets and dividends, free from State Personal Property Tax and the normal Federal Income Tax, will profit by immediately reserving whatever amount they desire to purchase, which may be paid for any time to suit their convenience up to the first of April, 1921.

Our PARTIAL PAYMENT PLAN, made possible through our Building operations extending over a considerable period of time, places this high grade investment within the reach of all.

Write to-day for particulars. Suggest you fill out the attached coupon and mail at once.

**VALLEY CITY MILLING COMPANY,**  
**Fred N. Rowe, Secretary.**

Fred N. Rowe, Secretary, Valley City Milling Co., Grand Rapids, Mich.

Issued in Multiples of Ten.

Dear Sir—Please enter my order for the following amount of Valley City Milling Company 7% Cumulative Sinking Fund Preferred Stock at par, \$10 per share and accrued dividend:

Number of shares ..... to be issued ..... 19.....  
Number of shares ..... to be issued ..... 19.....  
Number of shares ..... to be issued ..... 19.....

I am interested in this investment. Please send literature .....

I am interested in your PARTIAL PAYMENT PLAN .....

Yours very truly,

Name .....

P. O. Address .....

### Keep Fire Extinguishers in Good Order.

It should be part of your business to see that the water protections against fire in your vicinity are known to be in good working order and not frozen, or rusted so that gates cannot be turned. If the public fire plugs are not known to be all right, get the proper authorities to test them out. Don't take it for granted that everything will work all right when there is a fire. In a large percentage of cases, something does not work.

And see that your fire extinguishers are in good order. Have them in your store in several convenient places and see that every employe knows how to handle them, not merely from reading the direction, but from taking them down from the wall and going as far as possible without using contents. Why, I know of a place where there are adequate fire extinguishers and half the girl help cannot get them down from their racks! They don't know anything about how they work.

The extinguishers should be kept filled properly with suitable fluids. Some of these kinds of fluid deteriorate and ought to be changed annually. Others, carbon tetrachloride, for example, used in small hand extinguishers, evaporate, and a leaky extinguisher may be empty.

In connection with the store lighting system there are always fire hazards to be considered. If gas is used, we allow a gas jet back of the prescription desk or down cellar or in some odd corner to go with a broken tip or without a mantle, and we have gas jets on swinging brackets where they may get shoved around into contact with some inflammable material, and we sometimes use pendant gas mantles without anything beneath to catch any particles of hot carbon that may drop from them. And we have even known druggists who looked for a gas leak with a lighted match or a lamp!

There are a few stores where kerosene is still the lighting medium, or where a lamp is used in certain places where the gas or electric system does not reach. Well, it is the easiest thing in the world to let a lamp get foul and dirty where it is simply an emergency light, used occasionally. But that lamp is just as dangerous when lighted for the emergency as when used regularly. Some of the big store lamps develop heat enough to warm a small room in cold weather and these are hung close enough to the ceiling or to a wall so that there ought to be a man ready right there with a fire extinguisher. A dirty lamp with a little oil in it is unsafe, so are lamps with loose burners or ill fitted wicks. It is not the expense that keeps a druggist using such lamps. It is sheer carelessness. See that that emergency lamp is just as clean and properly adjusted as if you were using it all the time.

Don't use paper shades on lamps or electric light bulbs. This is done sometimes when a light is to be temporarily shaded. It might be all right for you to take the chance of a fire if nobody's property but your own

were to be considered, but consider your neighbors.

The danger in electricity is usually hidden. See that the wiring in the store is properly installed and properly insulated and watch it to see that in no place does it become disarranged. Friction may wear off insulation. Rats may gnaw it off. Some people carelessly hang wires over nails or hooks where a little wear will produce a short circuit. Fuses are safety valves for your electric current. If too much current blows out a fuse, don't insert a copper cent or a big piece of copper wire that will carry much more current than the fuse would, and go on, forgetting all about the dangerous makeshift adopted. Your wiring system is designed to carry a certain load or current. The fuse measures its limit.

In changing lights or wiring in window trimming, be careful. Don't develop wear on the insulation and don't hang lamps close to inflammable decorations. Just because an electric lamp may be handled without burning, don't get the idea that it develops no heat. Some of them are dangerous.

In the storing of inflammable and explosive substances the druggist has a responsibility beyond that of other merchants. He deals in much of that sort of stock, but fortunately he realizes the accompanying risks and is cautious about the stuff.

Here are a few pertinent questions about fire risks and fires:

Have you ever asked your employes whether they know how to handle the store's fire extinguishers?

Where is your nearest fire alarm box?

Do you allow the use of the dangerous parlor match?

Are your waste baskets and your ash containers metal?

Have you ever told your employes what to do first in case of fire?

Does everyone in the store know how to turn in a fire alarm?

Have you noticed your neighbors allowing conditions that breed fire and have you notified the proper authorities?

Have you read your fire insurance policy clear through, fine print and all?

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

### Signs of the Times Are Electric Signs

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

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

**THE POWER CO.**

Bell M 797 Citizens 4261

## Fire Insurance that Really Insures

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

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

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

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

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

## What is Mutual Fire Insurance?

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

Do you believe in that principle?

Then co-operate with the

## Grand Rapids Merchants Mutual Fire Insurance Co.

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

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

## INSURANCE AT COST

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

No membership fee charges.

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

**MICHIGAN SHOE DEALERS MUTUAL**  
**FIRE INSURANCE COMPANY**

FREMONT, MICH.

One of the Strongest Companies in the State

C. N. BRISTOL, Manager

A. T. MONSON, Secretary

## Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

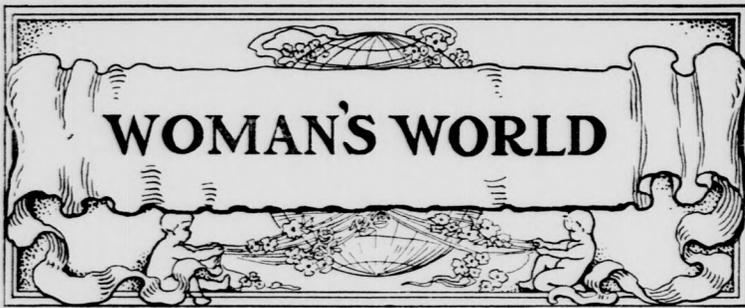
Savings to Policy Holders

On General Mercantile Lines 25 to 35 Per Cent.

Hardware, Implement and Garage Lines 40 to 55 Per Cent.

FREMONT,

MICHIGAN



### The Spirit in Which We Approach Christmas.

Written for the Tradesman.

Everybody has experienced that feeling of irritation at the whole business of Christmas giving; of coming up to the last week, the last days, and finding one's-self swamped with a sense of helplessness in the magnitude of the number of persons who "ought to be remembered;" of not being able to afford half of the expense that must be undergone, of rebellion against the whole institution. Then is when we sputter about how the "old spirit" is gone out of it all, and join, in our hearts at least, the "Society for the Prevention of Useless Giving."

Well, there is a good deal to be said on that side of the question; it is true—I have said it myself, repeatedly, in these articles—that the business of Christmas giving has greatly degenerated; there is far too much of a senseless "swapping"—giving to this or that one because she gave us something last year, or is sure to give us something this year; thinking of what that other one will think or say if our tit-for-tat gift is not sufficiently expensive.

One remedy for much of this feeling lies in the good sense behind the "Shop Early" slogan. It is not only a question of consideration for the weary shopgirls or generally of relieving the strain upon the Christmas week traffic. It goes to the roots of our own attitude toward our friends. The attitude of mind in which we approach the whole subject colors our action. A sense of panic in the presence of needlessly delayed action, of hurry in the doing of a thing we should be glad to do if we did it with a mind at ease, spoils the doing and poisons the spirit in which it is done. Perhaps you may have noticed that the people who come to the Christmas festival with cheerfulness, joy and love are almost invariably those who have prepared for it at leisure. Those who are cross about it are usually those who have left everything till the last minute and are nagged and hurried because of their own procrastination, which is only another name for laziness.

"The gift without the giver is bare," wrote Lowell in his wonderful "Vision of Sir Launfal." Who gives himself with his gift feeds three." And the chief beneficiary is the giver. What is the use, unless I feel myself as a part of the gift?

This rebellion against the mechanical spirit in Christmas giving is nothing new. Emerson talked about it—in your mind's eye can't you see him

discussing with the ever genial Lowell and the rebellious Thoreau what the world was coming to when the Christmas giving had come to such a pass that people felt that they must give in a swapping spirit? See Emerson sitting back in his chair before the fire in that prim New England study and remarking upon "the difficulty experienced at Christmas and New Years and other times in bestowing gifts; since it is always so pleasant to be generous, though vexatious to pay debts.....The impediment lies in the choosing. If at any time it comes into my head that a present is due from me to somebody. I am puzzled what to give, until the opportunity is gone."

"Flowers and fruits," he observes in his kindly voice, "are always fit presents: flowers, because they are a proud assertion that a ray of beauty outvalues all the utilities to the world. Fruits are acceptable gifts, because they are the flower of commodities and admit of fantastic values being attached to them." Then with his dry humor he adds: "One is glad when an imperative leaves him no option; since if the man at the door has no shoes, you have not to consider whether you could procure him a paint-box!"

No doubt Thoreau, with his love of nature and his fashion of seeing through civilized nonsense to the roots of things, would acquiesce in this.

Lowell at this point suggests that the gift given to a person might be something belonging to that person's character and easily associated with him in thought.

"Ah, yes," says Emerson again, "but our tokens of compliment and love are for the most part barbarous. Rings and other jewels are not gifts but apologies for gifts."

"The only gift is a portion of thyself!" breaks in Lowell.

"Thou must bleed for me," responds Emerson, and "therefore the poet brings his poem, the shepherd his lamb—"

"Or the girl a handkerchief of her own sewing; the miner or the goldsmith with the jewelled ring—that is his own work; this is right and pleasing, for it restores society in so far to its primary basis, when a man's biography is conveyed in his gift. ....It is a cold, lifeless business when you go to the shops to buy me something which does not represent your life and talent, but a goldsmith's.

Of the recipient's attitude, they agreed that this, too, was a thing re-

lated to the mutual feeling of both parties.

"I should be ashamed," says Emerson, "that the donor should read my heart and see that I love his commodity and not him."

"You are right," assents Lowell. "As you say, 'the gift, to be true, must be the flowing of the giver unto me, correspondent to my flowing unto him.'"

So they come to the question of gratitude, when one has tried hard to make a fitting gift in the right spirit.

"Well," says Emerson, "the expectation of gratitude is mean, and is continually punished by the total insensibility of the obliged person."

That sounds modern enough; how many times have we been hurt by the lack of appreciation on the part of some friend to whom we have sent a gift. As a man friend of mine puts it:

"Blessed are those who expect nothing, because that's what they're going to get!" It applies especially to those who make Christmas gifts with an eye to the measure of gratitude they will evoke.

But Emerson, standing now with tall, thin figure before his fire, says it in his more kindly fashion

"I fear to breathe any treason against the majesty of love, which is the genius and god of gifts, and to whom we must not affect to prescribe. There are persons from whom we always expect fairy tokens; let us not cease to expect them."

It comes at last, as at first, to the question of the spirit in which we approach the Christmas interchange of tokens. If we are hurried and grudging, or perfunctory, doing what we do in the mood of tit-for-tat, or from a sense of compulsion, we deserve a sour atmosphere for our reward. If we put our hearts into it, and make sure that our gifts really embody something of ourselves, in forethought, loving preparation, and leisured thought of what we want them to carry to the recipients, we shall have little trouble with vanishing of the "old spirit;" for that spirit is love, and love is the one everlasting thing.

Prudence Bradish.

[Copyrighted, 1919.]

Too much system in your selling methods will prove almost as much of a disadvantage to the business as too little.

### We Fiddle and Fiddle While Rome Burns!

Chicago, Dec. 9—The world is hungry for the things we eat, wear and use. Stark hungry! The cupboard is bare as a bone. Prices mount to staggering figures and the cry of our worker is always on—more pay and shorter hours—and then a shortage shoots the price of things up another notch; again the cry—more pay; less hours.

Ye gods! Must the vicious circle continue? Shall we never see that it is more hours we need, that to reduce the cost of things we use, we must produce not less but more?

I just received a cablegram from my brother in London, reading, "Market bare, prices awful, hopeless, sailing home. Oh, if Americans would grasp their opportunity."

Prices had gotten so high in this country and merchandise so scarce, we sent two of our firm abroad, hoping to find what we needed and at lower prices. The cable message is the answer! Merchandise is even shorter on the other side than here. They have nothing to sell and their shelves are bare. They want to buy the things that Americans make—and the answer of our workers is reduce our hours—44 hours a week instead of 60—a cut in production of 25 per cent.

The writer sympathizes with those who work. He understands what hard work, privation and the struggle of life is—he has lived it. He has walked eight miles a day to earn 50 cents, carrying water for the workers who built the town of Pullman. He has gotten out of bed at 3 o'clock to milk fifteen cows on a winter's morning. He has put in fifteen hours a day in a store. He is not a natural born plutocrat; rather he is the son of a steel worker. He feels that he knows the needs of those who struggle, but anyone would be indeed foolish who failed to see that the waste of time by carpenter, plumber or other worker in turn raised the price of rent, raised the price of the very clothes that he himself wore and everything used by him or his fellow worker.

Short hours in the city has made the farm worker restless. He, too, wants short hours and increased pay. May Kind Providence preserve us if farm workers insist on forty-four hours per week, or an eight-hour day. You and I, my friend, will go hungry. I farm 800 acres and I know what short hours in the city is doing for the farm.

We may keep high wages, we may keep our present scale, and still reduce the cost of living by a simple remedy—work—good, hard, honest, faithful service—not eight hours, rather ten and then some. Let us for one year, at least, resolve to work, and work like hell! Jno. S. Capper.

Union Made

# Blue Buckle Overalls

**"Strong-for-Work"**

Dealers are urged in a good-business way to investigate the BLUE BUCKLE work-garments; to examine them with the utmost care and to compare them with any overalls they ever sold, or wore themselves.

We carry them in stock for immediate shipment.

**BROWN & SEHLER CO.**  
Wholesale Distributors

**GRAND RAPIDS MICHIGAN**

# Strong-for-Work

December 20, 1919

THE SATURDAY EVENING POST

## Blue Buckle Overalls Union Made

PUT yourself into Blue Buckles if you want to know what wear-service and work-comfort can be yours in overalls. They anticipate every demand you or any other man ever made of a work-garment!

