

MICHIGAN TRADESMAN

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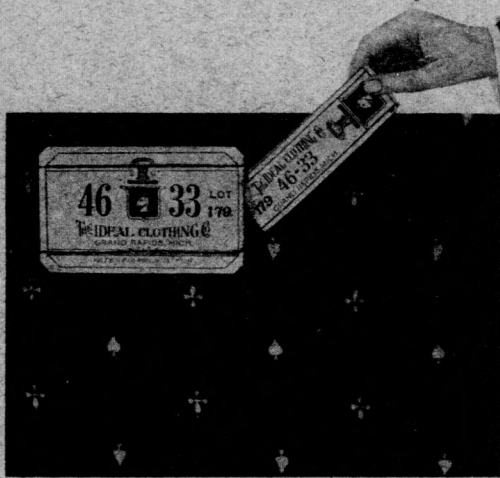
EST. 1893

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 24, 1919

Number 1892

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EXCLUSIVELY OURS

TICKET **RESIZER** SYSTEM

Spade and Club Pattern.

Holiday Greetings

And may your troubles grow fewer

To minimize stock-keeping worries and losses. We are offering

OUR GIFT

THE

TICKET **RESIZER** SYSTEM

Costs Nothing—Worth Thousands.

IT IS NOW IN FULL SWING. HUNDREDS OF MERCHANTS ARE USING THIS VALUABLE INNOVATION, WHICH SPELLS ECONOMICAL AND PROFITABLE HANDLING OF GOODS. ESPECIALLY DESIRABLE IN THESE TIMES. IT STRIKES AT THE HEART OF THE DIFFICULTY, AND PLACES YOUR STOCK ON A SELF-OPERATIVE PLAN. IF YOU ARE OUT IN THE COLD, COME IN UNDER THE TREE. IT WORKS EQUALLY WELL ON 1 DOZ. OR 100 DOZ. ASK ABOUT IT.

OUR SLOGANS.

QUALITY-CONVENIENCE-SERVICE

Highest grade goods and workmanship always.
The qualities of a Christmas Gift in every garment.

TICKET **RESIZER** SYSTEM On every garment. Enjoy the Holiday Season while this little WONDER does the business.
A Department Head, serving without pay.

We have established a Service Department whose duty is to keep our trade in touch with market conditions, and to operate this system

THE IDEAL CLOTHING CO.



Wholesale

HIGHGRADE



Manufacturers

OVERALLS



Grand Rapids, Mich.



Franklin Golden Syrup

A Cane Sugar Product of high quality.

Its taste, color and smoothness give general satisfaction.

A pure blend of syrup, made by the refiners of

Franklin Package Sugars

In Four Sizes

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



Judson Grocer Co.

Wholesale Distributors

of

Pure Food Products

Grand Rapids, 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

GENUINE

Buckwheat Flour

ABSOLUTELY PURE

J. F. Eesley Milling Co.

THE SUNSHINE MILLS

PLAINWELL, MICHIGAN

SNOW BOY

Washing

Powder

Family Size 24s

Will Not Hurt the Hands

through the jobber—to Retail Grocers

25 boxes @ \$5.85—5 boxes FREE, Net \$4.87

10 boxes @ 5.90—2 boxes FREE, Net 4.91

5 boxes @ 5.95—1 box FREE, Net 4.95

2½ boxes @ 6.00—½ box FREE, Net 5.00

F. O. B. Buffalo; Freight prepaid to your R. R. Station in lots of not less than 5 boxes.
All orders at above prices must be for immediate delivery.

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

Yours very truly,

DEAL 1925

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

MICHIGAN TRADESMAN

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 24, 1919

Number 1892

MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids.
E. A. STOWE, Editor.

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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.

A CHRISTMAS GREETING.

This is Christmas Day, the anniversary of the first appearance among men of the grandest conqueror and the mightiest monarch whose name appears in human history. But when he declared that his kingdom is not of this world, and that his conquests were not to be made with fire and sword, but by the propagation among men of truth and righteousness, it was the claim of divine inspiration.

Although in the history of the human race many men have appeared before their fellows proclaiming that they were the instruments, the agents and representatives of God and had been sent forth to conquer the world and subdue the human race to his rule, Jesus Christ, in the world-wide diffusion of his doctrines and in the vast following he has won among the various races of men and nations of the earth, has alone made his wonderful conquests by the methods of peace and persuasion, while all who precede him and those who came afterwards dyed every land in human blood in the forcible propagation of their claims.

To-day Christianity is the religion of the most enlightened, civilized and advanced and dominant nations on our globe, and they who profess it are in every land and under every sky. Of all their virtues and graces, charity is the chiefest, and it is only in Christian countries that any widespread and systematic care of the homeless and helpless of the human race, whether of the aged or the infant, is found. It is not pretended that only Christians are civilized, enlightened and charitable; but it is only in Christian countries, with their religious freedom, that such happy conditions are found among every creed and class.

With the differences of creed and doctrine a secular trade journal has nothing to do, but as the historian of human affairs and the world's progress it can but note such conditions, and, without doubt, it must recognize that religious liberty is the basis of much

human progress and great public and private beneficence.

At this season, when there is a general giving of good gifts and exchange of good wishes and expressions of friendly regard, the Tradesman invokes heaven's richest blessings upon all to whom this greeting may come, and earnestly wishes that their joys may be increased, and that the sufferings of those who are in pain and anguish may be mercifully assuaged, by divine power and goodness.

LAW MAY DEFEAT ITS OBJECT

If Congress passes a sugar control law the delay that has been caused by opposition to the McNary bill, which was brought up in both houses this week, will prevent putting it into

PERMANENT SUPERVISION.

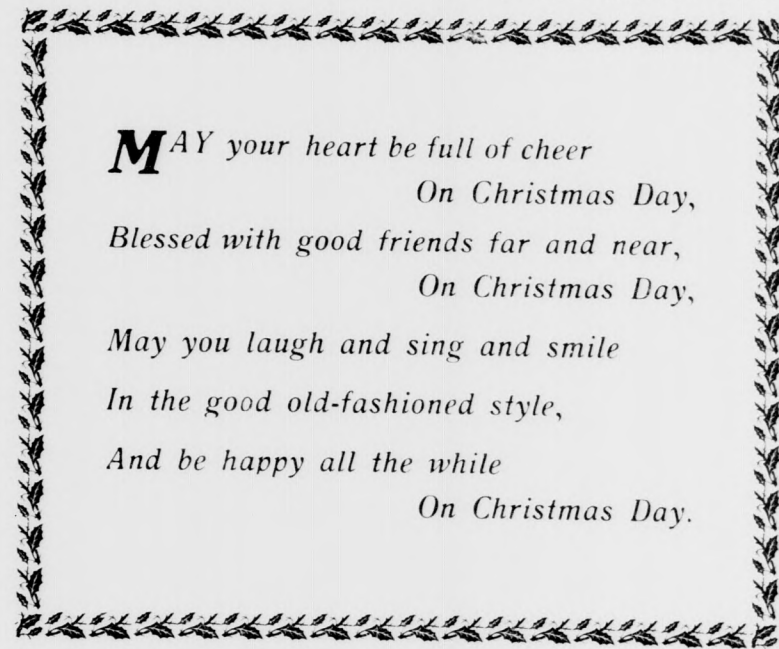
If food prices fail to come down as a result of the agreement between the packers and the Department of Justice, it will not be because the Department of Justice delivered its attack on too narrow a front. At one end of the food business the agreement seeks to do away with concentrated control of live-stock prices, through the surrender by the packers of their stock yard, railway terminal and trade newspaper advantages. At the other end of the food business the packers agree to go entirely out of the retail trade, even in the meat products to which they are now to confine their operations. Finally, the advantages in food transportation exercised by the "Big Five" are limited by the provision that their refriger-

the fact that the packers, acting unquestionably on the best legal advice, have refrained from carrying the case into court. They are anxious to stipulate that their concessions are not an admission that they have violated the law. Nevertheless they have yielded. By cutting themselves off from certain fields and practices they have put themselves on record. On the other hand, there is the provision that the enforcement of the terms of the agreement shall be under the perpetual jurisdiction of the courts. The packers have thus submitted to a system of permanent supervision, a system which can operate the more efficiently because it can operate more swiftly. Not only a principle, but a general statement of facts has been agreed upon, and it should henceforth be a problem largely of dealing with any specific complaint that may arise.

The membership of Chicago's women's clubs is very large. Keeping the fact in mind, we can hardly too much admire the winning way in which Mrs. Cyrus H. McCormick asks them to help "stem the tide of careless extravagance." Some argue, she indignantly points out, that in attending the opera women should blaze with jewels "to insure a brilliant audience and thus help create enthusiasm" for musical art. Wishing only to offer "a few superficial illustrations," she refrains from mentioning those who insist that only imported limousines be used, that rare old furniture be lavishly displayed, that Chicago women dress in Siberian seal, that rare Persian rugs be given more attention, and that finer mansions go up on the Lake Shore Drive. This appeal assumes that Chicagoans, after all, have an innate hostility to vulgar ostentation. It strikes a note which will harmonize with the general psychological attitude towards extravagance. There is nothing low about it, as about the man who just proposed that householders carry home corned beef.

The closing days of 1919 have certainly been dull in the canned food market. There has been only the most narrow demand for some time, as such staples as vegetables and fish have been overlooked in the buying of holiday stocks. The trade is also anticipating the inventory period and has not stocked up in advance of that event. Everything, it seems, has combined to restrict the movement of vegetables. While the market is sloppy, better times are anticipated toward the end of January, but in the meantime, a quiet market is expected.

At some period in his career every man carries something in his pocket for luck.



effect until such a late date that the main purpose of its proponents is likely to be defeated. That is the opinion held by those who are best informed as to the conditions affecting the sugar trade. Instead of bringing about more reasonable prices, as well as ample supplies, the proposed measure of control would serve to perpetuate the high rates that hysteria of certain large manufacturing consumers has created without helping the supply situation. Moreover, the deferring until after the holiday recess of final action by Congress, which now appears to have been made necessary by opposition to consideration of the House bill by the Senate last Thursday, means, such experts hold, the indefinite postponement of the time when untrammelled operation of supply and demand will naturally produce the effects which are sought to be artificially produced.

ator cars and other rolling stock are to be utilized only for the carrying of those commodities to which their interests are now confined. To control of transportation has been attributed their successful invasion of the field of non-meat food products. One clear gain, therefore, is that henceforth the whole question of food prices stands greatly simplified. Responsibility has hitherto been tossed about between the packers and the ultimate distributors. We are now in a position to concentrate on the problem of the retailer and to ascertain how far the price of food is due to personal or trade greed and how far to basic economic conditions.

No doubt there will be skepticism regarding the real extent to which the "disassociation" of the packing industry will be carried out; but against criticism which would prejudice the case at the start there are two arguments. On the one hand is

THE SAGINAW VALLEY.

Latest News From a Most Interesting Section.

Saginaw, Dec. 24—A Merry Christmas to you all.

Saginaw Council No. 43 held their annual venison party Dec. 13 at the Masonic Temple. As usual the "lime-lighters" of the affair were P. G. C. Mark S. Brown and Bert L. Rutherford, two brothers who have not failed to invade the wilds of the Northland, in company with each other, for the past twenty years. We term them "Deer Comrades." It is the good fortune, so Mr. Brown says, that Mr. Rutherford bagged the trophy this year, and a beauty it was—something rare, too—being a deer of the famously cunning black tail type. Promptly at 6:45 the assemblage was called to order and, headed by the officers and their wives, marched to the banquet hall to their respective places. The march was played by Mrs. Lewis M. Steward. After singing America, with Mrs. Ed. Knoop at the piano, all sat down and it would have done you good to see the "deer" hungry folks. During the banquet hour several selections were rendered by the Zimmie-Dick trio; composed of Richard Brown, baritone, Walter Zimmerman, saxophone, and Mrs. Walter Zimmerman, soprano and accompanist. This is a real U. C. T. product and, as usual, made a big hit. The unusual feature of the evening probably was that Mrs. H. D. Ranney, wife of Grand Jr. Councillor, H. D. Ranney, presided as toastmistress and if there are any among us who claims that the women are not capable of handling themselves along equal suffrage lines, I want to say, if you wasn't there, you missed a real treat. The madam did herself proud in handling the programme and was on the alert all the time. H. D. looked the part of a proud husband, too. Recitations were given by Mrs. Frank Bremer and Gorden L. Grant. Mrs. Sam Trott delightfully entertained with a couple of solos and Mrs. F. W. Moldenhauer, 707 State street, rendered in an able manner two piano solos. The Zimmie-Dick trio also gave a splendid account of themselves during the rendition of the programme. Among the speakers were Horace Fox, Conductor Orin Leidlein, Hugo Warner, Jr., O. D. Gilbert and Mrs. B. N. Mercer, the wife of our U. C. T. Mayor.

B. L. Rutherford spoke briefly on the all-importance of the U. C. T. burial fund. No programme put on by No. 43 is complete without a few sparkling, guiding and instructive remarks by Michigan's greatest U. C. T. orator, Mark S. Brown, and a U. C. T. 365 days in the year.

Mrs. MacArthur, Dan MacArthur's better half, was there, too, with her wit and in her usual manner recited one of her descriptive poems of how the deer was bagged. However, with all the pleasant features of the evening, it was left to Lou Burch, Grand Treasurer of Michigan, to bring us to our feet and our senses by his masterful eloquence on the real issue of U. C. Tism, declaring it to be the greatest order in the world of its nature, featuring the widows and orphans fund, the handling of big affairs by brother members, the teaching of brotherly love, the teaching of loyalty to home, country, firm and one's self. These he declared, if held in trust, meant success to both lodge and individual. Our business is run on a most economical basis by real business men. Making a comparison of different organizations regarding the upkeep, he cited to salary paid our Supreme Secretary, \$5,000 and the salary drawn last year by the Secretary of the I. C. M. A., which was \$75,000. We teach economics and we practice it at the same time. He paid special tribute to the ladies, declaring

it was they and their auxiliary that had done so much toward the up-building of the order. He closed his talk by a beautiful tribute to Old Glory, bearing in his hands a beautiful silk flag. Truly no one could leave the Temple after hearing Mr. Burch without feeling more proud than ever for being a member of the United Commercial Travelers.

The regular December meeting of No. 43 was held Saturday night, with a fair attendance, considering it is at holiday time. Every officer was at his respective station, except Al. Munger, whose post was ably looked after by Allen Cooley. The following men were added to our honor roll: Carlyle Gunn, representing Wm. Gunn & Son, 10 Hamilton Square building, Saginaw; Leonard P. Owens 1918 Janes street, Saginaw, representing the Absorene Manufacturing Co., St. Louis, Mo.; Albert E. Williams, 816 Jackson street, Saginaw, representing A. E. Williams Ice Cream Manufacturing & Dairy Supplies, Saginaw; Louis T. Trier, 128 South Charles Saginaw, representing Burroughs Adding Machine Co.

The following brothers were reported as sick: Frank Rockwell, now at the Women's hospital, Saginaw; Al. Baum, who travels for the Schust Baking Co.; William J. McRae, 919 South Jefferson, travels for the Sommers Bros Match Co., Saginaw, a member of Lima, Ohio, Council No. 17; Geo. R. Howard, 626 Division street, Saginaw, a member of Council No. 2, Cincinnati.

Through a letter from C. M. Oliver secretary of Owosso Council, an invitation was extended to Saginaw officers and members to attend a big boosters' meeting they are planning for Jan. 10. Favorable action was taken and many of the boys are planning to motor to Owosso that night.

The annual Christmas party for the children will be held at the Masonic Temple Jan. 1, at 7:30 p. m. The children's entertainment will be from 7:30 to 9 p. m. and dancing from 9 to 12. This party is being put on by the Ladies Auxiliary and it is sure to be a big success. They have a tree and presents for the children. Music will be furnished by McLaughlin's orchestra. The leader, William McLaughlin is a member of McLaughlin & Son, grocers at 220 Perkins street. All those who have attended our recent affairs know that these boys are a lively bunch and good music is assured. Be there!

Fellow U. C. T., did you see Saginaw Council occupied the center circle of honor in this month's Sample Case? Out of 556 councils in the United States and Canada, Saginaw stood first in getting new members. Boys, let's keep up the good work and when the curtain goes down March 31, let's be a close second, if not the largest council in Michigan by the end of our fiscal year.

At the meeting Saturday night the writer made the suggestion and carried it out later in a motion that the January meeting be known as MacArthur night in honor of our worthy Senior Councillor. It was carried and it started a similar movement for the February meeting, the latter to go on record as Bremer night, honoring our P. S. C. Frank Bremer, Saginaw's Mark Twain. As a finale to the ending of the old year the March meeting will be known as Rutherford night, putting our noble brother, Bert L. Rutherford, in the limelight. Surely this should be an incentive for every U. C. T. to put his shoulder to the wheel and demonstrate what real salesmanship means to us and our fellow travelers who do not belong to Saginaw Council.

The entertainment committee will be on the job and something will be doing at each meeting. We have talent to burn in our circle and we expect to use it at these three meetings. Watch these columns for spec-

ial announcements. By the way, boys, why not subscribe for the Tradesman for the coming year. Surely its worthy editor, Mr. Stowe deserves great credit for the co-operation he has given us and for the great fights he is always making for us and our welfare. Think it over. Mail him your check for \$2 for a year's subscription, thereby receiving fifty-two copies of the only trade paper in Michigan and the best of its kind in the Central West.

Frank V. Plumb, 914 South Mason street, fell last week and injured his spine. He was on his way home from the Masonic Temple when the accident happened.

Saginaw is developing fast along many lines, one of the most noticeable being the chicken business. Thos. Pattinson, 503 South Fourth, is the latest investor, featuring, however, the web footed fowls. The only thing the brother is not very well posted in is the killing of said fowls. First he purchased a couple of geese. These proved a puzzle to Tom, so he traded them for some ducks and a chicken. What he did with the dominick is past history, but he decided to kill the ducks and, after a few hours of deep thought, decided to call into consultation his competitor, Horace Fox, making inquiry as to the best method of slaughtering the "quacks" so as to preserve the feathers. Tom says he wants to make a cushion to sit on next summer while touring. He got through the ordeal O. K. and is now out on a hunt for more feathers. Not to be outdone by Mr. Patterson, however, we are told that Mr. Fox brought home two fine Plymouth Rock cockerels last week and on going out to the chicken coup one morning the two birds made such a touching appeal to Mr. Fox's heart, that he didn't have the nerve to kill them, so gave them away. If he pulls any more stunts like this, I will be tempted to give him my address.

Passing through Flint last Friday the writer took time to drop in and wish the season's greetings on our old friends, Glover & Day, 1207 North Saginaw street. Probably no two men in the grocery business in the entire State have a greater following among the commercial travelers than these boys. Always there with that glad mitt stuff, making you feel at home and ever ready to listen to the weary tale of woe of every prune peddler. Here's wishing them a bumper 1920.

Talk about taking care for the future, no one has it on F. P. Langschwager. Met him on his way home from Owosso the other night with a grip full of orders in one hand and a Perfection oil stove in the other. You know young Fred, Jr., came to bless their happy home some three months ago and, owing to the scarcity of coal, Fred said he was going to take no chances. Have wondered since if Fred, Sr., wasn't looking out for himself these cold nights when young King of the Household causes daddy to creep from out the wool blankets and entertain. Mr. Langschwager represents the W. D. Allen Manufacturing Co., Chicago. He resides at 406 South Lincoln, Bay City.

Colin W. Jeffery, who has been making the Thumb for the past three years for Farrand, Williams & Clark, of Detroit, has been transferred to the Ann Arbor district. We are sorry to lose Mr. Jeffery from this district as he was well thought of and a mighty pleasant fellow to meet. However, we congratulate him on his new finding and trust he will meet with success in his new field. He makes his home at Armada, where he is interested with his father in raising registered Shorthorn cattle.

I am informed that we have in Saginaw a lady—and remember she has an equal voice with man now—who objects strenuously to Editor Stowe always spelling Henry Ford's name with

a small f. Just why this objection, I know not. Maybe she owns a Ford or it may be on some technical point. At any rate, to settle this question, I may pay a visit to 308 Simoneau and ask W. A. McIntyre if he will intercede in my behalf, that I may act as an independent arbitrator in the matter. If I can't get any satisfaction in the matter, will have Mrs. McIntyre take the case up with Mr. Stowe personally.

We hope the path of peace may not be paved with cobble stones.

Saginaw experienced two bad fires last week. Mercer & Co., one of Saginaw's leading clothiers, burned out last Wednesday night with a loss of \$40,000. The L. A. Potter Stamp Works suffered a \$1,500 loss, being located in the same building.

On the same night Hart Bros. canning factory, on the West side, burned with a loss of \$40,000. M. A. Hart, manager, stated that the plant would be rebuilt in the spring.

A. J. Flintoft, grocer at Bridgeport, has been confined to his home with illness the past few days. During his absence Mrs. Flintoft looks after his business affairs in a very able manner. We wish him a speedy recovery.

W. C. Krohn, 712 Carrol street, celebrated his 55th birthday the 18th by a trip to Swartz Creek in the interest of the Herold-Bertsch Shoe Co., of Grand Rapids, whom he has represented in this territory for the past fifteen years. Bill is one of the best known shoe men in this territory and we wish him many more happy birthdays.

Carranza doesn't recognize the Monroe doctrine, but he might learn to know General Pershing if he isn't careful.

The Michigan Tradesman has rounded out thirty-six years of usefulness to the merchants of Michigan and surrounding states. E. A. Stowe has served as its editor continuously for the past thirty-six years. As a public servant he is to be congratulated on the wonderful service he has rendered to the public at large. His anniversary issue of last week was a wonderful example of journalism and can be rated as the best of its kind in America. We wish through these lines to congratulate him and his co-workers and wish him continued success.

William Bader, 613 Ann Arbor street, Flint, was wearing one of those U. C. T. smiles Saturday. Of course, it is quite natural for Bill to smile. It is his hobby. He says he could live on chowmein and smiles forever, although he prefers to work at times. He just entered the mysteries of U. C. Tism last week and came out in fine style. He was in Saginaw Saturday attending the sales meeting of the D. A. Bentley Co., with whom he is connected. Bill lives in Flint, where he spends his entire time looking after the company's interest. Prior to his recent connection with the above company he represented the Hammond-Standish Co. in Detroit and Flint. Prosperous new year, Bill.

It is said senators are public servants. You can tell they are servants by the length of time it takes them to do anything.

C. C. Hill, of Vassar, spent a most enjoyable evening attending a church supper at Columbiaville. It is a safe bet that if they had charged him double they would have lost money and then, too, he broke into the fishing pond and almost captured a mermaid. At any rate when he pulled in his line he had lost the maid, but had enough lace and hair pins on his hook to open a notion shop of his own. Mr. Hill travels for the Selz Shoe Co., of Chicago, making Eastern Michigan for said house the past seventeen years. Few men are better known to the shoe trade than he and none more dependable or better thought of than he.

Don't forget about the U. C. T. doings during the next three months.

Remember Christmas party Jan. 1, at Masonic Temple.

A happy and prosperous new year to you all.
L. M. Steward.

Ben Franklin on "Croakers."

There are croakers in every country, always boding its ruin. Such a one then lived in Philadelphia; a person of note, an elderly man, with a wise look and a very grave manner of speaking; his name was Samuel Mickle. This gentleman, a stranger to me, stopped one day at my door, and asked me if I was the young man who had lately opened a new printing-house. Being answered in the affirmative, he said he was sorry for me, because it was an expensive undertaking and the expense would be lost; for Philadelphia was a sinking place, the people already half-bankrupts or near being so; all appearances to the contrary, such as new building and the rise of rents, being to his certain knowledge fallacious; for they were, in fact, among the things that would soon ruin us. And he gave me such a detail of misfortune now existing, or that were soon to exist, that he left me half-melancholy. Had I known him before I engaged in this business, probably I never should have done it. This man continued to live in this decaying place and to declaim in the same strain, refusing for many years to buy a house there, because all was going to destruction; and at last I had the pleasure of seeing him give five times as much for one as he might have bought it for when he first began his croaking.—Autobiography of Benjamin Franklin.

Twin Demons.

Hate and Fear are the twin demons that destroy most of our happiness. And the presence of Hate and of Fear signifies nothing more than the absence of Love. Love yourself, your work, your neighbor, think of all men and women as neighbors, and in you the Twin Demons will find no resting place.

Edison has achieved greatly because he loves his work with every fibre of his being.

Marshall Field built his great store because he loved his work.

In Philadelphia John Wanamaker when a boy determined to become a master merchant because he loved business.

Adeline Genee floats onto a stage like thistledown. She does this and has achieved great success because she loves to dance. Into her work she puts her whole strength. She gives all. She forgets herself in her work. And those who put themselves into their work—and it matters little what their work is so long as they love it—have neither hate nor fear. They are free from the poisons which these negative qualities generate.

Fill yourself with love for some work, some cause, some person or thing and your food will taste better, your sleep will be sweeter, your friends will be more friendly, your business will be more successful, and, what is of more importance, you will be a more efficient and happier individual. (Thomas Dreier.)

Citizens of the United States:

What are you going to do in 1920?

Are you going to Talk, Talk, Talk
and Talk some more

Are you going to Theorize, Theorize, Theorize
and Theorize some more

Are you going to Confer, Confer, Confer
and Confer some more

Are you going to Spend, Spend, Spend
and Spend some more

Are you going to Speculate, Speculate, Speculate
and Speculate some more

Are you going to Strike, Strike, Strike
and Strike some more

OR

Will you work more?

Will you produce more?

Will you save more?

*That is the only way possible for
real Americans to do their solemn
duty and save the country.*

There is no substitute for work

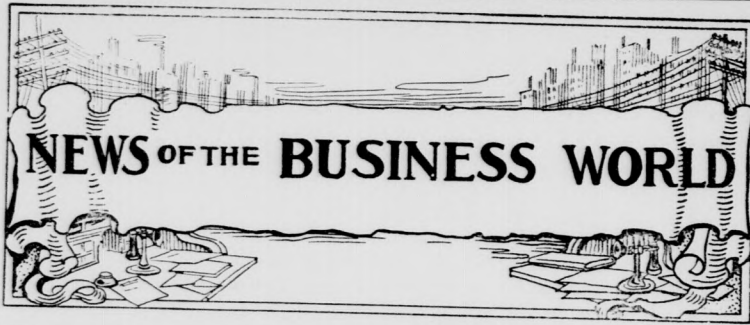
Our policy of doing business is founded on Quality and Service, and we pledge that our organization will not be found wanting in this world crisis.

The above is published by our company as its contribution toward helping to solve the problem of the present unrest.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS



Movement of Merchants.

Lansing—John R. Mock succeeds W. H. Gorman in the grocery business.

St. Johns—C. E. Chapin is succeeded by the Frank E. Minne Co. in general trade.

Flint—The Industrial Savings Bank has increased its capitalization from \$250,000 to \$500,000.

Portland—Robinson & Williams succeed O. E. Robinson in the grocery and shoe business.

Brown City—The Brown City Savings Bank has increased its capital stock from \$25,000 to \$40,000.

Port Huron—The Federal Commercial & Savings Bank has increased its capital stock from \$150,000 to \$300,000.

Bellevue—Mrs. Laura Dye has leased the Dyer hotel to Wayne Roke, who has taken possession and will continue the business.

Glendale—Allen Bros. have sold their general stock to H. B. Stowman & Sons, who will continue the business at the same location.

Ludington—P. H. Gosling, formerly of Grand Rapids, has sold his grocery to George and Harold Lohner, brothers, who are both ex-service men.

Detroit—The American Coffee Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$52,000 has been subscribed and \$10,000 paid in in cash.

Climax—Ewing & Pierce, who have conducted a dry goods and grocery store here for the past ten years, have sold their stock to F. E. Riley, who will continue the business at the same location.

Bangor—James P. Ryan has resigned his position of manager of the general store of the Bangor Co-Operative Association and will retire from business. E. W. Kibby, recently of Scotts, is the new manager.

Jackson—C. M. Hagerman, dealer in meats and fish at 106 North Milwaukee street, has sold his stock to Jacob Katz and Floyd Keithmiller, who will continue the business under the style of the Quality Meat Market.

Pontiac—Percy H. Legg has merged his meat business into a stock company under the style of the Pontiac Provision Co., with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in, \$1,140 in cash and \$8,860 in property.

Flint—Flint has built three thousand new dwellings this year, and still it hasn't enough. A town that doubles its population in three years has a hard time keeping up with itself. Dick Kleinpell, the well-known reformed lumber salesman who has

been retailing lumber in Flint now for eleven years, states that the hardest things to get now are doors and panels. There are a lot of new houses all completed but the doors—and Michigan is no place for a house without doors at this time of year.

Owosso—The Citizens Savings Bank, has begun suit in Circuit Court to foreclose a mortgage for \$6,700 against the plant of the Standard Flaked Food Co., of Owosso. Harris Thomson of Minneapolis is the defendant. The Bank is really the agent for forty Owosso business men who guaranteed the payment of the loan of \$10,000 made to the company several years ago to rebuild their plant after it had been destroyed by fire. When the present owner bought the building, he reduced the mortgage from \$10,000 to \$6,700. Several opportunities to get industries for the building, now idle, have been offered of late.

Manufacturing Matters.

Tecumseh—Uncle Sam's Macaroni Co. has been dissolved.

Frankemuth—The Frankemuth Milling Co. has been dissolved.

Detroit—The Mercier-Bryan-Larkins Brick Co. has been dissolved.

Middleville—The Western Knitting Mill Co. is building an addition to its factory.

Detroit—The Universal Paper Hanger Co. has increased its capital stock from \$35,000 to \$150,000.

Detroit—The Union Welding Co. has been incorporated with an authorized capital stock of \$16,000, of which amount \$8,000 has been subscribed and paid in in cash.

Onkama—The Onkama Canning Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,700 has been subscribed and paid in in cash.

Kalamazoo—The Automotive Sheet Metal Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$60,000 has been subscribed and paid in in cash.

Saginaw—The Central Lumber Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and \$5,000 paid in in cash.

Galesburg—Kays Natural Products has been incorporated to manufacture and sell "Albalite," with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Marentay Varnish Co. has been organized to manufacture and sell varnishes, enamels, etc., with an authorized capital stock of \$150,000, of

which amount \$80,600 has been subscribed, and \$40,000 paid in in cash.