Blue Buckles are as unusual in the generous oversize of their carefully cut lines as they are distinctive in quality of denim and best Union workmanship.

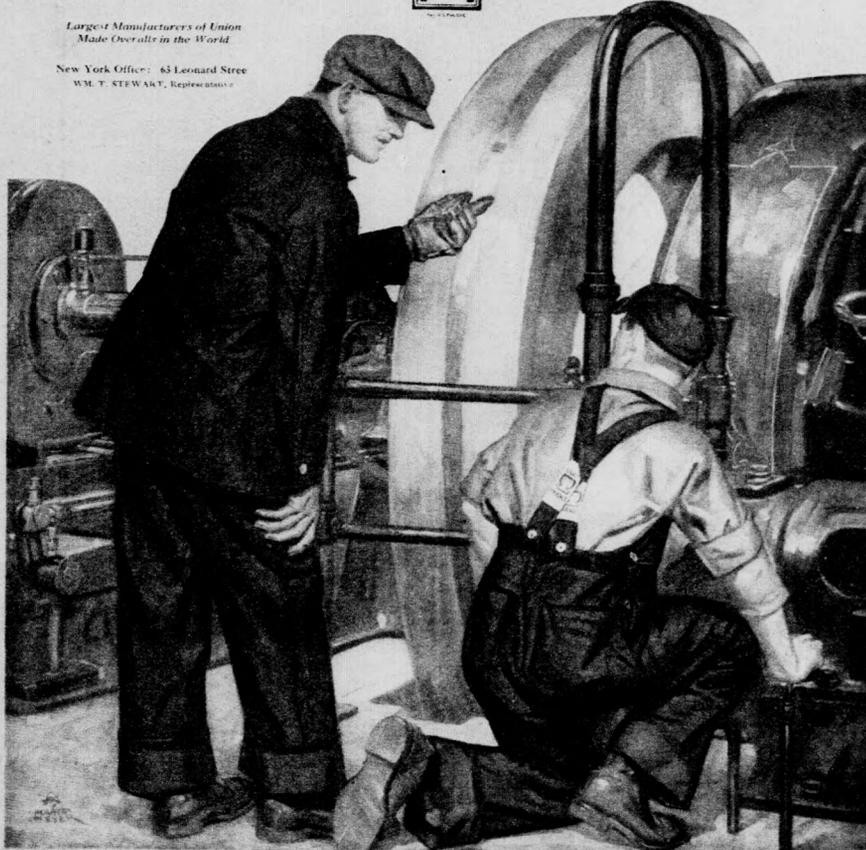
You will be as delighted to wear Blue Buckle Overalls and Coats as we are proud to make them. For, every garment that carries the famous Blue Buckle trade mark must measure to an ideal—the highest standard ever attained in overalls!

Dealers who have not yet been supplied with Blue Buckles should write at once to nearest jobber for complete information.

JOBBERS OVERALL COMPANY, Inc.  LYNCHBURG, VIRGINIA

Largest Manufacturers of Union Made Overalls in the World

New York Office: 63 Leonard Street  
WM. T. STEWART, Representative



TRADE MARK  
  
REG. U. S. PAT. OFF.

*Blue Buckle Overalls and Coats are sold only through the jobbing trade—the most economical, practical and satisfactory method of distribution for both retailer and manufacturer. Samples, prices and other information are now available in practically every jobbing house in America. We request that you write your jobber. Should he not carry Blue Buckles he can order them for you.*

Here's the Blue Buckle sales-story in the Saturday Evening Post of December 20th.

## Blue Buckles win bigger sales!

Blue Buckle sales opportunities are greater than on any other line of overalls and workcoats sold. Because, Blue Buckles exceed in wear and comfort value any overalls you ever laid hands on. They are the fastest selling work-garments in America. The quicker you get in on this market the speedier your profits will pile up.

We have put a quarter million dollars advertising campaign back of Blue Buckles—powerful color pages in the Saturday Evening Post, convincing salesmaking advertisements in the Brotherhood Magazines and smashing bill boards in over 1500 towns and cities.

Examine the quality materials and workmanship that go into Blue Buckle Overalls and Coats. Get the big,

generous roominess that lets a man work in real comfort! Then, examine the burly indigo-blue denim; the non-rusting brass fittings; wide, easy, can't slip suspenders; reinforced backband instead of "V" shaped vent; unbreakable seams, with heavy tacking at every strain point; roomy pockets sewed on to stay; fly *cut into* the garment! These are only a few of Blue Buckle features that *win your confidence absolutely* and make new and steady customers!

Get Blue Buckles in your store now. Start the New Year right by selling the kind of overalls and coats you would pick for your own use! Your jobber can supply Blue Buckles, or get them for you right away!

*Largest manufacturers of overalls in the world*

**Jobbers OverAll Company, Inc., Lynchburg, Va.** New York Office: 63 Leonard Street  
Wm. T. Stewart, Representative

### Speculation in Raw Silk.

For quite a long time after prices of general commodities had gone up by leaps and bounds, it was the boast of the manufacturers of silks that their products had shown a smaller percentage of rise than had other textiles. Comparatively speaking, silk goods were cheaper than those of wool, cotton or linen. This kept on being true in spite of the pegging up of raw silk values in Japan, whence comes most of the material used in the industry here and where the Government lent its aid toward supporting prices. The demand for raw silk became so great after while, however, that prices needed no official bolstering. Then the Japanese speculators, aided by their banks, went on with the game until record prices were established for the raw silk—between three and four times as great as those in normal times. From certain indications recently brought to light, it looks as though the speculators are somewhat insatiate in their pursuit of profit, and are resorting to hoarding as a means of increasing the same. Repeated and persistent attempts to secure further insurance of raw silk held in storage in this city are what has given rise to this suspicion. They seem to show an accumulation here of about a five months' supply of the raw material and, concurrently with this, has come a steady rise in price. This is having its effect on the cost of the finished products. While silk goods are usually classed as luxuries, as distinguished from necessities, there seems to be no reason why the public should be needlessly exploited even as to them. The Department of Justice, it is reported, is now looking into this matter with a view to appropriate action.

### As to Cotton and Cotton Goods.

It seems to have been pure manipulation which forced up December cotton quotations during the week to their high peak. Aside from this there were the usual big and little wabbles due to the various speculative contingents. In the growing districts there was much encouragement in the fact that the end of the dockworkers' strike has helped exports taken under order some time before. At the same time a number of Southern merchants who had bought cotton and were holding it for rises showed a disposi-

tion to let go of their holdings. Confidence is expressed in the ability of cotton owners to get all the bank accommodation they need for as long a period as is desired. There are still guesses as to how large the crop will finally prove to be, with a preponderance favoring about 10,700,000 bales. The quantity on hand is showing a steady increase, but spots are strongly held. The goods market evidences some feverishness. The failure of the strikes at Fall River and New Bedford has been received with marked satisfaction as removing what might have proved a bad factor. Prices for printcloths stiffened during the week and a number of sales were made at record prices. Demand is constant for a number of specialties such as those required in the automobile trade. Orders are insistent for flannelettes and gingham as well. Makers of knit goods, including underwear and sweaters, have had no difficulty in disposing of what they were willing to sell. In hosiery a rather active call for goods for export is a feature.

### Supplies of Wool and Woolens.

As was expected, the prices have been ruling high at the Colonial auction sales in London. Advances were noted in merinos, and even certain grades of crossbreds went up. Americans were among the buyers. The results foreshadow similar ones as likely at the Government wool sales which begin in Boston day after tomorrow. At those sales over 26,000,000 pounds will be offered, which include the bulk of the choice merinos held by the Government. An estimate of the domestic wool clip for the last season puts it at about 267,000,000 pounds, which is a little under last year's total, but this may be added to later. Imports for October

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.

### 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

## 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.

amount to about 44,000,000 pounds, grease equivalent. The goods market is in an expectant mood, awaiting the announcements for the next heavy-weight season, which are likely to come within a week or two. It does not yet seem to be settled whether there is to be an allotment of goods or not. Those favoring such a method of disposition say it is useful in preventing speculation in fabrics, which has assumed large proportions in the last year or two. But, unfortunately, this kind of speculation has not been confined to jobbers, some of the cutters-up having been quite conspicuous offenders in this regard. The call in the men's wear trade, it is said, will run largely to fine worsteds. If there is too much concentration on these the allotment system may be found to be a necessity.

#### New Styles in Hats.

Ribbon effects in "Palm Beach" millinery are most attractive this year, according to the bulletin of the Retail Millinery Association of America. Narrow faille ribbons, edged with straw, are made up into especially natty shapes, it says, and a pretty effect is seen in navy blue ribbon edged with narrow natural straw braid. The bulletin goes on:

"Soft hemp bodies in attractive light shades of pink, rose blond, etc., are being made up in combination with faille taffeta for Southern wear. There is some indication that white hats are going to come in for a share of popularity at the resorts. In these, white maline will doubtless replace black maline in fine dress models. French modistes are showing a preference for solid white hats in lace, georgette and maline.

"Leghorn hats are also included in the lines being shown here for resort wear. One model that is well thought of is trimmed with a flat band and tailored bow of brown maline over yellow maline. Vari-colored flat ostrich quills are inserted between the layers of maline, producing a very novel effect. Another leghorn hat is wreathed with a ruche of maline, finely pleated and made up in a range of pastel colorings."

In a recent issue the Tradesman stated that diamonds could be purchased at the mines in South Africa at \$14 a carat. That statement gives rise to a false impression regarding the prices of stones at the mines and those asked in the trade. The facts are, as we get them, that the diamonds that sells at \$14 at the mines are merely the cheap stones used for cutting purposes, drills, etc., and not the gems sold by the retail jewelry trade. It is said that gems form a very small part of the output of the mines and that they are becoming scarcer as the mines increase in depth. As a matter of fact, the small proportion of the diamonds mined that can be used for gem stones must carry the greater part, if not all, of the cost of mining and the profit to the stockholders. The statement made in a recent issue was based on information from what we deemed a reliable trade source. We are glad to make the correction in this issue.

#### For Making Artificial Silk.

Americans rights in patents covering the manufacture of artificial silk by the Chardonnet process have been purchased by Otto B. Shulhof of Otto B. Shulhof & Co. of New York City, and the manufacture of the silk will begin as soon as the required plants can be erected and the necessary equipment installed. The process, which was invented by Count Hillaire de Chardonnet, makes use of a cotton base, the cotton being so treated with certain acids and ether that it takes the form of collodion. The thread is formed by forcing this solution through minute apertures. The cost of the American patent rights, according to the announcement of their purchase, was \$1,000,000. The cost of the plants and equipment to make the silk will probably require the expenditure of an additional \$10,000,000.

If you overwork your clerks during the hot weather, you must expect them to be short of energy and ambition when the fall rush begins.



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

## Fourth National Bank

United States Depository

### Savings Deposits

### Commercial Deposits

3

Per Cent Interest Paid on  
Savings Deposits  
Compounded Semi-Annually

3½

Per Cent Interest Paid on  
Certificates of Deposit  
Left One Year

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

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

## War and After War

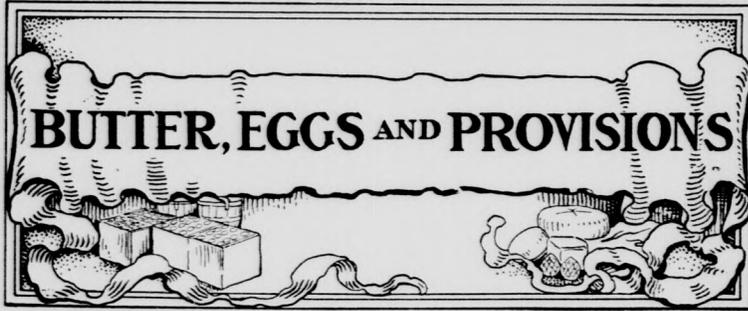
For one year the Bell Telephone System, as well as other telephone, telegraph, cable and radio systems, was under control and supervision of the government of the United States. This was a war measure, designed to give the war agencies of the country the fullest use of all facilities of communication.

During this time the normal development and expansion of all telephone systems was necessarily subordinated to governmental needs. Materials and equipment had to be utilized first in the construction and maintenance of lines for war purposes. Ordinary development and expansion waited.

The Bell Telephone System is making headway in its effort to overtake the demand for service which developed during this period of suspension, but some time will yet be required before the expansion of the business can proceed at normal speed.

MICHIGAN STATE TELEPHONE COMPANY





### 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.

### Scientific Facts Concerning Dressed Poultry.

#### Egg-laying Contest.

They have been having an egg-laying contest out in the State of Washington. They called it the All-North west Egg Laying Contest for 1918-1919. It is closed, and after they have counted and candled the eggs, they find that five White Wyandottes owned up in British Columbia have produced 1,211 eggs for the year ending November 4, 1919. The real champion hen was a white Leghorn owned by J. L. Craib of Seattle. She laid 290 eggs. And the second place was won by a White Leghorn owned by D. Tancred of Kent. She came through with 278 eggs. The third hen was a Rhode Island White with 271 eggs to her credit. All of which is mentioned to show that the hens are still laying, and that some of them are White Leghorns.

Undrawn poultry, contrary to the public's general impression keeps better in cold storage and while passing through trade channels than does drawn poultry. This the specialists of the Bureau of Chemistry, United States Department of Agriculture, who have made extensive studies of the handling of poultry from the time it is killed to the time it reaches the consumer, can vouch for.

Careful observations of a large number of shipments of both drawn and undrawn poultry, made under commercial conditions, showed that the undrawn poultry reached the consumer with fewer bacteria and with less chemical change in composition than did the drawn poultry. The shipments were accompanied by the scientists from the time the poultry was killed, while en route on trains, and until placed in the cold storage warehouses, and after being taken out of cold storage were followed while being handled by the wholesalers, commission men and the retail dealers. Recording thermometers accompanied the shipments through their entire course and the varying temperatures to which the shipments were subjected were recorded.

Samples were taken from the shipments at the time the poultry was killed, at the time it entered cold storage, at intervals while in storage, at the time it reached the commission men, again when the shipments reach-

ed the retailers, and finally when sold to the ultimate consumer. Bacteriological examination and chemical analysis were made of all these samples. Changes were noted and studied. Comparisons were made of the samples taken from the undrawn poultry with samples taken from the drawn poultry. It was found that bacteriological and chemical indications of deterioration developed much quicker in the drawn poultry; and as the shipments progressed through the various steps of commercial handling, the difference in the signs of deterioration became more marked. By the time the shipments reached the consumer, much of the drawn poultry was unfit for food.