Detroit—The United States Car-Bag Co. has been organized to manufacture and sell fuel charcoal, coke, etc., with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Alpena—The MacArthur Electric Co. has been incorporated to manufacture and sell electric fixtures and accessories, with an authorized capital stock of \$3,000, of which amount \$1,600 has been subscribed and paid in, \$1,000 in cash and \$600 property.

Ludington—The Ludington Rubber Co. has been incorporated to manufacture and sell armored pneumatic tires for automobiles, with an authorized capital stock of \$100,000, of which amount \$60,000 has been subscribed and paid in in cash.

Detroit—The E. & B. Manufacturing Co. has been organized to manufacture and sell metal specialties, with an authorized capital stock of \$18,000, of which amount \$9,000 has been subscribed and paid in, \$6,007.01 in cash and \$2,992.99 in property.

Battle Creek—The McKillip-Schley Co. has been organized to manufacture and job women's wearing apparel, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$17,500 paid in in cash and \$2,500 in property.

Howell—The Spencer-Smith Machine Co. has closed a contract with the Hershell-Spillman Co., of North Tonawanda, N. Y., for 146,000 pistons for 1920. Spencer-Smith is shipping finished pistons in car lots to the Mitchell Motors Co., of Racine, Wis., and to the Muskegon plant of the Continental Motors Corporation.

Midland—The H. P. Co., of Detroit, a \$200,000 corporation, manufacturer of toys, the toy automatic scout pistol and abrasive wheel truers, is about to move to Midland where, about the first of the year, it will begin operations with a force of fifty men. E. M. Mills, formerly of Saginaw, is treasurer of this concern; R. P. Place, of Midland, is President and C. C. House, of Detroit, is manager.

Cadillac—As soon as weather conditions permit, the Northern Chair Co. will begin the erection of an addition which will practically double the capacity of the plant. The building will be 54 x 200 feet in dimensions and two stories high. John Wilcox has been President of the Northern Chair Co. since 1916, when it was reorganized. Under his management it has developed from a bankrupt concern to one of Cadillac's foremost enterprises.

Saginaw—The Lockwood Manufacturing Co., a \$100,000 concern recently organized in Saginaw, will mount store bodies on its three-ton motor trucks, providing a complete "grocery on wheels." Orders are said to have been booked for 200 of the outfits from persons and firms who expect to go into the old-fashioned "huckster" business on a modern scale. It will be a "pay-as-you-leave" proposition, the housewife entering at one door, taking from the racks what she wants, and paying for the goods as she goes out.

Review of the Produce Market.

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

Butter—Light receipts have marked the market during the week. There is a good consumptive demand at lower prices. No increase in the make is looked for soon, and it looks like a stationary market for a time. The quality of the arrivals is about as usual. No falling off in the consumption is expected, despite the high prices. Local dealers hold extra creamery at 67c and firsts at 61c. Prints, 2c per lb. additional. Jobbers pay 50c for No. 1 dairy in jars and 40c for packing stock.

Cabbage—\$6 per 100 lbs.

Carrots—\$1.25 per bu.

Celery—60c per bunch. Stock is very scarce.

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

Cranberries—Late Howes command \$10.50 per bbl. and \$5.50 per 1/2 bbl.

Cucumbers—Hot house, \$2.50 per doz.

Eggs—The price has started downward. Local dealers now pay 65 @ 66c for strictly fresh. Cold storage stocks have been worked down to 54c for candled firsts, 46c for seconds and 43c for checks.

Grapes—California Emperors, \$8.25 per keg; Spanish Malagas, \$10@12 per keg.

Grape Fruit—\$4@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 per crate of 3 to 4 doz. heads; hot house leaf has been reduced to 22c per lb.

Onions—California Australian Brown, \$5.75 per 100 lb. sack; California White, \$5.50 ditto; Spanish, \$4 per crate for either 50s or 72s; home grown, \$5.50 per 100 lb. sack.

Oranges—Navals, \$6@6.25 for fancy and \$5.25@5.75 for choice.

Potatoes—Home grown, \$2.10 per bu.; Baking from Idaho, \$4.25 per box.

Poultry—Christmas prices were high, but most Christmas prices show a marked decline to the following basis: Turkeys, young Toms and hens .. 34c
Turkeys, old Toms 30c
Dux, fancy 22c
Geese 20c
Fowl, heavy, over 4 lbs. 23c
Fowl, light, under 4 lbs. 20c
Springs, all average 23c
Old Cox 15c

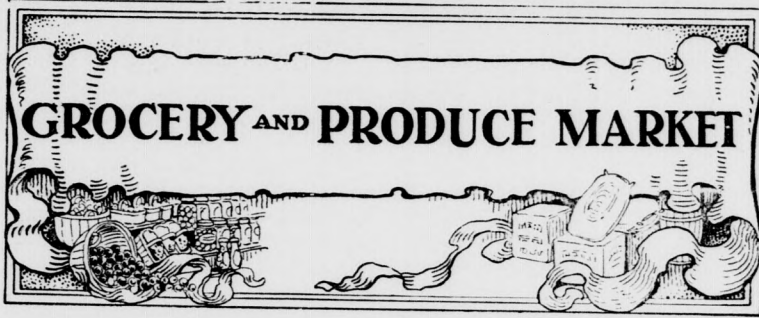
Radishes—Hot house, 40c per doz. bunches.

Squash—\$2 per 100 lb. for Hubbard.

Sweet Potatoes—\$3 per hamper for kiln dried Delawares.

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

The DeLuxe Upholstering Co. has been incorporated to manufacture and sell all kinds of furniture, with an authorized capital stock of \$30,000, of which amount \$27,700 has been subscribed and paid in, \$12,165.76 in cash and \$15,534.24 in property.



The Grocery Market.

Sugar—There is little or nothing to say about sugar. The House of Representatives has passed the bill keeping the Sugar Equalization Board in office next year—the Senate passed it before—but the House amended it and it must now go back to the Senate for agreement. If the bill finally passes, the sugar business will be under some measure of Government control next year anyway. Prices of raw and refined are all unchanged, speaking of old crop cane. New sugar coming into this country is selling at all sorts of prices up to 22@23c retail. In spite of the scarcity of sugar there seems to be no scarcity of candy. Higher prices are certain after the new year.

Tea—The market although not very active is firm, especially in black teas. Even in green teas the tendency is upward. The weakness in Java teas, which because of over-abundance here were in a heavy slump for months, has now definitely been eliminated, and prices are high and the situation firm. Stocks in this country have now been reduced to a workable basis. Holders of teas are feeling very strong, but the demand is light.

Coffee—There has been but little change in coffee during the week. The demand is very light, and perhaps both Rio and Santos are a shade lower. The option market has had several drops since last report, and altogether the situation is very sluggish and inclined to be weak. Mild grades are still firm and about unchanged.

Canned Vegetables—Tomatoes all of last week were slow sellers, going only in small lots to jobbers who had urgent need of supplies. Big buyers could not be interested, even though it has been said that the market is likely at its low point. A wide variety of sales are reported, depending upon the holder, but quotations were named on the general basis of \$1.70 for No. 3s, \$1.20 for No. 2s, and \$6.50 for No. 10s. There has been such a disposition to keep stocks moving that sales were made at 5c under these prices and even a trifle more on sub-standard Southern. California stocks were in narrow demand at \$1.20. Coast, on No. 2½s. Corn favors the buyer more than the seller. Southern has been quoted \$1.10 on standards, but it could be bought for \$1.05. Some \$1 packs were reported, but examination showed them to be off-stock. A few cases at a time were taken by the buying trade. Maine and New York corn has been quiet, but relatively firmer than Southern, at \$1.25 for standards and \$1.50@1.60 on fancy. Western packers quote prices

fully, but asking prices are above a par of Southern or Eastern. Peas continued slow sellers all last week. There was an unsatisfied demand for small sieves of the top grades, as they have been cleaned up, and not much buying interest was shown in extra standards or standards. Wisconsin standards have been quoted at \$1.15. Some buying occurred at \$1.10. New York No. 2 sweets have sold at \$2.40 @2.50, factory. Interest in future corn is limited and not much buying is expected until the end of January. Asparagus is moving in a routine way, for small lots of tips, principally. Pumpkin is slow at \$1 for No. 3s and \$3 for No. 10s. The demand is considerably short of a few weeks ago.

Canned Fish—Domestic sardines are looking up a bit, but without any substantial change. Salmon is dull, but red Alaska brands are still steady to firm, although some holders show a disposition to offer below the top price. Lower grades of Alaska salmon are relatively lower than reds. The best grade of tuna is so scarce it is virtually out of the market.

Dried Fruits—The spectacular buying drive in dried fruits has naturally come to a halt as the holiday rush is over and until business resumes again in January the market will be rather featureless. Buying will be of limited proportions as the jobbing trade will be concerned with disposing of previous purchases. No reaction in values in any line has followed since the peak of the buying movement has passed and none is considered likely by the best posted authorities. Stocks are of such moderate proportions here and in the West that there seems no incentive to cut prices. Prunes are not in such urgent demand. Large sizes are short and are firmer than medium or small stock. Raisins have caused more worry to distributors than any other item on the list, as the supply has been far short of the demand. The broad demand and the prompt clearance of arrivals have been a source of surprise to operators. There is no surplus of any grade, while seeded, package and Thompsons have been far short of the demand. The resale market all week was close to 1¼@3c over the opening on average grades. Especially short varieties like bleached Thompsons sold up to 6c over. Three crown loose muscatels have sold on spot at 19c or 5¼c over the opening. No surplus is counted upon for some little time. Apricots are seasonably quiet, but there is no sign of weakness. Coast stocks are out of growers' hands and packers are said to be short of their usual surplus. The

market is in strong hands. Fancy Southern are quoted at 34c; Blenheims and Northern, 34c and standards 27c. There is less spot stock than customary at this season. Peaches are expected to show more activity in the near future. Just now they are quiet as there is too much fresh fruit to compete. Spot stocks, ignoring those held for export, are light. Some goods intended for the foreign market may be turned back on the domestic market, but this has caused no uneasiness. Apples are seasonably dull. Fresh fruit has been at a lower level and is still too plentiful to allow the free movement of dried apples in the domestic market. Still, packers are firm and will not sell below 20c for prime and 21c for choice.

Flavoring Extracts—The prohibition Commissioner at Washington is looking into the flavoring extract situation. The subject was the clause concerning flavoring extracts that are "unfit for use as a beverage." What the outcome will be and how the public will take to an extract that contains a smaller percentage of beverage material is something that will come out later, but it is probable that dealers will be allowed to sell their stocks, if any sort of a prohibition rule is made covering extracts with high alcohol content.

Molasses—Higher prices are anticipated as a consequence of the short Louisiana crop. For all grocery grades there is an active demand and an inadequate supply.

Corn Syrup—The mills are making slow progress toward catching up with orders which continue to come in in good volume.

Spices—Although wholly along jobbing lines, the movement of most descriptions is fairly free and the resulting drain on present stocks, together with an outlook for short supplies for the spring trade, causes a decidedly firm feeling among holders. Lower prices for cloves are attributed to the depression of sterling exchange. The pressure to sell pepper is much less pronounced and having been met by an active demand the weakness heretofore characterizing that market is being displaced by a steadier tone.

Rice—That the needs of buyers are far from having been satisfied by fairly liberal arrivals the past week is indicated by the continued urgency of demand from all quarters. In sympathy with Southern advises the tendency of prices in this market is strongly upward. New Orleans reports that dealers there were doing a rushing business at average advances of a quarter to half a cent over the figures prevailing at the end of last week. Large reports were being made, recent shipments to Porto Rico alone amounting to some 35 000 pockets.

Nuts—Walnuts are most plentiful and are urged to sale without much attention as trade wants have been pretty well supplied. Budded and No. 1s have held up in price, but other kinds are lower. French arrivals are now offered in moderate quantities. Pecans are in accumulation and are in buyers' favor, due to a curtailed demand. Brazil nuts are lower.

Large sizes are relatively firmer than the medium sizes. Filberts show a narrow outlet. Almonds are dull.

Starch—No marked changes have occurred in corn starch offerings. Under ample supplies the market holds steady. Potato starch is gradually working into better position and is held with more confidence. Some export business is to be noted.

Salt—More normal conditions prevail, as stocks are moving more freely from primary points. Prices have been named to the trade after the recent withdrawal of quotations. There is a good demand, but the market is still short of supplies.

Cheese—The cheese market is steady at a decline of ½c. The customary good consumptive demand is reported for the reason, but there will be little activity until after the holidays.

Provisions—The market is steady with a light demand. All cuts of smoked meats are ½c lower; demand moderate. Pure lard is steady and unchanged, as is compound also. Dried beef, canned meats and barreled pork unchanged and dull.

Salt Fish—Mackerel is dull, owing to the holiday season, but prices are nevertheless steady to firm. The weakest thing in the fish line is cod, which has been weak for some time.

Lansing Retail Grocers and Meat Dealers' Association.

Lansing Dec. 23—The following officers for the coming year were elected at our meeting on Dec. 16:

President—E. C. Wilder.
First Vice-President—Frank McConnell.
Second Vice-President—M. C. Bowdish.
Treasurer—M. C. Goossen.
Secretary—Geo. Daschner.
B. M. Deshler, Manager.

More impressive than the number of the 249 agitators deported in a body from the land whose freedom they had abused is the fact that their punishment is in strict accordance with the law. They were allowed to avail themselves of every technicality. In their fate there is no "lynching." They are paying the penalty provided in the Immigration act of 1917 and the act of 1918 for persons proved guilty of advocating or teaching anarchy. To argue that such deportation will not stop "the growth of ideas" is to beg the question. Most people think it worth while to do what can be done to prevent the stirring up of bad impulses. The deportations are especially striking because they are made by a country whose welcome to the oppressed of all nationalities is proverbial. It cannot be denied that there has grown up a feeling that American hospitality was being violated. Even the kindest-hearted person does not invite strangers to make themselves at home by starting bonfires in the middle of the living-room. This feeling is sometimes hysterically expressed, as in the pronouncement that anybody who is a bit free with his tongue should be stood up against a wall and shot. The true American policy is to abjure hysterics, and to persist in the demonstration that law is incompatible, not with liberty, but with license.

GONE TO HIS REWARD.

Death of Thomas Bromley, Well-Known Telephone Manager.

Thomas Bromley, manager of the United Home Telephone Co., died at his home in Muskegon last Wednesday, after a long and lingering illness. The funeral was held at the family residence Saturday afternoon. The interment was in St. Johns, the former home of the deceased, on Sunday.

Thomas Bromley was born in Gaines, Genesee county, March 16, 1867. His father was a native of England. His mother was American born. When Thomas was 3 years old the family removed to St. Johns, where the father was local agent for the old D. & M. Railway for thirty-three consecutive years.

Thomas attended the public schools at St. Johns until 14 years of age, during which time he learned to be a telegraph operator and acquired a thorough knowledge of the details connected with the work of a local railway agent. For three or four years thereafter he served as relief agent and operator at various stations on the Grand Trunk system, including two years as assistant ticket agent in the Grand Rapids office of the Grand Trunk in the Morton House. In 1885 he entered the employ of the St. Johns Manufacturing Co., as book-keeper, where he remained five years. He then took charge of the Shaver estate, at Ola, manufacturer of staves and heading and dealer in general merchandise. Two years later he returned to St. Johns to take the management of the St. Johns Mercantile Co., which then conducted both a wholesale and retail business. On the failure of R. M. Steel, the President and backbone of the corporation, he joined his former associates in forming copartnerships to continue the various branches of the business. The dry goods, shoe and grocery departments were taken over by Mr. Bromley, George A. Alderton and Ed. P. Waldon, who conducted the business under the style of the Alderton Mercantile Co. The furniture and clothing departments were conducted under the style of Steel, Bromley & Field.

In 1902 Mr. Bromley retired from the mercantile business to become Secretary of the Union Telephone Co. A month later he succeeded Clyde O. Trask as Manager. In the fall of the same year he relinquished this position to remove to Muncie, Ind., and take the management of the Delaware & Madison Telephone Co. This industry was in its infancy when he assumed charge, but at the end of four years he had it developed to a point where he felt safe in relinquishing the management to other hands. In 1906 he was invited to go to Hart and assume the management of the Lake Shore Telephone Co., which then had local exchanges at Hart, Pentwater, Shelby, Ludington, Scottville, Whitehall and Montague. The company was badly in debt. It had no credit and the gross income was only \$26,000 per year. Shrewd business men like Hon. James K. Flood, of Hart, advised him to pass it up in the belief that the cor-

poration was hopelessly insolvent. Mr. Bromley's intimate knowledge of the telephone business enabled him to see possibilities of expansion and development in that field which the average observer did not discern and he started out to bring order out of chaos. He induced Senator Flood and H. S. Newton, of Hart, Chas. L. Churchill, the banker at Shelby, Gardner T. Sands, the banker at Pentwater, and one or two others to join him in contributing \$5,000 apiece and, with this fund as a working capital, he started in to rejuvenate the undertaking. He worked very hard during the next ten years, but he succeeded in building up a splendid property, which is a fitting monument to his energy, his shrewdness and his good management. One

interest in his territory, which gave his organization sole control of the field. Mr. Bromley was elected a director of the Citizens Telephone Co. two years ago and had been engaged by that company to take up the work of buying out the Bell interests in the field covered by the Citizens Telephone Co. He was working out his plans in this great undertaking when his fatal illness overtook him and forced him to take to his bed.

Mr. Bromley was married October 1, 1890, to Miss Ola Shaver, of St. Johns. They had two daughters—Hazel, who is a trained nurse in Harper hospital, Detroit, and Katherine, who is a senior in an educational institution in Milwaukee. The family reside in their own home at 386 Jefferson street.



The Late Thomas Bromley.

of the first things he did was to merge the old company into a new organization known as the United Home Telephone Co., which soon became known all over the country as one of the best managed telephone companies in the country. In 1913 the company took over the Muskegon Telephone Co., which included the exchanges at Muskegon, Coopersville and Ravenna and the toll line to Grand Rapids, which is, of course, a good paying proposition. The company built new exchanges at Ludington, Shelby, Hart, Whitehall, Muskegon, Coopersville and Ravenna and 75 per cent. of the wires in the Muskegon exchange were placed under ground. The headquarters of the company were removed from Ludington to Muskegon, where Mr. Bromley subsequently resided. Two or three years ago Mr. Bromley made his most noted achievement in purchasing the Bell in-

terests in his territory, which gave his organization sole control of the field. Mr. Bromley was elected a director of the Citizens Telephone Co. two years ago and had been engaged by that company to take up the work of buying out the Bell interests in the field covered by the Citizens Telephone Co. He was working out his plans in this great undertaking when his fatal illness overtook him and forced him to take to his bed.

Mr. Bromley was a member of the Uniform Rank of the Knights of Pythias. He had no other fraternal connections. He was an enthusiastic automobilist and made frequent trips through the territory covered by his telephone company. He has a wide acquaintance in every town from Grand Rapids to Ludington and was everywhere regarded as a safe and conservative business man who had demonstrated his ability as an organizer and manager by rescuing the old Lake Shore Telephone Co. from disaster and putting it in a proud position where it is entirely out of debt and on a solid financial and dividend paying basis.

Probably the highest tribute that could be paid any man was the statement of James K. Flood—voluntarily made to the writer at Hart some years ago—to the effect that any investment which Mr. Bromley recommended he

would gladly join on a 50-50 basis. Those who know Mr. Flood and are familiar with his native shrewdness and conservatism are in a position to appreciate the significance of this utterance.

Mr. Bromley was a man of strong and virile character who loved justice and hated dishonesty and deceit; whose standard of business integrity were high and who lived up to his ideals of fair and honorable dealings. Among his fellows he was a generous and genial companion, full of unique and original characteristics, and he attracted a host of business friends in every department of his work, although there are not many to whom he revealed intimately the real depths of his character.

Mr. Bromley was a man of cheerful disposition and he diffused good spirits among those with whom he came in contact. He possessed a cordiality and grace of manner which put the most diffident stranger at his ease, yet never condescended to patronize or to flatter.

Mr. Bromley was a man of keen perceptions and intelligence, and enthusiast in his chosen profession, a close student and accomplished in the attributes which make a man useful to others, although lacking in those that lead to self aggrandizement. Naturally modest and retiring in usual intercourse, he was yet stubborn and insistent for what he believed to be right, and his judgment of right was always founded upon sincere belief and an unbounded personal integrity.

Mr. Bromley was a power for good in the development of the telephone industry in this country; his remarkable knowledge of telephone lore was used with the dignity of a high purpose and there are many engaged in or connected with the industry who frankly acknowledge the benefits of his teaching and example.

The new style of coupon-clipping is not only much more remunerative than the old, but possesses a humanity which the other altogether lacks. Would you have your boys and girls grow up into the culture and art of all the ages? Then cut out the coupon in the lower righthand corner and mail and we will send you the twenty volumes of the World's Tip-Top Literature on approval. If mailed before January 1 there is a discount of 25 per cent., which is more than five times the return on the best Government securities. Would you have your wife meet you with a smiling face in the evening? Then cut out the coupon in the upper lefthand corner and we will send you our Patent Lace Ironer—the Flat-Iron with a Smile. What comparison can there really be between a coupon on bond paper mailed to the banking office of the P. Z. & Q. Railroad in return for a commonplace check to your order, and a coupon addressed to Department 786, Binghamton, which will bring the world's greatest singers and raconteurs to fill your house with spiritual uplift and gayety for an indefinite period, if you are careful to use the right kind of needle?

UNCONDITIONAL SURRENDER.

Uncle Sam's Comprehensive Victory Over the Packers.

The victory of the Government against the "Big Five" is generally regarded in the food trade as highly gratifying and encouraging, but probably more a moral victory than one to be measured in immediate tangible results along the line of collapse of the high cost of living or any striking change in competitive conditions.

Those best acquainted with food questions have never been wholly in agreement with the popular view—that the wickedness of the packers was the fundamental cause of the high cost of living—though every one has long agreed that there was enough monopoly in their throttled hold on the meat business and allied lines to demand regulation or suppression.

The grocers have resented the intrusion of the packers more and more into the field of things remotely related to butchering and have sought to have service preferences enjoyed by the packers withdrawn, but beyond that and the plain antagonism to concentrated control, have not been disposed to attack the packers. Least of all have they had any disposition to support such schemes as Governmental control, licensing, etc.

Looked at from the standpoint of competition, there is general joy that the centralized control has been shattered, and the belief is common that it will permit a considerable measure of individualism to figure in future competition. But it is not believed that it will mean that Armour, Wilson, Swift, Cudahy or Morris money will disappear from the 57 varieties of subsidiary companies, which will take over the control of what formerly belonged to the "Big Five."

In fact, the processes of "unscrambling" have already been forecast by the action of some of the packers in recent months. The Austin-Nichols-Wilson deal of five or six months ago was one form of the same movement. The divorcement of Swift & Co from Libby, McNeil & Libby was another. The frank retirement of Cudahy from canning was another, and the disposal of the Armour leather business to a subsidiary was another. So everyone expected that, when the packers had been sufficiently roasted to awaken to the meaning of public temper, they would bow with more or less grace—at least in outward form, and that is about all that the grocers think has been brought about.

There is common surprise that the packers have been so long in coming to a conclusion to reform. Rumor from well informed stock yard circles has long been to the effect that almost everyone but M. Armour was ready to surrender, but that he held out. There is, therefore, much satisfaction in reading over his own signature that while his position was "unassailable from a legal standpoint," he has a "desire to bend the knee to public opinion," even if he does hedge it about with defiant phraseology.

In finally forcing the "food barons" to "bow the knee" lies the greatness of the victory. It means that public

opinion rules in America, and that monopoly, by whatever process of economics—especially on a human necessity like food—will not be tolerated, law or no law. It further emphasizes that wisdom in business lies in serving the people as they like to be served, rather than in forcing selfish ends—however legal or economic—upon a long suffering public.

And now to see what change will be brought about in the high cost of living. First of all, one cause of public confusion of mind will perhaps be eliminated. If there has been any subjugation and throttling of little packers, they will have a chance for their lives. But it is somewhat discouraging to those who hope for results in this direction to note that the recent talk about licensing, governmental control, etc., has forced the creation of the "Meat Packers' Institute," in which common cause has been made by the 200 or more big and little packers alike.

It does not appear that the wholesale grocers are ready to cease their obligation to compel the end of special privileges at the hands of the railroads, or that the Federal Trade Commission is ready to terminate its prosecution of the packers for buying up small competitors. Nor does it appear that there is as wide withdrawal from the grocery business as had been hoped for.

The grocers wanted the packers to confine themselves not to "animal products," but to "products of slaughtered animals," which is a very different thing. The agreement still leaves the packers in the dairy, poultry, oleomargarine and egg business in a commanding degree. It does not take them out of the soap business in any degree, nor interfere with their use of products made from vegetable fats. In some of these lines have arisen some of the chief complaints against the packers. And the trade even suggests that harder rather than easier competition is to be experienced.

However, several important principles have been tangibly emphasized, and with separation of ownership it may be that competition will be easier for all hands. That the same capitalists will remain factors in the trade, and probably among the biggest factors, admits of no denial, but with few exceptions the grocery trade is willing to take its chances if given a "fair field and no favors."

Austin Nichols & Co. Buy Out W. M. Hoyt & Co.

Austin Nichols & Co., the New York wholesale grocery house which some months ago took over the grocery lines of Wilson Co., one of the five packers, has purchased W. M. Hoyt & Co., one of the large wholesale grocery houses of Chicago. At the time the Wilson grocery business was obtained it was rumored there was a move on foot to obtain a Chicago outlet and the Hoyt deal is the culminating result.

W. M. Hoyt & Co. is among the largest wholesale grocery concerns in Chicago and the transaction gives renewed interest to the expansion aims of Austin Nichols & Co. It has been a dis-

turbing factor in the food trade of that market for more than sixty years on account of the inferior quality of many of the goods handled. For many years, for instance, it quoted strictly pure cream tartar at 24 cents per pound, while genuine cream tartar cost 30 cents per pound in New York. The Tradesman obtained a sample of the Hoyt goods and had it analyzed by Prof. Kedzie, of the Michigan Agricultural College. The analysis showed that the compound contained no cream of tartar at all—that it was simply gypsum and carbolic acid, which cost perhaps 2 cents per pound. The Hoyt house threatened the Tradesman with prosecution because of the disclosure, but nothing ever came of the threats, because the Tradesman was everlasting right and refused to retract or back down.

While there is no authority for the statement, it is believed the company has other plans for lining up other wholesale connections in other centers in order to become National distributors in a wholesale way. While it has for many years sold high-grade specialties over the country, its sale of staple products has been confined entirely to the immediate territory surrounding its four or five wholesale grocery houses around New York City.

As the Wilson business was National it is argued that the purpose eventually of Austin Nichols & Co. will be to distribute staples and high-grade groceries throughout the country and that, therefore, it will be necessary to obtain more jobbing houses in order to be in position to handle the business in a National way.

It is also announced that Austin Nichols & Co. have purchased the Wilson Jam & Jelly Preserving Co., a subsidiary of Wilson & Co., credited with having an output of 18,000,000 pounds per annum. Taken in connection with the Fame Canning Co., another subsidiary of the Wilson Co., with its canning plants in Illinois, Indiana and Michigan, the Nichols company will be the largest wholesale and manufacturing concern of its kind in the country.

Its capital is \$20,000,000. The purchase of the Wilson grocery business is generally looked upon as a move on the part of the packing company to get out from under the criticism which was being made against the invasion which the packers were making in the wholesale grocery business. Some of the stock of Austin Nichols & Co. is owned by the Wilson interests, but it is denied that the packer exercises any control over the business in any way even though the manager of the canned goods department has since become the president of the jobbing company.

Misuse of a Good Old Word.

The good old word, "liberal," has fallen on evil days of late. There was a time when it was a designation of distinction. Washington was one of the great liberals of his day. So was Lincoln. So was Cleveland. So was Roosevelt. The great forward looking, practical statesmen were liberals.

Now the term is claimed by every person with a half-baked theory to

reform the world. The more visionary and impractical the theory, the louder are its author's protestations that all who agree with him are the real liberals, all who disagree reactionaries.

Run over the events of the last three or four years. The pacifists all proclaimed themselves liberals. Anybody who wished the United States to prepare for the inevitable war was set down as a reactionary. When the war actually came the so-called "liberals" all rushed to Washington to fight compulsory military service. Then they took under their wing the conscientious objectors and the agitators against the draft.

Free speech, without regard to what violence might be advocated, came next under the blanket. A year ago one of the rising young "liberal" writers died. Almost his last published article was a study of the war in which he seemed to find nothing in that great struggle worth considering except its restrictions of free speech. And a leading "liberal" organ lamented the loss to "liberalism" in the young man's death.

Just now all liberals are being called on to join the League of Oppressed Peoples. Apparently these liberals are devoting themselves to giving the oppressed Egyptians, Filipinos, Hindus and others the right to misgovern themselves and sink to the level from which they have been raised by the nations now administering their affairs as trusts for civilization.

These persons have got hold of the wrong word. The term that really describes them is not "liberal." It is a longer and perhaps uglier phrase invented by Theodore Roosevelt—the lunatic fringe.

Late News From the Cereal City.

Battle Creek, Dec. 23—General John J. Pershing won the complete surrender of Battle Creek last Friday. The terms of surrender were signed, sealed and delivered at the dinner tendered the General by the civic and administrative interests of the city on Friday evening. Smiling, good natured looking, every inch the soldier and acting every bit the friend and fellow citizen, General Pershing won his way into the hearts of everybody during the day. Then, at the close of his remarks at the dinner at night, he said what he thought of Battle Creek. He had been told in many ways what Battle Creek thought of him and the opinion was high. Battle Creek had expected to meet a capable soldier. It met, in addition, a "regular fellow." General Pershing's remarks were of the very highest regarding Camp Custer as a permanent camp. Battle Creek was surely honored by General Pershing's visit.

Speaking of the hole in the doughnut, did you ever eat one? One was given to every person who entered the Post theater Friday afternoon for the reception of the American Legion to General Pershing. They were the gift of the Salvation Army.

Mrs. W. W. Durand, wife of W. W. Durand, of the firm of Godsmark, Durand & Co., wholesale grocers, is very sick at the family home on Chestnut street.

The dance at the U. C. T. hall, given by Battle Creek Council Saturday evening, was surely a grand success in all ways. Every one had a very enjoyable time. Jack.