The experiments revealed that the drawing of poultry as practiced commercially always resulted in the bird becoming contaminated with bacteria, which caused spoilage. These bacteria multiply rapidly, and, while their growth is checked by cold storage, it is not entirely stopped. If it were practicable to draw poultry with the same precautions to avoid contamination that a surgeon uses in performing an operation—that is, with the use of sterile instruments and rubber gloves and under strictly scientific and sanitary conditions, so that there would be no bacterial contamination in the process of drawing—the drawn poultry would be preferable to the undrawn. However, it is not practicable under ordinary commercial conditions to prevent some bacterial contamination in the drawing of poultry. To produce this result a trained bacteriologist and highly skilled workmen would be required in every poultry-killing establishment. The cost of such a process would be prohibitive.

It is the opinion of the specialists, therefore, that, under usual commercial conditions, undrawn poultry will keep much better than drawn poultry. The experiments upon which this conclusion is based were conducted several years ago, but continued observation of thousands of shipments of poultry under ordinary commercial conditions since then has served to strengthen the opinion of the specialists who made the original experiments.

### 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.

## 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

## 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

**Poultry Dealer Robbed of \$45,000.**

George Alexander, one of the largest butchers and poultry dealers in Washington Market, New York, was robbed of a satchel containing upward of \$45,000 as he was leaving his home at 680 West End avenue the morning of Nov. 28. Mr. Alexander did a tremendous retail business in Thanksgiving poultry and when he closed late Wednesday night he had on hand over \$45,000. He feared to leave so large a sum in the market stand over the holiday so the money was placed in a satchel and taken home.

Friday morning he informed his chauffeur that he would leave early and call at the bank to deposit the money. He left the house and entered the automobile which was standing at the curb. The chauffeur then took his seat. Suddenly before the car started to move the door of the machine was opened and a squad of gunmen ordered Mr. Alexander and his chauffeur onto the sidewalk, the car, with money and bandits disappeared. Another car, standing nearby was pressed into service and took up the chase, but the bandits, after wrecking the car, made their escape.

The police, who were called immediately, suspected the chauffeur of complicity and after close questioning secured from him information which led to a raid on an up-town flat and the recovery of about \$15,000 of the stolen funds.

Several arrests have been made and there is a possibility of further developments.

**Albumen in Cheese.**

A good deal of attention has lately been attracted to a process developed by a Wisconsin operator of precipitating the albumen from the cheese factory whey and adding it to the curd from the next day's milk, thus increasing the yield of cheese. The legality of the process has been questioned by Dairy and Food Commissioner George I. Weigle of that State who holds that the Wisconsin law defines cheese in such a way that the addition of albumen constitutes an adulteration. He warns that makers using the process will be prosecuted as manufacturers of adulterated cheese.

A news item from Wisconsin says: "Examination of cheese made with albumen reveals the fact that the avowed purpose of the makers, which is to overcome acidity in the milk, is not achieved. The effect of the added albumen is to retain moisture and thus increase the weight of the cheese at the expense of the fat content."

"Cheese dealers and operators of high class factories are co-operating with the Dairy and Food Commissioner in checking this adulteration. They realize the danger which threatens the reputation of Wisconsin cheese if standards are lowered, a reputation which it has taken years to build up."

**Gestures.**

In whatsoever degree one uses gestures in speaking, we judge the distance back to his ancestors who conversed only by signs, provided, of course, that the gesticulation is natural, not the result of instruction as in the case of the trained elocutionist.

Gestures are attempts by bodily exertion to convey impressions which the mind, through lack of training or poverty of vocabulary, is unable to express.

The educated speaker addressing intelligent persons has no need for gestures. Well chosen words, emphasis, expression, tone, are sufficient and far more acceptable to cultured listeners than gestures.

Gestures denote just the opposite of power of mind, poise, self-control, education, refinement, dignity.

The man of truth need never back his declarations with oaths; the gestures of a speaker add no force to his ideas, nor do they convince a discerning mind of his earnestness.

Minion.

Unprecedented demands upon the nurseries of Fresno county, Calif., for all vines, citrus, and deciduous fruits, have caused an acute shortage never before experienced among the farmers and nurserymen of the county. Although the planting season has not commenced, practically all vines and trees have been sold. If the nurseries had the stock, the planting this year would have amounted to 50 per cent. more than in any preceding year. One of the principal reasons for the lack of nursery stock has been the shortage of rain in the past year. Farmers who planted their own stock were forced to let them die on account of all available water being used for the producing trees. This has thrown the burden of supply upon the nurserymen, who are entirely unable to take care of the present abnormal demand.



**Bel-Car-Mo Peanut Butter**

*Acquaint your customers with the high food value of "Bel-Car-Mo." This means sustaining power that promotes health and strength.*

*In "Bel-Car-Mo" the protein molecule is so encased in oil as to be germ proof. It's a highly concentrated food that is delicious.*

**Order from Your Jobber**

*Fieglers*

**Chocolates**

Package Goods of  
Paramount Quality  
and  
Artistic Design

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

Merchant  
Millers

Owned by Merchants

Products sold by  
Merchants

Brand Recommended  
by Merchants

**New Perfection Flour**

Packed in **SAXOLIN** Paper-lined  
Cotton, Sanitary Sacks



**Grand Rapids 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**

**WE ARE HEADQUARTERS  
WHOLESALE**

**Fruits and Vegetables**

Prompt Service Right Prices  
Courteous Treatment



**Vinkemulder Company**  
GRAND RAPIDS . . . MICHIGAN

A STOCK OF

**WINGOLD FLOUR**

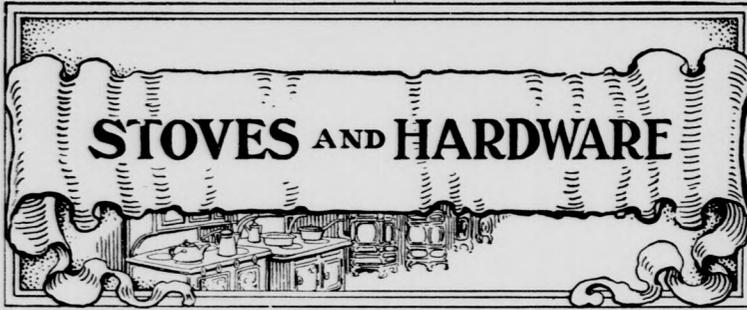
will assure you a Quick Turn-over and a Better Profit, because of Satisfied Customers.

—ASK US—

**WORDEN GROCER COMPANY**  
Distributors

Grand Rapids Kalamazoo





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

#### Last Minute Suggestions About Christmas Displays.

Written for the Tradesman.

At this season of the year more than at any other, hardware dealers should put their heart and soul into their window displays.

The old adage "What is worth doing is worth doing well" applies with extra force to window dressing. Of course it is easy to argue, "Everybody is buying right now, and any sort of display will help to bring them in." But it should be remembered that competing stores are putting their best efforts into their window trims, and that a large share of the buying public will go where the attraction is the strongest.

Particularly is this the case in the gift business. The everyday customer who wants a new stove, or a lock-set, or needs some plumbing attended to, is pretty sure to go to the merchant he patronizes right along; for he knows from experience that he can get satisfaction there. But the gift trade is different. The man or woman looking for Christmas gifts is looking for new ideas; and is apt for that very reason to pass by the old store and try elsewhere, unless there is an extra attractive showing.

In many stores, the idea still persists that no window is worth while unless the dealer can stage a spectacular display. By "spectacular" I mean something in the nature of a novelty—something decidedly different. Most hardware dealers will remember, several years ago, the vogue of "aeroplane displays"—aeroplane models made up of various articles of hardware. These possessed the spectacular element, and were distinctly novel.

Yet I doubt if the best of these aeroplane displays in those days accomplished a great deal. They helped to set people talking, and to bring the name of the merchant and his store to the front; but did they sell goods? That is the test—the final and decisive test—of every hardware window display. Does it sell the goods? Does it bring people inside the store to look at the goods?

So, when you find yourself obsessed with the idea that because you can't put on anything spectacular, then it isn't worth while to put on more than a perfunctory display—just get rid of that idea. For the spectacular isn't necessary. The great object in any display is to interest people in the goods you have to sell. To that end you must show the goods. The

spectacular element is desirable only in so far as it attracts attention to the stuff you have to sell.

In putting together any display, this double function should be remembered. The window as a whole must attract attention and cause people to stop and take a second and closer look; and the individual items shown must be such as to induce the passerby to come inside and look at them.

This is true of the Christmas window display. The Santa Claus accessories are always worth while, at least where you are catering to children's trade with a toy department. But the hardware dealer has no need to use this spectacular stuff, to run a Santa Claus with reindeer, aeroplanes, toboggan slides or railroad trains running through the Rockies laden with Christmas goods. He can, with the ordinary lines that he is carrying, helped out by a few simple Christmas decorations, so display his goods that they will not merely command attention but will bring in straight business, something a spectacular window not always accomplishes.

Of course, I am not discounting the spectacular window. A design of this type is wonderfully attractive, and is a great advertisement for the merchant. But I wish to emphasize the pulling power that may be put into the non-spectacular window, for the very reason that many merchants seem to feel that unless they can do something out of the ordinary, their windows might as well not be given attention at all.

In window display, whatever is done should be done with enthusiasm, and not half-heartedly. Nothing should be attempted which is beyond the ability of the dealer to accomplish. If a merchant has a spectacular window, let it be spectacular without any doubt. Do not have something that is neither one nor the other. Do not utilize some bit of mechanism that

### Sand Lime Brick

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

Brick is Everlasting

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

## Foster, Stevens & Co. Wholesale Hardware



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

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

## 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

works one moment and stops the next. Do not attempt any elaborate lighting effect that fails just when you want it to look its best. In fact, do it well, or leave it strictly alone.

The great thing to be aimed at is the Christmas spirit. If the windows represent the feeling that obtains amongst us all at this period of the year, then the merchant's battle is half won. People are on the lookout for something pretty. They go through the streets primed with the anticipation that they will see lots of holly, imitation snow, Christmas bells, and a glittering array of pretty presents suitable for all pockets; and surmounting it all that feeling of good cheer and kindness toward everyone that is associated with the season. The merchant with just the ordinary lines of Christmas goods and a little ingenuity can easily give his windows this desired appearance.

Unless a merchant has two windows to devote to display, and unless he has secured a reputation in previous years for Christmas gift lines, he would be well advised not to devote the whole space to any spectacular design, even though he is in a position to put on good one. A window filled with stock gives the observer a far better idea of what sort of goods you handle than a window whose chief virtue is its elaborate design. In addition, the merchant has this advantage, that without spoiling the effect, he can price-mark his goods.

Then there must be absolute co-ordination between the window and the interior. The interest of the observer must not be aroused merely to be quenched directly he enters the store. That is fatal to good business.

In fact, the whole secret of Christmas advertising is a happy combination between newspaper and circular announcements, window display and interior display. All these elements in advertising must work harmoniously to the great end, the sale of the biggest bunch of goods in your store's history.

The window poorly arranged, the store interior half decorated, the salespeople who take only the mildest and most dispassionate interest in intending purchasers—these things spoil Christmas trade. And often a store interior that fails to back up a first-class window display, or a salesman who doesn't know the price of some article on display or anything about it, will drive away a customer as quickly as the smallpox.

It will pay you, even this late in the season, to give attention to this matter of co-ordination. It has been no unusual experience for me to go to a store, ask for some article advertised, and be referred from one clerk to another—just because the salespeople didn't know what was being advertised for that particular day. I have gone into a store and asked for some article in the window, and had to point it out before I could get it—just because the salespeople didn't even know what was being displayed.

That is what I call poor co-ordination of effort; and that is a danger the dealer should guard against, par-

ticularly with inexperienced or temporary salespeople.

See to it that the Christmas display is properly illuminated. Good lighting is a big element in adding to the effectiveness of any window. See that the "dead" electric bulbs are replaced by live ones, that the dirty glasses are cleaned, and that the illumination is A-1. It is at night when the window is lit up that it attracts the most attention. This is particularly true of holiday displays. Illumination, brightness, decoration, seem to harmonize with the Christmas spirit; and without these elements the seasonable display is apt to prove flat, stale and unprofitable.

Victor Lauriston.

**Clerks Must Know Multiplication Table.**

Each fraction of an inch given over the correct yardage and each fraction wrongly multiplied spells a considerable loss at the end of a year. If such errors were made by a number

of clerks, the loss would assume gigantic proportions.

To overcome this, however, Mandel Brothers, of Chicago, supply applicants for this position with a test sheet giving several examples in fractional multiplication. No clerk is permitted to sell this class of merchandise unless he can pass the somewhat intricate test contained on the forms. This test, according to the vocational director of Mandel Brothers, has saved the concern thousands of dol-

**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'

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

**Boston Straight and Trans Michigan Cigars**  
H. VAN EENENAAM & BRO., Makers  
ample Order Solicited. ZEELAND, MICH.

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

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

# They Stop the Leaks

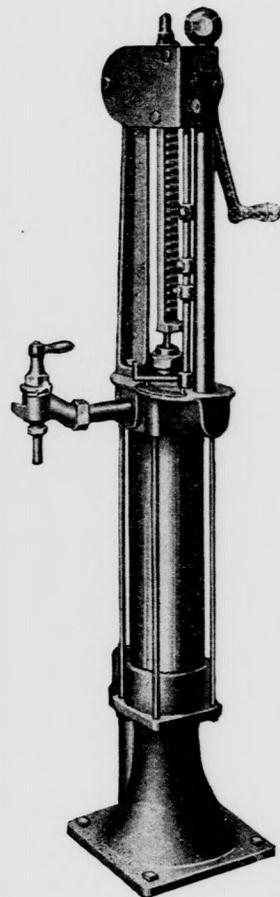


Fig. 41

For gasoline, kerosene or other oils. Pump where convenient and attractive. Tank in basement or underground.

Even the little leaks in business play havoc with profits. Present every day—so easily unnoticed—yet they amount up in the year's total.

**LOOK INTO YOUR OIL BUSINESS.** Study it—you will find great opportunity for improvement and profit—cut out all unnecessary labor—offensive oil odors in the store. By installing

## BOWSER ESTABLISHED 1885 Oil Storage Outfits

you make oil as easy, clean and pleasant to handle as tea or coffee. The BOWSER is accurate—always ready for use—no costly up-keep—makes your profits sure. Write us for particulars.

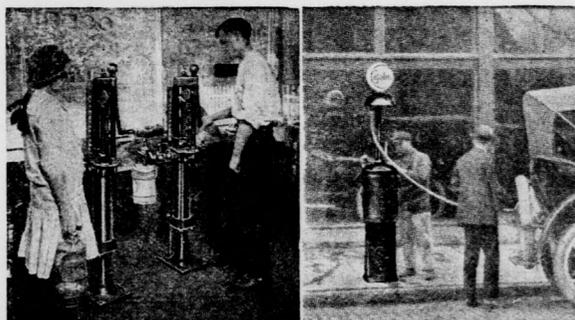
**S. F. BOWSER & CO., Inc.**  
Fort Wayne, Indiana, U. S. A.

Canadian Office and Factory, Toronto, Ont.



Fig. 241

"Red" Sentry gasoline pump. Measures and meters all gasoline pumped. Tank underground.





**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.

#### Petty Lies and Funny Stories.

Some salesmen have as a part of their repertoire a lot of stale jokes, funny stories and tales of their experiences, the most of which never happened. Using such methods in selling may be a help sometimes, perhaps, but as a rule it detracts from rather than adds to selling efficiency.

The average customer is too busy to listen to a job of tommy-rot, but through courtesy often pretends to be interested in what the salesman is saying, which leads the salesman to believe that such tactics are effective, and he keeps it up, springing hashed over jokes and lying about everything in general. And thus the habit grows on him, until his real selling efforts become a side line.

All jokes and stories, moral or immoral, truths or untruths, tend to divert the customer's mind away from the merits of the article and his need of it. Immoral stories, particularly, have no influence on the customer in the way of inducing him to buy; for the reason that they are seldom, if ever, applicable and cannot be used as illustrations.

Petty lying will generally be detected at the time by the prospective customer, but if not, sooner or later, the customer will find that the salesman lied and even though a lie might not seem to be injurious or told for the purpose of injuring anybody, it causes the customer to lose confidence in the salesman, his goods and the house he represents.

The same is true of false promises.

Salesmen often lose orders that they would have otherwise secured had they been frank and stuck to the facts in place of trying to dodge the issue when asked a question regarding the articles, terms, conditions or part of the sale. The wise, clever salesman will come right straight out, above board, with a frank answer to any question that the customer might ask even though, at the time, it might seem, at first impulse, that it would be better to evade the question until a more favorable opportunity to impart that information. A man who is trying to evade or misrepresent possesses a different attitude than the man who is frank, above board and speaking the truth. An attitude of

deceit can be detected very quickly by the average customer, even though the salesman might feel that that particular customer was exceedingly slow to comprehend. One cause for this is the salesman does not credit the customer with knowing much, but, if he would stop to think he would have to credit the customer with having enough brains to accumulate more of the world's good than the salesman possesses, which is generally the case.

A man cannot tell something that is not true with the same degree of forcefulness and with as convincing a manner as he can when telling the truth and is not trying to dodge the issue. He hasn't the same ring in his voice, the same convincing expression of the eye and the same positive manner that he has when he knows he is telling the truth, and even though the customer might not doubt his sincerity, the customer is not inspired with the same kind of conviction that he would be if the salesman was sticking to facts.

The best way to make sales is to win the customer's confidence and convert him to your way of thinking by a short, yet thorough description of the merits of the article you are selling and by convincing him why he needs that article or should have it and why he should buy it now. These are the principal essential points. All the clap trap rattle head methods are that much wasted energy that most generally kicks back with more force than forward.

It is difficult to inject stories or jokes and fairy tales that are foreign to the subject at hand with any effect and as a confidence getter they are more detrimental than beneficial, so why handicap yourself by their use?

The old idea that you've got to jolly your customer along, tell him some funny stories and take him out and get him drunk, etc., is more imaginary than real. It consumes unnecessary time, and as a whole will decrease the salesman's efficiency and on the average decrease the number of sales that you would make with the same length of time, if all such junk was omitted.

Learn the merits of the article you are selling, the reason why your customers should have it, why they should buy now, be frank and truthful and present your proposition intelligently with energy and enthusiasm, and you will have no need for petty lies, funny stories, stale jokes, nor joshing and kidding in general.

E. H. Eggleston.

A crank is a person who gets an idea and has the courage to stick to it, right or wrong.

**NEW MERTENS FIRE PROOF**  
 One half block East of the Union Station  
**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-Hine Co.**  
 237-239 Earl St. (near the bridge) Grand Rapids

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

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

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

Bell Phone 596      Citz. Phone 61366  
**Lynch Brothers**  
**Sales Co.**  
**Special Sale Experts**  
 Expert Advertising  
 Expert Merchandising  
 200-210-211 Murray Bldg.  
 GRAND RAPIDS, MICHIGAN

**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.

## PREPARE for WINTER Don't Get Cold Feet



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

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

An extension telephone costs but a few cents a day!

Call Contract Dept. 4416.

## CITIZENS TELEPHONE COMPANY

Assets \$3,099,500.00



Insurance in Force \$55,086,000.00

### MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

## Service to Policy Holders

\$4,274,473.84

### Paid Policy Holders Since Organization

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

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

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

**SURPLUS TO POLICY HOLDERS \$477,509.40**

### The Future as an Observant Drummer Sees It.

Grandville, Dec. 9—"I'll tell you, Mose, I was up country the other day and I saw which made me wonder at the way things are managed in this old world of ours."

Mose Brinker, the Corners store-keeper, passed the cigars while Dan Idleford was squaring himself for a chat beside the cozy heater of the big store. No customers were in just now, and as Idleford had to wait for another drummer, who had gone farther up the road, the time was ripe for a little exchange of ideas.

"Now then, Dan, let's have it," from Brinker.

"Do you know, old man, from what I have observed in my trips about the country. I have come to the conclusion that there's almost as much good farming land lying idle as there is under the plow, and what is being worked isn't being made the most of. Do you know, I ran across a queer old duck near Hooker Dam who was worth listening to, and he talked right out loud.

"It was a mild day and this duck stood leaning on a pitchfork and gave me a history of his part of the country, and of the men who made it. Interesting? Well I should think so. You know the late President Roosevelt had a lot of friends among the Western ranchers. He used to get right down to the ground and make friends with the veriest clodhoppers on the farms. Some of the staunchest friends Roosevelt had were of the common man variety, and he mined a lot of homely wisdom from just such people as that; and nobody mourned the death of the late president more deeply than these rude Western chums of his."

"Of course that's so," admitted Merchant Brinker. "I always liked the way Roosevelt got down to the bottom in his campaigning, although I didn't always follow where he led. But about this queer duck at Hooker Dam?"

"His name was Pete Lally, and a more rare specimen of the old time sod-buster I never met. He was contented with his lot, perfectly so. He lived on a stump land forty, about two-thirds under the plow, and made it a point to work just enough to keep himself and family clothed and fed, not caring to put a red cent in the bank. He seemed to think his small farm did its full duty when it produced wheat, 'taters,' pork and a few vegetables for the table and a little money for the purchase of clothing.

"There's no use talkin,' he said, 'all's necessary to live is ter tickle this ere land with the plow and drag, put in yer crops and the trick is done.' He was as garrulous as any old housewife I ever met, and I gave him respectful attention. All about him were other farms, the soil merely scratched over, the owners living from hand to mouth, perfectly happy in the knowledge that when the winter came their cellars would be full of good things to eat, the woodpile making the old woodshed bulge, ensuring plenty of heat during the cold months.

"A cow, two or three pigs, a horse team, an old wagon and buggy, together with a road sleigh and a pung, the latter for sleigh-riding to town or to the various grange meetings and spelling matches satisfied all needs. And the whole family were happy. Now of course such farming isn't really an asset to the Nation. Such farming brings no grist to the public, fills no flour bins and cellars of townspeople, in fact simply gives a sort of low animal existence that isn't making for the perpetuity of republican institutions.

"From what the o'd duck told me I realized that the country was over-supplied with his sort of farmers. Besides the worked farms—poorly worked let me say—there were wide

stretches of land which hadn't felt the gash of a plow in years. Plenty of acres, which at one time responded to the husbandman's implements, lay now growing up to lowland willows and stunted undergrowth, being of service to no man simply because the ones who had owned and tried working these lands hadn't the knack of making things agricultural go.

"A lot of that land was bought by Chicago chaps," explained Lally when I questioned him. "Yeh see, them fellers from the city didn't know a blessed thing about farming. They came in here fetching teams, lots of farm machinery such as they use on the Western prairies. Of course such tools wouldn't work among pine stumps. The sillies plowed some of the land, dragged it over, planted 'taters and corn, then went fishin' 'spectin' of course they'd done it all. When they didn't get nothin' but nubbins in the fall them fellers got plumb discouraged, sold out and left. There's lots of jes' such places along up and down Western Michigan let me tell yeh, Mister!"

"The man treated this failure of the city men to make good as a joke, when in fact it was the most hopeless kind of tragedy. From what I see in my meanderings about the country I've learned to know that fully half our farms are not properly fed and worked, consequently not producing a tithe of what they are capable."

"That's a pretty tough story your telling, Dan. I don't think you ought to be so hard on the farmers, who are our best class of citizens."

"I am not going back on the genuine article, Mose," defended the drummer. "I realize that the farming business is the most important of all our industries, if it may be called such. Nevertheless there's a lamentably small per cent. of tillers of the soil who are getting the full capacity of output they should. The agricultural schools are helping no doubt, and the future is surely bright for the man who farms it as he ought, but meantime there's bound to be a lack of production in the immediate future that's going to make for pinching times in city and non-producing homes."

"True 'tis, and pity 'tis 'tis true," quoted the merchant with a laugh.

"It's not a laughing matter, Mose. There are in non-producing industries to-day—that is non-food producing industries—too many men, men who are consumers who ought to be working these unproductive lands that lay exposed to storm and sunshine, worthless so far as productivity of anything useful is concerned. Too few men on the farms, that's my idea, Mose, and I am fearful the country will come to realize this before many months roll round."

"I am not quite so pessimistic as all that, Dan."

"You would be if you'd seen what I have. Why, besides those farmers who produce only enough to care for their own families, there are others who in the past did not have a lot to sell who in the immediate future will drop out of that class altogether, and become consumers and non-producers."

"Do you believe that, Dan?"

"I not only believe it I know it. Why, there are men to-day working for high wages in city plants who last year were producers of foodstuffs to sell. Next year their farms will be run by the women and boys, producing a home living only, while the head of the family holds down a city job that nets him a nice sum in cash. His big wages will be pure velvet, since the home folks will get enough out of the farm to feed and cloth the occupants while dad is laying up the shekels for a bank account."

"Th eoutlook isn't pleasing according to your figuring, Dan."

"It isn't, yet I'm basing my opin-

ions on a knowledge that cannot be gainsaid," returned the drummer rising to go out and meet his friend who was just motoring up to the front of the store. Old Timer.

### Battle Creek Grocer Predicted Fall of Kaiser.

Battle Creek, Dec. 9—As one of your subscribers and a careful reader of the Tradesman, I desire to compliment you upon the editorials and many of the other good features of your publication. It is all right.

The articles on Germany during the past year have been all to the good. They hit the nail squarely on the head.

Old Timer is a keen and resourceful writer; also, and his articles in last week's issue on The Small Town and America's Opportunities are A 1 stuff, believe me.

Now I have written and lectured some myself and have made a careful first hand study of the American people, conferring with the highest and the lowest, from the seat of government to the open prairies and bad lands of the West, have met and conversed with Roosevelt, Bryan, George V., Lord Shaughnessy, Admiral Beresford, General Murray, U. S. A., Vice-President Fairbanks, Edison, Carnegie, Dr. Elliott of Harvard, W. L. McKenzie King, leader of the opposition in the Canadian government, Sir Wilfrid Laurier, Premier Borden, Lord Roberts, General Booth and scores of other famous men and women during my travels.



Ralph P. Simonsen.

I enclose a copy of a prophetic poem written by me when a school boy, at the age of 16, when McKinley signed the declaration of war against Spain. In this little poem I foretold the destruction of the Spanish fleet, the freedom of Cuba, the aid of Uncle Sam to France in payment of our debt to Lafayette and his nation and the rising of Canada, with the aid of the United States, to complete independence. The last feature of my prophecy is coming into fulfillment before many years. I have not offered this poem to any publisher since 1898, and it lay almost forgotten among scores of similar little writings of mine while I covered America.

I enclose, also, advertising matter bearing upon my work as a grocer, to show you that I am just an ordinary hard working member of the grocers' guild.

The Tradesman gets exclusive publication of this little ripple if you care to have same.

Ralph P. Simonsen.

### CUBA LIBRE.

Near centuries four of varied strife  
Have lapsed since Cuba's younger life  
Was thrall'd by Spaniard yoke and crimes  
Which ravaged then in many climes.

And now brute Weyler leads the foe  
And there repeats Calcutta's woe;  
But wail! the Hand of God will fall  
And cruel deeds will sure repay.

Justice is mine and Right is Might!  
See! U. S. A. is in the fight:  
Columbia is freedom's power  
To mark thy doom—the fatal hour.

As Koskiusko, Poland's pride  
As Garibaldi fought and died;  
As Lincoln freed and saved a race  
And made the world a better place,

Now brave McKinley feels the pain,  
And knows the pangs of sinking Maine  
Reaches his pen and signs thy fate  
As head of a Nation grand and great

Queen of Antilles, now with zeal  
Thy righteous cause the nations feel.  
America shall make thee free,  
For Uncle Sam is now for thee.

Arise! And see your shackles fall,  
Come forth, nor be a slave at all  
Once more the chains of tyrants break  
And cause old earth again to quake.

Now loose the dogs of fearful war  
Now come our dreadnaughts to thy shore  
While Long shall train our guns amain,  
And shatter now the power of Spain.

Cuba! thou wronged, oppressed, enslaved,  
Like unto Greece before she waved  
The flag of freedom from her shores  
And smote the Turk in many wars.

The Pilgrim Father's land shall share  
Thy fate and pluck thee from the snare,  
And e'en for us, in times to come  
Shall call to arms and beat the drum.

As Destiny—the Voice of God—  
Will lead us on and from our sod  
Brave sons and daughters shall demand  
A better deal, a freer land.

But now prepare! for soon for France  
Shall keen America advance!  
To stem the tide of Teuton greed,  
The universal peace to speed.