IRELAND'S WORST ENEMIES.

The truest friends of Ireland are those with the deepest reason to be grateful that the dastardly attack on Lord French's life failed. No voice can be lifted in anything but condemnation. Yet it is to be hoped that those who govern the United Kingdom will show intelligence as well as courage in interpreting the significance of the act, and that the London prediction that it will inspire critics of Home Rule to "redouble their opposition to any concession to Ireland" may prove less than half the truth. It should also inspire friends of concessions to Ireland to redouble their efforts to obtain them. It is now nearly forty years since the murder of Lord Cavendish in nearly the same place where Lord French was attacked last week, and it must give men the world over who take an unprejudiced interest in the Irish question a sense of profound discouragement that two generations of effort by many earnest men has left the outlook blacker now than ever, due to the anarchistic spirit which dominates the Sinn Feiners in Ireland and their rabid cohorts in this country. Lloyd George's plan to bring peace to Ireland, as presented in Parliament Monday, appeals to every fair minded man in the world as just and reasonable. Of course, the natives of Southern Ireland set up a great howl of resentment, protest and murderous threats, thus showing that all their talk and agitation about the freedom of Ireland is bosh. All they want is to destroy Ulster, because the people of that province have nothing in common with the cutthroats who have long disgraced and disgusted the world by yawping about a freedom they could never enjoy if they had it, because they have never been able to agree among themselves and never will agree with anybody or anything. Controversy and murder are their stock in trade and the only kind of arguments they know anything about. Generous statesmanship of the Lloyd George type has no appeal for them, because the element of generosity is completely eliminated from their make-up. Five years ago this fall Britain and Ireland seemed closer together than before in history: an equally quick revolution of sentiment is possible.

CHRISTMAS FOR AGED POOR.

It gives most of us great pleasure to make Christmas joyful to the children and to gratify their natural yearning for toys and sweetmeats, though a pathetically large number of those who make their wants known through letters to Santa Claus ask for shoes and clothing—the necessary rather than the little treats beloved of childhood. But much less is said, perhaps much less done, for those "old" children who at three-score and ten, or in sight of four-score, are struggling with the problem of self-support and enduring poverty with patience rather than accept public charity or be separated in institutions. They cling to their homes, cheerless though these may be, for they have what the child has not in the same degree, the attachment to places and long-familiar things.

Those "old" children do not provoke the protective emotion we feel for neglected childhood. Neglected old age is much more unlovely—is sometimes even repulsive. But old or sick or poor, stubborn or cranky, these old couples have the loyalty and the feeling for each other that makes them refuse to be separated even for the sake of greater physical comfort. They are "used to each other." They write no letters to Santa Claus, make no public appeal; their needs are known only to those who seek them out, and who often have little to spare from their own resources. They will get no joy out of the municipal Christmas tree, nor hear the Christmas waits; a bucket of coal and a square meal will be their Christmas joy—if it comes.

In the midst of our provision for youth, which has its life before it, let us not forget the old, whose outlook is upon a declining sun sinking through the clouds of poverty and loneliness. How an unexpected ten-dollar bill, which some would never miss, would make for them a truly Merry Christmas!

The German National Assembly has adjourned until the middle of January, and we may take this as a sign that at Berlin no acute fear exists of internal peril or foreign complications. Intently though the world must watch against any retreat from the new paths upon which the German people has entered, we cannot refuse a measure of admiration to the courage and steadfastness with which the beaten nation has set to work amid the ruins of its greatness. The German will to power was an evil thing, but a people's will to live, as Germany is now willing to live amid the dangers which surround her, must not call forth unjust suspicions or obstructive enmity. It is only fair to recognize that when Germany, during the early months after the fall of Hohenzollernism, refused to let herself slide into the Bolshevik chaos, she was rendering a service to European civilization.

"Japan has taken two important steps to put her relations with the United States on the friendliest possible footing." One of them is to prohibit the immigration into this country—meaning particularly California—of "picture brides," women who are known to their prospective husbands only by their pictures and whose children, being born here, are American citizens. California has strongly protested against this practice, and now Japan agrees to stop it. Senator Phelan was so pleased by the news that he gave it out, thereby committing the deplorable error of taking Japan at her word. The other step is the giving of assurances that Japan is engaged in no attempt to obtain special privileges in Mexico. This is for the particular benefit of Senator Fall. The Japanese Ambassador attributes the rumors to that effect to German agencies in furtherance of a purpose to prevent the capture of German trade with Mexico by American firms.

A tower of strength is an honest man.

WHEN PRICES WILL RECEDE.

In October of this year there were 5,762,123 square yards of cotton goods imported. The value was \$2,070,932. In the same month 67,122,910 yards were exported. The value was \$14,304,248. In the preceding month, September the exports were about 64,500,000 yards and the imports 4,951,000 yards. With the balance of trade in cotton goods so overwhelmingly in favor of this country it is somewhat amusing to read of the great menace of growing imports of cotton goods upon prices for cotton and cotton goods.

That the valued imports of silk for the 10 months ending in October were \$100,000,000 in excess of those of the preceding year will help to account for the uneasiness of those who have been following the speculation in raw silk in Japan. The imports in quantity run about 25 per cent. more than last year.

Outside of Government officials and members of associations who are working with them it is not evident that the country is aroused about going to Washington to ask the Government to standardize clothing in peace times. There are a great many merchants who are saying little who will welcome the hour when the Government ceases to give so much attention to price making and other things in business. If prices are high it is because buyers are willing to pay them in dry goods lines. For there is no pressing necessity why workingmen should pay high prices for silk shirts when cotton and worsted or woolen ones can be had for less money and of better wearing quality.

Through necessity or some other cause in war, the Government and business became closely tied up. The lesson was learned how handsome profits could be conserved with the aid of the Government, for taxation, and some other purposes. That lesson has not been forgotten. The Government itself has been peddling out dry goods, not for the purpose of unloading them and going out of business, but with a view in mind of salvaging the full cost to the Government, and keeping some departments employed. It is believed that it is also the purpose to conserve the interests of business men by selling out Government stocks in ways that will not force competition. In any event, the Government is very much tied up in business, and in every business problem a certain part of the community runs to Washington.

Business men want this sort of thing. The public wants it. Buyers of dry goods want it. When things of this kind are not wanted and safer and saner business methods are encouraged, prices will come down and there will be no necessity for a spectacular play at Washington with standardized suits as the title.

UNCLE SAM A BAD MERCHANT

There is a good deal worth reading in the "explanation" of the War Department as to its experiments in the direction of merchandising, even if it is pretty evident to anyone who reads that Uncle Sam has once more proved himself a very bad merchant, judged by mercantile economics.

Plainly stated here are the facts: The goods were bought at bottom prices, when every consideration of patriotism and of open accounts made it possible to buy cheap. After the war, although much of this stuff was perfectly suitable for future needs of the army for years ahead, it was sold to the public. Despite the low cost, the prices were shaded 20 per cent. below costs on meats, on vegetables the average cost was deliberately set at 27 per cent. below prevailing retail prices, and even from these prices a whole cent per pound was deducted for parcel post cost. On standard commodities (goods the selling price of which was plainly established) the price was deliberately set at from 15 to 25 per cent. below the regular prices. And when the market advanced, the army food was persistently allowed to be much more than 20 to 25 per cent. below the retail price charged elsewhere.

Then Uncle Sam paid the rent, clerk hire, trucking, etc., out of other funds. It was this competition which the regular grocer faced. He had been accustomed to pay salaries, advertising, rent, light, delivery costs, taxes, repairs, insurance, depreciation, upkeep and other charges and make a living profit. Harvard found that 14 per cent. was a typical cost to the ordinary grocer. Uncle Sam, with all his mercantile advantages and deductions of cost, found that it cost 8½ per cent. Surely here is food for thought along the line of competitive fairness and of mercantile efficiency.

Two circumstances were brought into the foreground last week, each of which has in it great possibilities. One of them concerns domestic trade, the other foreign. The first is the campaign, begun in systematic earnest, for strict economy in expenditures and against the extravagance which has been so much in evidence of late. The other is the enactment of the Edge bill, the purpose of which is to help the financing of foreign trade and especially that with those European countries whose currencies are at a discount. Neither of the propositions is self-executing. Their failure or success is dependent on what will be done to support them. If only a quarter of the population of the country should determine to buy nothing except what is actually needed and would consent to wearing old clothes over a season, the bottom would drop out of the schemes for high prices and profiteering. The mere intimation of an objection by consumers to submit to further advances has, it is reported from some localities, induced retailers in such places to curtail their Spring orders. This will serve to give some idea of what would be the effect of the actual stopping of buying by any considerable percentage of consumers. As to foreign trade, its extension so far as exports are concerned is largely dependent on financing. The Edge bill will afford the opportunity for this. But it still remains to be seen to what extent it will be taken advantage of.

HOOVER AS PRESIDENT.

Anywhere throughout the country any conversation about politics is pretty sure to include mention of Herbert Hoover as a Presidential possibility. And when the average person mentions a possible Hoover nomination, he usually means the Democratic nomination. Because Mr. Hoover received an appointment from President Wilson and has been identified with a Democratic administration, the public assumes he is a Democrat. But when you arrive in Washington and come closer to what may be called the working Hoover partisans you discover that the Republican nomination is the one they have in mind. They are careful to point out that so far as Hoover is a party man, he is a Republican, and recite that in 1912 he was a worker and contributor to an anti-Tammany campaign in New York.

When you turn to the centers of political mechanism you quickly find out that if Hoover is to have any nomination it must be the Democratic one. Only a practically impossible popular demonstration could give Hoover the Republican nomination. Those who have a secure hold on the places of power in the Republican party will have none of Hoover. To them he is an appointee of Wilson and an unimportant figure in a Democratic administration. Moreover, Hoover a year ago issued a public statement backing up Wilson's request that the country give him a Democratic Congress—an episode which the Republican leaders recall with so much bitterness that they are not like to make a gift of the Republican nomination to any one connected with it. Moreover, the Republican leaders feel that next year is going to be theirs without much trouble. They think they can elect any one, and under those circumstances they aren't going to give the nomination to anybody who isn't a regular member of the lodge, in good standing. There is no use in speculating on Hoover as a Republican nominee.

For the Democrats to nominate Hoover is quite conceivable. The Democrats are in a very different position. But the Republicans, never.

As to Hoover himself, a journalist the other evening went to call on him to see what he could find out. He went in the spirit of a woman calling on another woman who is the subject of interesting news—not to ask questions, but to give the other person a chance to talk and to make deductions therefrom—in short to see if there was anything in the wind. Hoover did talk. For the first third of the evening he talked about what is going to be the condition of Europe next summer. For the second third he talked about the labor and capital conference, on which he is now working. For the rest he talked about journalism. The Presidency he never mentioned. Politics he never mentioned. And Mr. Hoover has the sort of mind which could only be cautious through effort, the kind of mind which dominates the man and compels expression. If he were self-consciously after the Presidency he

could by no possibility refrain from talking about it. Of course, no discerning person could commit the banality of saying that a man in Hoover's circumstances has not thought of the Presidency. But decidedly it can be said, in the popular sense, that the Presidency is not on his mind.

There is something a little Napoleonic in Hoover. This is not meant in the tritely flattering sense. Rather it is meant in a sense, if anything, the opposite of flattering. He is a little Napoleonic in his abilities and a little Napoleonic in the sense of having a grim and powerful mind that drives the man. If that mind ever should turn to the Presidency, it has resources and gifts of organization and publicity which would go a long way.

Nearly any one would say that Hoover would make a very great general manager of the United States. Hoover has a very impressive mind—let there be no question about that. He would manage our common affairs with something approximating the management of the greatest of private corporations. There could hardly be a better man to introduce order, system, a budget, modern administrative science into the Government. All that, he could and would do superbly. He would make a good general manager of the United States; the President must be something more.

Hoover would be pre-eminent in economics, but economics is only a small part—hitherto a neglected part of the Presidency. Hoover's mind and Hoover's experience is chiefly occupied with materialistic engineering. He has managed the victualling of a continent and done it in a way that will make him a figure in history. But the mind of a President must also have preoccupations and familiarity with things a little outside the intellect purely—with public sentiments, public prejudices, public ideas or instincts about ethics and morals. Whether Hoover would function equally well in that field is more than can be told in a valuation that is too brief and hurried to be either just or complete.

By nature, training and experience Hoover is a business man and an engineer. Against this, so far as a man can be judged by the associates he frequents or who gravitate toward him, one observes that Hoover in his hours of relaxation is most frequently found in the company of college professors and journalists. Hoover does not make an impression that is "human," in the popular phrase, but there is one amusing story that reveals him in a naive and unquestionably natural moment. While he was Food Administrator he used to take his relaxation, on Saturdays and Sundays, in riding out into the country with his two boys and whatever friends happened to be about.

Along the little country roads, the party always turned to digging. They used to make dams along the brooks, build miniature reservoirs and the like. One day they turned the course of a little creek, a "branch" as they call it in Virginia, across the road. At that moment a farmer came along

who announced that that was his lane, took the number of the automobile and went off to telephone for the sheriff. The story ends with a party that included some of the most eminent men in the United States digging furiously to turn a stream back to its course, jumping into the automobile and hurrying back to Washington, out of the sheriff's jurisdiction.

Hoover is distinctly Presidential timber. But so far as the leaders of the Republican party are concerned he is not a Presidential possibility. Whether the leaders of the Democratic party will give any thought to him probably depends on how great their necessities impresses them as the time draws near. The net of it is that if Mr. Hoover is to cut any figure in the Presidential contest next June, he, or his friends, or both, will probably have to supply the initiative.

Austria's claim upon the Allies for rescue from her present desperate state has never been questioned. Chancellor Renner's plea at Paris was not for a principle but for action. The world will hear with relief that enough food is in hand to feed Vienna until nearly the end of April, and that the Supreme Council has pledged itself to supply the necessary transport facilities. Once freed from the dire needs of the moment and from fear for the immediate future, the people can set to work upon the enormous problems of permanent reconstruction. The future is not hopeless. Vienna, with a population of

two millions, is an overgrown capital for a nation of seven millions, but we find a fairly close approach to the situation in the case of Copenhagen and its population of half a million as the capital of a country with a population of three millions. Nor is it correct to think of Vienna as being solely dependent upon the five million rural inhabitants of the new Austria. The economic ties established in the course of hundreds of years cannot be altogether severed, even by a calamity of the present magnitude. Large populations in the former Hapsburg partnership, in Czecho-Slovakia, and even in Hungary, must remain in close industrial and commercial connection with Vienna. It is a question of giving the people of Vienna food so that they may get to work.

A little learning is a dangerous thing anywhere, but especially in business. A man who knows nothing of medicine may get patients; a clergyman who knows nothing of theology may get a pulpit; but to succeed in business in this pushing, competitive age, a man must know every detail of it—he must be great in little things.

There are two ways of making yourself stand out from the crowd. One is by having a job so big you can go home before the bell rings if you want to; the other is by finding so much to do that you must stay after the others have gone. The one who enjoys the former once took advantage of the latter.

Why Not Start the New Year Right



150 Account Roll-top
Fire-proof Metzgar

LISTEN!

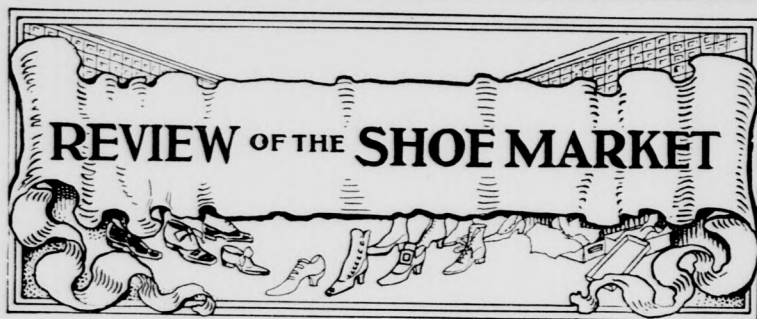
The Metzgar Account System does away with all posting and gives you just the results you need and have always wanted.

THIS IS HOW IT IS DONE

The accounts are kept in separate duplicate or triplicate books. These books fit into metal back containers. The upper ends of these metal backs are arranged with slots to hold index bristol-board name-cards (Preferably yellow and blue, alternating for the different letters of the alphabet). The names of your customers are printed on these name-cards, and alphabetically arranged in the register. The purchase is itemized directly in the customer's book (either in duplicate or triplicate) and added to the present purchase right while you enter the order, while it is fresh in your mind and fresh in your sight. The serial numbered duplicate slip goes to your customer (which slip agrees exactly both with book number and slip number with the original that is left in the book for your record) and you have given your customer an itemized bill and statement to date, and your bookkeeping is all done with one writing. We have a complete line of duplicate and triplicate salesbooks. Get our prices before putting in your next supply.

Write for catalog and full information.

Metzgar Register Co., Grand Rapids, Mich.



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.

There are a lot of people now running around loose trying to get honest, hard-working shoe dealers to buy wild-cat stock. Don't

Why not have one of the clerks improving some his waste time learning how to print show cards and price tickets?

Spats are going to be very popular with women and misses this fall; therefore show some of your best fitters and prettiest colors in your windows.

Metropolitan dealers report that satins in various types of low footwear are now selling briskly. The principle merit of this kind of a shoe is that it makes a small foot appear smaller. Black satins appear to be an exceptionally good bet.

The shoe dealer or salesman who cannot treat the small purchaser courteously is likely to miss an opportunity later on to treat them with more consideration in a larger purchase—it's apt to be made with your competitor across the street.

Some of the new brogue shoes for men are a bit fussy, but that's precisely what some of the younger fellows fall for footwear, as in other matters of attire.

In some of the women's models the vamps are so highly attenuated it would not be surprising if there isn't a swing of the pendulum. But let us devotedly hope we shall not go all the way back to the short stub vamp and high arch of other days.

Whether the skies be gray, or whether they be blue, blacks and browns have the day, indeed, you bet they do.

Some dealers are strongly of the opinion that sport effects are due for a run next spring and summer.

In deciding what lines to push at a given time other things are to be considered by the shoe dealer aside from actual profits on sales. Is the line well known or unknown to the public?

What is the most interesting thing about each of the several lines you carry? Do you really know? Have you mastered the real story so as to tell it in an interesting way?

Value is the fundamental virtue in all honest merchandise; but there are different value-centers when it comes to footwear; it may be wear, or com-

fort, of foot-protection, or style, or a judicious combination of all.

Pumps and spats, says a bright advertiser in a recent announcement, are unquestionably the correct thing for fall wear, for besides being immensely stylish they are decidedly practical and attractive.

Give attention to the background effects in your window trims—especially for Thanksgiving and other holidays. Try to have something new and different—and do not imagine for a moment that the good ideas have all been worked out.

If you sell hosiery—and every shoe dealer should—put on a wool hose trim, and tell the fair sex of your burg that fashion decrees it's just the thing to wear 'em with oxfords this fall.

Don't neglect findings. Findings embrace a whole lot of serviceable articles that people ought to buy and use the year around—and remember that the best shoe service involves the explanation and pushing of these commodities; for it is only as people know what they are and how to use them that they are able to get the maximum of value from their foot wear investments. Cid McKay.

The Repair Shop in the Shoe Store.

The profit possibilities of a repair department in a shoe store are manifold and as it is impossible for me to enumerate or enlarge on them all, I shall attempt to point out the most important and obvious features of this proposition.

What would you think of a high class jewelry store, one where fine watches are sold, if it did not maintain a first class repair department? You would probably hesitate a long time before buying a watch in such a store. What would you think of an automobile concern that did not maintain an efficient repair department where reliable repair service could be obtained on machines purchased there?

Now the watch dealer and the automobile dealer have developed the repair and service end of their business to a high degree, and it might seem at first thought that any question in relation to them and their repair departments are a little far fetched. But there had to be a beginning. Some time ago, and within the memory of most of us



Start the New Year Right

by making a resolve to use more of R. K. L. CO.'S DRESS WELTS.

Follow the line of the least resistance on the road to success, and take advantage of the profits you can make by handling the line that insures quick turnovers.

*Arise to the occasion
 Make your resolve now*

Rindge, Kalmbach, Logie Co.
 10-22 No. Ionia Ave.
 Grand Rapids, Mich.



*May the
 New Year
 be
 Your Happiest
 and
 Most Prosperous
 is the wish of the*

Grand Rapids Shoe & Rubber Co.
 The Michigan People Grand Rapids

we took our watches to a dark, dingy, room, generally presided over by an old man, bearded as a rule, for he was the only one we knew of who could repair a watch. In those days the jeweler did not always have a repair department.

The beginning has been made; the repair and sales end of that line are linked together, firmly, permanently and satisfactorily for all concerned.

This same proposition is true of the shoe business. There is no reason why the public should not be able to get shoe repairing done by you who have their confidence and their good will. They expect and have a right to expect that from you and your institution they will get good service and a square deal. They buy their shoes from you because they believe you know how they should be made, and what materials are best suited to their needs. Isn't it reasonable to believe that they want you to do their shoe repairing for the same reasons?

Repair profit possibilities are at least as good as the profit possibilities in the stock you carry. For a small investment you add to your profit account in a substantial way, and if your work is done right you make and hold many customers that you might not retain for any other reason. The biggest item in the cost of repairing is labor. By giving this question a little thought and attention, you can soon build up a business that will give a rapid turnover, and that will gain for you a reliable prestige.

In our business we find the price question is governed by exactly the same principle that controls the price of new shoes. The people are glad to pay a good price for good service. We have a complete outfit of first class machinery, and our shop is manned by workmen who know their business. There isn't any kind of a shoe repair job we can not do and do right. We feel that by maintaining this department of our business we give the people a more complete service, and are adding many dollars to our profit account besides.

Your shoe repair shop will pay from the start if you establish it along the right lines. Use good materials, good labor and as good sound business methods as you do in the marketing of new shoes. The percentage of depreciation on your machinery is slight, on the leather and findings none at all, and the appreciation of your trade when they realize how well they are taken care of by your repair department will be pleasant and profitable.

John J. Baird.

Some Superstitions of Christmas.

The Christmas season is most auspicious for ceremonies and practices of the peasantry of Europe in relation to agriculture and allied industries. Among them are the following:

On Christmas Eve thresh the garden with a flail, with only your shirt on, and the grass will grow well next year.

Tie wet strawbands around the orchard trees on Christmas Eve and it will make them fruitful.

On Christmas Eve put a stone on every tree, and they will bear the more.

Beat the trees on Christmas night, and they will bear more fruit.

If after a Christmas dinner you shake out the table cloth over the bare ground under the open sky, crumbwort will grow on the spot.

If on Christmas Day or Eve, you hang a wash-cloth out on the hedge, and then groom the horses with it, they will grow fat.

As often as the cock crows on Christmas Eve, the quarter of corn will be as dear.

If a dog howls the night before Christmas, it will go mad within the year.

If the light is let go out on Christmas Eve, someone in the house will die within the year.

If you are born at sermon time on Christmas morning, you will see spirits.

If you burn elder on Christmas Eve, you will have revealed to you all the witches and sorcerers of the neighborhood.

If you steal hay the night before Christmas, and give the cattle some, they will thrive and you will not be caught in any future thefts.

If you steal anything at Christmas without being caught, you can steal safely for a year.

If you eat no beans on Christmas Eve, you will become an ass.

If you eat a raw egg, fasting on Christmas morn, you can carry heavy weights.

It is unlucky to carry anything forth from the house on Christmas morning until something has been brought in.

It is unlucky to give a neighbor a live coal to kindle a fire with on Christmas morning.

If the fire burns brightly on Christmas morning, it betokens prosperity during the year; if it smoulders, adversity.

These and many other superstitions show the importance attached in the folk mind to the time of the birth of Christ.

Things Which Enrich Life.

You thought it was a cruel fate which tied you hand and foot in poverty and kept you working to support your dependent parent or your invalid wife and children, when you were ambitious to write a book or to put upon canvas the picture which haunted your dreams. But this very discipline under straitened circumstances, this wearing struggle to just get along—all the disappointment and obstacles were the fertilizers which enriched the soil of your life and made the luxurious blossoms and delicate fruitage of your later career possible.

What seem to be the stumbling-blocks often prove, later in life, to be stepping-stones. The humdrum drudgery of life, the disagreeable details which chafe us, and from which we try to get away, are often our best schoolmasters. Their drill and discipline, although hard and painful at the time, prove our greatest educators and benefactors, without which, perhaps, we never could have done the thing we longed to do.

When you yawn while waiting on a customer you give the customer a hint that it's time to be going.

This Christmas should be the merriest of all for retail dealers in every line.

Not only has this been the best holiday season but 1919 has been a grand old year for business in general. And 1920 will be just as prosperous for dealers who handle the right lines.

Ask any kind of a merchant what the people want to day and will want next year and he will tell you "Quality."

That's why Hirth-Krause dealers have had such an exceptionally good year, because they could meet the quality demand.

Hirth-Krause correct footwear for women and Hirth-Krause long wear shoes for men, look, feel and wear right.

Hirth-Krause shoes have been in demand for three generations and the demand was never greater than it is to-day. But due to improved and increased manufacturing facilities, Hirth-Krause will be able to fill all demands and fill them promptly.

When you celebrate Christmas Thursday, take a few minutes to think over what made business so good during 1919 and then try to plan to make 1920 a more prosperous year by carrying quality goods to meet the increasing quality demand.

We extend to you our most sincere wishes for a very MERRY CHRISTMAS and an equally HAPPY AND PROSPEROUS NEW YEAR.

Hirth-Krause
Shoemakers for three Generations
Shoes
 Tanners and Shoe Manufacturers

"Bertsch" and "H. B. Hard Pan"

plans for spring embrace a largely increased production in our new location.

More room, good day light, every modern equipment for efficient production will enable us to turn out more and better values.

You will find BERTSCH and H. B. HARD PAN better sellers and better business builders than ever.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

THE DREAMS OF TO-DAY.

They are Frequently the Facts of To-morrow.

Written for the Tradesman.

There are so many demands on our energies and our pocket-books these days that we get into a mad scramble to do a good many things and to make a stab at a good many others, forgetting the importance of occasionally looking up, scanning the horizon and awakening a vision of desirable accomplishments. Thinking must always precede a vision, and it is vital to success in living and the accomplishment of larger things to have a clearly conceived dream of what we would like to see done.

In scrambling along through life without looking up, we occasionally run against a stone wall. We can see no way over, under or around, and conclude it isn't worth while to try to scale, and leave the job of overcoming the barrier to those who shall come after us. If, at some time previous to encountering the obstacle, we had looked up and noted its existence, we could have prepared to scale over it, tunnel under it or find some available method of getting around it, always with the possibility of converting the barrier into successful accomplishment.

A graphic illustration of what is in mind occurs to me just now. The publishers, who are facing a paper famine, are throwing up their hands and saying, "What shall we do to be saved?" Thirty or forty years ago men of vision saw that the raw material for all the wood working industries, including the manufacture of paper pulp, was becoming depleted very rapidly, and they uttered a timely warning, suggesting that the harvests which were being gathered would soon be over and that we would be facing a barren future. They opened a vision of methods which, if employed, would make harvesting a continuous process. Nobody seemed to get the vision and the prophecy of inevitable results is to-day in fulfillment. If, thirty years ago, some one had been planting large areas of spruce, the growth by this time would be ready for the harvest, affording an abundant supply of the best material out of which to manufacture the needful paper to carry on the business of the publishers. The people most interested have not seen fit to make the investigation into the possibilities of this plan and encouraging men who have become millionaires in the publishing business, to seek this logical investment for their gathered wealth. Now, when they are making the appeal and asking how they shall be furnished with the material to carry on their business in the future, why do not some of them catch the vision of the possibilities in growing a crop which shall, when the pinch comes twenty-five years from now furnish all the raw material that will be needed for continuing their lucrative business. It can be demonstrated that this harvest need not be deferred more than a quarter of a century. There is testimony of the most definite kind, which indicates that it is perfectly practical to grow spruce which in from twenty-five to forty years will furnish a harvest that will comport in value with the continuous harvest of wheat or corn or oats, covering the same period of time.

Another illustration that occurs to me in this connection is that of city building. We go on from year to year and decade to decade, developing no vision of the future for our town, either as to its size or service, and through our blundering methods we come up against improvements that are positively necessary and must be accomplished at a tremendous outlay and learn too late that, with a definite plan in mind, the work

could have been gradually accomplished at a fraction of the expense. When reasonable suggestions are made concerning the demands of the future they are promptly overruled by people who do not want to face the situation and always see objections to immediate action. In our own city, an illustration is the recent suggestion made to push Monroe avenue to State street, widening State street to make it a great business thoroughfare. In the fact that business is hesitating which way to go, because of this present barrier, and with a full knowledge that this improvement would perfectly correct the situation, there are plenty of business men who can see all sorts of objections to it and absolutely refuse to think of the city except in the terms of the population of to-day.

Sixty years ago a young farmer, living near the city of Grand Rapids, related to a bunch of business men a dream in which he pictured the de-

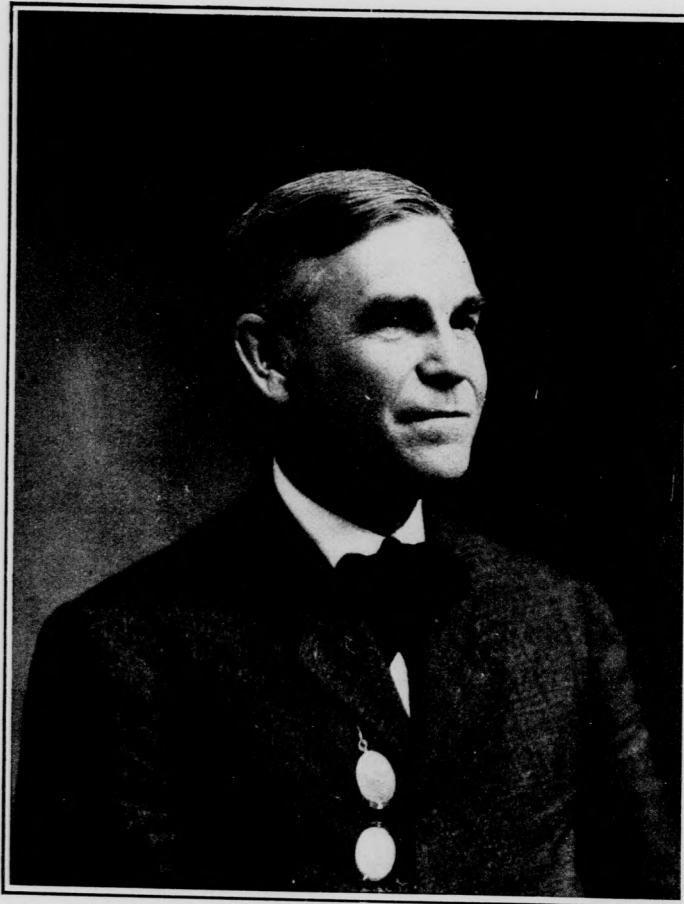
velopment of South Division avenue, or as it was then known, Kalamazoo road, as a great thoroughfare eighty feet in width, extending from Fulton street to Burton heights. He had made a careful estimate of the probable cost, and placed it at \$10,000. He was laughed to scorn by these hard-headed business men, and was called a visionary. It would cost now more than a million dollars to make that improvement, and at that price would be the best investment the city could make and would, within a decade, return the investment with compounded interest. Still this mere suggestion would, I suppose, awaken the most decided opposition and it would be deemed an impossible task. Still, the far-sighted citizen who can think in terms of thirty years from now, can see that this change should be made promptly, and he can see the advancement in value which would warrant the expense, no matter what should be the cost.

About fifty-five years ago a lad was walking down Division avenue toward high school and stopped at

the corner of Goodrich street to secure the companionship of a chum, who was the son of a leading Baptist minister. The two boys and the minister stood upon the porch looking West over what was then called Shantytown and spied, for the first time, a bunch of Swedes, turning the first soil to make the road bed for the new railroad which was to traverse the city. The boys swung their hats and hurrahed for joy and said together, "This is a great day for our city."

The minister remarked: "Yes, boys, it is a great day for our city, but it is an awful pity that the town cannot compel that construction company to lay the railroad iron on an embankment twenty feet high. Some day it will have to be done."

We are to-day facing an investment of millions of dollars by the city and transportation companies to cover the expense which this man's vision outlined.



Charles W. Garfield.

At a mass meeting of the fruit growers and citizens forty years ago in this city, they had as a subject for discussion one forenoon, "The Advisability of the City Making a Liberal Recreations of the People." A gentleman who was called one of Grand Rapids' leading citizens voiced the general feeling of the city by maintaining that Fulton Park and the beautiful woodlands within ten minutes walk of the center of the city, would furnish plenty of park area for the future diversions of the people. Judge Wells, of Kalamazoo, replied to him and said: "This city will make a stupendous blunder in not setting aside, at once plenty of land for the recreation of its growing population." To-day we know that we ought to spend at least a half million dollars in rectifying the mistake that was made years ago in not taking the advice of Judge Wells.

A bunch of men in the late '70s sat in the office of Dr. Parker, then our most prominent dentist, and they were discussing some features of the

map of Michigan which hung on the wall. Dr. Parker pointed out a region in which the large rivers of Northern Michigan found their sources and said, "I have traveled all through this country fishing and hunting and I find that the great timber companies have skinned it of its valuable pine and have left it in a condition of desolation. The State could acquire this property very readily at a slight expense and could make it into a prominent play ground for all the people, and, by keeping out the fire and stimulating forest growth, it would become a marvelous pecuniary investment."

One of his listeners had just been elected to membership in the Legislature. He was next to the youngest man in the body with no previous experience in politics; but fired by the enthusiasm awakened by Dr. Parker, he introduced a bill for the acquisition by the State of sixteen townships of land including Houghton & Higgins lakes and the head waters of six great rivers. The plan was we'll worked out and the bill was referred to the committee on State Affairs, not one of whom was willing to say a word in its favor, and there was not a half dozen members of the Legislature who had any sympathy with its provisions. If the State at that date had made the investment, the present value of the property would be almost inestimable not only in dollars, but in its conserving influence on the water power of the State. It would be the most famous recreation area in the Middle West.

Forty years ago at a gathering of farmers in Hillsdale county an eloquent address was delivered by Hon. Edward W. Barber, of Jackson, graphically discoursing on the awful waste of timber in Michigan and the blighting effect of the shortsighted policy of ruthlessly cutting off the woods of the State for immediate returns, neglecting to formulate a vision of the blighting effect of this destructive method on the agriculture and the habitation of the country. The farmers listened to this address and scoffed at its suggestions and absolutely refused to consider this method of forest removal as any menace to the welfare of the State. They urged that wheat at \$2 a bushel and coal at \$6 a ton really framed the policy which they should pursue and the farmers would be warranted in cutting off every vestige of timber, growing grain on the cleared areas and purchasing the necessary fuel to run the homes. A young man arose in the audience, fired with indignation, and, shaking his fist in the faces of the farmers, stated that the time would come when the few remaining trees upon their farms would be their only protection from the avarice of the coal barons. His vision was realized last winter when thousands of farmers in Southern Michigan were turned away from the coal yards and told to cut the trees along their lines before they could get any coal.

The dreams of to-day are the facts of to-morrow and all honor to the men who take time to think, who are willing to voice their visions in prophetic utterances and to face the scoffing opposition, and who persist in not being frowned down by the cry that they are opium dreamers.

I am proud of the worthy successors of the ancient prophets who are willing to meet opposition and satire with a smile and who will persist in dreaming grandly for the generations to come which will with certainty revere their lives and memory.

Charles W. Garfield.

Manufacturers seeking good location where labor is plentiful and cost of living reasonable communicate with The Advancement Association at Ishpeming, Mich.

Raw Materials

Most of us buy some raw materials but all of us buy the finished products of raw materials, which means that we are interested in raw materials. Regardless of how much information you may have, our Trade Report issued on the last business day of each month will contain information which you can use to advantage in your business. No charge for these---glad to furnish them to you if you say the word.



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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
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In the last analysis you want clean, income-bearing property to compose your estate. Even then, the timid widow dealing with strangers, cannot make them pay.

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Authoritative information on Wills and Trust Funds.
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Safe Deposit service on ground floor.

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OF GRAND RAPIDS

Cadillac State Bank Cadillac, Mich.

Capital	\$ 100,000.00
Surplus	100,000.00
Resources (Nov. 17th)	2,790,000.00

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Savings || Certificates || **3 Months**
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Reserve for State Banks

The directors who control the affairs of this bank represent much of the strong and successful business of Northern Michigan

F. L. REED, President
HENRY KNOWLTON, Vice Pres. FRANK WELTON, Cashier

Politics on New Lines, Now That Women Vote.

Grandville, Dec. 24—The year nineteen twenty promises to be one of unusual importance in the annals of the United States. It promises to witness a very interesting presidential campaign in which more of the gentler sex will take part than ever before, although we understand that it was the women voters in the last campaign who cast the deciding ballots. The question arises will they do so again next year?

The cry "he kept us out of war," held an appeal that was irresistible with many of the fair sex. At the next trial of titles at the polls the Nation will be at peace and other questions than peace and war will agitate the electorate.

Michigan women will next year cast a ballot for the first time at a National election. They showed up well on the question of prohibition last year and are, no doubt, whetting their lances preparatory to being in the thick of the presidential campaign. Politicians of all parties are taking notice and walking their chalks in a manner to catch the eye and the approbation of the new voters. It means something to double the voting strength of a State in one year's time. Michigan has done this and the new voters have it in their power to throw the electoral vote of the State to whatever candidate they choose.

However, it is not supposable that our fair friends will go in a body for any one candidate, but will, like their brothers, divide along party lines, seeking to align themselves with men and principles of their choice.

Much has been said with regard to the wisdom of giving women the ballot. However wise or unwise, the die is cast. Revolutions never go backward and the woman in politics has come to stay. She is the equal of man in deciding the destinies of the Nation and, no doubt, will be courted most assiduously by the office-seekers on both sides of the political fence.

We must not imagine that the new voters are wholly devoid of humor. One has only to butt in on an assembly of women these days to overhear some sharp and cutting things. Mrs. Blank calls at a neighbors on some petty errand.

"Do you get many eggs these days, Mrs. Blank?" asks one of those present of the caller.

"No, I get no eggs now; have killed off all my old hens; those left are young pullets."

"Mercy me! And eggs at the price they are, Mrs. Blank. Why did you ever do it?"

"I'll tell you, Mrs. Jones, it's this way," explained the caller, "I feared those hens would be old enough to vote next year and that they would vote for Wilson, so I cut their heads off."

"True for you, Mrs. Blank," drawled another. "If Wilson runs for president next year, be sure all the votes he'll get will be those of the old hens!"

Doubling the number of ballots will enlarge the work of election boards and inspectors and take up much more time, yet who can say that the granting of the ballot to our mothers, sisters and wives has not been worth while? What effect too much attention given to running the State and Nation may have on the homes of the land we may not know until the experiment is thoroughly tried out. There has been no argument in the oft-repeated assertion that women have not the acute sense of justice, the weighing of nice points, as have men. There's nothing to that, for we know our women are fully capable, intellectually, to cope with all the intricate points that may come up while administering our Government in an economical manner.

The only question worthy of de-

bate has been the one regarding its effect on the home life of the Nation. That has yet to be tested, here in Michigan at any rate. It seems to be generally conceded that with regard to moral conditions the women have several laps on the men. This is doubtless true, although at an election held some time ago in the city of Los Angeles, where women voted, the question of wet or dry was carried for the former by a large majority.

Arguments pro and con on this suffrage question are nil at the present time. The women have been granted the ballot and who ever heard of them giving up a good thing when they got their hands on it? Woman suffrage has come to stay and we trust that it may prove as beneficial to State and Nation as its most sanguine supporters have declared it would be.

Now that one-half the electors are women we may look to see the politicians of all parties promising everything, either within reason or without, the dear creatures may demand. Furthermore, we may expect the new voters to demand a share of the official spoils, which, of course is no more than fair. Before many years Michigan may elect a woman governor, and we may see women judges, lawyers and jurors dominating our courts in the near future. Old Timer.

Characteristic Story of Roosevelt.

Jacob Riis related the following incident in the life of Roosevelt at a dinner party given at the Peninsular Club here about a year before he died:

The circumstance occurred at a time when Roosevelt was Police Commissioner of New York. The Hearst newspapers were lambasting him every day because he was making fitness and fidelity the test instead of political allegiance to Tammany the sole requisite to employment.

One evening when Riis was alone with Roosevelt in his office a police officer asked to be admitted. Approaching Roosevelt the officer said:

"Mr. Roosevelt, Hearst is now drunk as a lord in a certain house of ill fame. Say the word and I will have him 'pulled' and thus disgrace him forever."

Mr. Roosevelt straightened up and said in his usually emphatic manner: "No, sir! I do not fight that way."

Lid Goes on in Michigan.

The Michigan Securities Commission last week ruled that hereafter no corporation making application before the Commission for approval of the sale of its stock in the State will receive consideration when more than 12½ per cent. of its stock is to be used for promotion purposes and commissions of more than 15 per cent. are to be paid for the sale of the issue.

Up to now, the Commission has considered each application on its own merits.

Some companies have devoted as much as 20 per cent. for promotion purposes and paid 25 per cent. commissions on sales.

Wanted, More Room.

Our ancestors had peculiar views as to their rights to monopolize their own localities. They were like the boy on the hobby horse, with two others. Finding the space too small, he said: "If one of us would get down, there would be more room for me!"

Kent State Bank

Main Office Ottawa Ave.
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Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - \$750,000

Resources

11½ Million Dollars

3½ Per Cent

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Do Your Banking by Mail

The Home for Savings



JOIN THE
GRAND RAPIDS
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FAMILY!

33,000
Satisfied
Customers

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accommodation
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THE BANK WHERE YOU FEEL AT HOME

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WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

Voluntary Trusts

Men and women occupied in their daily affairs often find the management of their personal estates an unnecessarily burdensome duty. There is not only the attention required to study investment markets and provide for the collection and distribution of income, but there are the details of the management of an estate, and there are possibly also the details of providing for sons, daughters or other kinsfolk, or for institutions or charities.

By means of a Voluntary Trust you can be wholly spared the time and thought demanded at regular and frequently recurring intervals in these matters.

The GRAND RAPIDS TRUST COMPANY is fully equipped to act as Trustee under Voluntary Trusts, and the service of our Trust Department is offered to you in the assurance that it can be utilized in a thoroughly acceptable and efficient manner. Inquiries in person or by mail will be welcomed and will receive our careful attention without obligating you in any way.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

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

Safe and Sane Business Policy.

Volumes have been written on business policy, and in nearly every case the reader has gained different impressions. Some policies appear to be safe and some unsafe. Some seem to be sane, while others lead to the feeling that they are "crazy" ideas.

The writer is not going to attempt to lay down any set rules on business policy, or attempt to gain a professorship in the art. Ninety-five per cent. of the business men to-day are successful, and the thing that has made them so is their policies.

Business is simply the exchange of merchandise or talent for money, and the policy which actuates one in business is readily perceptible in the bank balance, and this balance determines the safety or sanity of your business policy in the estimation of the world.

The "big" idea is to determine upon a product which is fundamentally right—one in which the buying public will place implicit confidence. This being done success, to a marked degree, is assured.

Whether it be manufacturing or retailing, the policy should be the same. A good point to bear in mind at all times is the fact that we are "our brother's keeper" and we must at no time betray his confidence in us or our merchandise. There should be a spirit of "service to the customer" permeating every organization—every person having anything to do with a customer's order should feel personally responsible for the satisfaction the customer has a right to expect.

Goods are sold to-day upon the strength and reliability of the people making them, and the public takes a manufacturer's or merchant's measure quickly. The old idea that anything can be sold is in the discard. Unless goods are up to a buyer's standard, he won't accept them as a gift—more than once.

Old friends are generally good friends, and the same is true of customers. A policy that will keep the old, reliable customers friendly and in a mood to buy your goods is much

more to be desired than a policy which causes the customer to waver and thereby force you to seek new connections.

There should be no secrets in your organization. All members of it should be schooled in your policy, so that at any time or at any place they can authoritatively discuss your business in a profitable manner.

Think of the successful concerns you know, analyze their methods of doing business, and you'll find that their "cards are on the table" at all times—they procure the highest quality raw materials obtainable, install modern equipment, employ efficient and good characterized help, and release their product to the consumer at a reasonable cost leaving for themselves a fair profit.

Assuming that you are operating along these lines, an important requisite is the adoption of a trade mark. This mark should be so closely linked with your sales and advertising that it will become the symbol of quality of those who see it. Make your trade mark as significant of quality as the word "Sterling" is of silver.

Great care should be taken with all advertising—no statements should ever be made that cannot be fully substantiated in fact, the buyer who is brought into the fold through advertising should be made to feel, when he gets your goods, "how can they do it for the money" rather than "never again."

To make a long story short, always serve new customers better than they expect, thereby making them loyal customers expecting high class service always. Remember that it is more blessed to give than to receive; follow the Golden Rule, treat your competitors as friends in the same line of endeavor, and you can wager that yours will soon be singled out as an institution operating upon a safe and sane business policy.

A square deal is something you demand of others, but which is considerably lopsided when you let go of it.

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

Representing

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| Wisconsin Hardware Mutual Fire Ins. Co., Stevens Point, Wis. | Druggists Indemnity Exchange, St. Louis, Mo. |
| Minnesota Implement Mutual Fire Ins. Co., Owatonna, Minn. | Illinois Hardware Underwriters Elgin, Ill. |
| Minnesota Hardware Mutual Fire Ins. Co., Minneapolis, Minn. | Michigan Shoe Dealers Mutual Fire Ins. Co., Fremont, Mich. |

We specialize in Mutual Fire Insurance, and are in a position to handle any insurance proposition, large or small, and save the Policy Holder 30% to 55% on what it would cost in Old Line or Stock Companies, and furnish equally as good protection.

SAVINGS TO POLICY HOLDERS

- General Mercantile and Shoe Stores 30%.
- Drug Stores, Fire and Liability, 36% to 40%.
- Hardware and Implement Stores and Dwellings 50%.
- Garages, Blacksmiths, Harness and Furniture Stores 40%.

Write us for particulars. It will pay you to investigate. All letters promptly answered and, if necessary, we will call and see you personally.

C. N. Bristol, Manager A. T. Monson, Secretary
FREMONT, MICHIGAN

The Grand Rapids Merchants Mutual Fire Insurance Co.

STRICTLY MUTUAL

Operated for benefit of members only.

Endorsed by The Michigan Retail Dry Goods Association.

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

Backed by several million dollar companies.

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

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

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

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

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

MEN OF MARK.

**Edward Kruiuzenga, Local Manager
National Grocer Co.**

Although no man's life is fully complete until the last breath has departed, and happily the acme of a successful career is generally reached in later years, many times as a basis of measuring success the early forties afford the best period upon which to make safe deductions. So it is indeed fortunate to have a life to portray of one who has traveled the rough highway long enough so as to determine with a degree of certainty that the traveler has not only not been forced to falter or quit but is in shape to continue the journey with warranted confidence and in a creditable way not only but a way highly successful.

Many young men start their business careers with ability, energy and quite frequently a good common sense training. Many such young men succeed at the start, and continue that success uninterruptedly; others succeed at first, then falter, and many times are lost in the mazes of commercial life; while still others for various reasons frequently inexplicable make little or no satisfactory headway in their chosen business or profession.

However, it can be safely said that the "acid test" comes in every life; squalls loom and storms arrive, and the navigator, no matter what his natural advantages may be, finds that even brains, energy and judgment must co-operate every moment, like shipmates, if a port of recognized success is to be reached.

It is quite fair to assume that the decade between 40 and 50 in a man's life affords the great test. This period generally finds the primary stages of any business passed, with enough big problems met and threshed out in such a manner that larger affairs ahead for solution can be approached with confidence, broad vision and sound judgment.

To tell in a logical way any life story it is always well to start at the beginning, and this is especially true in narrating the events of a business career. Edward Kruiuzenga was born at Holland, Aug. 4, 1876. His father was a native of Holland. His mother was of Irish descent. His father, John K. Kruiuzenga, was engaged in general trade at Holland for about forty years and Edward was initiated into the mysteries of the mercantile business at an early age, finding his father anything but an easy taskmaster.

It was in Holland that Mr. Kruiuzenga spent his school years and reached that period in the life of every youth when much thought is given as to what vocation or profession shall be chosen as his path to a niche in the hall of fame. Many thought Edward would follow in the footsteps of his father and become a retail merchant, but it developed that he had different plans for the trend of a life's career.

Just before graduating from the Holland high school he took a com-

mercial course at the Holland Business College. February 14, 1897, he entered the employ of the Musselman Grocer Co., of this city, as office boy. He was promoted from one position to another until he became assistant to General Manager Elgin. Dec. 16, 1910, he was promoted to the management of the Cadillac branch, where he remained until August 1, 1913, when he became Manager of the local branch, succeeding M. D. Elgin, who retired to engage in other business.

Mr. Kruiuzenga was married Nov. 25, 1903, to Miss Inez Hadden, of Holland. They have one child—a daughter 7 years old. They reside at 238 Barclay avenue.

Mr. Kruiuzenga is a member of the Episcopal church. He is a member of

He is a patient man and always holds himself in perfect control. He can see what is best for the general good of the great industry he represents and works constantly at high pressure to accomplish it.

Mr. Kruiuzenga is quiet, reserved, retiring, doing good secretly, not letting his left hand know what his right hand does, but he helps many and gives generously out of the fund he has earned by the honest and useful service he has given to the world.

Mr. Kruiuzenga does not believe in getting-rich-quickly or in speculation. He scorns taking an advantage of others in business. His simple word is as good as the strictest bond. He is true and honorable and is an example of the type of merchant who can win success by ability, honesty

dictating machines or anything else. Indeed, they often pointblank refuse to touch a typewriter that isn't the one make which they have been taught to use. (Fancy a man being indifferent to a new machine! The first instinct of the masculine of the species is not only to use but to dismember anything that is mechanical and new!)

During wartime a munitions manufacturer told me that he tried hard to get educated women, college women, if possible, to come into his factory to operate machines. Factory girls, contrary to general impression, were not skillful. The uneducated girl who went into the factory because it requires the least skill and intelligence brought with her fear of the machine as well as general ignorance. The woman whose mind had been sharpened by intellectual training had a curiosity about machinery that dispelled whatever atavistic fear might have existed. This man told me that although he had to pay the mental type of women more than the so-called "factory type" that it really cost less in the long run. These women were more careful of the machines they tended they were interested enough to try to learn their principles of operation and how to make simple repairs.

Which brings up the perennial question of why women rarely learn to make the easiest repairs on machines which they constantly use? Few and far between are the women who can make simple adjustments on sewing machine or typewriter or household devices. The only possible exception is the automobile—for here women seem to have shown unusual interest and consequently an aptitude that has been unnecessarily astonishing.

Perhaps when women go in more for the mechanical trades, and to such an extent that it ceases to arouse surprised comment, all of us will cease to be coy about new machines. At present, however, there are thousands of women in the home who are spending their energies wastefully simply because they fear to handle labor savers in the household—electrical equipment, machines for cleaning and cooking and washing, and so forth. There are many thousands of office women, too, who are doing useless labor because they refuse to learn how to operate calculating machines, or to relieve the eyes by using a dictating machine, or to study mechanical devices that seem intricate if looked at superficially, but which, in reality, considerably simplify labor.

Eleanor Gilbert.

Miles of Smiles.**Written for the Tradesman.**

Mark your milestones with a smile
For the year has been worth while
Wondrous led and doubly blessed
Let your joy be manifest.

Mark your milestones with a smile
Fleeting years you'll thus beguile
And the morrow sure will be
E'en a greater joy to thee.

Mark your milestones with a smile
By the roadside—mile on mile
Then your followers there will say
Life's a smile—smile all the way.

Charles A. Heath.



Edward Kruiuzenga.

all of the Masonic orders, including the Shrine. He is also an Elk and a Woodman. He is a member of the Highland Country Club. He is also an enthusiastic baseballist and is exceptionally well versed in the rudiments of the game.

Mr. Kruiuzenga owns up to but two hobbies—automobiling and trout fishing. He is fond of both sports and takes great delight in sharing his pleasure from both sources with his friends.

Mr. Kruiuzenga has always been a natural leader and, being a man of ideas, has always been prominent in association councils. With his opinion once formed it is hard for him to change and he works consistently for what he considers right. He knows no compromise of a principle. He has the faculty of expressing himself in a clear and forceful manner.

and fair dealing—and who can not practice meaner methods.

The Fear of the Machine.

I've heard it said that fear of a machine is a typical womanlike quality; that until a certain high level of intelligence is reached, the peculiar trait—fear of a machine—will bar women from opportunity and keep them chained to more laborious methods of work. It is this fear that sometimes keeps poor old devices in favor and keeps the door closed to modern mechanical efficiencies.

One runs across evidence of the truth of this many times. In offices there are girls who absolutely refuse to have anything to do with machines they've not been taught to use at school. They don't want to know anything about the calculating machine; or the duplicating devices, or



LIGHT HOUSE BRAND CORN SYRUP

Mr. Retailer:

You have profit and satisfaction—The Consumer gets Full Weight, Quality and Price. A good sugar substitute. Excellent for candy making—useful in baking.

Ask the Salesman

AN ATTRACTIVE PACKAGE—SOLD BY ALL OUR HOUSES

NATIONAL GROCER COMPANY

Detroit
Cadillac

Grand Rapids
Port Huron

Saginaw
Escanaba

Bay City
Sault St. Marie

Jackson
Lansing

Traverse City
Decatur, Ill.

South Bend, Ind.



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



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.

Some Pointers Regarding the Annual Inventory.

Written for the Tradesman.

The time to take stock in the hardware store is just as early as you can in the new year. Merchants differ on this point, of course; but stock-taking represents the sizing up of the year just closed and is full of lessons for the year on which you are just starting. So, in order to make the most of 1920, you should get through your stocktaking as quickly as possible consistent with care and thoroughness.

A great many hardware dealers plunge into stocktaking right after New Year's. Others wait until the second week of the year before starting. A few have found it advisable to wait until February. Still, unless there are special local circumstances necessitating a late stock-taking, the earlier the inventory is taken, the better.

When the inventory is late, the lateness is due usually to the practice of holding a pre-inventory sale. This factor of the mid-winter sale has, of course, a vital connection with the actual stock-taking; and here, again, there is some difference of opinion among dealers.

The conclusion reached by probably the majority of hardware dealers would seem to be, however, that the best method to pursue is to start the inventory as early as possible in the new year. The season is at best a dull one; and the necessary time can be spared better than at any other stage of the year. A further purpose is served in that the inventory follows directly after the close of the year and provides the merchant with the facts necessary to enable him to reach an accurate estimate of the business done during the twelve months. This is a valuable guide in mapping out the coming year's programme.

Stock-taking should be done as rapidly as possible. It is bound to prove a hindrance to business; so the sooner it is over and done with, the better. The clerks cannot be expected to display any very keen interest in sales while this tedious and heavy work is in progress. They will wait on such customers as come in but their efforts to make sales are not to be perfunctory, and confined almost entirely to supplying the needs of each individual as expeditiously as possible. Customers, knowing this as most of them do, prefer to do their buying at some

other time. Hence, the best time to take stock is when the fewest customers are likely to come in; and the sooner the work is over and done with, the better.

The duller period in most hardware stores comes in the few weeks immediately after Christmas. The duller hours are usually the morning hours. There are some dealers who make a practice of confining their stock-taking to the evenings, when they can lock the doors, pull down the blinds, turn on the lights, and simply go to it. This, however, is not always the best policy. Retailers are coming to realize that long hours do not induce the best work; and that what is saved in the evening is apt to be made up in slacker work the next day.

Other merchants claim that they have got good results by confining their stock-taking to the dull hours, usually the morning and early afternoon, and making no attempt to take stock in the latter part of the afternoon, when the store is busiest. This policy is practical where the dealer can count on the mornings to be comparatively free from interruption; but this is not always possible.

Of course, customers must always come first. Stock-taking must wait for sales. It does not pay to drive customers away from the store in order to get through this tedious job a day or two sooner.

It will be found helpful in any event to map out the work beforehand. Get your stock-book ready, and decide in advance what departments you are going to handle first, and in what order you will take up the different lines. There is bound to be some confusion immediately after the Holiday season, and it is difficult to plan with absolute certainty—but a preliminary size-up of the situation confronting you is an immense help.

When you do tackle the work, go at it with vim and energy. It is a tedious business, and without some

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

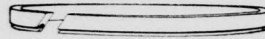
TAKING INVENTORY

Ask about our way
BARLOW BROS. Grand Rapids, Mich

IF YOU HAVE AN OIL PUMPING MOTOR INSTALL

McQUAY-NORRIS
Superoyl
RINGS

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



Distributors, SHERWOOD HALL CO., Ltd.
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Jobbers in All Kinds of
**BITUMINOUS COALS
AND COKE**

A. B. Knowlson Co.
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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

Arrow 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.

Arrow Mercantile Agency, Grand Rapids, Mich.

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.

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS,

MICHIGAN

pep behind it, is apt to drag much longer than is necessary. Accuracy is, of course, an absolute essential.

In preparation for the stock-taking sale—if you plan to hold this after the inventory instead of before—it will be worth while, and will probably save a lot of work, to check on your list, and perhaps to set aside in some particular place, any articles you think it desirable to offer as "specials" in such a sale. This will save running over the stock a second time. Quite often the work of stock-taking can be combined with the usually necessary task of rearranging the store interior. These, however, are matters for the dealer to settle for himself in the light of his individual circumstances. As a general rule, the stock-taking should be expedited by every possible means.

The great advantage of putting on a big midwinter sale is that it stimulates business at a time when business is normally not very brisk. Also, it can be made the medium for disposing of a lot of stock that has become shopworn and is likely to depreciate in value from being too long on the shelves.

As to whether the sale should be held before or after the stock taking, that, again, is a matter for the individual dealer to settle. The pre-inventory sale helps to some extent to reduce the task of stock-taking by clearing out a lot of broken lines and odd lots. On the other hand, with the stock-taking finished before hand, the dealer knows just what lines ought to be cleared out, just where he should reduce his stock, and what other lines it will pay him to hold, and to sell only at regular prices.

If you are putting on such a sale, either before or after, never forget that it is a sale. Here and there a merchant will advertise a special sale and yet will offer nothing to attract the attention or arouse the interest of the buying public. It is such sales that usually prove failures.

Your sale has two distinct purposes of which you should never lose sight. One is to clear out certain lines that you particularly want to get rid of. The other is to sell regular lines at what are practically your regular, everyday prices.

You do not need to cut on the regular lines; or, at least, your price concessions need be merely nominal—enough to give color to the special sale. But on your "specials"—the odd lines that you want to get rid of—it will pay you to cut prices to the bone. These specials constitute the biggest advertising feature of your sale. It is the prices you quote on these few conspicuous lines that will convince the buying public that your sale is the real thing. Pick out these lines, trim down the prices to a point where they are fairly shrieking to the customer to come in and save money, display these articles in your window with price cards showing, not merely the sale price, but the cut; and advertise them in every way you can. Make these particular specials the big feature.

And then put your best selling effort behind the regular goods at practically everyday prices which will

yield you the normal profit margin. You can sell a lot of regular lines while you are disposing of your advertised specials. The latter will serve the useful purpose of attracting attention to your sale and customers to your store; but it is the everyday lines which will recoup you and make your sale really worth while.

Make your midwinter sale count for something in your mid-winter business.
Victor Lauriston.

If money is so slippery that you can hardly keep hold of it when you are watching it all the time, how can you expect to get some enormous return for money which you invest in some far-away scheme, which you will probably never see and which is absolutely beyond your control?

TOLEDO SCALES

Honest weight. No springs. For the Grocer, Butcher and Manufacturer. We have a few used scales at bargain prices. Computing scales of all kinds repaired and adjusted.
W. J. KLING.
843 Sigsbee St. Grand Rapids, Mich.

Sherwood Hall Co., Ltd.