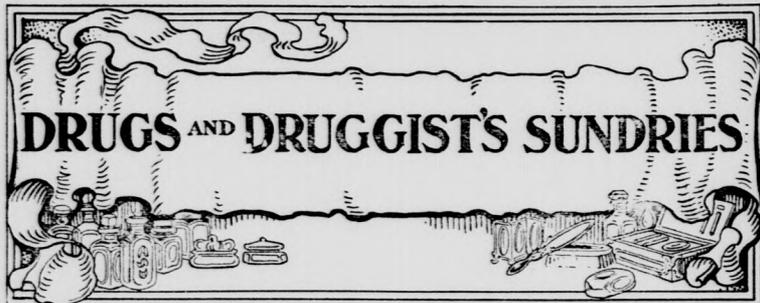
Let all republic powers unite  
And monarchs tremble at the sight.  
Uneasy lie the crowned head—  
Democracy must reign instead.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 9—The preferred stock offering of the Valley City Milling Co. is going like "hot cakes." Up to this morning \$180,000 of the new issue had been placed, leaving only \$70,000 unsold. From present indications this offering will all be absorbed by Michigan investors—mostly customers of the company—before the end of the present month.

E. B. Stebbins, the Carson City banker, was in the city Tuesday on business connected with the development of the dam project on Fish Creek at Hubbardston. By raising the height of the dam it is computed that 350 horse power can be secured. This will be sufficient to light and furnish power for Hubbardston, Maple Rapids, Carson City, Middleton and Perrington. The undertaking contemplates the raising of \$122,000 by popular subscription. The headquarters of the company will be at Carson City, where it is expected the steam plant now in operation will be acquired and changed over to a hydraulic proposition. The engineering features of the undertaking have been worked out with great care and detail.

Mr. H. P. Harrsen, who has lately removed to this city to take the position of Superintendent of the Michigan Railroad Co., is a man of exceptionally strong parts. For several years he was located at Mexico City, where he superintended the development of an enormous water power. While there he was visited by Gen. Goethals, who made a trip to Mexico City to obtain pointers regarding the construction of the Gatun dam on the Canal zone. He was forced to leave Mexico because of the insurrection there seven years ago. The next six years were spent at Barcelona, Spain, where he superintended the development of an enormous water power tributary to that city of a million people. Mr. Harrsen has a large and interesting collection of Chinese, Mexican, Spanish and Moorish curios, including some very valuable Spanish paintings which are rich in coloring and broad in conception and execution. There is no finer collection of Spanish art in Michigan than Mr. Harrsen's priceless possessions.



**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.

#### Why I Like the Drug Business.

If I didn't like the drug business I'd get out of it.

Not since I had the pleasure of bringing back to health a person who had had a severe cough of three years' standing.

I sold him a bottle of My Own Cough Remedy.

The other day a friend came in with a limp that caused all the clerks in the store to smile. He had visited a number of chiropractors without success.

I fixed him up with just one bottle of Freezeone.

It has also been my pleasure (as it has been yours) to assist in the beautification of sundry "young ladies"—thirty-seven summers, perhaps. Just a short while ago a certain representative of this much-abused class came to me for some of Dr. Brown's Bloom of Youth. A half-dozen bottles. She has been restored to her youthful appearance and has been taken back into the village choir.

A man's work shall live after him, we are told.

I recall also that a few months since a young friend came to me, having greater confidence in me than in his family physician, and complained that his girl did not reciprocate sufficiently. He asked if some love powders would not help matters along a little. It took only a moment for me to decide that he must not be sent away empty-handed, so I made up a few powders of saccharum lactis—purely to satisfy the very susceptible mind of this young man, and with the hope also that the young lady would soon develop a little more friendliness.

I received an invitation to the wedding yesterday.

There are other pleasant features connected with the drug business, such as selling postage stamps; but I shall leave mention of these to other and perhaps better heads than mine. I don't want to hog the whole subject.

However, this article would not be complete if I didn't touch up the extreme pleasure one gets out of going to the store on a Sunday afternoon to get a good customer a bottle of Castoria. Nevertheless I believe that Sunday calls are a trifle more pleasant than the nocturnal ones, when occasionally some slow-pay wants a box of cough drops for grandpa.

The writer recalls a certain Sunday night when, being stripped for the weekly bath, he was called to the store. He dressed and went. Returning, he undressed again, only to be called again. The two sales are vividly remembered also. One was ten cents' worth of turpentine and the other a box of corn-pads.

Yet with all thy faults, old drug store, I love thee still! A. E. Pratt.

#### Let the Tradesman Help You.

The Tradesman continues to receive many enquiries about investments, so-called, but which are pure speculations based 99 per cent. on prospects and a clever use of the king's English. In most of these cases the prospectus contains no financial statement at all, no mention of working capital and nothing that would enable one to get even a hazy idea of what part the dear public is asked to assume in the financing of the enterprise. We venture to say there is not one in a hundred of this same dear public who if asked to invest in a legitimate business enterprise in the ordinary course of events would not insist on full particulars before parting with his money, but who seems to forget the first principles of judicious investment when confronted with the glittering promises of the get-rich-quick scheme. A man who haggles over a cent's worth of value in an everyday purchase may forget all he ever knew about values in taking a long chance where far greater amounts are involved. It is a fair guess that many obscure stocks which have been boomed on the strength of prospective earnings, based on prosperous conditions in many lines of industry, will gradually sink into oblivion. Taking two concerns in the same line there is a fundamental difference between a stock such as the United States Steel or any number of stocks listed on the exchange and a mushroom enterprise started with a great blowing of trumpets for stock-jobbing purposes and with no real foundation in the industrial life of the country. Resources, organization, personnel, management, financial stability—these with trade conditions and prospects surely constitute factors which should all in turn be carefully scanned before any adequate idea of value can be properly determined.

The Tradesman will cheerfully furnish any of its patrons with full information regarding any security offered for sale by Michigan brokers or stock sellers. The Tradesman never volunteers any advice on matter of this character. It compiles the facts and presents a summary of conditions as it

finds them, thus enabling the enquirer to reach his own conclusions.

#### The Salesman's Creed.

I believe that this is a just world and that even salesmen will get all they deserve. I believe that salesmanship is a Science, and its practice an Art, worthy of my best thought and highest effort.

Give me time in which to study the books of the masters, and the leisure for quiet thought; an open mind toward the wisdom of Seasoned Experience, and keep my heart true to the good in all men.

Protect me from the Cant of the Unfailing System, from the temptation to belittle the work or character of another, from the Belief that I am superior in knowledge or performance to my Brother, from the necessity of advocating a damnably bad cause for good wages in preference to a good one for poor.

Give me Charity, Good Cheer, and a minute or so for the Beginner and the Plodder, while practicing at all time the Noble Art of Minding my Own Business.

Give me strength to be a Booster always—a kickaterrv—nhd—jindffi. always—a kicker never—that I may always play the game like a gentleman. And in the end, find me a place in the Sacred City of our Ideals.

Harold A. Holmes.

Only one more installment on your income tax this year, and then you begin on another year.

# 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.



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

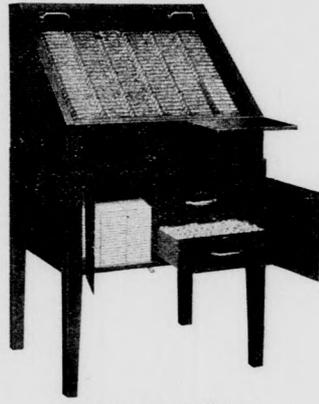
Geo. Washington Coffee

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 triplicate salesbooks.

Metzgar Register Co., Grand Rapids, Mich.