**Garage Supplies
Tires
and
Automobile Accessories**

WHOLESALE ONLY

Ionia Avenue and Louis Street
Grand Rapids, Michigan

They Stop the Leaks

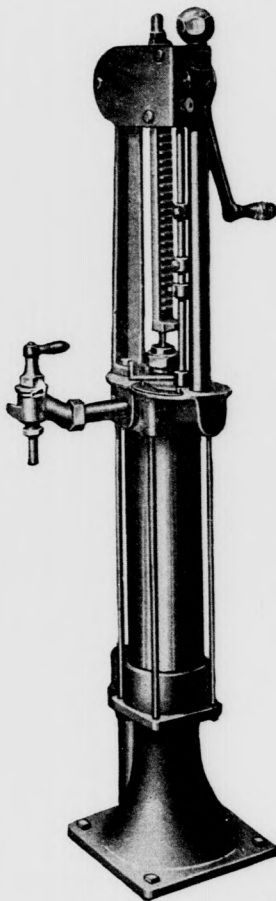


Fig. 41

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.

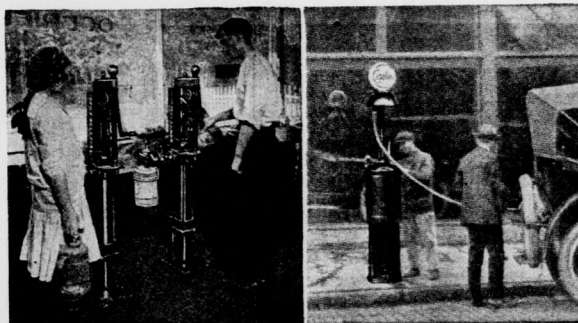


Fig. 241

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

CIVILIZING MEXICO.

America's Opportunity in the Great Southern Neighbor.

About twenty years ago a body of St. Louis merchants and manufacturers conceived the idea of engaging a professor of Spanish to teach young men and young women a thorough working knowledge of the Spanish language, their intention being to utilize the service of these young people in the establishment of trade relations between the United States, Mexico and Latin America.

I was one of the fortunate ones who was given a chance to study Spanish and embraced the opportunity.

Two years afterwards I found myself on a train bound for Agusalientes (the famous hot springs of Mexico), having received an offer to act as assistant engineer of the lighting company of Agusalientes.

This was my first experience in being away from home and mother and I shall never forget the feeling of loneliness that overcame me as the train crossed the dry plains of Southern Texas and the alkali deserts of Northern Mexico.

About 1:30 on a certain morning I arrived at my destination, and in my best Spanish asked a native to kindly show me the way to the nearest hotel; in return he fired such a broadside of Spanish at me and with the rapidity of a machine gun, that I had not the slightest idea of what he was talking about, so I thought it best to display no ignorance, kept nodding my head and saying "Si," the Spanish for yes. Pretty soon my new found friend darted away and soon returned with two companions and the three were giving me more Spanish conversation in five minutes than I had had in my two years of study in St. Louis.

The conversation was rather one-sided because my own contribution was only an occasional "Si."

My trunk was picked up from the platform by one of the trio who deftly slung it on his own back (it was a heavy trunk weighing about 175 pounds). The next thing I knew my two valises were taken out of my hands and I thought I had fallen into the hands of brigands, because they looked just as I had seen bandits portrayed on the stage and in pictures—high sugar loafed hats with birds and horses and stars and moons stitched on, in silver and gold, a blanket of glaring colors slit in the center, through which they put their heads, and which gracefully fell over their shoulders, tight fitting breeches that buckled up the sides with silver thongs, barefooted, but wearing a stout soled sandal. A deadly looking knife suspended from a belt in a leather scabbard completed the outfit and confirmed more than ever my fear that I had fallen into the hands of some first cousins of Jesse James or Robinhood.

Soon the one I had first spoken to and who seemed to be the leader of the party gave the word to advance, and we moved through dimly lighted streets paved with cobble stones, as were the sidewalks. The buildings were one-story flat roofed and I noticed that all the windows had heavy iron bars or gratings and a large wooden double door studded with brass or iron nails. They made me think of jails or that this town was a huge penitentiary.

Finally we arrived at a building somewhat larger than the rest, and here my leader of bandits gave the signal to halt. Grasping a large knocker in the shape of a baby dragoon, he commenced to pound the door. The noise he made echoed up and down the narrow street and I thought we would surely be arrested. I tried to persuade him to discontinue the attack, but he only grumbled and pounded the harder. During all this time the one bandit with the trunk on his back

became peeved and let it drop with an awful crash. Then I saw some one with a lantern coming down the street. The owner of the lantern was muffled up to the eyes in a huge cloak, with a cap something like our conductors wear, and my bandit leader said, "Gendarme." Of course, thought I he has come to arrest us after all the noise we have made, and I tried to tell him how sorry I felt at what had occurred. At this from underneath his cloak he pulled a large club just like our policemen use and with it he commenced to belabor the door—the chief bandit keeping rhythm with the knocker. After some five minutes, a muffled voice from within called "Aye voy" (I'm coming). Then the door grated on its hinges, slowly swung open, and a man with his head just peeping out of a blanket asked "If we had knocked and wanted anything." At this the three bandits, in conjunction with the policeman, abused him roundly, telling him that he

boards and not bothering much whether the gas is turned on or not.

Everybody bathes, men, women and children, and all the time. Permit me to say that I have found that the term "Dirty Mexican" can only be applied to the natives living in certain parts of the republic, such as upon the tableland, where there is no water or a great scarcity of it. Aside from its hot springs, Agusalientes is known for its beautiful drawn work. The maguey, a species of cactus abounds in this section, and from its juice a vile smelling drink called pulque is made. Pulque when pure is said to be very wholesome and non-intoxicating. When the juice is distilled a very strong drink called tequila is the result. To me the most beneficial use to which this plant is put (there are thousands upon thousands of acres in Mexico) is in the extraction of its fibres, from which rope is made, soles for bath shoes and the most serviceable, most practical

building of gigantic dams, canals and tunnels in the creation of large lakes or reservoirs for the production of hydro electric energy or White Coal.

An expenditure of one hundred million dollars, giving employment to thousands of men, the establishment of many new industries, as the result of our undertaking were only made possible by a far-sighted, liberal policy of the Mexican government. The same sort of policies have been followed by the governments of Brazil and Spain, and with similar results, and in which, I am sorry to say, our own Government has been so neglectful.

A trip to Necaxa, the principal source of the production of the White Coal of Mexico, with its beautiful, awe-inspiring scenery, is both interesting and instructive.

Among the world's most beautiful drives or boulevards, none can surpass the Paseo de la Reforma, leading from the Castle of Chapultepec, once the Palace of Maximilian, and now the White House of Mexico, to the Plaza de Armas.

The cathedral, with its two bell-shaped and stately towers is a marvel of architectural simplicity and elegance.

The church of Gaudalupe, the patron saint of Mexico, a few miles from the Plaza, can be reached by the street railways. Here there are some fine paintings. A massive silver railing around the altar and weighing many tons was presented by a wealthy Mexican family as a token of gratitude and devotion. The famous spring is located here, of which it is said that he who drinks of its water will return to Mexico. While the taste of the water is none too pleasant, it is well worth while to take the chance, and I can vouch for the truth of the legend as I returned to Mexico not less than sixteen times.

Lake Xochimilco is noted for its floating gardens; that is, gardens or islands that floated in the time of Montezuma. Warriors and their families inhabited these islands. By propelling them by means of poles, men often were able to thus elude the attacks of the enemy. Islands of poppies, islands of carnations and pansies, snow white, and islands of lillies blend with a water so clear and so cool that it changes all objects it receives into a magic of silver. Canoes made out of hollow logs and punts deftly poled by white robed aztecs noiselessly glide about.

Now and then one hears the tinkle of the guitar or mandolin, as some fairy queen, seated under a bower of roses, gracefully holds her court, consisting of the owner of the guitar or mandolin, whose devotion and homage are apparent.

Far away the foot hills are the purple and blue mountain ranges, and farther still snow clad Popocatepetel, like a good giant keeping constant vigil over his mate, Iztaccihuatl (in Aztec meaning the sleeping white woman), due to the form of a peak being as of a woman reposed in sleep.

The national museum, with its collection of Aztec writings on the skins of animals and parchment, their calendar stone, the sacrificial stone, on which human offerings were made to their gods, as well as their implements of war, husbandry and for domestic purposes, is well worthy a visit.

At Tacuba, one of the suburbs, is to be seen "El arbol de la noche triste" (the tree of the sad night), a huge cypress under which Cortes the Conquerer wept on the night that he and the remnant of his followers were driven from Mexico.

Gaudalajara, second to the capitol in importance, famous for its pottery, Puebla de los Angeles (of the Angels), the city of many churches, and Cuernavaca, that beautiful little tropical gem, just over the hills from Mexico, can only be seen to be appreciated.



Mr. H. P. Harrsen.

had kept an American gentleman waiting half an hour, that he was a lazy mozo (servant) who thought of nothing but sleeping.

On entering the door, I found myself in a large court yard or patio, at the end of which was a row of stalls with horses and mules, and on either side rows of rooms, each having its door leading to the patio. Here the gendarme asked me "If he could further serve me," and when I said no thank you, and handed him a cigar, he withdrew, bowing with the grace of a lord.

The mozo procured a key about a foot long, opened one of the doors and, in spite of the pillows being round and long like a sausage and hard as nails, and although the horses and mules did considerable foot work on the cobble stones, I was soon dreaming of the dear old U. S.

Agusalientes derives the name from the numerous hot springs that abound. Hot water flows through the streets of the outskirts of the town, and here you see hundreds of washer women, using large stones as wash

wash fibres, as I cannot term them wash clothes.

Another unique use for this maguey is in making it do the work of our modern ice plant or refrigerator. At sun down the natives pour water into the stem or cup of the plant, and the next morning they harvest their crop of ice; into this they crush the juices of different fruit, and the result is a delicious refreshment.

Mexico City is built on the crater of an extinct volcano, about a mile and one-half skyward. It has a population of about one-half million. The metropolis and capitol of the country, it is the most interesting of all Mexican cities. In some respects it is as modern as any American city; in others, it is so quaint and foreign as to appease the most discriminating lover of antiquity.

As an agent of Dr. F. S. Pearson, one of the world's greatest electrical engineers and financiers, one of the most wonderful organizers of large undertakings and a true American, it befell my lot to assist in the electrification of the street railways, the



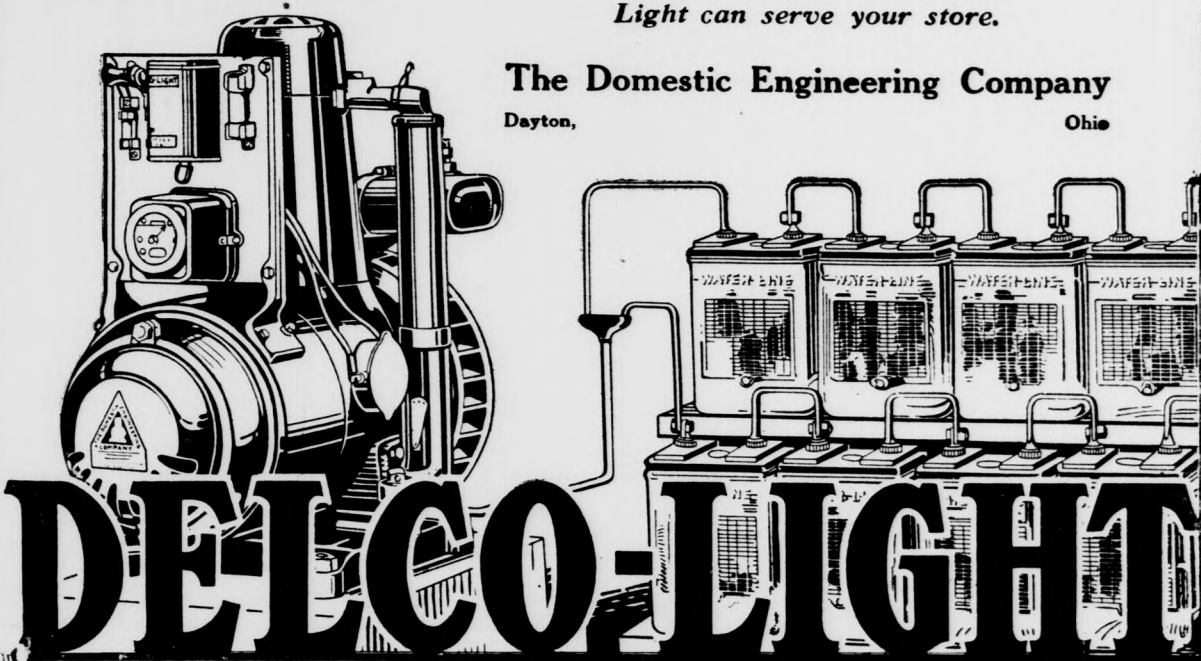
CLINT ADAMSON, of Libertyville, Indiana, operates the two stores pictured above. Groceries and general goods in one store, dry goods in the other.

One Delco-Light plant furnishes light and power for both stores. Electric lights inside display goods and help sales. Exterior lights attract trade.

An illuminated globe shows the motorist where he can get gasoline.

*Write for the store booklet.
It will tell you how Delco-Light can serve your store.*

The Domestic Engineering Company
Dayton, Ohio



From Mexico City to Vera Cruz, a distance of approximately two hundred miles and a decline from 8,000 feet to sea level, the traveler passes through practically all climates from temperate to tropical, with their varying vegetation: stately pines and oaks, corn and wheat fields, orange groves, banana, coffee and sugar plantations, barren plateaus and rich beautiful valleys. Gorgeous mountain ranges, snow peaked Mt. Orizaba, raging streams and tiny brooks vie with one another in delighting and charming the eye.

The Mexican republic has a population of about 13,000,000 inhabitants, of which something like 70 per cent. are illiterates, many speaking only their own tongues or dialects. They are a kindly, generous, simple people, easy to be instructed in useful work. My message to you is to go amongst them, teach them the idea's that you yourself have been taught in our own public schools, show them by doing your own work well how to do theirs, let them see by your own example how to lead clean lives, to exercise self-control and patience, treat them as you would be treated and you will be successful beyond your greatest hopes. This is your opportunity and they will bless you and so will your God.

H. P. Harrison.

Retailers Should Pay Manufacturers for Dealers' Helps.

South Bend, Ind., Dec. 23—Publicity campaigns without efficient dealer helps are less than 50 per cent. efficient, in my opinion. Therein, it seems to me, is the answer to this question, "Shall the advertiser charge for dealer helps?"

My experience is that the average dealer is alive to the necessity of using intelligently the selling helps offered by most manufacturers. The trouble has been that too many selling helps have been prepared and distributed without reliable knowledge of the actual needs of the dealer.

I am thoroughly convinced that the prevalent waste of advertising and selling helps, which naturally gives rise to the question of charging for this service, is due very largely to a lack of keen insight as to the average requirements of the dealer himself.

There is an old saying to the effect that one doesn't value anything unless he pays something for it. I believe this holds true as regards selling helps for dealers. Some manufacturers, perhaps, will raise the point that dealers cannot be induced to pay for advertising material. This is not

borne out by actual facts, because today there are many dealers who are willingly paying for advertising and selling helps that give them full value for the money invested.

The manufacturers who have adopted a policy of charging for dealer helps are those who first made a careful study of their trade and its requirements, building their helps on a practical basis with quality instead of quantity always in the foreground. It will be interesting to quote here, if time permits, the expressions of opinion from a few manufacturers' executives who have gone beneath the surface with a view to arriving at a mutually satisfactory conclusion as regards their policy in furnishing selling helps to dealers.

In our own industry the trade has been completely spoiled, due to a reckless extravagance on the part of manufacturers in the furnishing and distributing of dealer helps.

The manufacturer who gives advertising matter and selling helps to retailers must keep in mind that quality must be maintained in his advertising helps just as it must be maintained in the goods his house is manufacturing, and that they must be dealer helps in all that the name implies. Not merely advertising from a manufacturer sent out promiscuously in the hope that it will fall on fertile soil, but selling helps that are 100 per cent. efficient. Analyze the methods of distribution of dealer helps. Sell them, first of all to the selling force, remembering that most salesmen have no conception of the cost of supplying dealer helps to his trade.

Keep in mind, too, that the progressive dealer is not one who accepts anything and everything that is given to him, but the one who makes the best use of the assistance and service offered to him. Surround the advertising and selling helps with what I would term an "atmosphere" which will place them above the common level, and then make them somewhat difficult to secure. I have no doubt but that it will require tact and judgment to bring every dealer to a common point of view, but if these suggestions are carefully considered in planning the dealer helps of the future, I am convinced in my own mind that the average dealer will be glad to respond to our requests to assume a part of the burden of the cost.

Earl S. Dickens.

This would be a grand old world if everybody paid their bills as cheerfully as they pay grudges.



Fleischman Yeast Window Display Made By L. E. Gardner, the Battle Creek Druggist and Grocer.



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 Extends To You The Seasons Greetings

M. Piowaty & Sons of Michigan
MAIN OFFICE, GRAND RAPIDS, MICH.

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

OUR NEAREST BRANCH WILL SERVE YOU

Kent Storage Company

Wholesale Dealers in

BUTTER · EGGS · CHEESE

PRODUCE

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

Phone, write or wire us.

GRAND RAPIDS, MICHIGAN

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

WE BUY AND SELL

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

Both Telephones 1217 Moseley Brothers, GRAND RAPIDS, MICH.
Pleasant St. and Railroads

Method of Securing and Keeping Efficient Employees.

New York, Dec. 22—Why certain specialty stores are able to secure the services of efficient salespeople when others are deploring the inefficiency of theirs may, perhaps, be due to a variance in the systems under which they work. A branch of such systems concerns the employment and payment methods in use, and an illustration of the more attractive kind is afforded by that of a store which is noted for its high type of sales service. There the signs in the office confronting applicants really mean something when they state that "promotion depends on merit and not on pull," and that the store "pays the highest wages in New York."

The first principle that governs the hiring of an employe is that the cost of hiring is too high to make it pay to have mistakes that result in "un-hiring." Through personal tests the employment manager is assisted in judging the worth of the applicant. These tests, a general "sizing up" and a quick following up of references, enable him to get the information he desires concerning the character and the qualifications of the prospective employe.

Once his favorable decision is made comes a most important step in the system. In many stores the newcomer is turned over "cold" to the department assigned. For days and weeks the recruit may struggle to make acquaintances, to pick up necessary information about the store, and to learn the methods used in the establishment. In this store the introduction is one that embraces a complete description of the store and what almost might be called a social function for the newly acquired employe. First of all, the employment manager places in the hands of the person he has engaged folders which explain the pension plan of the store and the mutual benefit association organized to maintain a fund to provide for its members in case of sickness or death. To the non-selling employe goes a folder which describes a bonus plan by which three months' service is rewarded by 5 per cent. of the annual salary, two years' service by 6 per cent., etc. To the salesperson are given the details of a prize offer that is paid over and above the commissions on sales.

Following a full explanation of the store and its methods, the newcomer is registered. If a man, he is then required to pass a physical examination. When the new employe has been given a comprehensive idea of the store and his or her place in it, the host or hostess of the department to which the person is assigned is called in to provide introductions in that department. By that time it is the luncheon hour and the stranger, who in reality is no longer a stranger, is the guest of the house at midday meal.

So far, the effort has been made to make the newcomer's arrival in the organization just as friendly and as warm as possible. From that point on it has been the object of the store executives to prove that real opportunities await those who will do their work well. Three methods of payment are used. Salaries with 2 or 3 per cent. commissions paid above the quotas of the various departments, salaries and commissions, and straight commissions with drawing accounts.

The quotas, for those departments in which they are operated, are based on the sales record over five years. But they are not inflexible, which is considered an important point. Each month these figures are carefully examined to discover if the quotas still represents fair goals not too difficult to reach. In considering these quotas the employment manager who is in charge of this work bears in mind the condition of business, the kind of mer-

chandise sold and all factors that might influence the sale of goods. As a final check on such investigation, employes are encouraged to report any inequalities that may crop up from time to time. So far the adjustments made by the employment manager seem to have been thoroughly done, because few complaints have been received from the salespeople.

For new departments where the store has no way of determining the basis for establishing quotas a straight salary coupled with a commission of one-half of 1 per cent. on sales is the system used. One department, in which the store sells a product it manufactures, uses the drawing account against commissions of 5 per cent., which are reckoned up every six months.

From the foregoing description of the services which the employment manager performs, it is evident that his position is a very important one in the organization. Commencing with a centralized employment plan where he is the sole arbiter of an applicant's fitness, his work is not only to hire people but to keep them hired. Every agency for holding the employe, once that employe is obtained, is in his hands, so that no department dictator can undo his work. For the discharge of an employe the O. K. of three executives is required—that of the Superintendent, the department head, and the employment manager. The last is frequently able, by a transfer from one department to another, to help the employe to do better.

The salaries paid in quota, as well as in other departments, begin, for salespeople, at \$15 a week, with commissions added. Junior salesmen and saleswomen are paid \$14 a week and commissions. Non-selling help on stock are started at \$12 a week. The minimum for the entire store, which includes messengers, is \$10 a week. No one under 16 years of age is hired, and the age minimum for selling is 18 years.

Experiments have shown that weariness increases liability to carelessness and mistakes about 700 per cent. When you are tired postpone the close figuring.

Grand Rapids Forcing Tomato

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

Reed & Cheney Company
Grand Rapids, Michigan



"The Quality School"

A. E. HOWELL, Manager

110-118 Pearl St. Grand Rapids, Mich.
School the year round. Catalog free.



Toilet and Bath

Improved
"Taylor-Made"
Honey Comb Chocolate Chips

You've tried the rest
Now Buy
the Best

W. E. TAYLOR, Maker
Battle Creek, Michigan

WE ARE HEADQUARTERS
WHOLESALE
Fruits and Vegetables
Prompt Service Right Prices
Courteous Treatment

Vinkemulder Company
GRAND RAPIDS :: MICHIGAN

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

Not as good as
the best—But—
THE BEST

THE MOORE COMPANY, Temperance, Mich.

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

NEW YEAR RESOLUTIONS.

Pioneer Experience in Western Michigan Town.

Grandville, Dec. 24—Fifty years ago three young men sat in a small room in the rear of the largest store in a small lumbering village of Western Michigan. The hour was late; the last customer had gone and the store was locked for the night. It was New Years eve. The three men, chums of long standing, had been discussing various subjects more or less interesting until one of them said:

"Fellows, this is the last day of the year. I believe it is the usual thing to begin the new year with a string of good resolutions; now what shall ours be?"

"It is customary," remarked John, the clerk, "to swear off from small vices and, of course, big ones if you have them." The speaker glanced through a blue coil of smoke at Will and Sam, each with a cigar between his teeth. "I fancy it is the tobacco habit with us, boys, and I for one mean to cut it out."

An incredulous laugh met this announcement from the clerk. John drew up to a small table on which were writing materials and was soon engaged in jotting down certain ideas that suggested themselves. Shoving back, Johns said: "Here it is, boys, a pledge for all our signatures."

"What now, John? Are you daffy?" "Not on your life. I have about decided that tobacco is my besetting sin and I am sure you boys smoke too much for the good of your health; besides it is expensive. Let's see: sign right here, after me."

The writing proved to be a pledge to refrain thereafter from the use of the weed in any form. Will, reading it, said: "It lacks one thing, John."

"What is that?"

"A penalty for breaking the pledge. I'll add this—the one breaking this solemn pledge shall forfeit to each of the others, a new hat, the most expensive lid to be procured for money. How's that?"

The others agreed and the three signatures were duly inscribed beneath the written pledge. John opened safe, placing the paper under lock and key, there to remain undisturbed until called for by agreement of the three signers.

The new year dawned bright and auspicious.

John went early to the store after a few things necessary for proper observation of the holiday. He walked to the cigar case, took out a box of perfectos, lifted one, snipping off the end daintily, scratched a match and then—great Caesar's ghost!

The cigar dropped to the floor. The memory of last night's pledge came to him as a distinct shock. He returned the box to the case, slammed the door shut, glared a moment at the fallen cigar, then ground it to powder beneath his heel.

"It is going to be hard, I reckon," he muttered, "but I must keep faith with the boys." Walking out he hastened his return home. That day, sleigh-riding with his best girl, he was absent-minded and anything but pleasant company, which was bad for the girl.

The days that followed were days of torment to John. A week after New Years he drove to Muskegon, twenty miles distant, in his cutter. The gnawing desire to break that pledge was something fierce. He went about the town doing business under a delusion that he was the worst abused young man in Christendom. He had so many offers of cigars from business friends his mouth watered, yet he could not break that pledge. That day in the Sawdust City was the longest in his experience.

Toward night the fumes of a cigar wafted from an open doorway drew John across the threshold. With a hot intake of air to his parched lungs,

he called for a cigar! Others were smoking; the air was impregnated and his will power collapsed. He went upon the street, puffing at the sweetest morsel he had ever tasted. That pledge solemnly made on New Years eve was forgotten in this ecstasy of new happiness, and then—a heavy hand fell upon his shoulder, twisting him about. He looked into the grinning face of Sam, whom he had supposed was twenty miles away.

"So this is how you keep your pledge, John!" in a shocked voice. Somewhat confused, John drew out his wallet, extracting a note therefrom.

"I am caught all right, Sam," he acknowledged. "Here's a ten spot, go get yourself that blamed hat."

The grin deepened on the face of John's chum as he swung a hand behind his back, revealing between the fingers a half-burned cigar! Two-thirds of that solemn New Year compact gone up in smoke; what was the other third of the triangle doing at this time?

John and Sam were soon in good humor again. They walked and talked, resolving as honorable men to buy Will a hat as soon as they ascertained the size he wore. Tossing aside the stubs of their cigars, the two hurried down the street, John eager to treat

his friend to a better cigar than either had been smoking. Turning the corner, they bumped into Will.

"Thunder and Mars!"

Will staggered from the impact, jerking a long black perfecto from between his teeth. John and Sam demanded the penalty until Will, shamefacedly set out to make good, when the cat was let out of the bag and our three chums became their old, jolly selves once more, after having passed, as each confessed, through an inferno of suffering such as mortal man never before experienced.

Although more than fifty years have come and gone, John, Sam and Will are still living. John and Will have been abstainers from the use of the weed these many years, having better success at a later period in quitting their besetting sin. Sam, the oldest of the trio, still indulges in an occasional cigar. Swearing off at the beginning of the new year does not always terminate as disastrously, however, as did the one described.

An elderly clergyman, dining at the home of a prominent lumberman in the sixties, expressed a desire for cold water in place of tea or coffee. In reply to the surprise expressed by the hostess, he told this story.

"Will H——, a young friend of

mine, came of a good family, but he got into fast company and was often the worse for liquor. His parents were communicants at my church and I expostulated with the young man about his habits. He laughingly reminded me that I was as much addicted to tea and coffee as he was to red liquor and that people living in glass houses shouldn't throw stones. 'When you give up your tea and coffee I'll cut out wine and whisky,' he declared. I at once accepted the challenge. That was New Years eve, twenty years ago. I have never tasted tea or coffee since that date."

"How about your friend Will?" was asked. The elder smiles as he replied: He at present represents a New England district in the lower house of Congress, and so far as I know, has never broken his pledge." These are authentic stories. The clergyman herein mentioned was a man of note in the Muskegon valley during Civil War days. He had been an anti-slavery speaker before the war and had experienced some thrilling adventures while opposing the efforts of Missouri border ruffians to force slavery into Kansas against the wishes of her people. Many old timers will remember this man when I mention the name of the Reverend Alanson St. Clair. Old Timer.

World Conditions

Deficiencies in the telephone service which have been quite obvious for a long time are due to the unusual conditions prevalent throughout the entire manufacturing, mercantile and domestic world.

The war took men and women from their accustomed duties where they did good work and sent them in every direction to new tasks, and in many instances inexperienced people took their places.

The various industries are gradually getting back their former efficient workers but the spirit of service has not yet fully returned; that it will come back in a short time is a foregone conclusion.

The telephone service is probably no better or no worse than the general average of the business and domestic routine.

The telephone management is in a vigorous campaign to get its service back to the old standard of speed and accuracy. Nothing will be left undone to reach this desirable result.

MICHIGAN STATE TELEPHONE COMPANY



Matters of Vital Interest to Dry Goods Merchants.

Lansing, Dec 24—This bulletin is intended to cover a variety of subjects, a sort of a summing up of some of our work during the past three or four months. Our members will remember our Bulletin No. 27, which referred to the percentage of gross annual expenses. We sent out a questionnaire and asked for replies. Quite a number have been received and some of them indicate that the stores have kept a very complete and comprehensive system of books so that they are aware of their entire cost of doing business.

Judging from the replies it is apparent that many of the stores do not keep accounts accurate enough so that they know what it costs them. As promised in our letter, we are not using any names in our comment on these replies. In one of the most accurate statements that was made, which indicated that the store had a very complete understanding of the cost of doing business, the gross annual expenses for 1917 was 32.5 per cent, and for 1918, 36.5 per cent. Another, equally complete, fixed the amount of cost at 29.75 per cent, for 1917 and 29.25 per cent, for 1918. Another, 26.18 per cent, for 1917 and 25.4 per cent, for 1918. These statements of expenses were the highest and among the most complete and intelligible replies received.

Other statements, equally complete and apparently accurate, fixed the cost about as follows: No. 7, 1917, 23.8 per cent.; 1918, 20.3 per cent. No. 10, 26.9 per cent, for each of the two years. No. 12, 23.5 per cent, for 1917 and 25 per cent, for 1918. No. 24, 25.5 per cent, for each of the two years. No. 26, 26.65 per cent, for 1917 and 11.5 per cent, for 1918. The proprietor of this store I personally know to be a very successful merchant in a country village. In another village of about the same size No. 17 reports 16.75 per cent, for 1917 and 16.2 per cent, for 1918. The total cost in many towns of this size ranges from 16 per cent, to 24 per cent, per year.

The general summary of the replies would indicate that the gross cost of doing business among our merchants is not far from 25 per cent, each year. One of our very aggressive members made reply that the merchants well understand that it costs about 25 per cent, or more to do business every year and "I am not going to take the time to reply to this questionnaire." Others stated that the rush of the approaching holiday season made it impracticable for them to make very definite replies.

The conclusion of the matter is apparently this, that merchants should realize from own experience and from the experience of others, as indicated by these replies, that the gross annual expense, based on the selling cost of goods, is around 25 per cent, and any estimate lower than this is liable to lead them into error and subsequent loss.

This question will be a fruitful subject for discussion in our legislative halls during the next two or three sessions. Where our members who brought before investigating committees should not hesitate to state, unqualifiedly, that the gross expenses of doing business on the average in most of the stores of our members who have replied, and I take it they are representative stores, is upwards of 25 per cent, per annum.