Dickinson's Popcorn In Packages

SNOW BALL



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



40-1 lb. packages per case

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		Capsicum		
Boric (Powd.)	16 1/2 @ 25	2 35 @ 2 55	Eigeron	15 00 @ 15 25	Cardamon	1 50 @ 1 50
Boric (Xtal)	16 1/2 @ 25	Cubebs	12 00 @ 12 25	Cardamon, Comp.	1 35 @ 1 35	
Carbolic	33 @ 36	Eucalyptus	1 50 @ 1 75	Catechu	1 50 @ 1 50	
Citric	1 10 @ 1 20	Hemlock, pure	2 00 @ 2 25	Cinchona	1 80 @ 1 80	
Muriatic	3 1/2 @ 5	Juniper Berries	14 00 @ 14 25	Colchicum	2 40 @ 2 40	
Nitric	10 @ 15	Juniper Wood	3 50 @ 3 75	Cubebs	2 60 @ 2 60	
Oxalic	31 @ 40	Lard, extra	2 25 @ 2 40	Digitalis	1 60 @ 1 60	
Sulphuric	3 1/4 @ 5	Lard, No. 1	1 75 @ 1 95	Gentian	7 20 @ 7 20	
Tartaric	94 @ 1 00	Lavender Flow	13 00 @ 13 25	Ginger	1 50 @ 1 50	
Ammonia		Lavender, Gar'n	1 75 @ 2 00	Guaiaic	2 65 @ 2 65	
Water, 26 deg.	10 @ 20	Lemon	2 25 @ 2 50	Guaiaic, Ammon.	2 40 @ 2 40	
Water, 18 deg.	7 1/2 @ 15	Linseed, boiled, bbl.	1 96 @ 1 96	Iodine	1 50 @ 1 50	
Water, 14 deg.	5 1/2 @ 12	Linseed, bld less	2 06 @ 2 16	Iodine, Colorless	2 00 @ 2 00	
Carbonate	19 @ 25	Linseed, raw, bbl.	1 94 @ 1 94	Iron, clo.	1 45 @ 1 45	
Chloride (Gran.)	17 1/2 @ 25	Linseed raw less	2 04 @ 2 14	Kino	1 35 @ 1 35	
Barks		Mustard, true, oz.	2 @ 2 95	Myrrh	2 25 @ 2 25	
Copaiba	1 00 @ 1 20	Mustard, artifiil, oz.	1 15 @ 1 15	Nux Vomica	1 95 @ 1 95	
Fir (Canada)	2 25 @ 2 50	Neatsfoot	1 70 @ 1 90	Opium	4 50 @ 4 50	
Fir (Oregon)	50 @ 75	Olive, pure	4 75 @ 6 00	Opium, Camph.	1 25 @ 1 25	
Peru	5 50 @ 5 75	Olive, Malaga, yellow	3 75 @ 4 00	Opium, Deodor'd	4 50 @ 4 50	
Tolu	2 25 @ 2 50	Olive, Malaga, green	3 75 @ 4 00	Rhubarb	2 10 @ 2 10	
Berries		Orange, Sweet	4 75 @ 5 00	Paints		
Cubeb	1 75 @ 1 80	Organum, pure	1 00 @ 1 25	Lead, red dry	13 1/2 @ 14	
Fish	90 @ 1 00	Peppermint	2 75 @ 3 00	Lead, white dry	13 1/2 @ 14	
Juniper	12 1/2 @ 20	Rose, pure	11 00 @ 11 25	Lead, white oil	13 1/2 @ 14	
Prickley Ash	30 @ 35	Rosemary Flows	2 00 @ 2 25	Ochre, yellow bbl.	2 @ 2	
Extracts		Sandalwood, E. L.	15 00 @ 15 20	Ochre, yellow bbl.	2 1/2 @ 5	
Licorice	60 @ 65	Sassafras, true	3 00 @ 3 25	Putty	5 @ 8	
Licorice powd.	1 20 @ 1 25	Sassafras, artifi'l	1 25 @ 1 50	Red Venet's Am.	2 1/2 @ 5	
Flowers		Spermint	15 00 @ 15 25	Red Venet's Eng.	3 @ 6	
Arnica	75 @ 80	Tar, USP	48 @ 60	Vermillion, Amer.	25 @ 30	
Chamomile (Ger.)	70 @ 75	Turpentine, bbls.	1 @ 1 69	Whiting, bbl.	2 1/2 @ 2 1/2	
Chamomile Rom.	1 00 @ 1 20	Turpentine, less	1 79 @ 1 89	Whiting, 6	3 1/4 @ 6	
Gums		Wintergreen, tr.	12 00 @ 12 25	L. H. P. Prep.	3 75 @ 4 00	
Acacia, 1st	60 @ 65	Wintergreen, sweet birch	9 00 @ 9 25	Miscellaneous		
Acacia, 2nd	55 @ 60	Wintergreen, art	1 10 @ 1 40	Acetanalid	70 @ 85	
Acacia, Sorts	35 @ 40	Wormseed	6 50 @ 6 75	Alum	16 @ 20	
Acacia, powdered	45 @ 50	Wormwood	14 50 @ 14 75	Alum, powdered and ground	17 @ 20	
Aloes (Barb. Pow.)	30 @ 40	Potassium		Bismuth, Subnitrate	4 03 @ 4 10	
Aloes (Cape Pow.)	30 @ 35	Bicarbonate	55 @ 60	Borax xtal or powdered	9 1/2 @ 15	
Aloes (Soc Pow.)	1 40 @ 1 50	Bichromate	37 1/2 @ 50	Cantharades po	2 00 @ 6 50	
Asafoetida	4 50 @ 5 00	Bronide	35 @ 1 00	Calomel	2 27 @ 2 35	
Pow.	4 25 @ 4 30	Carbonate	92 @ 1 00	Capsicum	38 @ 45	
Camphor	4 25 @ 4 30	Chlorate, gran'r	48 @ 53	Carmine	7 25 @ 7 60	
Guaiaic	2 @ 2 50	Chlorate, xtal or powd.	28 @ 35	Cassia Buds	50 @ 60	
Kino, powdered	1 @ 1 00	Cyanide	32 1/2 @ 50	Cloves	67 @ 75	
Kino, powdered	1 @ 1 00	Iodide	4 29 @ 4 44	Chalk Prepared	12 @ 15	
Myrrh	1 @ 1 40	Permanganate	75 @ 1 00	Chalk Precipitated	12 @ 15	
Myrrh, Pow.	1 @ 1 50	Prussiate, yellow	80 @ 90	Chloroform	45 @ 55	
Opium	10 00 @ 10 40	Prussiate, red	1 85 @ 2 00	Chloral Hydrate	1 70 @ 2 10	
Opium, powd.	11 50 @ 11 80	Sulphate	85 @ 85	Cocaine	12 80 @ 12 85	
Opium, gran.	11 50 @ 11 80	Roots		Cocoa Butter	65 @ 75	
Shellac	1 30 @ 1 40	Alkanet	3 75 @ 4 00	Corks, list, less 50%	50 @ 50	
Shellac Bleached	1 40 @ 1 50	Blood, powdered	60 @ 75	Copperas, bbls.	3 @ 3	
Fragacanth	5 00 @ 5 50	Calamus	60 @ 75	Copperas, less	3 1/2 @ 8	
Tragacanth powder	4 00 @ 4 00	Elecampane, pwd.	22 @ 25	Copperas, powd.	4 1/2 @ 10	
Turpentine	15 @ 25	Gentian, powd.	25 @ 30	Corrosive Sublim	2 11 @ 2 20	
Insecticides		Ginger, African, powdered	29 @ 35	Cream Tartar	70 @ 75	
Arsenic	13 1/2 @ 20	Ginger, Jamaica, powdered	45 @ 50	Cuttlebone	1 00 @ 1 10	
Blue Vitriol, bbl.	11 @ 11	Ginger, Jamaica, powdered	45 @ 50	Dextrine	10 1/2 @ 15	
Blue Vitriol less	12 @ 17	Goldenseal, pow.	8 50 @ 8 80	Dover's Powder	5 75 @ 6 00	
Bordeaux Mix Dry	18 @ 33	Ipecac, powd.	4 50 @ 5 00	Emery, All Nos.	10 @ 15	
Hellebore, White powdered	38 @ 45	Licorice, powd.	35 @ 40	Emery, Powdered	8 @ 10	
Insect Powder	55 @ 1 00	Licorice, powd.	40 @ 50	Epsom Salts, bbls.	3 1/2 @ 3 1/2	
Lead, Arsenate Po	32 @ 49	Licorice, powd.	40 @ 50	Epsom Salts, less	4 @ 16	
Lime and Sulphur Solution, gal.	20 @ 25	Orris, powdered	40 @ 45	Ergot	25 @ 75	
Paris Green	46 @ 53	Poke, powdered	25 @ 30	Ergot, powdered	26 @ 60	
Ice Cream		Rhubarb	3 @ 00	Flake White	15 @ 20	
Piper Ice Cream Co., Kalamazoo		Rhubarb, powd.	3 @ 25	Formaldehyde, lb.	27 @ 31	
Bulk, Vanilla	1 10	Rosinwood, powd.	30 @ 35	Gelatine	1 55 @ 1 75	
Bulk, Chocolate	1 20	Sarsaparilla, Hond. ground	1 25 @ 1 40	Glassware, full case	68%	
Bulk, Caramel	1 20	Sarsaparilla Mexican, ground	75 @ 80	Glassware, less 50%		
Bulk, Grape-Nut	1 20	Squills	35 @ 40	Glauber Salts, bbl.	2 1/2 @ 2 1/2	
Bulk, Strawberry	1 30	Squills, powdered	60 @ 70	Glauber Salts less	3 1/2 @ 3 1/2	
Bulk, Tutti Fruiti	1 30	Tumeric, powd.	25 @ 30	Glue, Brown	25 @ 35	
Brick, Vanilla	1 20	Valerian, powd.	2 @ 20	Glue, Brown Grd.	20 @ 30	
Brick, Chocolate	1 60	Seeds		Glue, White	30 @ 35	
Brick, Caramel	1 60	Anise	35 @ 40	Glue, White Grd.	30 @ 35	
Brick, Strawberry	1 60	Airid, powdered	37 @ 40	Glycerine	28 @ 42	
Brick, Tutti Fruiti	1 60	Bird, is	18 @ 19	Hops	85 @ 1 00	
Brick any combination	1 60	Canary	15 @ 20	Iodine	5 85 @ 6 10	
Leaves		Caraway, Po.	40 @ 35	Iodoform	6 90 @ 7 20	
Buchu	3 @ 25	Cardamon	2 00 @ 2 25	Lead, Acetate	25 @ 30	
Buchu, powdered	3 @ 50	Celery, powd.	65 @ 70	Lycopodium	2 50 @ 2 75	
Sage, bulk	67 @ 70	Coriander powd.	22 1/2 @ 25	Mace	85 @ 90	
Sage, 1/2 loose	72 @ 78	Dill	25 @ 30	Mace, powdered	95 @ 1 00	
Sage, powdered	55 @ 60	Fennell	30 @ 40	Menthol	17 00 @ 17 40	
Senna, Alex.	1 40 @ 1 50	Flax	12 1/2 @ 13	Morphine	11 95 @ 12 35	
Senna, Tinn.	30 @ 35	Flax, ground	12 1/2 @ 13	Nux Vomica	20 @ 30	
Senna, Tinn. pow.	35 @ 40	Foenugreek pow.	15 @ 25	Nux Vomica, pow.	20 @ 30	
Uva Ursi	25 @ 30	Lobelia	90 @ 1 00	Pepper black, pow.	37 @ 40	
Oils		Mustard, yellow	45 @ 50	Pepper, white	30 @ 50	
Almonds, Bitter, true	15 00 @ 16 00	Mustard, black	36 @ 40	Pitch, Burgundy	15 @ 15	
Almonds, Bitter, artificial	7 00 @ 7 20	Poppy	1 @ 10	Quassia	12 @ 15	
Almonds, Sweet, true	1 75 @ 2 00	Quince	1 50 @ 1 75	Quinine	1 65 @ 2 15	
Almonds, Sweet, imitation	75 @ 1 00	Rape	15 @ 20	Rochelle Salts	51 @ 56	
Amber, crude	3 00 @ 3 25	Sabadilla	30 @ 35	Saccharine	40 @ 40	
Amber, rectified	3 50 @ 3 75	Sabadilla, powd.	30 @ 35	Salt Peter	20 @ 30	
Anise	2 75 @ 3 00	Sunflower	15 @ 20	Seidlitz Mixture	40 @ 45	
Bergamont	7 50 @ 7 75	Worm American	2 @ 25	Soap, green	20 @ 30	
Cajeput	1 75 @ 2 00	Worm Levant	1 65 @ 1 75	Soap mott castile	22 1/2 @ 25	
Cassia	4 50 @ 4 75	Tinctures		Soap, white castile case	20 @ 00	
Castor	2 25 @ 2 50	Aconite	1 @ 70	Soap, white castile less, per bar	2 @ 25	
Cedar Leaf	3 25 @ 3 50	Aloe	1 @ 20	Soda Ash	4 1/2 @ 10	
Citronella	90 @ 1 20	Arnica	1 @ 50	Soda Bicarbonate	3 1/2 @ 10	
Cloves	5 00 @ 5 25	Asafoetida	3 @ 90	Soda, Sal	3 1/2 @ 5	
Cocao nut	40 @ 50	Belladonna	1 @ 40	Spirits Camphor	2 @ 00	
Cod Liver	5 60 @ 5 75	Benjoin	1 @ 180	Sulphur, roll	4 1/2 @ 10	
Croton	3 25 @ 3 50	Benjoin Compo'd	3 @ 00	Sulphur, Subl.	4 1/2 @ 10	
		Buchu	2 @ 70	Tamarinds	35 @ 80	
		Cantharadies	2 @ 90	Tartar Emetic	1 88 @ 1 10	
				Turpentine, Ven.	50 @ 60	
				Vanilla Ex. pure	1 50 @ 1 60	
				Witch Hazel	1 25 @ 1 75	
				Zinc Sulphate	10 @ 15	

# GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Canned Apples Cheese Sauer Kraut	
<b>AMMONIA</b> 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	<b>Beans—Canned</b> 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
<b>AXLE GREASE</b> Mica, 25 lb. pail ..... 1 85	<b>Clam Bouillon</b> Burnham's 7 oz. .... 2 50
<b>BAKED GOODS</b> Loose-Wiles Brands Krispy Crackers ..... 18 L. W. Soda Crackers ..... 16 L. W. Butter Crackers ..... 18 Graham Crackers ..... 18 Fig Sni Bar ..... 25 L. W. Ginger Snaps ..... 18 Honey Girl Plain ..... 25 Honey Girl Iced ..... 25 Cocoanut Taffy ..... 28 Vanilla Wafer ..... 40 Subject to quantity discount.	<b>Corn</b> Standard ..... 1 55 Country Gentleman .. 1 75 Maine ..... 2 00
<b>BLUING</b> 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	<b>Hominy</b> Van Camp ..... 1 35 Jackson ..... 1 20
<b>BREAKFAST FOODS</b> 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 Rice .. 5 60 Quaker Breakfast Wheat 4 85 Quaker Brist 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	<b>Lobster</b> 1/4 lb. .... 2 45 1/2 lb. .... 4 60
<b>BROOMS</b> Standard Parlor, 23 lb. 5 50 Fancy Parlor, 23 lb. 8 00 Ex. Fancy Parlor 25 lb. 9 50 Ex. Fey. Parlor 25 lb. 10 00	<b>Mackerel</b> Mustard, 1 lb. .... 1 80 Mustard, 2 lb. .... 2 80 Soused, 1 1/2 lb. .... 1 60 Soused, 2 lb. .... 2 75
<b>BRUSHES</b> Solid Back, 8 in. .... 1 50 Solid Back, 11 in. .... 1 75 Pointed Ends ..... 1 25	<b>Mushrooms</b> Buttons, 1s, per can 1 40 Hotels, 1s per can 1 15
<b>Butter Color</b> Dandelion, 25c size .. 2 00 Perfection, per doz. .. 1 30	<b>Plums</b> California, No. 3 .... 2 40
<b>CANDLES</b> Paraffine, 6s ..... 15 Paraffine, 12s ..... 16 Wicking ..... 40	<b>Pears in Syrup</b> Michigan ..... 1 75 California ..... 2 35
<b>CANNED GOODS</b> Apples 3 lb. Standards .... @ 2 00 No. 10 ..... @ 7 00	<b>Peas</b> Marrowfat .... 1 75@1 90 Early June ..... 1 55@1 90 Early June sifted 1 80@2 25
Blackberries 3 lb. Standards ..... No. 10 ..... @ 7 25	<b>Peaches</b> California, No. 2 1/2 .. 4 75 California, No. 1 ..... 2 40 Michigan No. 2 ..... 4 25 Pie, gallons ..... 12 00
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	<b>Pineapple</b> Grated, No. 2 ..... 4 00 Sliced No. 2 Extra .. 4 75
	<b>Pumpkin</b> Van Camp, No. 3 .... 1 35 Van Camp, No. 10 .... 4 60 Lake Shore, No. 3 .... 1 45 Vesper, No. 10 ..... 3 90
	<b>Salmon</b> Warren's 1 lb. Tall .. 4 10 Warren's 1/2 lb. Flat 2 60 Warren's 1 lb. Flat .. 4 25 Red Alaska ..... 3 90 Med. Red Alaska ..... 3 50 Pink Alaska ..... 2 65
	<b>Sardines</b> Domestic, 1/4s .. 5 50@7 50 Domestic, 1/2s .. 7 00@8 00 Domestic, 3/4s .. 7 00@8 00 California Soused .. 2 25 California Mustard .. 2 25 California Tomato .. 2 25
	<b>Sauerkraut</b> Hackmuth, No. 3 .... 1 45
	<b>Shrimps</b> Dunbar, 1s doz. .... 1 90 Dunbar, 1 1/2s doz. .... 3 50
	<b>Strawberries</b> Standard No. 2 ..... 4 25 Fancy, No. 2 ..... 4 50
	<b>Tomatoes</b> No. 2 ..... 1 45@1 75 No. 3 ..... 2 00@2 35 No. 10 ..... @ 7 00
	<b>CATSUP</b> Snider's 8 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 50