One of our members has made an interesting suggestion and we gladly call your attention to the same. Why not, when getting letterheads printed, ask your printer to include in the heading, the following?

MEMBER

MICHIGAN RETAIL DRY GOODS ASSOCIATION.

We believe this would be a great advantage to you, not only in your

correspondence with manufacturers and jobbers but in a general way would help the Association in securing new members by indirectly calling attention to the existence of our Organization.

One of our members has suggested that losses of our members by burglarly should be reported to our office. This suggestion comes from R. J. Bolster & Co., of Battle Creek, whose loss by burglary was reported in a bulletin of ours last summer. We believe if our members will take the trouble to write us immediately regarding losses by theft that we can give the matter some publicity that may be of some value. Suppose you write to us whenever such a misfortune comes to you.

Many of our members have received letters recently from persons advertising themselves as experts in special sales in stores. These letters are certainly very interesting and make some very pertinent suggestions regarding the demands that are made upon the retail merchants, the number of different funds to which they are called upon to contribute. This is also accompanied by letters recommending their services for special sales.

It has been suggested to me by several merchants who have received them that contracts of this kind should be entered into with some reluctance, as it is no advantage for a store to sell out a large amount of goods at reduced prices in order to swell the bank account, inasmuch as new merchandise is costly and merchants should conduct their own sales and carry goods over rather than sell at what will eventually prove to be a sacrifice.

Bulletins recently sent out announced the completed affiliation of the Michigan Retail Dry Goods Association with the Grand Rapids Merchants Mutual Fire Insurance Co. John N. Trompen of Grand Rapids is the President of this company and, as stated before, J. B. Sperry, of Port Huron, and F. E. Mills, of Lansing, are two of the directors recently chosen. We have hesitated to advertise this fact very much until recently, but it is perfectly safe now for our merchants to patronize this company to the fullest extent and arrangements have been made with very strong mutual companies to take care of the re-insurance. At the January meeting of this company it is possible that the name of the company will be changed so that it will be more appropriate for the larger territory which it will cover and certain changes will doubtless be made in the policy that will bring the two organizations closer together. In placing your insurance, don't fail to get in touch with Mr. Trompen.

Jason E. Hammond, manager Michigan Retail Dry Goods Ass'n.

The Land of Dreams.

Written for the Tradesman.

A nod and a wink!
What can they be?
Just in a blink
They carry me

Afar and away ere daybreak gleams—
I think they say to the Land of Dreams.

A nod and a wink
Such little things
I'd scarcely think
Could bear on wings
Us mortals where is always seems
So lovely there—the Land of Dreams.

A nod and a wink
Yet well I know
The shades will sink
The sunbeams glow
These fingers feel—but it never seems
A bit more real than the Land of Dreams.
Charles A. Heath.

**OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS**

THE Fisch-Hine Co.

237-239 "earl St. (near the bridge) Grand Rapids

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

Hac-Ka-Rac



Our salesmen will be on the road
after January 1 with our complete
line of Knit Goods. Please
do not buy until you have made
an inspection of our line.

PERRY GLOVE & MITTEN CO.
PERRY, MICH.

Urging Reform in Trade Practices.

After considerable study of the question, the secretary of a large textile association is convinced that it is necessary to frame a new business code and educate the manufacturers to new standards of commercial dealing before any great progress will come in preventing misleading claims concerning the quality of merchandise being made. While this association will continue to guard against the use of incorrect terms in describing new or old products, the principal work will be along the line of a general uplifting of trade standards.

Just how much even some general trade practices are in need of reform was brought forcibly to the attention of this organization executive when the Chairman of the labeling committee recently broke in on his remarks concerning the flagrant errors made by one concern with the statement: "Just a minute. Come to think of it, we are doing the same thing and everybody else in the market at one time or another has been guilty. Instead of getting the Government officials after them we will write them a polite note, show where they're wrong, and see if that doesn't make them change their tactics. In the meantime, I am going to have a few words with my advertising man and tell him to hold down his enthusiasm to the point where he is telling the truth."

This instance was one where a manufacturer was misrepresenting the contents of the fabric he was making and advertising. The letter sent to him at the suggestion of the chairman of the Labeling Committee accomplished its purpose, but at the same time the manufacturer did not make a full correction. Instead, he put in a few qualifying words that, unless the reader or purchaser was on guard, would still convey a wrong impression.

"It is not only the totally incorrect labeling or claims made for merchandise that we have to fight," said the Secretary, "but also the inuendo and the qualifying words that sometimes are very inconspicuously placed to limit the meaning of a trade name or term. A manufacturer, for instance, will continue to use an objectionable word and then qualify it in small type. Or again the objectionable word may be dropped and yet qualifying words used that practically convey the same thing.

"Mislabeling, all things considered, in the majority of cases is not intentional wrongdoing on the part of the manufacturer. But the trade just forgets that meanings have grown up in the trade that the public is not aware of. What consumer, for instance, would conceive of only cotton underwear being handled by a woolen department? And yet that very condition exists among the most reputable houses. The first buyers of such underwear, the jobbers and retailers, are not deceived, and it's pretty safe to wager the bulk of the people generally know how to distinguish between cotton and wool goods. The fact of the matter is, however, that while misnomers of the sort occur

even in the houses of the highest type, there must always be a lot of fictitious names that lead to confusion.

"Advertising men," he continued, "are usually of an enthusiastic nature. Give them a small fact to work on and they will draw up most convincing arguments regarding the quality of the material they are paid to advertise in the most attractive way. It is natural to expect that they will indulge in hairsplitting. It is also quite possible that with the atmosphere of confused trade meanings they are liable to err when they put their statements before a public not educated to those meanings. Then there is the salesman to consider. He also paints his word pictures in high colors, not forgetting to stress the good points of the product he sells.

"After all, just what the advertising man and the salesman have to say about what they sell is governed by what they are either urged or permitted to say. If the policy of the house they represent frowns on misrepresentation of even the mildest sort, it is safe to say that their language will be tempered accordingly. However, under the loose standards that prevail in many manufacturing trades to-day, a house that is not always vigilant will find that it is creeping toward the practices of those who are frank followers of the doctrine of 'putting it over' on buyers as often as possible.

"This association watches violations of the correct labeling regulations very closely. Every trademark that is registered comes before the notice of our people and we attempt to stop those which make illegitimate claims at the source. But the surprising thing in the study we have made of the problem is that so many otherwise reputable concerns think nothing of stretching the truth to the limit. They make meritable products that could be advertised and sold on an entirely legitimate basis and yet they frequently cross the border of just claims and venture into the realm of the fantastic.

"Why such transgressions are necessary passes understanding in view of the fact that, as a rule, the public is fully acquainted with the product. Such claims bring no additional business and, on the contrary would seem to injure the reputation of a high-class house.

"The whole problem is one that cannot be solved by bringing up individual cases from time to time and forcing the use of correct terms. What must be done, it seems to me, is that trade suffering from such evils should undertake to clean house, establish proper classifications, adopt correct terms impossible to misconstrue, and abide by them."

Don't be afraid of being known as a man of one idea. The men who have moved the world have been of this kind. It is ever the single aim that wins. It is the man who has his purpose burned into every fiber of his being, who never loses sight of his goal and who has the faculty of focusing, like a burning glass, all his scattered rays, who succeeds.

Wool Sales, Past and to Come.

The auction sales of colonial wools in London still seem to have attraction for American buyers, who were among the bidders during the past week. Their demand continues to be for the fine merinos, which stay high in price, rather to the disgust of a large section of the British population that is anxious for cheaper clothing. Much is said in England of the "profiteering" by the British Government in this matter of wool, and it is asserted that, buying it as cheaply as it did from Australia and New Zealand, it ought to have helped the domestic woolen industry by letting the latter have the raw material cheaply before allowing the prices to be bid up by persons from abroad. The very thing, however, which the British Government did not do is what certain Anglophobists in this country not so long ago said they were going to do. Nowadays, they are asserting that the auction sale of these Australian and New Zealand wools in this country will hurt the price of the domestic varieties. They are in a fair way of being proved to be wrong in this as well. The next sales of British colonial wools here will take place in Boston beginning on Jan. 21. The goods will be sold on samples. So far as domestic wools are concerned the chief item of interest during the past week was the announcement of the formation of a \$10,000,000 corporation which will erect a dry process wool cleaning plant in Utah, where they expect to scour about 30,000,000 pounds annually. This will be profitable to the growers no less than to the woolen

manufacturers. The goods market is seasonably quiet, in preparation for the announcement of prices for the next heavyweight season.

When Man is a Failure.

When he has no confidence in himself or his fellow-men.

When he values success more than character and self-respect.

When he does not try to make his work a little better each day.

When he tries to rule others by bullying instead of example.

When his friends like him for what he has more than for what he is.

When he does not care what happens to his neighbors or his friends so long as he is prosperous.

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

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

*The spirit of the season prompts us to express our
 appreciation of your past favors and we
 extend our best wishes for*

A Happy New Year
full of prosperity.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons
 WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

To Dealers Only

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

*Wholesale Dry Goods &
 General Merchandise*

The Situation in Cotton.

A wide disparity between the quotations for spots and contracts continues to be the marked feature in the cotton markets. During the week past there were the customary gyrations shown on the blackboards of the exchanges. In each instance there was some plausible pretext, such as an improvement in sterling exchange or an extra demand from somewhere. The Southern Cotton Association continues to assert that the recent Government estimate of this year's crop is too large, but few are inclined to give it credence. It would not astonish some if the Census Bureau report, a couple of months or so from now, shows an amount considerably larger than the recent estimate. Attention in the growing districts will soon be diverted to preparations for next year's crop. It is curious to note that opinions, so far as they have been expressed, are not favorable to a curtailment of acreage. The present crop has proved too profitable to run chances of shifting to other crops. A suggestion from Sir Herbert Dixon, President of the recent World's Cotton Conference and also President of the International Cotton Spinners and Manufacturers' Association, is one of the things the growers should heed. He said many varieties of cotton of short and inferior staple had been introduced in many communities here and the production of these varieties had steadily increased. Cotton is bought from farmers in most local markets here on a general average of the production of the district and not on the merit or value of the individual bale. So the progressive farmer gets no more than his neighbor who grows inferior cotton, and the tendency is to encourage the growing of the latter kind. Selection of seed and proper marketing are the remedies. The goods market was without special feature during the week, though new records were made for some gray goods. There were filling-in sales, but no one at this season is tempted to buy or sell much, in view of the conditions existing.

Dry Goods Stores Use Bonus Plans.

Virtually 70 per cent. of the retail dry goods stores in the United States have some form of commission or bonus system for their employes.

At least that is the indication of replies so far received to the questionnaire sent out by the committee of the National Retail Dry Goods Association, which is conducting constructive research work in wage problems.

A second questionnaire now has gone out to stores which have commission and bonus systems for the purpose of analyzing these.

The first one went to 1100 members of the association, and 670 replies were received. Of these 458 reported they had commission or bonus systems, and forty-nine declared they had formerly had such systems, but had abandoned them. The rest reported they had never had them.

Commission and bonus systems are a growth of recent years, as was indicated by a further analysis of the replies. Out of the 458, they had been in use for five years by only ninety-one stores, but 215 merchants reported they had been

paying commissions and bonuses for three years or more.

The foregoing data applies to selling help only, but in 298 stores bonuses for nonselling help were also established. Bonuses for buyers were reported by 307 stores, and for other executives by 160 houses.

The second questionnaire, which is planned to analyze commission and bonus systems, is lengthy. An inevitable result, says the committee, will be the crystallizing in the mind of the merchant who attempts to answer it of a much more clear understanding of his own system, its strong points, and its faults.

Styles in Mourning Hats.

Several smart mourning hats are now being shown by the local millinery trade, according to the bulletin of the Retail Millinery Association of America. Some of these feature the use of visca and haircloth as the leaders of fashion in these models for the coming season. The bulletin goes on:

"The mourning hat, which at one time was not altogether a thing of beauty, has blossomed out into many charming varieties during the last few seasons. Exceptionally good style and smart lines are embodied in these hats for the coming season. There is a quantity of glycerined ostrich used in long sprays. Solid crowns of glycerined sprays make some of the smartest hats, poised on a 'tire' brim of black haircloth. There are also draped turbans of visca cloth and silk netting that are well adapted for mourning wear. In some cases faille is used to soften the effect. Batavia cloth, too, is used for these models, and looks well made up with a silk stitch for trimming.

"For more elaborate wear, such as for dinner and evening affairs, there are little visca turbans veiled with a cage of black maline. One of these models has strips of visca appearing on the maline tam at intervals of two inches or so. Maline and glycerined ostrich form another neat combination for dress wear, and are made up into attractive small shapes for matrons."

He Had One Better.

One of the honest old farmers came home and found a sewing machine man in the house demonstrating to the woman what fine work it would do. The agent asked the farmer to bring in a shingle and said: "I will show you that the Wonder Worker machine will do heavy work, for I will stitch right across the tip of the shingle, where it is at least one-sixteenth of an inch thick."

"Not interested," said the farmer. "Over 'cros't here 'bout three miles northeast a young man built a house last summer and I'll be durned if his wife didn't take her Mechanical Marvel sewin' machine and stitch on every blame course of clapboards, from gable and eaves, clean down to the sills."

As the agent slammed his machine into his light truck and chugged away the farmer turned to his wife and said: "Well, Rita, I sewed that agent up all right, didn't I? Now let's have supper."

Looking Back Over the Past Year

We were thinking about the various factors which have helped to make our business grow and expand. In order they seem to have been about as follows:

1. A larger and better balanced stock of merchandise at all times, especially when others were out of certain items which we had.
2. Better service as evidenced by our desire at all times to follow the wishes of our customers.
3. The institution of CITY DAY and other advertising features which enabled us to convince our customers and prospects that we had an earnest desire to co-operate with them at all times.
4. The large expansion in our House and Traveling Force, in order to better take care of the wants of the trade.
5. Purchase of new building, giving us larger floor space and, when completed, one of the finest quarters for a Wholesale Dry Goods House in the United States.
6. The earnest desire on the part of everyone connected with the House to tell the truth about our merchandise, the rapidly changing market and about everything necessary to the welfare and profit of all our customers and prospects. Do you know that in our force, we have both Accounting and Merchandising Experts, who are anxious and willing to help you? For some customers who have desired it, we have selected their merchandise, written their ads., trimmed their show windows, properly arranged their merchandise and given other advertising and merchandising helps. For others we have helped them in their accounting, etc., and even with the constantly changing and treacherous market, we have always advised our customers to the best of our ability as to when and when not to buy, irrespective of what influence such advice might have had on their desire to buy merchandise from us.

To sum it all up, in the first place, our desire has been to do everything possible to help the trade, and in the second place, do everything possible on our part to meet the needs of the trade, so that by co-operating together we could build a first class Wholesale Dry Goods House here where it is needed and which will result to the further and continued profit of both you and ourselves during the years to come.

We are much pleased with the progress that has been made in the past year and desire to express to you our thanks and appreciation for the interest you have taken in our business and for the helpful co-operation and uniform courtesy which we have had from all our friends and customers. It is our earnest hope that our family shall continue to grow.

We believe that the successes of the past have out-numbered the mistakes, which we assure you have not been intentional. It is our purpose to continue on the principles above and to further build and expand this business to meet the ideal which we have set before us.

We will move into our new modern shipping room this week. When it is completed it will be a model of the latest methods and we hope you will look it over in accordance with our policy, that you are welcome at all times to inspect any part of our business you desire to. The wall separating the two sides of the building will soon be removed.

We have bought on a low market a large amount of fine new merchandise such as never before handled by us, so that we will be in position to handle the entire needs of the trade. A little later on we will have an Opening Sale at which we will display this merchandise, which we are sure will be a revelation to you. Our Manufacturing Department will soon be in full swing, so that we can furnish you with garments properly made and not from a "sweat-shop."

We trust you will pardon our pride in speaking of these things but we want you to know how earnestly we desire to serve you in every particular.

There is nothing which pleases us more than to have you come in to the House and see us, because it gives us an opportunity to become better acquainted. The large increase in our House Trade is one of the things which we are the proudest of. We shall always continue to do everything we can to get you to come and visit us. We have had a few of our friends say, that they have not always had all the courtesy which might have been shown them, so in order to remedy this, we have promoted our Mr. Herman Duyser, who has been with the House 33 years to the position of Special Representative at the door. His duties are to greet you when you come in and see that you are given every courtesy while you are in the House and to see that you leave with a feeling of good will and satisfaction. We believe that this is a most important position and that Mr. Duyser will fill it both to your and our entire satisfaction.

Any time you have any suggestions, please let us have them.

Wishing you a Merry Christmas and the Happiest, Most Prosperous New Year you have ever known, we are,

Very truly yours,

GRAND RAPIDS DRY GOODS CO.

C. J. FARLEY, General Manager.



WOMAN'S WORLD

Saying Mean and Destructive Things.

Written for the Tradesman.

Not long ago I heard a man say of a woman who lives in our town: "I have known Mrs. ——— for twenty years; I never heard her say unkind thing about anybody."

The saying came back to me a score of times during a visit that I made for two weeks at the home of an old friend. There are several children in the family and the table-talk is very lively; they are bright children, well informed about all the things that are going on in the world, and full of the power of narrative. Their parents discuss all manner of things, neighbors, social and business associates and public characters, with the greatest freedom and candor.

The thing that struck me about almost every conversation that I heard in that house, morning, noon or night, was that I never once heard a kindly thing said about anybody. No matter who might be the subject of the conversation, from the President of the United States to the little girl who lived next door, it was always a "knock." The father did it, the mother did it, everyone of the children did it. Whoever was mentioned the thing emphasized was almost invariably some peculiarity, some defect, some bit of gossip on the whole injurious to the person spoken of.

Some of the things they said I knew to be true, but for the most part the assertions were either based on hearsay or related to personal peculiarities such as we all have, or to matters which need not have been mentioned at all, and may not have been true.

I devoted a good deal of attention and thought to the search for the cause of this state of things. I am not sure I found it; I suspect it went back to early training of one or both of the parents, but I am very sure the thing could easily be overcome if either the father or the mother would recognize the evil and devote a little care to overcoming it, by directing the conversation into positive, constructive channels. I have a reason for thinking that perhaps they may make an effort of that sort.

It seems to me that the tap-root of this habit of always criticising other people is a sense of defect in ourselves, an instinctive effort to distract attention from our own shortcomings by emphasizing those of others. More than that, I think, we have a kind of delight in attributing to others the defects we see in ourselves, or suspecting them of things we would do ourselves if we were in their place, or if we dared. That lies at the bottom,

but the tendency easily grows into a habit. And if it is a habit of the grown folks, the children unconsciously pick it up, and it becomes characteristic of the whole family atmosphere. It not only represents the attitude of the family toward other people, but becomes that of the members of the family toward each other. It does not make for happiness or unity in the home.

It is pretty easy to effect a revolution, if somebody, especially the homemaker herself, takes the trouble to set the fashion. I wonder how it is in your family? Is your dinner table characteristically a place of petty and unkind gossip? Do you all join with one accord in picking to pieces the reputation of everybody whose name is mentioned? Do you roll under your tongues every bit of unfriendly comment that you hear about any acquaintance: do you love to read of the downfall of this or that man conspicuous in the public eye? Is there nobody at your table who comes to the defence of the absent victim?

Suppose, Homemaker, at the very next meal you should say something like this:

"I have been noticing that we are in the habit of saying unkind things about people who are not here. I think that is not very nice, and that we ought sometimes to say the kind things that we know about those we talk about. Suppose that for a while we make a rule that at this table nothing shall be said about anybody that we would not say to his face; or, better still, that when anybody is mentioned we see if we cannot think of what we know about that person that is good, that we should like to have said about ourselves. Watch, children, and call attention every time you hear us say anything unkind about any person."

It would make a kind of game that the children would enter into with enthusiasm; it would appeal to the best that is in them. I think it would startle some people that I know if some little kiddie should protest every time they gave utterance to the kind of "knocking" that is all too common. It might for a while stop their conversation altogether!

Nothing easier than to change the whole tone of the conversation in your home, if it needs it, and if you put your mind on the subject. Life is all too short; there are fine constructive things that we all could say, but that we do not say because the time is all used up in saying mean and destructive things.

Prudence Bradish.

[Copyrighted, 1919.]

RED CROWN Pure Food Products

24—Fast Selling Varieties—24



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Buy "Bel-Car-Mo" now in
in good round quantities. The peanut crop
is only normal and growers are holding out
for higher prices.

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Educate your trade to the fact that "Bel-Car-Mo"
is just as staple as cow's butter or flour and its
high food value makes it valuable to serve often.
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Before placing your next order,
write us for prices.

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OUR MOTTO—Prompt Shipments—Quality Stock.

Why the Labor Union is a Pernicious Institution.

The labor union, per se, is a pernicious institution. Pernicious, first, because, while it is a decided minority, it has the whole civilized world cowed to a standstill.

Pernicious, because no man dares to raise up his voice against it. The politician quails before it. The newspaper shies away from it. The public is afraid of it. The employer of labor dreads it, and even the individual member of the union often trembles at the roar of the Juggernaut of which he, himself, form one little unit.

Pernicious, because it is a fighting machine that keeps society in a constant state of nerves, turmoil, uproar and agitation.

Pernicious, because it is a highly organized few, designed to exploit the unorganized many. Claiming to be out after the scalp of the bloated bond-holding multi-millionaire, it preys in reality upon the thrifty worker, whose savings constitute the actual capital of the world. Claiming as its main object to better the condition of the workman and make him happy, it keeps him, in fact, excited, unsettled, discontented and miserable.

Pernicious, because it often shambles the peaceable and satisfied workman into its ranks against his better judgment and holds him there through fear.

Pernicious, because it does not aim at efficiency, but rather puts a premium upon laziness. Because it will not allow one man to do more work, or better work, than another man, no matter what the relative qualifications of the men may be. Because it strangles, at birth, all ambition to excel.

Pernicious, because it refuses to incorporate and be responsible for its acts. Because it will not keep agreements any longer than compatible with its own interests. Because it has no sense of honor. Because it asks to be exempted from the same laws that it demands shall be enforced against those whom it seeks to exploit.

Pernicious, because the methods it employs to accomplish its ends are almost invariably methods of force—the threat, the boycott, the strike, the riot, the torch, the bludgeon.

Pernicious, because it expects and demands the impossible. Because at one and the same time it wants wages raised and cost of living lowered. Because it expects to work less hours and still have the storehouses of the world filled with cheap goods.

Pernicious, because it will not permit men to follow the dictates of their own consciences. Because it will not recognize the right of men to work beside it without accepting its faith and contributing to its coffers. Because it brands and persecutes men, who, while they may be skilled craftsmen, are not inclined to join the union.

Pernicious, because it is led by the paid agitator and applauded loudest by the proletariat and the workman who can not readily secure employ-

ment by his own skill or upon his own merits.

Pernicious, finally, because its propaganda, carried into practical operations, leads to Bolshevism and anarchy, stops the heart-beat of civilization and halts the orderly procedure of the Human Race toward the accomplishment of its manifest destiny.

The labor union, per se, is a pernicious institution.

The one thing most needful to restore the industrial equilibrium of the world to-day is the determination of governments to place the labor union back upon the same plane as the rest of the people, with no laws nor exemption from laws, for the especial benefit of organized labor.

If the labor union would survive, it must submit to regulation after the same manner that it aims to regulate others. W. H. H. MacKellar in Roycroft.

Did It Pay—

To try to take a short cut to success?

To sacrifice family and reputation, to ruin the future of your children, for the sake of trying to get a living in a questionable way?

To leave school for the sake of getting started in business a little earlier, and then find yourself cramped and handicapped the rest of your life for the lack of a proper education and a thorough training?

To try to cover your tracks in questionable schemes, and to live in perpetual terror of exposure?

To lose your chance to make a life, all that is best in you, in trying to make a living?

To jam yourself through college, for the sake of saving a little time, at the price of nervous prostration?

To buy the applause of your fellowmen at the price of your reputation?

To squander your life forces, to so sap your energies in dissipation that your whole career was sacrificed?

To lose the respect of every one that believed in you for the sake of a few paltry dollars?

The Scrub-Woman.

Written for the Tradesman.
When my down-town tasks are done
And the office buildings close
Then is her's but just begun
"What's her name?" but no one knows.

She is down upon her knees
Cleaning tile and marbled hall
Familiar thus with luxuries
Though perhaps her own a stall.

Oft' I've watched her bending low
Only conscious of duty there
Dare I venture past or go
Where she's cleansed the tile with care.

Then it was I saw the cost
Of the morrow's way for me
She her night of rest had lost
For my further luxury.

Pained—then quick my question came
"Every night must this you do?"
"Pray—your husband—and your name
"Have you any children too?"

"Five," she said "I'm Mary Ann"
"While I work they're home asleep
"Rheumatiz has my old man
"It's up to me the bunch to keep."

"Here I'm done each night at two
"Takes an hour to reach my home
"Mind my man—and then I'm through
"For the kids aint troublesome."

Now each morn with thoughtful tread
Open I my office door
But it grips me what she sa'd
"No one ever asked before."
Charles A. Heath.



Don't Wear a Truss

Brooks' Appliance, the modern scientific invention, the wonderful new discovery that relieves rupture, will be sent on trial. No obnoxious springs or pads.

MR. C. E. BROOKS Brooks' Rupture Appliance
Has automatic Air Cushions. Binds and draws the broken parts together as you would a broken limb. No salves No lies. Durable, cheap. Sent on trial to prove it. Protected by U. S. patents. Catalog and measure blanks mailed free. Send name and address today.
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GRAND RAPIDS, MICHIGAN

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

One Price to All At All Times

When we started selling safes, twenty-five years ago, our competitors in the safe business insisted that we could not succeed, because we declined to follow the traditions of the trade and adopt jockeying methods. By jockeying methods, we refer to the policy pursued by most safe salesmen in having three separate prices on every safe offered for sale—asking price, selling price and minimum price. Instead of adopting such tactics, we determined on a fair price for every safe we offered for sale and noted that price on a tag attached to the safe. No deviation has ever been made from this policy and it has proved to be a winning one, because our customers have come to understand that we are not jockeys and that our ratio of margins are lower than those of any other safe house in the country.

Grand Rapids Safe Co., Grand Rapids, Mich.

CONDITIONS IN FRANCE.

Graphic Description of the Devastation of War.

While traveling in Florida in the 1917 campaign of the American Library Association one of my friends met a French army officer, with whom he quite naturally discussed the probable outcome of the war. "Do you think the allies will really win?" enquired my friend. "Yes," replied the Frenchman, "the allies are going to win, but after they do the world will be exhausted and in chaos."

After living nearly nine months in France, in almost daily contact with men who have seen all the countries at war, I am convinced that the French officer in Florida in 1917 clearly foretold the situation in which the world finds itself to-day. In this connection I also recall the story told of the late General Funston, at Vera Cruz, Mexico, in August, 1914. A number of American newspaper men who had been stationed at Vera Cruz were ordered to Europe on the outbreak of the war and they came to Funston to say goodbye. He said to them: "Boys you are going to report the biggest piece of news, except one, that could possibly happen to this old world."

They asked him to tell them the one exception. He said it would be the news that a large heavenly body was headed directly toward the earth and that it would collide with us in a few days, blotting the earth and everything on it out of existence. And I believe Funston was right. His remark helps us to understand what started to happen to this world in August, 1914.

As one of some two millions of Americans in France last winter I do not pretend to have any special knowledge of the situation in France to-day. I can only give you my impression and observations for what they are worth. From the beginning of January to the end of August I was the representative of the American Library Association in Base Section No. 1, with headquarters at St. Nazaire. This territory roughly corresponds to an area, with New York City as St. Nazaire, that would take in Providence, R. I., Worcester and Springfield, Mass., Albany, N. Y., Scranton, Pa., and Wilmington, Delaware. Base Section No. 1 embraced five of the eighty-three departments of France—Morbihan, Loire Inferieure, Maine et Loire, Deux Sevres, and Vendee, most of it in ancient Brittany and Anjou. In this territory there were at one time last winter about 200,000 American soldiers and sailors in some fifty camps or centers, besides any number of smaller camps and detachments. Of these men about 30,000 were colored men and about 30,000 patients in seven large hospitals or hospital centers, besides the camp hospitals. It was my job to get reading matter to these men, serving them through over 300 libraries which were operated locally by all the various welfare societies, army chaplains, army schools, etc. My work brought me in direct contact with all the welfare societies and any number of the men and officers in the army and navy. As the men moved out and camps closed up for good, I saw to it that the books in the camps were salvaged; so that between the distribution of books and magazines and salvaging I got around a great deal—10 to 15,000 miles by automobile and motor truck, besides traveling by railroad. I know the roads and towns in that section of France better than in any similar area in the United States. I slept in some thirty different hotels, Red Cross bunk houses and army camps and ate at twice as many more. This, with half a dozen short business trips to Paris, one of them by automobile when I turned in my car at the end of my work, a short trip to the devastated area, and eight days at Brest waiting for my ship, is all I saw of France.

At St. Nazaire most of my work was on and around the docks, both day and night, sometimes all night, getting books brought from America loaded onto cars and shipped out for the use of the rest of the A. E. F., during the first six months, and during the last two months getting the books salvaged from all over France loaded onto ships for shipment back to the United States—some 700,000 volumes—and during the whole period placing books and magazines on the ships for the use of their officers and crews, particularly for the ships that were carrying potatoes from Ireland, coal from England and Wales and relief to all the starving countries of Europe—Belgium, Germany, Poland, Russia and the Balkan States. On the ships, on trains, at hotels and in the camps I met many men who had been to all these countries and heard their stories. Besides, I met many of the 500,000 Americans returning to the U. S. through St. Nazaire.

With what I saw and heard overseas and with what I have seen and heard in America since my return (though I have not yet been able to catch up with what has happened here since I sailed for France last December), I have arrived at the conclusion that the people of America do not fully realize the far reaching results of the destruction and devastation, the political turmoil and the social paralysis caused by the war.

For five years 40 per cent. of all the productive power of the world has been engaged in destruction on the most colossal scale in history. Another way of stating this is to say that the equivalent of all the man power and productive energy of the whole world for two years out of the last five has been destroyed and that this destruction has been not only a destruction of property and the things that society needs daily for its normal existence, but vastly more important has been the destruction of life—many times the economic value of the property destroyed.

Do you realize the economic value of the lives of the people of this town—Grand Rapids? A few years ago I made a study of this subject, applying the principles of our industrial insurance companies, such as the Prudential and Metropolitan, and the governmental insurance schemes of England and Germany. The economic value of the lives of the people of this city is more than twice that of the assessed value of the property of this city. And let me say by way of parenthesis, that I am convinced that much of the so-called social unrest is due to the fact that the governing bodies of the world have given vastly more concern to legislation in the interest of property than to the welfare of men and women. People are more important to this country, to any country, than property.

What has France suffered in this war? And in passing let me remark that England and some of the other countries have, perhaps, suffered as much or more, as far as man power is concerned. Between one-fourth and one-fifth of the man power of France that was fit for military duty (and they took them as young as 16 years) is gone—killed or wounded so as to be a burden on society; 57 per cent. of all the men in the French army under 31 years of age were killed outright. I have gone through village after village Sunday afternoons and evenings, in the spring time especially, when all the hedges were aglow with blossoms and fragrant with sweet odors, when if ever a young man's fancy lightly turns to thoughts of love; but there were few or no young men to be seen. Nearly all had "gone west." Along the shady roads and in the groves with dolmens and other remains of the ancient Druids that once inhabited Western France and left so many of their monuments, we would pass groups of young people, six or eight women or girls with only one or two boys—most likely soldiers home on furlough; for remember that as yet peace is not established for France, and in August she still had about a million and a half of men under arms. The war has taken away the chance of normal wifehood and motherhood for nearly two million women in France.

Early in September I was at Brest waiting for transportation to get back to the United States. In the afternoon we started to go to Morlaix where there were still some American troops. On the way we stopped at Le Folgoet where a great church festival was in progress. Our chauffeur was a native of this part of the country, who at the age of 11 went to Canada with his parents. In August, 1914, he was working at a garage at Winnipeg and on the 5th of that month he started for France to fight for her. Although gassed and wounded several times he is still a most active and alert man. At Le Folgoet he unexpectedly met his grandmother, a woman of 77 years, bent and worn by hard toil, but with a very fine face, and he embraced her and kissed her in the French fashion—left cheek, right cheek, left cheek. I photographed her. She could not speak a word of French, only the ancient Breton language. But that woman, a real mother of France, gave eleven grandsons to the French army for the war and six of them were killed and all or nearly all of the remainder wounded.

Go with me to some of the churches in these French villages. Somewhere inside you will find a list of the names of the men from that church who died for France, with the date of death and sometimes in Brittany the name given in both the Breton language and the French language. At Camours a little village of about sixty houses, twenty miles North of Vannes, in one of the beautiful national forests, I counted 147 names of men from that parish who died for France. At Landivision, near Morlaix, the summer home of General Foch, I counted in the church the names of 155 men who died for France. At the church at Plougastel, a church whose spire one can see across the harbor from Brest, I counted 203 names from that church of men who in this war died for France. And Plougastel is not so large as the village of Grandville—some 500 people at the last census.

The other day I counted the names of the boys on the monument in Fulton Street Park—the noble boys who died for America, for us, for you and for me. I counted 214 names. Had Grand Rapids suffered in this war as France has suffered, there would be nearly 6,000 names on the monument in Fulton Street Park. Had Grand Rapids suffered as some of the rural villages of France have suffered—for the rural villages lost many

more men than the cities where so many of the men were working in munition plants—there would be 20,000 names of the sons of Grand Rapids on a monument in the park. Fathers and mothers, business men, employers of labor, think of France to-day in terms of sons and the men to carry on the industrial and commercial life of this city, with 6,000 or 20,000 names on a monument in Fulton Street park.

The devastated area of France may roughly be described as an area with an average width of thirty miles and some 400 miles long from the North Sea to the Swiss border. Utter desolation characterizes most of this area—and it includes some of the greatest manufacturing cities that were—cities, homes, factories, even vegetation and land destroyed. Some of the roads are still impassable, as I personally experienced on the Chemin de Dame, and some of the streets in the cities are still closed, because of the debris from battered homes. Soissons and Fismes reminded me of the burned district of Baltimore after the great fire of 1904, except that the stones were not stained with smoke. The devastated area around Chemin de Dame, where people are living in the cellars of their battered homes (if there is so much as a cellar left) and where they are trying to rebuild the houses and restore the poisoned, battle scarred land that is so dear to them, where I saw women searching in the shell torn earth for the grave of "papa" of the eight year old boy who was with them—these things, moving as they were, did not impress me nearly so much as the villages, hundreds of miles from the front, where women and girls, old men and boys, are bravely carrying on the work, trying to produce the food that is to feed France and keep out starvation this winter. It was the women and girls of France who made it possible for France to hold on with courage, with patience and with confidence for almost three long and bitter years—fighting America's fight—until America came into the war. And they are doing their part yet. I have seen women in the fields shocking wheat before 5 o'clock in the morning and I have seen them still at work in the fields in the long twilight of June and July at 10 o'clock at night. I have seen women with flails and long sticks beating out the grain on threshing floors, and women bare footed pulling a threshing engine and threshing machine along the road because there were no horses to do such work.

The wheat crop in parts of Western France this year was short and all the later crops, potatoes, beans and veg-

etables are short or a failure because of the drought. Early in August most of the potato fields were dead, with only a few potatoes the size of a walnut in each hill. Nearly all fruit trees, except in small gardens, are suffering from lack of care and attention since the beginning of the war. It will be several years at least before France can get back to its pre-war production of food. Most of the time I was in France the people had to use bread tickets—sugar tickets all the time particularly. Butter you could rarely get from the French and then only at the price of 50 centimes (10 cents) for a teaspoonful. Only recently I read in the newspapers that France is returning to bread rationing because of the shortage of wheat.

France never produced enough coal for her use. She has always been a large importer of coal from England and Wales. The Germans destroyed her best mines. The coal from England, much of it, was imported through St. Nazaire. They are not getting their usual amount of coal from England this year—they can't get it. The yearly production in England has fallen off nearly 100 tons per miner employed, as compared with sometime before the war. Coal production all over Europe, on account of turmoil and conditions growing out of the war this year, will be only about two-thirds of what it was before the war. To maintain the level of coal consumption in 1913 France must import in 1919 twice as much coal as ever before in her his-

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Petoskey Portland Cement Company

Petoskey, Michigan

Authorized Capital \$1,500,000

No Bonds, No Preferred Stock, No Water, No Debts.

The Petoskey Portland Cement Company will start the building of its cement plant in January. They have secured as General Manager and Vice-President one of the most successful cement men of the country.

Machinery for the cement plant has been ordered and the Company's General-Manager predicts that the cement plant will be ready for operation by September 1, 1920.

The Company's large new crusher will be ready for operation in the spring and thus next year's crushed stone business will be on a much larger scale than ever before.

Investigate this company and its plans at once before stock is all sold.

The future prospects for this company look exceedingly bright in view of its unlimited supply of raw materials—its competent management—excellent shipping facilities—and the very bright future of the cement industry in general.

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.

tory; and she can't get it because it is not to be had; not enough is being mined this year to supply the world's demands.

And then France needs credit—enormous credits—as do all the European countries in this war. Her daily expenditures greatly exceed her revenues. Many of her industries are still prostrated and will remain so until peace is established and the new order of things can start in Europe. Everything waits on the establishment of peace—a peace that shall forever prevent, if possible, such a world horror as was precipitated by Germany in 1914; such a peace as the masses of people in France hope for and pray for. The long delay in establishing peace has greatly extended the social disintegration that is going on in France, as well as in the remainder of Europe. The indemnities from Germany are vital for re-establishing and stabilizing her credit and for getting her industries going and setting all her people to work. For only as France is working and producing can she pay the enormous expenses of her government and re-establish the depreciated value of her money in the exchanges of the world. The value of the franc since last winter has depreciated enormously, so that in September the official American rate of exchange (the commercial rate was still higher) in France was 8 francs 5 centimes for one dollar, when the normal rate before the war was 5 francs for the dollar. Foreign business has a tremendous handicap with such a rate of exchange and many French business and professional men are terribly discouraged at the outlook, so much so that some of them think anything—the worst anyone can imagine—may happen in the near future. The worst feature of this discouragement is fear—fear of Germany that seems like an obsession, fear of their own people, whose discontent they believe is stirred up by German propaganda; and this fear has a paralyzing effect on the whole country. I sometimes think that all France is still suffering from shell shock.

There is, however, plenty of money in France—Bank of France money and Chamber of Commerce money, the latter issued by the Chamber of Commerce in the principal cities of each department and not accepted at all or only at a large discount outside of the department. Europe is to-day learning the old, old lesson that people can't keep alive on money. I have talked with men who said they saw in Serbia people with their pockets full of money, but dead from starvation. In England in June this year there was sixteen times as much money in circulation as in August, 1914, but the food situation there is much more seri-

ous now than it was then. In France the general level of food prices is three times as high as it was before the war. I saw eggs sell in Angers last winter at 60 centimes each (12 cents) or at the rate of \$1.44 per dozen. I saw bananas sell in Paris last winter at 60 centimes apiece and in Nantes I paid 85 centimes for a third rate apple—17 cents.

The scarcity and high cost of food was reflected in the life around the docks and freight yards by thousands of guards constantly on duty, endeavoring to prevent the stealing of food, and other supplies, but especially food. Sometimes the guards were catching half a dozen French people a night stealing supplies from the docks. Some of my cars and book boxes were broken open, but when it was seen that books were in them none were taken, except on one occasion. They wanted food. The cost of living is a more burning question in France to-day than it is even in the United States, for it is a question highly charged with both political and revolutionary dynamite.

The same situation with reference to food prevails in other European countries. Crops did not get planted last spring to the extent of the pre-war period. In some large areas there was no planting at all because of the breakdown of government and law. In the crowded compartment of a railroad car last August, traveling from Paris to St. Nazaire one night, I sat next to an English woman, a professional musician, who had made three concert tours in the United States, and who had recently gotten out of Russia through Sweden, traveling at night and hiding by day, from Moscow. She had been in Russia four years through the revolutions. She was one of the most interesting women I ever talked to, with a keen mind, a wide range of knowledge and a grip on affairs of world importance which made conversation with her a rare treat. We talked the greater part of the night, and what she said of the struggle and fighting for food in Russia was exactly in accord with these words from a report to the Senate Committee on Foreign Relations in Washington a few weeks ago: "Every man, woman and child in Moscow and Petrograd is suffering from slow starvation." I have seen it stated on what seems good authority that 15,000,000 families in Europe to-day are still receiving good rations from their governments.

France needs many other things and must have them to get back to normal conditions, which I can not discuss now. She needs food, she needs raw materials for her factories, she needs machinery

and she needs and deserves our appreciative sympathy. I have talked with many intelligent people of France and they are all deeply grieved at the lack of understanding of French problems and the misunderstandings that grew up between many Americans and certain of the French. All I wish to say on this point is that no intelligent American judges an American seaport city or the country by the worst streets near its water front, nor would you judge Chicago or America by what you saw in Peacock Alley in one of Chicago's leading hotels several years ago. I have seen more brazen street walkers in New York City in the neighborhood of Fifth avenue and Forty-second street than I ever saw in Paris; and some friends of mine who went from Paris to London last spring declared that they saw three times as many "wild women" in London in the region of the Savoy Hotel as they ever saw in a similar area in Paris.

But the greatest handicap for the immediate future of France is her labor. Most of her best men are gone, killed or still in the army, so that her industries must be carried on largely by the leftovers—old men and men not fit for the army. I used French labor. Two of the men I employed were as good as the best, but they were exceptions. Our standard box of books weighed 125 pounds. One good colored stevedore would easily put such a box on a motor truck by himself. I have seen two Frenchmen struggle with such a box and only after great effort succeed in getting it on to the truck. On the docks a gang of fifty colored stevedores would load ten cars of twenty-five tons each as a day's work, five tons per man. After the colored men returned to America and French civilian labor was employed on the docks a gang of fifty French laborers would load only three or four cars of twenty-five tons per day. In other wards, one American negro for certain classes of work was worth three Frenchmen—Frenchmen, let me repeat, who are the leftovers from the war. You must realize that such a condition in the labor power of the country is a frightful handicap to the nation.

In spite of my limited experience, there are many, many more things I might write of my observations and impressions of conditions in France, but time does not permit. I only wish to say that there is one man in all the world with a vast experience, a man who in my judgment has the clearest understanding, the fullest first-hand knowledge of the situation, both in France and in Europe, to-day and who at the same time has the keenest insight into the psychology of the various European

racers and the sanest judgment on a most complicated situation. The things I have seen all check up with his judgments. He is the biggest man the war has brought to the front. His advice is safe to follow on the European situation. He is an American, and his name is Herbert Hoover.

Let me say, in conclusion, that I return to America wishing with all my heart, as I never wished before in my life, that I was a poet, that I had the power to speak and write the words that I feel ought to be spoken and written to move the heart of the American people. I should like to write a new Marseillaise with words that would burn themselves into our very souls and compel us to action. And in such words I would say:

Men and women of America, awake!
The world's on fire. Civilization is
breaking down—has broken down in
many countries. Reason is being de-
throned and the impulse of the mob is
ruling cities and states. The wolf of
hunger is at the door—through the door
in many lands. Hundreds of thousands
of men, women and children this winter
will suffer—many of them die—from cold
and starvation. Away with partisan and
jealous strife. Fight the common foes—
the foes that kill with cold and hunger.
Cultivate the courage that comes from
faith in the "Power not ourselves that
makes for Righteousness" (to use the
words of Matthew Arnold) and, armed
with that courage and that faith, March
on! March on to work—work, work.
Produce, produce; and with production,
cease not to strive for justice—justice
for all the sons and daughters of men!

S. H. Ranek.

Our Business Creed.

To do the right thing at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for love of the work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than from rule; to be satisfied with nothing short of perfection.

A Talk to Gas Users

If you are not using the most economical and efficient appliances get in touch with us and learn about the greater convenience and comfort of modern types. We will not try to sell you anything you don't need. We wish to make it easy for you to get the Gas Service you want.

In selecting the appliances sold at our office we have one point in mind above everything else—YOUR GOOD WILL. We will not knowingly sell appliances that make trouble for the consumer. Such appliances cost us money as long as they remain in use because it is expensive for the company to take care of complaints coming from them.

We do not say that the appliances sold at our office are the only good ones of their type. But they are the BEST. We know. We have all kinds on our lines and our office records show which give the least trouble and the most satisfaction.

GAS COMPANY

Citz. 4321

47 Division Ave. N.

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Grand Council of Michigan U. C. T.
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 Grand Page—H. D. Bullen, Lansing.
 Grand Sentinel—George E. Kelly, Kalamazoo.

Every Man Knows Better Than He Does.

The weakness of most men is not lack of sense, but lack of thrift and control. Every one has the natural cunning of the animal, or he wouldn't be alive; and this natural cunning may accomplish much; any one not an actual fool may get along in comfort, if he obeys the rules of civilized men.

A man is entitled to a living as certainly as he has a stomach; that is natural law. Food was provided before stomachs. Look about you, and note the men who are failures; you will find in nearly every case that their failure is due to lack of reliability and thrift; to refusal to obey the rules; to refusal to use the natural sense with which every normal man is endowed. The greatest sin of which a man can be guilty is to be a fool unnecessarily; and many of us are fools against our better judgment.

A man must get rid of the notion that he is as smart as anybody, for he is not; it would be extremely foolish for me to declare that of all the millions of human organisms, mine is as good as the best. But there is a place for me, and for every one; there is work for me, and I'll perform it as best I can, without grumbling because I am not better off.

I know exactly the line beyond which I cannot go; I know the number of pounds I can carry; I cannot exert all my strength, and carry more. A horse entered in a race may do his best, and be passed by a better animal. But there is another race that may be won, and the purse will be sufficient.

Among my acquaintances I am able to note exactly where their mental strength ends; where they become petty, sentimental, prejudiced, visionary, conceited; and observers may as easily note my limitations. Mental strength has much to do with life; the masters are the men of most sense. If you have foolish notions, and encourage them, your acquaintances know it, and their comments injure your standing in your community.

You may cultivate your mental strength as certainly as you may cultivate your physical strength; but all the physical training in the world will

not enable you to meet Jack Dempsey in the prize ring, and all possible mental training will not make an Abe Lincoln of you. Nevertheless you may improve both mentally and physically, to your betterment, if you wish.

The man of lesser powers may often outrun his competitor of greater natural strength by being more polite, more careful, more fair and more industrious, remembering primarily that all these simple virtues must be accompanied with as much intelligence as may be at command. This is the opportunity we all have, and there is no other.

If it is true that there is plenty for all; if success is not a simple matter of living and working in the easiest way, then I am honestly mistaken. In all my life I have never been out of work; since I have lived there has been a steady demand for workers at fair wages, and advancement for good work. I have known thousands of poor boys to become well-to-do men by following simple and easy rules any one may follow. My experience has always been that the right road is easiest traveled; that the good man lives an easier life, a more successful life, than the bad man. When I have failed, it has been because of neglect of fairness, of politeness, of industry, of common sense; my small successes have been a result of following, imperfectly, the good advice my mother gave me, which I have heard repeated from boyhood up by all men and women.

The simple truth is that all this commotion about the wrongs of the people is a mistake; it is the people who are wrong, not the system, and the commotion simply encourages the foolish in folly. I respect nothing so much as I respect the lessons of experience. We are the heirs of the ages, and men in the past have tried to make life as easy as possible. They have neglected nothing calculated to benefit the human family, and we of the Golden Age should know that the only improvement possible rests with individuals; that law can do no more.

E. W. Howe.

The Chicago Boy Knew.

"We have fireless cookers, wire-less telegraphy, horseless carriages, smokeless powder —" The teacher paused an instant. "Now, can you name some of the other things."

The little son of the Chicago woman who had married a count raised his hand.

"I know!" he shouted.

"Well, Oreste, you may tell us."

"Loveless marriages!" cried the youngster proudly.

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



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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.

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 EUROPEAN PLAN
 Rooms with Running Water.... \$1.00 and up
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 DINING SERVICE UNEXCELLED

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 COURTESY SERVICE VALUE

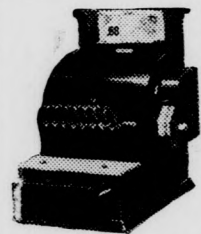
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We buy, sell, exchange and rebuild all makes. Not a member of any association or trust. Our prices and terms are right. Our Motto:—Service—Satisfaction.



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

Assets \$3,099,500.00



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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.

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Henkel's Bread Flour
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Henkel's Pancake Flour
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Henkel's Graham Flour

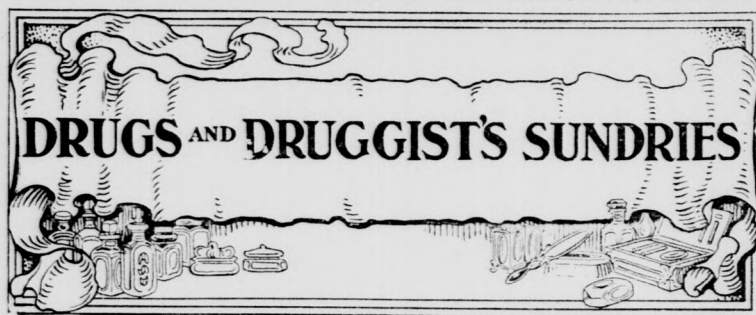
Do You Know

That



Are

The Best Matches Made



Michigan Board of Pharmacy.
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 Way, Jackson.

Value of the Microscope in the Drug Store.

The object of this paper is to point out the advantages of the microscope as to the needs of the average retail pharmacist.

The writer in his frequent visits to various drug stores, has been astonished at the comparatively small number possessing microscopes, especially in view of the fact that the pharmacognostic standards for many U. S. P. and N. F. drugs are very exacting. This condition is not without a reason. He has, therefore, enquired of the students and pharmacists why the microscope is not made use of in determining the purity of the various crude, granulated and powdered drugs and spices handled. Several have assayed it to be something nonessential because they deal with reputable houses. Others have admitted it to be of value, but claim the time required to examine drugs microscopically would be out of proportion to the profits accrued.

I am well aware that all thinking business men measure their time in terms of dollars and cents, and so, if they can be shown a way to make the dollars, they will surely grasp it.

Two of the telling points in business are confidence and service. There must be confidence on the part of the purchaser that the article for sale is worth what is asked for it and, moreover, that it is exactly what is asked for. A dissatisfied customer will seldom return. To secure the confidence of one's customers is more essential in the pursuit of pharmacy than practically any other line of business enterprise. The very fact that the public is aware of the poisonous nature of a number of drugs makes it alert to view any mistake made by the pharmacist as an act of gross incompetence. Quite frequently, minor errors on the part of pharmacists have been seized upon and magnified to others with a resultant diminution of their confidence and a consequent loss of considerable trade.

Just recently I was shown a sample of Sweet Marjoram purchased in a one-ounce carton from a local druggist by one of my neighbors. The neighbor contended that it was "rubbish." When I examined it, I found that the drug was not only ancient but admixed with hair, dirt, foreign stems and a foreign leaf. Subsequent microscopical examination showed the foreign leaf to be that of *Coriaria myr-*

tifolia, a poisonous species, which no doubt was collected with the Marjoram. Had this particular druggist purchased his stock of Sweet Marjoram in bulk and examined it microscopically, he would have saved this customer, for despite all the excuses I could manufacture to protect the druggist, the party vowed he would never go back to that store for anything.

This is but one example of a crude drug adulterated. Numerous others have been, and still are being adulterated. Some of the most common might be cited, as Poke in Belladonna, Wafer Ash Bark in Eonymus, Ruellia in Spigelia, Fagot Cinnamon in Saigon Cinnamon, European Rhubarb in Chinese Rhubarb, Safflower in saffron, etc.

Many instances can be given showing the value of the microscope in the examination of powdered drugs and spices and the detection of adulteration. For instance, the presence of sawdust in white pine bark, powdered mullein and elecampane leaves in powdered digitalis, wheat middlings in ground ginger, powdered bombay mace in mace, the endocarp of the olive in ground black pepper, etc.

Not long ago one of my students took occasion to examine some five-grain acetyl-salicylic acid tablets microscopically, which had been purchased by his preceptor at a figure slightly below that of market quotation. He was surprised to find in these considerable corn starch. A quantitative analysis later made by his preceptor showed that the five-grain tablets were composed of three grains of acid acetyl-salicylic and two grains of corn starch. This is but one of the numerous cases that might be cited to show the value of the microscope in determining the purity of chemicals.

Much of what I have thus far shown bears upon the value of the microscope in determining the authenticity of the article. Let us now turn to the money side of the question. This naturally has a strong bearing upon the quality of drugs sold.

Some of our more scrupulous brethren in pharmacy are modestly and quietly examining samples of the drugs they handle and no doubt reaping their reward by the reputation they have gained for handling and dispensing effective medicaments. But how much greater might be the returns, if they were to advertise the fact alike to laity and to the medical profession.

This could be accomplished through the medium of the press, by having cards posted in conspicuous places about the store, announcing the fact that all drugs entering the store were examined carefully before being dispensed, and by placing the microscope in the show win-

dow when not in use, accompanied by a neatly printed card explaining the use made of the instrument in passing upon the drugs handled. This form of advertising would soon attract considerable attention and aid in giving the drug store that professional appearance, which, I regret to state, many of the so-called modern drug stores sadly lack.

When the care exercised in selecting and handling drugs and spices becomes generally known to the public, I venture to say that the pharmacist's trade would be greatly augmented. He would further be able to charge and obtain more for his medicines on the basis of professional services rendered.

Finally, the microscope is a valuable asset because its use protects the druggist from incrimination. The Pure Food and Drug Acts of the National and state governments make it incumbent upon all dealers in drugs and chemicals to sell and dispense only such U. S. P. and N. F. drugs which conform to the standards of the U. S. P. ix and N. F. iv. The Federal and State inspectors may drop in at any time, and generally the least expected one.

The mere labeling of a package of ground, powdered or crude drug by the wholesaler, as conforming to the Drug Act does not save the pharmacist from prosecution in case of adulteration, once the package or carton has been opened by them. For an unscrupulous wholesaler could claim that the contents were tampered with by the retailer.

Many will doubtless say, "We can protect ourselves by handling only drugs in cartons sealed and labeled by the whole-

salers." Unfortunately for such, that cannot be done in every case of a drug called for, as verified by practical experience.

The druggist not examining his drugs, therefore, makes himself subject to prosecution at any time he sells or dispenses a misbranded article.

It can readily be conjectured through the sad experience of others what effect such prosecution would have upon the reputation of the store and confidence of its customers. Once these have been lost, the druggist might as well prepare to move. Heber W. Youngken.

The man who tries to keep up to date in his trade without taking one or more trade journals will be behind the times in spite of himself.

Fieglers

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

The Seasons Greetings

It is our very great privilege once every year to wish you all a very Merry Xmas and a Happy and Prosperous New Year. No real American individual or institution desires anything but a New Year which has a happiness and prosperity based on the principles which were born so many years ago on that very first Xmas Day.

Let us resolve this Xmas and on every Xmas Day to come, that we will make these principles of honour, fair dealing and whole-hearted love for our fellow man, so substantial a part of our every day existence that no foe, from within or without, can avail against them.

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

Expedients Adopted by Merchants to Boost Sales.

A druggist in a town in Missouri did a lot of advertising and as a result received numberless orders from out of town. Recently he put in a very unique window display of the letters that he had received from out of town customers wherein they had ordered goods from his store.

Most stores have some woman clerk that can do some kind of fancy work well. If they haven't, they could easily secure some woman in their town.

Instead of the regular sale idea, a dry goods merchant recently put a table near the front door and on this he placed merchandise and listed it at the regular price less 25 per cent.

A regular feature of a large general store out West is a woman to take charge of children on a certain afternoon of each week so that the parents will be free to go about and do their buying.

A local druggist who handles magazines, had a rubber stamp made with the wording on it that he sold these goods. Then one of his clerks went through the magazines as they came in and stamped all of the nationally advertised articles that were shown in the magazine.

A merchant who received by mistake three boxes of ribbon where only a few pieces were ordered, did not want to send it back unless it was necessary, and so did the following: He took almost all of the ribbon out of the boxes and built a large pyramid of it on one of his counters, right at the end.

A grocer made it a point of having printed each week a recipe for some new dish or a new way to prepare some kind of food. At the bottom of

this mimeographed recipe he stated that all of the things used in the preparation of the above could be secured at his store. So much interest was created that women very often came in to ask for their copies even though they did not want to buy anything at that time.

A store that had the agency for a well-known talking machine received an extra large shipment of these instruments. They loaded them on trucks and wagons and with a band at the head paraded the principal streets. This same idea is carried out by a local butcher shop.

A salesman for a lace house called on a merchant and found that very little lace was being sold. Upon investigation he found that as in most cases, the lace was kept in a box back of the counter and was only shown when a customer asked to see it.

Garver Bros., of Strasburg, Ohio, did a very effective piece of sampling. One thousand five hundred sets of samples were made up and piled into market baskets and the fact that \$1.25 worth of supplies would be given every purchaser of \$1 or more worth of groceries on a certain day.

With the assurance that all samples would be delivered directly to the kitchen table, it was an easy matter to get the co-operation of the manufacturers in supplying the samples. Not more than one basket would be furnished a family, of course. In a number of cases, special sample packages were made up for Garver Bros.

The merchants of a Kansas town are co-operating to give a Farmers' afternoon and night each week. Free picture show is an attraction.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drug items such as Acids, Ammonia, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Ice Cream, Leaves, Oils, Potassium, Roots, Seeds, and Tinctures. Includes prices per unit for items like Boric (Powd.), Cassia (Saigon), and various salts.

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

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

Unwashed, med. @55
Unwashed, fine @45

RAW FURS
 No. 1 Skunk 6 50
 No. 2 Skunk 5 00
 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 pall, 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
 Brazils, 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 20

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 09
 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 16 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 09
 Pennant 3 25

POTASH
 Babbitt's, 2 doz. 2 75

PROVISIONS
Barreled Pork
 Clear Back 50 00@52 00
 Short Cut Clear @45 00
 Pig
 Clear Family 48 00

Dry Salt Meats
 S P Bellies 32 00@34 00

Lard
 Pure in tiers 29@29 1/2
 Compound Lard 27@27 1/2
 50 lb. tubs advance 3/4
 60 lb. tubs advance 3/4
 50 lb. tubs advance 3/4
 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 @31 1/2

Sausages
 Bologna 18
 Liver 18
 Frankfort 19
 Pork 14@15
 Veal 11
 Tongue 11
 Headcheese 14

Beef
 Boneless 30 00@35 00
 Rump, new 40 00@42 00

Pig's Feet
 1/4 bbls. 1 75
 1/2 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@50
 Sheep, a skin 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, 2 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 Cx 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. tiers 19 1/2

RICE
 Fancy Head 16
 Blue Rose 14

ROLLED OATS
 Menarch, bbls. 9 75
 Rolled Ovens, bbls. 10 00
 Steel Cut, 100 lb. sks. 5 00
 Menarch, 90 lb. saks 4 75
 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. ca. 2 10
 Granulated, 36 2 1/2 lb. packages 2 25

SALT
Solar Rock
 56 lb. sacks 55
Common
 Granulated, Fine 2 35
 Medium, Fine 2 40

SALT FISH
Cod
 Middles 23
 Tablets, 1 lb. 25
 Tablets, 1/2 lb. 1 75
 Wood boxes 19

Holland Herring
 Standards, bbls. 19 50
 Y. M. bbls. 22 50
 Standards, kegs 1 20
 Y. M. kegs 1 50

Herring
 K K K K, Norway 20 00
 8 lb. pails 1 40
 Cut Lunch 1 25
 Boned, 10 lb. boxes 29

Trout
 No. 1, 100 lbs. 12
 No. 1, 40 lbs. 40
 No. 1, 10 lbs. 40
 No. 1, 3 lbs. 40

Mackerel
 Mess, 100 lbs. 25 00
 Mess, 50 lbs. 13 25
 Mess, 10 lbs. 2 85
 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
 Herry, Russian 12 1/2
 Mixed Bird 13 1/2
 Mustard, white 40
 Poppy 65
 Rape 16

SHOE BLACKING
 Handy Box, large 3 dx 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 Naptha, 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
 Sapollo, gross lots 9 50
 Sapollo, half gro. lots 4 85
 Sapollo, single boxes 2 40
 Sapollo, hand 2 40
 Queen Anne, 60 cans 2 60
 Snow Maid, 60 cans 3 60

Washing Powders
 Snow Boy, 100 5c 4 10
 Snow Boy, 60 14 oz. 4 20
 Snow Boy, 24 pkgs. 6 00
 Snow Boy, 20 pkgs. 7 00

Soap Powders
 Johnson's Fine, 48 3 575
 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 @65
 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 @22

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 @34
 Pepper, White @52
 Pepper, Cayenne @29
 Paprika, Hungarian @60

Seasoning
 Chili Powder, 15c 1 35
 Celery Salt, 3 oz. 95
 Sage, 2 oz. 90
 Onion Salt 1 35
 Garlic 1 35
 Penalty, 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
 Tumeric, 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 1lb. 11 1/4

Gloss
 Argo, 48 1 lb. pkgs. 4 15
 Argo, 12 3 lbs. 3 04
 Argo, 8 5 lbs. 3 40
 Silver Gloss, 16 3lbs. 11 1/4
 Silver Gloss, 12 6lbs. 11 1/4

Muzzy
 48 1lb. packages 9 1/2
 16 3lb. packages 9 1/2
 12 6lb. packages 9 1/2
 50 lb. boxes 7 1/2

SYRUPS
Corn
 Barrels 75
 Half Barrels 81
 Blue Karo, No. 1 1/2, 2 doz. 3 40
 Blue Karo, No. 2 1/2, 2 doz. 4 05
 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 doz. 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 85

Pure Cane
 Fair
 Good
 Choice

TABLE SAUCES
 Lea & Perrin, large 5 75
 Lea & Perrin, small 3 25
 Peppor 1 25
 Royal Mint 1 50
 Tobasco 3 00
 England's Pride 1 25
 A-1, large 5 00
 A-1, small 2 90
 Capers 1 80

TEA
Japan
 Medium 40@42
 Choice 49@52
 Fancy 60@61

Basket Food Meds
 Basket Food Choice
 Basket Food 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 28
 Oakland White Pickling 20
 Packages no charge.