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	<b>Mazola</b> 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, 1/4 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
<b>COFFEE ROASTED</b> Bulk Rio ..... 26@28 Santos ..... 37@40 Maracabo ..... 43 Mexican ..... 43 Gutamala ..... 42 Java ..... 50 Mocha ..... 50 Bogota ..... 43 Peaberry ..... 41	<b>Coupon Books</b> 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, specially printed front cover is furnished without charge.	<b>Sinkers</b> 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
<b>Package Coffee</b> New York Basis Arbuckle ..... 40 00	<b>Cream of Tartar</b> 6 lb. boxes ..... 65 3 lb. boxes ..... 66	<b>Flavoring Extracts</b> Jennings D C Brand Pure Vanilla Terpenesless Pure Lemon Per Doz. 7 Dram 15 Cent ..... 1 25 1 1/2 Ounce 30 Cent ..... 1 80 2 Ounce 35 Cent ..... 2 40 2 1/2 Ounce 35 Cent ..... 2 85 3 Ounce 45 Cent ..... 3 40 4 Ounce 55 Cent ..... 4 20 5 Ounce 90 Cent ..... 5 85 7 Dram Assorted ..... 1 36 1 1/2 Ounce Assorted ..... 4 00
<b>McLaughlin's XXXX</b> McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	<b>Dried Fruits</b> Apples Evap'd, Choice, blk .. 22 Apricots Evaporated, Choice .... 38 Evaporated, Fancy .... 44 Citron 10 lb. box ..... 60 Peaches Evap. Choice, Unpeeled 24 Evap. Fancy, Unpeeled 26 Evap. Choice, Peeled 27 Evap. Fancy, Peeled 29 Lemon, American .... 35 Orange, American .... 36 Raisins Choice S'ded 1 lb. pkg. 21 Fancy S'ded, 1 lb. pkg. 22 Thompson Seedless, 1 lb. pkg. .... 23 Thompson Seedless, bulk ..... 22 California Prunes 80-90 25 lb. boxes ..@18 1/2 70-80 25 lb. boxes ..@19 60-70 25 lb. boxes ..@21 1/2 50-60 25 lb. boxes ..@21 1/2 40-50 25 lb. boxes ..@24 30-40 25 lb. boxes ..@28	<b>Moore's D U Brand</b> Per Doz. 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
<b>CONDENSED MILK</b> Eagle, 4 doz. .... 11 00 Leader, 4 doz. .... 8 50	<b>Evaporated Milk</b> Carnation, Tall, 4 doz. 7 50 Carnation, Baby 8 doz. 7 00 Pet, Tall ..... 7 60 Pet, Baby ..... 6 25 Van Camp, Tall .... 7 25 Van Camp, Baby .... 6 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	<b>Flour and Feed</b> Valley City Milling Co. Lily White ..... 13 00 Graham 25 lb. per cwt. 5 90 Golden Granulated Meal, 25 lbs., per cwt. .... 6 00 Rowena Pancake 6 lb. Compound ..... 5 60 Rowena Buckwheat Compound ..... 6 00 Rowena Corn Flour, Watson Higgins Milling Co. New Perfection, 1/2s 14 00
<b>CHEESE</b> Brick ..... 38 Wisconsin Flats ..... 37 Longhorn ..... 37 New York ..... 38 Michigan Full Cream .. 37	<b>Coffee Extracts</b> N. Y., per 100 ..... 9 1/2 Frank's 250 packages 14 50 Hummel's 50 1 lb. .... 10	<b>Meal</b> Bolted ..... 5 00 Golden Granulated .. 5 20
<b>CHEWING GUM</b> Adams Black Jack .... 70 Beeman's Pepsin ..... 70 Beechnut ..... 80 Doublemint ..... 70 Flag Spruce ..... 70 Juicy Fruit ..... 70 Spearmint, Wrigleys .. 70 Yucatan ..... 70 Zeno ..... 65	<b>CONDENSED MILK</b> Eagle, 4 doz. .... 11 00 Leader, 4 doz. .... 8 50	<b>Wheat</b> Red ..... 2 17 White ..... 2 15
<b>CHOCOLATE</b> Caracas ..... 41 Walter Baker & Co. .... 40 Caracas ..... 40 Walter M. Lowney Co. .... 43 Premium, 1/4s ..... 43 Premium, 1/2s ..... 43	<b>CONFECTIONERY</b> Stick Candy Pails Horehound ..... 28 Standard ..... 28 Cases Jumbo ..... 29 Mixed Candy Pails Broken ..... 29 Cut Loaf ..... 29 Grocers ..... 23 Kindergarten ..... 32 Leader ..... 28 Novelty ..... 29 Premio Creams ..... 40 Royal ..... 28 X L O ..... 27 Specialties Pails 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 5 lb. box ..... 2 15 Lozenges, Pep. .... 30 Lozenges, Pink ..... 30 Manchus ..... 28 Manchus ..... 30 Baskets ..... 27 Nut Butter Puffs .... 32	<b>Oats</b> Michigan Carlots ..... 86 Less than Carlots .... 88
<b>CIGARS</b> National Grocer Co. Brands Antonella Cigars, 50 foil ..... 37 50 Antonella Cigars, 100 foil ..... 37 50 Antonella Cigars, 25 tins ..... 37 50 El Rajah, Diplomatics, 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 Cdm. 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	<b>Milk Compound</b> Hebe, Tall, 6 doz. .... 5 90 Hebe, Baby, 8 doz. .... 5 60 Caroline, Tall, 4 doz. 5 50	<b>Corn</b> Carlots ..... 1 63 Less than Carlots .... 1 65
<b>CLOTHES LINE</b> 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	<b>CONFECTIONERY</b> Stick Candy Pails Horehound ..... 28 Standard ..... 28 Cases Jumbo ..... 29 Mixed Candy Pails Broken ..... 29 Cut Loaf ..... 29 Grocers ..... 23 Kindergarten ..... 32 Leader ..... 28 Novelty ..... 29 Premio Creams ..... 40 Royal ..... 28 X L O ..... 27 Specialties Pails 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 5 lb. box ..... 2 15 Lozenges, Pep. .... 30 Lozenges, Pink ..... 30 Manchus ..... 28 Manchus ..... 30 Baskets ..... 27 Nut Butter Puffs .... 32	<b>Hay</b> Carlots ..... 30 00 Less than Carlots .. 32 00
<b>COCOA</b> Baker's ..... 48 Bunte, 15c size ..... 55 Bunte, 1/2 lb. .... 60 Bunte, 1 lb. .... 48 Cleveland ..... 41 Colonial, 1/4s ..... 35 Colonial, 1/2s ..... 32 Epps ..... 42 Hersheys, 1/4s ..... 42 Hersheys, 1/2s ..... 40 Huyler ..... 36 Lowney, 1/4s ..... 48 Lowney, 1/2s ..... 47 Lowney, 3/4s ..... 47 Lowney, 5 lb. cans .. 47 Van Houten 1/4s ..... 12 Van Houten, 1/2s ..... 18 Van Houten, 3/4s ..... 36 Van Houten, 1s ..... 65 Wan-Eta ..... 36 Webb ..... 33 Wilbur, 1/4s ..... 33 Wilbur, 1/2s ..... 33	<b>COOKING COMPOUNDS</b> 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, 1/4 doz. .. 22 00	<b>Feed</b> Street Car Feed .... 63 00 No. 1 Corn & Oat Fd 63 00 Cracked Corn ..... 64 00 Coarse Corn Meal .. 64 00
	<b>COUPON BOOKS</b> 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, specially printed front cover is furnished without charge.	<b>Fruit Jars</b> Mason, 1/2 pints, gro 8 00 Mason, pts., per gross 8 40 Mason, qts., per gross 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
	<b>CREAM OF TARTAR</b> 6 lb. boxes ..... 65 3 lb. boxes ..... 66	<b>GELATINE</b> 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
	<b>CONDENSED MILK</b> Eagle, 4 doz. .... 11 00 Leader, 4 doz. .... 8 50	<b>HIDES AND PELTS</b> 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 99
	<b>CONFECTIONERY</b> Stick Candy Pails Horehound ..... 28 Standard ..... 28 Cases Jumbo ..... 29 Mixed Candy Pails Broken ..... 29 Cut Loaf ..... 29 Grocers ..... 23 Kindergarten ..... 32 Leader ..... 28 Novelty ..... 29 Premio Creams ..... 40 Royal ..... 28 X L O ..... 27 Specialties Pails 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 5 lb. box ..... 2 15 Lozenges, Pep. .... 30 Lozenges, Pink ..... 30 Manchus ..... 28 Manchus ..... 30 Baskets ..... 27 Nut Butter Puffs .... 32	<b>FISHING TACKLE</b> Cotton Lines No. 2, 15 feet ..... 1 45 No. 3, 15 feet ..... 1 70 No. 4, 15 feet ..... 1 85 No. 5, 15 feet ..... 2 15 No. 6, 15 feet ..... 2 45 Linen Lines Fudge, Choc. Peanut 28 Small, per 100 yards 6 65 Medium, per 100 yards 7 25 Large, per 100 yards 9 00 Floats No. 1 1/2, per gross .. 1 50 No. 2, per gross .... 1 75 No. 2 1/2, per gross .... 2 25

Old Wool Pelts 75@2 00
Lamb 50@2 00
Shearlings 50@1 50

Prime Tallow @10
No. 1 @9
No. 2 @8

Wool Unwashed, med. @55
Unwashed, fine @45

RAW FURS No. 1 Skunk 6 00
No. 2 Skunk 4 50
No. 3 Skunk 3 00
No. 4 Skunk 1 50
No. 4 Unprime 75
Muskrats, Winter 3 25
Muskrats, Fall 2 25
Muskrats, Kitts 25
No. 1 Raccoon, Large 7 50
No. 1 Raccoon, Med. 5 00
No. 1 Raccoon, Small 2 50
No. 1 Mink, Large 14 00
No. 1 Mink, Medium 10 00
No. 1 Mink, Small 7 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, 30 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
Brazil, large washed 26
Fancy Mixed 25
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 2 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 48 00
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 3/4
10 lb pails advance 3/4
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 @48
Sausages Bologna 18
Liver 12
Frankfort 19
Pork 14 @15
Veal 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 1s 4 25
Roast Beef, 24 1s 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 1s 3 35
Potted Meat, 48 1/2s 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 1s 1 80
Pork and Beans, 48 1s 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. 13
No. 1, 40 lbs. 10
No. 1, 10 lbs. 10
No. 1, 8 lbs. 10

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
Bixby's Royal Polish 1 25
Miller's Crown Polish 90

SNUFF Swedish Rapee 10c 8 for 64
Swedish Rapee, 1 lb. glass 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

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, Cochin @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 @36
Pepper, Black @84
Pepper, White @52
Pepper, Cayenne @29
Paprika, Hungarian @60

Seasoning Chill Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 35
Garlic 1 35
Ponely, 3 1/2 oz. 2 25
Kitchen Bouquet 2 60
Laurel Leaves 20
Marjoram, 1 oz. 90
Savory, 1 oz. 90
Thyme, 1 oz. 90
Turmeric, 2 1/2 oz. 90

STARCH Corn Kingsford, 40 lbs. 11 1/2
Muzzy, 48 1 lb. pkgs. 9 1/2
Powdered, barrels 7 1/2
Argo, 48 1 lb. pkgs. 4 15

Kingsford Silver Gloss, 40 lb. 11 1/2

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 1/2
Silver Gloss, 12 6lbs. 11 1/2

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
Tobacco 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 Corn 23
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. 1/4 2 69
No. 1/2 2 88
No. 3/4 3 03
No. 1 3 18
No. 2 3 62
No. 3 4 53
No. 4 5 28
No. 5 6 28
No. 8-50 extra sm cart 1 10
No. 8-50 small cart 1 15
No. 8-50 med'm carton 1 20
No. 8-50 large carton 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 2 00
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. 150-2500 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 Bows 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



25 lb. pails, per doz. 18 80

KITCHEN KLENZER



80 can cases, \$4 per case

PEANUT BUTTER



Bel-Car-Mo Brand 8 oz., 2 doz. in case 24
1 lb. pails 24
12 lb. pails 24
5 lb. pails, 6 in crate 10
10 lb. pails 15
15 lb. pails 25
25 lb. pails 50
50 lb. tins 100
100 lb. drums 200

SALT Morton's Salt



Per case, 24 2 lbs. 2 00
Five case lots 1 90

### Late News From the Cereal City.

Battle Creek, Dec. 9.—General Pershing will arrive in Battle Creek at 3:15 a. m. Friday, Dec. 19. He also brings ten staff officers for inspection purposes.

Colonel Pardee, Camp Custer executive, has been transferred to Holabird, Md., on his own request, to the motor transport.

The Chamber of Commerce is laying ground work for big things for next year. They are laying plans for the construction of 1,000 homes.

Three hundred of Battle Creek's business men gathered Friday night at the Masonic temple for the big re-organization and expansion banquet of the Chamber of Commerce. It was the final wind-up affair of the membership campaign of that organization and, as well, the beginning of the movement for the increased activities of the organization for the coming year.

The membership contest for No. 253 is progressing along the right lines.

The following regulations were issued by the Mayor for the conservation of fuel in Battle Creek, which went into effect Monday, Dec. 8: dry goods, hardware, shoe, clothing, music, jewelry, book and millinery stores open at 9 a. m. and close at 5:30 p. m. daily, except Saturday, when they close at 9 p. m. All provision stores open at 7 a. m. and close at 4:30 p. m. daily, except Saturday, when they close at 9 p. m. Confectionery stores, pool and billiard halls and cigar stores open at noon and close at 10 p. m. daily, except Saturday, when they close at 11 p. m. Drug stores open at noon and close at 10 p. m. daily. They are to make arrangements among themselves to have two stores open each morning. One in the residential district and one in the business district. Restaurants open at 5 a. m. and close at 10 p. m. daily. Churches, through the ministerial association, to arrange for a union service on Sunday and to prohibit any society or missionary meetings during the week. On Sunday, Dec. 14, all stores except theaters, restaurants and two drug stores, the latter for medicinal purposes only, will be closed. These regulations will last until fuel relief is to be had here.

The Michigan Railway Company is to install a new method of locomotion in the form of the one-man car.

The Battle Creek tax rate will be \$15.99. This sum on each \$1,000 of valuation is the dizzy amount that faces the local tax payers. The total amount of tax to be raised in Battle Creek is \$703,621.64.

The savings clubs of our little city will pay a huge sum in a few days. The amount in one bank is in excess of \$153,000, with 5,200 depositors listed. So far the savings of 1919 have been greater than in any other year since the plan was put into effect.

All slot machines have been removed by the local police in the last week.

Harold Sharpsteen, Battle Creek high school student of not so many years ago, is Kalamazoo's new chief of police.

Dr. Kellogg, of the Sanitarium, placed an order for \$500 worth of Christmas seals for use on its mail.

Battle Creek is disposing of its second car of Government food.

The city is planning to buy a new fire alarm system, the expense to be \$15,931. It will be placed in the new city hall.

It has been noticed that a new idea has come to the conductors on the Lake Shore main line of calling the time when the stations are called. This would be appreciated on all lines if adopted by railway conductors. Jack.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 8.—The town of Dafter is fast coming to the front as a shipping point. As high as fif-

teen cars of hay are being shipped out of there daily, to say nothing about the large number of cattle shipped from there every week.

The usual number of Sooites are migrating to California again to spend the winter, providing that trains are not all taken off. Mr. and Mrs. Otto Fowle left last week and others are ready to start soon. If anything was needed to emphasize both the need and effectiveness of the community service in this country, it was had last week in the presentation of the community pageant. Both nights the large high school auditorium was filled to overflowing with men and women from every walk of life, of every creed and almost every race and nationality. With but little advertising it found a responsive chord in the hearts of the entire community as if it had hungered for something of the kind. The cast was "The Spirit of the Rapids," the characters including real old genuine Indians from Garden River, Ont., and our best local talent. Those fortunate enough to witness the production pronounced it one of the best they had ever witnessed.

Charles Field, one of our popular cigar merchants, was the happiest man in the city last week. He is the proud father of a daughter. Of course, it was easy on Charlie, as he buys all of his cigars at wholesale.

The smallpox scare in Ontario is demoralizing the ferry business between the two Soos. While there is no evidence of the disease in either place, the red-tape restrictions making it compulsory to be vaccinated or have a certificate of vaccination before landing in the Soo practically puts a stop to travel and it is now a serious problem to know whether or not the ferry company will continue at a loss.

The Central Paper Co., at Moran, which has been running camps there for the past ten years, has opened up a new set of camps at Port Arthur, in Canada.

W. D. Wyman, soap salesman for Swift & Co., Chicago, is giving the trade the once over before Christmas.

Jim McKenzie, the well-known traveler, almost got in wrong with his physician when Jim docked 25 cents from his bill for breaking six cigars while thumping his chest in the examination.

F. Allison asks the Tradesman what has become of the usual controversy between the Kronic Kicker and E. P. Monroe and if a compromise has been arrived at.

If you would criticize your boss, get fully a mile away from everybody. Then whisper to yourself.

William G. Tapert.

### New Methods of Dehydrated Foods.

Meats, eggs, vegetables and fruits can now be dried in a manner which preserves their original properties and nutritive value and still have an appearance of freshness when prepared for the table. Although in former years there were dried fruits and vegetables of fine appearance, it was often found that they had been treated with sulphites and other materials, the use of which had been questioned by food experts.