WICKING
 No. 0, per gross 70
 No. 1, per gross 80
 No. 2, per gross 1 20
 No. 3, per gross 1 90

WOODENWARE
Baskets
 Bushels, wide band, wire handles 2 10
 Bushels, wide band, wood handles 2 25
 Market, drop handle 85
 Market, single handle 90
 Market, extra 1 35
 Splint, large 8 50
 Splint, m d um 7 75
 Splint, small 7 00

Butter Plates
 Escanaba Manufacturing Co.
 Standard Wire End
 Per 1,000
 No. 14 2 69
 No. 1 1/2 2 88
 No. 1 3 08
 No. 2 3 63
 No. 3 4 52
 No. 5 6 28
 No. 8-50 extra sm cart 1 10
 No. 8-50 small carton 1 25
 No. 8-50 m d m carton 1 50
 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. 50-2500, Emco 3 25
 No. 100-2500, Emco 6 25

Traps
 Mouse, wood, 4 holes 60
 Mouse, wood, 6 holes 70
 Mouse, tin, 5 holes 65
 Rat, wood 80
 Rat, spring 80
 Mouse, spring 20

Tubs
 No. 1 Fibre 42 00
 No. 2 Fibre 38 00
 No. 3 Fibre 33 00
 Large Galvanized 13 25
 Medium Galvanized 11 25
 Small Galvanized 10 25

Washboards
 Banner Globe 5 50
 Brass, Single 7 50
 Glass, Single 8 50
 Double Peerless 8 50
 Single Peerless 7 50
 Northern Queen 7 00
 Universal 7 25

Window Cleaners
 12 in. 1 65
 14 in. 1 85
 16 in. 2 30

Wood Bowls
 13 in. Butter 3 00
 15 in. Butter 7 00
 17 in. Butter 11 00
 19 in. Butter 12 00

WRAPPING PAPER
 Fibre, Manila, white 6%
 No. 1 Fibre 8
 Butchers Manila 7 1/2
 Kraft 12
 Wax Butter, short cut 25
 Parchm't Butter, rolls 25

YEAST CAKE
 Magic, 3 doz. 1 45
 Sunlight, 3 doz. 1 00
 Sunlight, 1 1/2 doz. 50
 Yeast Foam, 3 doz. 1 45
 Yeast Foam, 1 1/2 doz. 73

YEAST-COMPRESSED
 Fleischman, per doz. 24

SPECIAL Price Current

AXLE GREASE



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
 24 1 lb. pails 12
 12 2 lb. pails 12
 5 lb. pails, 6 in crate 15
 10 lb. pails 25
 50 lb. tins 100
 100 lb. drums 200

SALT
Morton's Salt



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

WORKING WITH UNCLE SAM.

Conference Between Merchants and Department of Justice.

New York, Dec. 24.—The meeting called Dec. 17 by the National Retail Dry Goods Association at the request of the Department of Justice at the Hotel Pennsylvania, proved to be an unusually important event, with the promise of far-reaching benefits for the public and for our trade.

Enclosed with this letter we send you a very brief summing-up of the results of the meeting. The list of "What You May Do to Co-operate" crystallizes the constructive side of the plan as thus far developed, and the list of "What You Must Not Do" is important as indicating things which now are bad judgment, and likely to hurt us all.

The resolutions adopted by the meeting you will find attached.

The Committee of Seventeen provided for in the resolutions will be appointed at once, and will undertake the very important work of representing you in all future dealings with the Department of Justice. Through this Committee, composed of the representatives of four National Associations, we shall be able quickly to mobilize retail opinion all over the country as the need arises.

Lew Hahn,

Sec'y National Retail Dry Goods Association.

Resolutions Adopted.

Whereas—It is the desire of the retail dry goods trade of the United States, as represented by this meeting, to co-operate with the Federal Government and with the Department of Justice to which has been committed the administration of the Lever Law in the effort to reduce the cost of living; and

Whereas—We as retail distributors recognize that conditions arising out of the late war have resulted in a decreased production of needed merchandise in the face of which the prosperous condition of the country has caused an increase in demands; and

Whereas—We believe lower prices cannot again rule until the depleted reserve stocks of commodities have been replenished by an excess of production over consumption, which excess can be secured only through increased production or a decrease in consumption; and

Whereas—Any artificial effort to reduce consumption is likely to be answered by a restriction in production by those producers who, in the face of a public propaganda to reduce demands, may hesitate to assume the risk of using materials and labor at present high prices, and because in such degree as lessened consumption may be achieved employment conditions must be disturbed; now

Therefore—Facing this intricate and vital problem, we hereby resolve that it is the sense of this meeting:

1. That for the purpose of co-operating with the Government we as retailers are willing to concentrate our attention as distributors upon the task of placing the lower-priced lines of merchandise before the public at the closest margins of profit possible.

2. That in order to bring to the attention of the consuming public opportunities to purchase such lower-priced lines at economy prices we recommend to the retail trade the specializing, during the time that the present emergency shall continue, upon the opportunities to purchase the plainer but substantial grades of goods at attractive prices, and we recommend the use of such window displays and other devices as have been recommended by the representatives of the Department of Justice present at this meeting.

3. That we recognize and urge the Department of Justice to recognize that the retailer is merely a distributor of merchandise, obligated to supply

his public such things as they demand and as manufacturers produce, and that without the active co-operation of the producer and seller of raw material, manufacturer and jobber, we can do little, and that therefore it will be necessary for the Department of Justice to secure the co-operation of the manufacturers to the end that the wanted commodities may be available to retailers for their public at the lower prices which all desire.

4. That this meeting strongly recommend to retail distributors that in the carrying out of this program only the normal amount of advertising be used in giving publicity to these economy lines, but that temporarily the publicity of retailers be turned to such lines instead of to higher-priced lines. That retailers in their advertising encourage careful buying inasmuch as legitimate demand for the satisfaction of legitimate needs is a fundamental cause for maintaining proper standards of living.

5. That all effort should be directed to increasing production. And that to this end we recommend to the Department of Justice a country-wide publicity campaign to emphasize the new economic conditions causing the continued increases in prices and the need of meeting these conditions through greatly increased production.

6. That the chairman appoint a committee of seventeen composed of representatives of the National Retail Dry Goods Association, the National Garment Retailers Association, the National Association of Retail Clothiers and the National Shoe Dealers Association, which committee shall give special study to this problem and by keeping in touch with the Department of Justice and with producers work for the development of the co-operation proposed in this resolution.

What You May Do To Co-Operate.

1. Mark your lower-priced lines of men's, women's and children's clothing, shoes and piece goods as low as you can.

2. Instead of devoting all your window space and advertising to the more luxurious lines, play up the lower-priced goods.

3. In your advertising emphasize the need of greater production and urge the public to buy necessities and to buy carefully. Tell them not to buy two articles if they need only one.

4. When you go into the market tell the manufacturer and wholesaler you are pledged to distribute the lower-priced lines on the closest margin possible, and tell them they must meet you half way so that through this cooperation prices may be kept down in the interest of the poorer people.

5. If conditions in your store will permit, establish an economy department to show the public it is not necessary to pay the highest prices for merchandise.

6. Be ready to cooperate with the work of the Committee of Seventeen which is to represent the interests of the dry goods, garment, shoe, and men's clothing retailers of the entire nation. You will be kept informed.

What You Must Not Do.

1. Do not hold sensational special sales and advertise that they are at the request of the Department of Justice.

2. Do not advance prices on your lower-priced lines simply because the public follows your advice (or the advice of the Department of Justice) and calls for the necessities rather than the luxuries.

3. Do not increase your advertising beyond the amount of space you normally use in each season.

4. Do not let your salespeople talk high prices.

Do not let them tell customers

they had better buy now because prices are going up.

5. Do not speculate in merchandise. You can get quicker action in Wall street. Speculative buying increases our problem and causes higher prices.

6. Do not lose sight at any time, and do not let others lose sight, of the fact that you as a retailer are a legitimate, honorable factor in the established and time-tested economic plan; that you must supply the things your public wants; that you are not in the business of profiteering and that you are public-spirited enough to want to help solve the present problem by sincere co-operation with the government in every good and worthwhile thing that it proposes.

If you are losing trade to the mail order houses perhaps it is not so much the activity of those concerns as it is your own lack of activity.

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



CANDY



The "DOUBLE A" Kind

Made by
People Who Know How

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

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

The  Good
Sign of Candy

Made in Grand Rapids by

NATIONAL CANDY CO.
PUTNAM FACTORY
Grand Rapids, Michigan

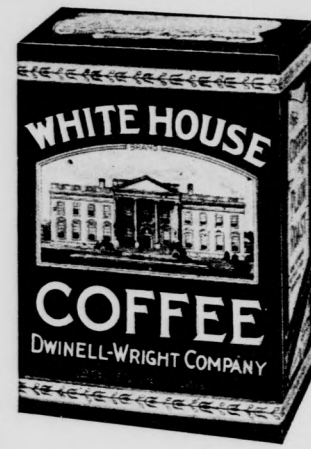
Ask for a copy of our latest price list.

We are agents for **LOWNEY'S** in Western Michigan.

WHITE HOUSE

DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.

COFFEE



THE NEW PACKAGE—
besides making a very handsome advertising display on the grocer's shelf—saves him a matter of two cents a pound—which, in the spirit of fairness, he should give his customers the full benefit of. It will be appreciated, we assure you.

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

Strong Denunciation of All Kinds of Profiteers.

Grandville, Dec. 24—A day of reckoning seems to be at hand.

The profiteering packers are coming to their senses, relinquishing the side lines that served to cut into the business of the mercantile fraternity. The Government was apparently bent on pushing its prosecution to the limit when the packers called a halt and agreed to make terms which will undoubtedly, prove beneficial to the whole country.

From now on they will withdraw from the wholesale grocery business. Among the lines of business from which the packers will be ordered to withdraw under the stipulated court decree are the following; Leather, canned fruits and vegetables, soap, cleansing powders, groceries, fertilizers, cold storage fish, refrigerator car lines, cereals, glue, sporting goods and the control of stock yards.

The packers preferred to come to an amicable agreement, relinquishing their grip on many of the food-stuffs of the country rather than to seem to antagonize the United States Government, thus placing themselves in an awkward as well as unpatriotic position, which would, eventually, lead to long litigation with final defeat at the last.

In thus settling the anti-trust suits instituted against them, the Big Five have shown eminent wisdom as well as an acute sense of wishing to get back once more into the confidence of the country. Once public confidence is lost, no business firm or combination of firms can expect to continue to be respected, and in the long run they must expect to feel the adverse effects of loss of confidence in their integrity and sense of fair dealing.

In almost every community are to be found those who seek to line their pockets by preying upon the consumer. The world war opened up a long line of enterprises which were calculated to double and treble the profits of men who believe only in selfish accumulation of riches at the expense of their neighbors. Such men are beneath contempt, and yet there are far too many of them in this country of ours.

The ordinary pickpocket is really a gentleman in comparison with the remorselessly selfish labor union, mercantile and manufacturing outlaws who, protected by the seeming law of supply and demand (said law really inoperative) go out after their victims with all the calculating devilishness of a Claude Duval or a Dick Turpin.

The sudden and unexpected boost in flour prices, without a corresponding rise in wheat, is of a puzzling nature, leading the consumer to wonder if we are seeing only the beginning of the high cost of living. With a hundred substitutes for butter on the market, and a majority of the people using them, the price of both dairy and creamery butter continues to soar.

Had there been no butter substitute, where would butter be to-day? Surely unobtainable by the common man. It hardly seems reasonable to suppose that it is scarcity that boosts the price. There are other things, too, equally plentiful, which have soared in price beyond the reach of many people.

This mania for increasing prices hasn't run its course and, perhaps, will not until another year when, let us hope, the nations of Europe and South America will begin to produce in an old time manner. The tariff, which was once the shibboleth of a big political party, seems to have been relegated to the morgue of dead and gone policies. At any rate it might be a good thing for the American consumer to have a few years of comparative free trade, in which time

many of these profiteering barons would, doubtless, be brought to a realizing sense of conditions.

Already some business men and farmers are calling for a tariff to protect them—from what? From German competition in dye stuffs and fertilizers. The Germans will get to the front, perhaps in advance of any other European nation, and their products of the factory will soon be entering our markets. The one-time resolution of patriotic Americans to never again trade with the despicable Hun has been forgotten, and soon German-made articles will dominate the American market to the exclusion of our own manufactures. It is said that shiploads of Christmas dolls and the like have already been dumped in New York.

Our sympathies are all with the American manufacturer, yet when some of these have sought to monopolize and control everything, at the same time adding to their profits an hundred fold, the consumer begins to wonder if his sympathies haven't been misplaced.

The time is coming when all the wrongs inflicted on the American consumer by profiteering money barons and arrogant trades union monopolists will go into the discard. It may not come this year, but it is sure to be with us after a time, and we can only say God speed the day. Old Timer.

Movement Toward Economy.

In the discussions to promote thrift and prevent profiteering and extravagance, which were had in New York City last Wednesday between the representatives of the United States Attorney General and retailers, the idea that was emphasized was that "economy sales" should not be made a special feature. When this is done there is a tendency to overbuy of the things offered. What is desired is that the buying should be restricted, so far as possible, to essentials, instead of inducing persons to purchase what they can get along without, simply because they are cheap. Added to this was the suggestion that goods offered should not be the finest and most expensive kinds, but that buyers should be shown how much they can get for a specific amount of money. From what some of the merchants had to say, however, and recent experience bears them out, it seems doubtful if such an appeal will have much weight. At any rate, it will take a decided change of heart on the part of buyers to bring reform by this method. For one thing is certain, and that is that the very costliness of many articles is what has been their chief charm to only too many customers. They have been resolutely ignoring the cheaper ones for the dearer. It is just the same with clothes as it is with meats, where only the choicest cuts are in demand and keep getting dearer the more the others are not called for. But there always comes a time, with advancing prices, where the power and inclination to buy stop. Many are convinced that that time is not far off.

The Martin Stores Corporation has been organized to manufacture and deal in all kinds of clothing, shoes, hats, etc., with an authorized capital stock of \$150,000 of which \$100,000 has been subscribed and paid in cash.

BUSINESS WANTS DEPARTMENT

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

Wanted—Notion and novelty goods buyer. Would consider a man experienced in all'd lines. Apply stating age, experience and salary wanted at start. Paul Steketee & Sons, Grand Rapids, Michigan 628

Opportunity—In a territory where thousands of cars are used daily the whole year, to build a tire factory in a growing city of over 30,000 population, commanding an immense territory, by best transportation facilities, three railroads and water. Write F. R. Hopkins, Everett, Washington, R. R. 2 629

For Sale—Can furnish any amount of wood split pulleys at 50% from standard list, either F. O. B. St. Louis or Hollandale, Wisconsin. Guaranteed goods. E. L. Severson, Hollandale, Wis. 630

Wanted—An all around man who can do plumbing, warm air heating, pump and windmill work. Will pay good wages and give steady employment all year. Can commence any time between now and March 1st, 1920. E. L. Severson, Hollandale, Wisconsin. 631

Barrets' St. Vitus Dance or Chorea remedy; excellent antidote to above disease; in use over ninety years. William M. Olliff, wholesaler and retailer, 6 Bowery, New York. 632

For Sale—Two-story double store building. Good business corner in Muskegon, two blocks from high-school. Address No. 633, care Michigan Tradesman. 633

Wanted—To buy stock of clothing, shoes or general stock. R. D. Walker, Fort Pierre, South Dakota. 634

Farm To Trade—150 acre farm in Jackson county; 75 acres plow land, 25 acres pasture, 50 acres good oak and hickory timber; fair buildings and fences. Will trade this farm for a stock of general merchandise or for city property. J. L. Morgan, Coldwater, Michigan. 635

For Sale—If taken at once, dry goods, ready-to-wear and millinery stock and fixtures. Invoice about \$8,000. Located in best little growing city in Michigan. Will transfer lease worth \$1,000 free to purchaser at \$6,000. Last year's business \$25,000. Write or wire, George A. Vliet, St. Louis, Michigan. 636

BANISH THE RATS—Order a can of Rat and Mouse Embalmer and get rid of the pests in one night. Price \$3. Tradesman Company, Grand Rapids, Michigan. 637

Wanted—Second-hand safes. Will pay spot cash for any safe, if in reasonably good condition. Grand Rapids Safe Co., Grand Rapids. 638

For Sale—Retail bakery in one of best cities in Michigan. Population, 43,000. Cash business, \$17,000 past year. Selling reasons, returning to practice of osteopathy. Price \$2,500 and invoice stock. Write for particulars, Hurley's Home Bakery, 249 West Main Street, Battle Creek, Michigan. 639

For Sale—Grocery and general merchandise store in town fifty miles from Detroit on P. M. railroad. Doing excellent business. Can double income with meat department. Postoffice in store brings \$800 per year. Lease five years. Rent \$250. Established 1914. Stock about \$7,000, fixtures \$839. Gold mine to good business man. Engaging in other work and will sell at inventory. Carter, Kahn & Co., Pontiac, Michigan. 640

Will pay cash for whole or part stocks of merchandise. Louis Levasohn, Saginaw, Michigan 641

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. 642

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. 643

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.

COL. F. B. POWELSON—Merchandise Auctioneer, General Appraiser and Export Sales Manager—Now closing out a stock at Kirkwood, Illinois, and I am always busy, so there must be a reason. Do you want a sale date? I get you the desired results. Write me for any information you may desire. Permanent address: GALESBURG, ILLINOIS. 627

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

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

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

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

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 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



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)

Second-Hand Safes

We pay cash for second-hand safes. We can use any size of any approved make.

Grand Rapids Safe Co.
Grand Rapids

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 23—The Worden Grocer Company gave its fifty road salesmen a week's vacation with pay this week. This is the first time such an innovation has been made by the house. Judging by the appreciation voiced by the road men, it will be hard for the house to avoid making the affair an annual event.

The Col. I. C. Smith building, adjoining the Grand Rapids Press building on the West, has been purchased by the Canfield-Pearce Co., who will remove their stocks of paint, wall paper, draperies, etc., to the new location as soon as some needed repairs and changes can be made to the property. The Smith building has a frontage of 75 feet on East Fulton street.

Since the Rowe brothers and their associates took hold of the Herkimer Hotel, it has been gaining in prestige and popularity. Many changes will be made in the house, including an entirely new outfit of wall paper and ceiling decorations.

John D. Martin sent out Christmas cards as usual.

There is a well-founded report that Charley Leonard and his associates have taken options on twenty acres of land South of the Grand Rapids Fancy Furniture Co., on which they propose to erect a battery of buildings for the manufacture of iceless refrigerators.

It is also a matter of common knowledge that options have been closed on forty acres of land on the North side of North street, near the junction of Tamarack avenue, on which will be erected one of the largest manufacturing plants in Grand Rapids. The line of goods which will be manufactured has not yet been disclosed, but there seems to be no chance for the undertaking to elude the city. Options on this location were secured by W. H. Gilbert more than a year ago.

New York cafes are said to be working out a plan to reduce the cost of living. Are they going to begin by reducing the portions again?

It takes a long time to recover from a world war. The map of Europe is not definitely arranged yet, and we doubt whether all the opera singers who formerly prospered under German names have the satisfactory changes all made for several months yet.

It is too late now to do your Christmas shopping early, as we advised, so now do it when you please, as you intended to do all the time.

The first thing Edward Bok did after his retirement from the Ladies' Home Journal was to reduce the rent of six houses he owned in Merion, Pa. Once more it appears unfortunate that so little rental property is owned by magazine editors and trade journal men.

The red flag has the same effect on a good American that it has on a bull.

A man has invented an extension faucet for muffling the noise of water running into a bathtub. But what is really needed is a muffler for the man who breaks into loud and unsteady song as he takes his cold morning plunge.

Happy is the man who can go to sleep without reporting that the furnace fire is all right, the basement light turned off, the back door locked, the front door locked, the cat put out, the bedroom windows raised, the bedroom register turned off, the clock wound, the alarm set, and the alarm spring released.

The more a fellow longs for new phonograph records for Christmas, the more certain he is to get another smoking jacket and some more carpet slippers.

Up to yesterday all but \$20,000 of the new preferred stock of the Valley City Milling Co. had been disposed of.

M. Piowaty & Sons have completed

arrangements for the issuance of \$150,000 8 per cent. preferred stock, which will be sold, so far as possible, to merchants who are already customers of the establishment. The present owners of the business will retain the issue of common stock, which amounts to \$100,000.

"Uncle Louie" Winternitz is now at Miami, Florida, where he will remain as long as the golf course is green.

The new manager of the new cigar department of the Worden Grocer Company has adopted Old Gold as the characteristic color of the stationery it will use.

Stephen Sears, the new merchandise broker, is in the market for a closed car—Packard or Pierce-Arrow preferred. He will probably land on a Hudson or Essex.

The death of Thomas Bromley, of Muskegon, leaves a vacancy on the board of the Citizens Telephone Co.

E. P. Monroe, the Muskegon grip carrier for Sherwood Hall & Co., has a new bear story which he will relate to his customers for the next week or two. It is the story of a cinnamon bear and is in keeping with the other bruin tales handed out by the enterprising automobile accessory salesman.

Traveling men who make Byron Center will regret to learn that Cass Towner is confined to his bed by illness. He has recently installed a Delco lighting system in his store, greatly increasing its attractiveness to those who have occasion to visit the establishment in the evening.

A recent issue of the Muskegon Chronicle published an illustration of the new addition which will be made to the Occidental Hotel. It looms up big. Muskegon is to be congratulated that she is so fortunate as to possess a landlord who has a vision which enables him to "dip into the future as far as human eye can see."

It has been so long since Chronic Kicker has done any kicking that some of the boys are wondering if he has not forgotten how to kick.

By the way, what has become of James M. Golding? A report was current a few days ago that his services had found such favor with A. Krolik & Co. that they had voluntarily jugged his salary up a couple of thousand dollars per year. Jim certainly deserves recognition of this character, because he is one of the hardest working chaps the writer ever bumped up against.

The Pringle-Matthews Co. has put two division salesmen in the field—Wm. Towner and L. H. Langhein. These gentlemen will establish country agents and supervise their operations.

A New York bigamist, confessing to five wives, pleaded for leniency, saying he was half blind. All the more reason, then, why he should be locked up. It would never do to turn a half blind man out of the mercies of five disillusioned women.

A woman's favorite amusement at this time of year is to be begged by her husband to tell what she's going to give him for Christmas. "Is it something to wear?" he is supposed to ask. That gives her an opportunity to reply, mysteriously, "Well, you can wear it if you want to, although you would look funny." This is supposed to convince the husband that it isn't anything to be worn, only it doesn't always convince him. He's had neckties that were supposed to be worn, but they made him look funny.

The basis of wage adjustments used to be what a man earned but now it is what he thinks he needs.

Now there is a shortage of lath. The only thing that doesn't seem likely to be short this winter is the winter.

It might be well for the Government to get up another bond issue just to keep us from spending our money foolishly.

We see by the papers that when two Senators called on him the President was "cheerful." Then he must be convalescent.

One thing is sure Any man who has ever seen a woman throw a baseball realizes that a baseball, at least, is not woman's sphere.

What Does Christmas Mean This Year?

New York, Dec. 22—In these days of unrest, the above is a most pertinent question, and we know that there are those to-day that are seeking to deprive mankind of the hope, the incentives and the joy brought by the event that Christmas commemorates. Let us not be of them. Let us Christian men and women, in spite of all the ever-present pessimist may say, believe that we of this age may listen with thankful hearts to the message of Christmas, the message of peace and good will, not only with thankful hearts but with hearts full of hope for the future. Never has there been such an age when Christians everywhere were so ready and eager to face national, civic and religious responsibilities. They have given of themselves and are giving of themselves as they have never given before, and we feel that a constantly growing desire is being evidenced for a better understanding between man and man.

The world at this time should be full of hope for the best things, and full of progress for still better things.

May we not wisely join in the prayer and the spirit of one of the Church's Bishops of the olden time:

"O, God of unchangeable power and eternal light, look favorably on Thy whole Church, that wonderful and sacred mystery; and by the tranquil operation of Thy perpetual providence carry out the work of man's salvation and let the whole world feel and see that these which were cast down are being raised up and things which have grown old are being made new, and all things are returning to perfection through Him from whom they took their origin, ever through our Lord Jesus Christ."

Let us pause on Christmas Day at the manger-bed and worship and adore God manifest in the flesh as the saints have done since that first Holy Night when shepherds kept their watch and the angels sang their glorious song: "Glory to God in the highest and on earth peace and good will toward men."

Let us look forward with glad hearts and believe that on this Christmas Day, 1919, God is surely going to answer the cry of His people and save the world as He has done in His own inscrutable way from the beginning of human history.

Charles Sumner Burch,
Episcopal Bishop of New York.

When Christmas Sings.

It is a song,
It is a smile,
It is that long
Dreamt "Afterwhile;"
That season sweet
When in us rise
Our hearts to meet
The splendid skies
With love and faith
Of better things—
When Christmas sings,
When Christmas sings!

Ev'ry Time!

Ev'ry time that Christmas comes
I sorter, somehow think o' you,
Because you're such a cheerful chap.
An' jest wont let your friends git blue.

So here's a handshake, an' a wish:
May Christmas bring you half the joy
That ev'ry day you bring your friends—
Then you'll be loaded down, my boy!

The Shoppers.

Oh, have you seen the shopping crush,
Where all the bargains are!
With pallid face and solemn hush
Man views it from afar.

But woman braves the awful din
And does not lose her head,
And angels, so to speak, rush in
Where others fear to tread.

CHRISTMAS.

Sparkling snow on the ground—an invigorating tang to the air—the mouth-watering smell of cooking from the cozily-warm kitchen—relatives and old friends gathering at the festive table—holly wreaths at the windows and a crackling fire in the open hearth—the hilarious laughter of kiddies as the new toys make them bubble over—mistletoe nailed mischievously above the door for the kiss you mean to give bustling, unsuspecting mother—the silvery, tranquil peal of church bells across the soft-snowed open places—an amazing forgetfulness of the dour anticipations and business worries of only yesterday—a sudden re-brief that love is life—

That is Christmas!

Bottom Facts From Booming Boyne City.

Boyne City, Dec. 23—We had some blizzard last week. Did you hear about it? For four days it blew and snowed and froze. The lake froze up almost a month before the regular time. The W. H. White Co. had a cargo of lumber on dock ready for loading, but the boat failed to arrive. The Chemical Company's intake pipes clogged with ice and froze up. The snow and ice clogged the river and nearly put the Electric Co. out of business and this spree of the weather man ended up with a 22 below zero temperature. Water pipes froze up and Buschert, the plumber, had the time of his life. If this a foretaste of the "open winter" may the good Lord make us thankful for what we are about to receive—and last night it rained—well, we may as well be in Grand Rapids.

Who said hard times? The whole push, up and down the street are weary and footsore with dealing out Christmas goods. Wolfson, Bergy, Fleming, Herrick, Kaden, Gerrie, Hyslop and Watson, together with the hardware stores, are full to overflowing with Christmas shoppers. Lewis, Sack and Tooley are passing out the two-legged and four-legged where-with-all for the inner man and kids. It looks like some Christmas celebration. Not much like last year.

This is the strenuous time when all the business men are busy figuring how much they haven't made. If they haven't made anything, there is the sheriff to dodge. If they figure out too much, then Uncle Sam steps in to relieve them of the surplus. It is a case of the devil and the deep sea. Maxy.

Prepare Ye the Way.

Written for the Tradesman.
Prepare the way—by honest
Dealing and by just reward
For service rendered, and for
Goods received. Thus shalt thou
Win them back, who once believed.

Forget not that 'tis God
Who gave you power to think
And to command—while others
Toil through weary years, with
Heavy heart and calloused hand.

Make straight His paths—
They cry, from out the wilderness:
Deal fair and just, Oh ye, who
Hold the rod. Then shall they know
That thou art His—a son of God.

And, weary toiler, do your part,
To render honest service
For the wages given. Perchance
'Twer given to thee to turn the
Feet of Princes toward the
Gate of heaven,
Jessie Allen-Siple.

T. J. Barker, Treasurer of the Worden Grocer Company, leaves with his family Dec. 31 for Winter Park, Florida. The family will remain until about April 1. Mr. Barker will return the middle of January.