Dr. K. George Falk of the Harriman Research Laboratory, Roosevelt Hospital, New York, N. Y., explained the new methods as worked out at that institution in an address before the New York section of the American Chemical Society, of which he is a member, last night. He announced that following the experimental stage in this process meats and vegetables had been thoroughly dried in the industrial chemistry laboratory of Columbia University under the supervision of Professor Ralph H. McKee and had been shipped to different

# Business is Good

Send us your RUSH HOLIDAY ORDERS.

They will be given prompt attention.

Quality Merchandise—Right Prices—Prompt Service

Paul Stekete & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

## Burnham, Stoepel & Co.

Wholesale Dry Goods

48 North Ionia Ave.

Citizens Phone 1474

Grand Rapids, Michigan

## A Quick Meal Item That Moves Fast

—just one of those "in and gone again" sellers that pleases every dealer who values quick turnover profits:



RED CROWN  
VIENNA STYLE  
SAUSAGE

stands high in the estimation of those who have learned the delicious quality. For a nourishing meal "in a jiffy"—for breakfast, lunch or dinner, this wholesome canned delicacy has won approval everywhere. It is but one of 24 varieties of Red Crown Ready-to-Serve Pure Food Products.

Sold to Retailers through Wholesale Grocers EXCLUSIVELY.

ACME PACKING COMPANY

INDEPENDENT PACKERS OF PURE  
FOOD PRODUCTS

CHICAGO, U. S. A.

parts of the world, where they have been used with success. One consignment of the meat dried in this manner gave great satisfaction in Armenia, where it was distributed by the Near East Relief Fund. Other products had been taken to distant parts of the world by exploring parties and found to answer all the requirements. Dr. Falk said that from these meats and other foods which were dried in a vacuum delicious dishes could be made the taste of which would commend them to any housewife.

It would be possible by means of this process to dry beef in vacuum ovens where cattle may be raised very cheaply, as in the Argentine, and to transport the dried products thousands of miles at very low freight cost.

Dr. Falk said that usually sundried meats and other foods were discolored and their nutritive values were impaired. While even with fairly good methods of dehydration it would have been found necessary to use bleaching agents, a recourse which was not required according to the process developed at the Harriman laboratories. The incentive to develop this method of preservation for food products was given early in November, 1917, by Col. John R. Murlin, in charge of the division of food and nutrition of the United States army and was developed by Dr. Falk, Dr. Edward M. Frankel and Prof. Ralph H. McKee.

"In the dehydration of meats," said Dr. Falk, "the temperature must be kept below the point at which the proteins coagulate; yet if there is too low a tem-

perature the process of dehydration will be unnecessarily prolonged, with the result that often spoilage will occur and the overhead cost be greatly increased. It is possible to solve this problem of dehydration by the use of a suitable vacuum drier in which the meat or other food product is introduced after having been cut in pieces of suitable size and kept in the vacuum at a temperature which is below that of cooking or which makes any appreciable change."

Dr. Falk said that 50 per cent. of the fruits and vegetables grown in this country never reach the consumer as a result of poor transportation facilities, irregularities in marketing or other causes. At the same time, greatly because of recent work on such questions as food hormones, the tendency is to use fresh foods wherever possible. The newer dehydration processes approach more nearly the requisite standards of fresh foods than do the older methods of preservation.

The whole question is in a state of development. Dehydration, greatly because of the transportation factors, offers the most promising outlook for the future. Air dehydration marks a great advance over the older methods of food preservation, and it would appear now that vacuum dehydration possesses in its turn certain advantages over air dehydration.

Dr. Falk exhibited many specimens of meats, fish, fruits, vegetables and eggs dried by the new dehydration process.

To find work, go to work and look for it.

## BUSINESS WANTS DEPARTMENT

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

**For Sale**—An almost new Holcomb & Hoke Butter-Kist pop-corn machine at a greatly reduced price or might consider a lease on percentage plan. Act quick as this machine will be sold soon. Address J. E. Bowen, care Reynolds Shingle Co., Grand Rapids, Michigan. 603

**For Rent**—An ideal location for a gent's furnishings store or confectionery and ice cream parlor in village of 1,200. Brick building, modern metal front. Very little competition for a live wire. Reasonable rent. Address No. 604, care Michigan Tradesman. 604

**For Sale**—Grocery. Growing district. Sales \$75,000 yearly. Four people employed. First-class, up-to-date store with wonderful possibilities. Price, \$12,000 or inventory. Hunt, 339 Brisbane Building, Buffalo, New York. 605

**For Sale**—Machine shop. Manufacturing and repairing. Central location. Completely equipped. Established five years. Rent \$25 month. Price for quick sale, \$2,500. Hunt, 339 Brisbane Building, Buffalo, New York. 606

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

**To Trade**—For general stock of merchandise: 600 acres unimproved land, 350 in wild hay, 250 in pasture and timber and fine residence on Lake street. J. K. Underhill, Box 488, Osakis, Minn. 607

**Sub-lease space** in my new building for hosiery, underwear, gloves, toilet articles, etc.; also children's department. Now doing the largest ready-to-wear business in Central Michigan. New location, the best. Attractive proposition to right party. M. I. JACOBSON, Jackson, Michigan. 608

**For Sale**—Owing to injuries caused by recent automobile accident, will sell one of the best paying stocks of general merchandise in Central Michigan, in a town of 1,500. Low rent and big sales. Must sell. L. A. Spalding, Ovid, Michigan. 609

**For Sale**—40 miles from Detroit (The Tavern) 18-room brick hotel, with all the conveniences, on Detroit & Chicago main highway. Doing a first-class business, well advertised throughout the country; also 9 acres poultry and vegetable farm in connection with fruit and berries (no better soil). This is worth alone what I ask for it. Will consider Detroit property. This may not last long, so act quick. Call or write The Tavern, Carl Schleh, Saline, Michigan. 610

**For Trade**—Splendid farm, 94 acres, near Port Huron, level, black loam, 25 acres timber, good buildings, good orchard; will trade with some cash for good stock general merchandise. Address No. 611, care Michigan Tradesman. 611

**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

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

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.

**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

**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**—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**—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. 767

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

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

**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, gent's 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

## 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

## 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

# Judson Grocer Co.

Wholesale Distributors

of

# Pure Food

# Products

Grand Rapids, Michigan

## WHITE COAL.

### What It Would Mean in the Present Emergency.

Grand Rapids, Dec. 8—I wish to thank you very much for your editorial regarding White Coal which you have put forward in such an able and concise manner. I am going to endeavor to have some of the technical papers re-print your article, because I feel that a concentrated effort in behalf of the editors on this important subject is the only way in which these wonderful resources of ours will be developed.

It would seem to me that the present coal strike would serve as a most practical demonstration of the necessity of the development of our hydro electric resources. Just consider in the case of a National calamity, such as war or a general railroad strike, what a tremendous help our practically unlimited resources of water power in a state of efficient development would mean to our country.

I thank you for having put your shoulder to the wheel in this matter.  
H. P. Harssen.

Three days after the Tradesman sounded the note of warning last week in its editorial on White Coal, the matter was formally presented to the U. S. Senate, according to the following Associated Press report:

Washington, Dec. 6—How a coal crisis, such as the country now faces, would be alleviated by the development of electric power by water, was pictured to the Senate to-day by Senator Jones, Republican, of Washington, who urged the Senate anew to act on the pending legislation to permit hydro electric development in navigable streams.

The bill already passed in the House was laid aside in the Senate at the extra session to make way for the peace treaty.

The ultimate development of all the power available in navigable streams, the senator declared, would be equal to 780,000,000 tons of coal, representing a value of more than \$500,000,000—more coal than the country now actually consumes. At the same time Senator Jones declared, the ultimate development would mean the improvement for navigation of more than 4,000 miles of the upper reaches of navigable streams and besides developing power would develop systems of water transportation.

Twenty-two states, most of them in the West and South, Senator Jones declared, needed the legislation to unlock natural resources. Calling attention to water development which he said was now going ahead at renewed speed in Europe and South America, Senator Jones declared that if Congress waited too long before acting it would find American engineers, capitalists and machinery makers too busy with foreign orders to take up the work at home.

The prospective end of the miners' strike makes it easier to take the long look ahead demanded by Secretary Lane as requisite for the solution of future coal problems. Dwelling, in his annual report, on the high value of coal to ourselves and needy Europe, he informs us that if we gave proper care to the industrial use of coal we could save as much as we use for all domestic purposes:

"In one establishment visited by the fuel engineers of this department during the war a preventable waste of 40,000 tons a year was discovered. By changes in the admission of air to the furnaces and in the "baffling" of the boilers the engineers of the Bu-

reau of Mines are confident that they have been able to increase the economy of coal in the ships of the Emergency Fleet Corporation by 16 per cent. If such economy could be generally effected, it would mean the saving of as much coal as France and Italy together will need in this year of their greatest distress."

But we have not mastered the alphabet of economy so long as we continue indifferent to our water power, which could furnish 54,000,000 continuous horsepower, and does furnish not more than 6,000,000. As Secretary Lane says, Germany, France and Italy have been forced by the war to give more attention than ever to hydro electric energy. Here it is not private corporations but the Government that is inert. Secretary Lane can only express the belief that "it is likely that the long-pending power bill will soon have become law." Even in dealing with Congress, hope springs eternal in the breast of Secretaries of the Interior.

### John A. Lee Effects Change.

Many retail grocers will be interested in knowing that John A. Lee, an old and tried friend of retail grocers everywhere, has changed his business connection.

He has in the past edited grocery journals—been buyer for wholesale grocery houses—managed the big Canned Foods Week in 1914—addressed many conventions of retail grocers and in later years he has been a canned foods broker, selling to the wholesale trade. He is a recognized authority in canned foods, being the author of a book, the title of which is How to Buy and Sell Canned Foods. The book has circulated widely, being known to canned foods brokers and buyers throughout the United States, Canada, England, Australia and British South Africa, Alaska, etc.

For several years past he has been connected with the Louis Hilfer Co., Chicago, but has accepted the vice-presidency of C. L. Jones & Co., Chicago, Canned Foods Brokers, Suite 1503, 130 N. Wells street.

His new firm is well established and has a high reputation for reliability and responsibility.

Mr. Frick's magnificent public bequests surprised everybody, not in his confidence, by their amount. But they also compel admiration for their largeness of conception. They are splendid legacies splendidly bestowed. Having himself served as a college trustee, Mr. Frick was aware of the hampering conditions too often attached to gifts to universities. The large sums which he willed to Princeton and Harvard appear to be almost entirely free from such limitations on their use. And his provisions for the control and development of his great art collection in New York equally bespeak a mind accustomed to think broadly and far ahead. It is little to say that New York never had a benefaction approaching Mr. Frick's. There is no evidence that he ever attended a school of philanthropy, but its finest teachings are embodied in the terms of his will.

### Review of the Produce Market.

Apples—Northern Spy, \$3@3.50; Greenings, \$2.50; Baldwins, \$2.50; Russets, \$2; Stark, \$2.25.

Butter—The market is very firm, with quotations somewhat higher than previous quotations. There is a particularly active demand for fancy creamery at this time, which is in short supply. We are now having the shortest make of the year and receipts are extremely light. We do not look for any increase in production until the end of the year. Local dealers hold extra creamery at 69c and firsts at 63c. Prints, 2c per lb. additional. Jobbers pay 50c for No. 1 dairy in jars and 40c for packing stock.

Cabbage—\$6 per 100 lbs.

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

Celery—40c per bunch, stock is getting very scarce.

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

Cranberries—Late Howes command \$11 per bbl. and \$5.75 per ½ bbl.

Cucumbers—Hot house, \$2.50 per doz.

Eggs—Receipts of fresh are so meager as to be scarcely quotable. Local jobbers are paying 65c for candled fresh, loss off, including cases. Cold storage holders are feeding out their stocks on the basis of 54c for candled firsts, 47c for seconds and 42c for checks.

Garlick—90c per lb.

Grapes—California Emperors, \$8.50 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 26c 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, \$6@6.50; Navals, \$6.25@6.75.

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

Poultry—Receipts are small and are cleaned up on arrival. Local dealers pay as follows:

Turkeys, young Toms and hens.. 32c  
Turkeys, old Toms ..... 28c  
Dux, fancy ..... 24c  
Geese ..... 20c  
Fowl, heavy, over 4 lbs. .... 22c  
Fowl, light, under 4 lbs. .... 17c  
Springs, all average ..... 22c  
Old Cox ..... 14c

Radishes—Hot house, 40c per doz. bunches.

Squash—\$2 per 100 lb. for Hubbard.

Sweet Potatoes—\$2.85 per hamper or \$6.50 per bbl. for kiln dried Delawares.

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

### The Disturbing Element.

All unnecessary friction should be eliminated from a business and the people connected with it. It is demoralizing, and life is too short to spend it in an atmosphere of continual discord. Also it is poor business. No worker can do his best under such conditions. If employers should estimate in money what portion of the pay roll is paid out in exchange for time and energy that are consumed by unnecessary friction it would place good nature at a high premium.

In speaking of this recently, the proprietor of a large business remarked: "I have figured it out as a plain business principle and I can't afford to keep in my employ people who prove to be a disturbing, discordant, disagreeable element. Years ago I saw that most friction in business could be traced to a few individuals who upset and discourage most of the people around them. We have a rule which gives the chronic disturber, sarcastic kicker, or knocker, an opportunity to reform or resign.

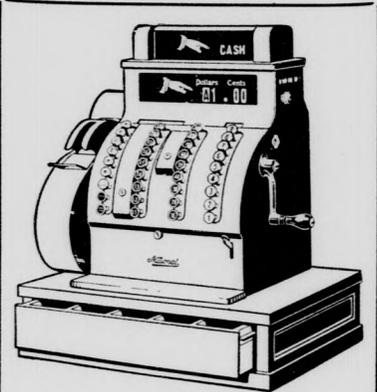
We have had to lose some capable men, some of them high up in the organization, but I am sure the business has gained by the loss. It may be hard on the individuals, but it is certainly a boon to the people around them whose lives are made miserable by those who fostered disagreeable natures. Eliminate friction. 'In Unity there is Strength.' Pull together. You can't where there is a knocker, chronic kicker, pin sticker, or gallery player—so oust him."

Waldo Pondray Warren.

### Hard Luck.

Clerk—We can't pay you the twenty-five dollars on this money order until you are identified.

Man—That's tough. There's only one man in town who can identify me and I owe him twenty.



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.  
(Main Office for Central Michigan)