

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JANUARY 7, 1920

Number 1894

Public Reference Library  
Library St

## *My Symphony*

TO live content with small means;  
to seek elegance rather than luxury;  
and refinement rather than fashion;  
to be worthy, not respectable;  
and wealthy, not rich; to listen to stars  
and birds, babes and sages with open  
heart; to study hard, to think quietly,  
act frankly, talk gently, await occasions,  
hurry never; in a word, to let the  
spiritual, unbidden and unconscious,  
grow up through the common—this is  
my symphony.

William Henry Channing.



When your customers want a pure syrup for table use, *sell* them

### FRANKLIN GOLDEN SYRUP

because you can be sure its taste, color, and smoothness, will please them, and when you do that you protect yourself.

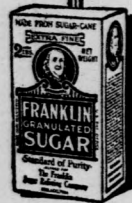
A pure Cane Sugar Product, made by the refiners of

### 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

## Papers of All Kinds

For Wrapping Purposes

Before placing your next order, write us for prices.

### The Dudley Paper Company

Lansing, Michigan

OUR MOTTO—Prompt Shipments—Quality Stock.

Do you realize how many more sales you can make by explaining to your customers the wonderful power of—

## Fleischmann's Yeast?

It is the best known skin clarifier.

THE FLEISCHMANN COMPANY

# SNOW BOY Washing Powder

Family Size 24s

Will Not Hurt the Hands

through the jobber—to Retail Grocers

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

10 boxes @ 5.90—2 boxes FREE, Net 4.91

5 boxes @ 5.95—1 box FREE, Net 4.95

2½ boxes @ 6.00—½ box FREE, Net 5.00

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

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

Yours very truly,

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



# MICHIGAN TRADESMAN

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JANUARY 7, 1920

Number 1894

**MICHIGAN TRADESMAN**(Unlike any other paper.)  
Each Issue Complete In Itself.DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.Published Weekly by  
**TRADESMAN COMPANY**  
Grand Rapids.

E. A. STOWE, Editor.

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

Sample copies 5 cents each.

Extra copies of current issues, 5 cents;  
issues a month or more old, 10 cents;  
issues a year or more old, 25 cents; issues  
five years or more old, \$1.Entered at the Postoffice of Grand  
Rapids under Act of March 3, 1879.**THAT EPISODE IN LAWRENCE.**

It looked for a while as though the controversy raised by William M. Wood, President of the American Woolen Company, with the shop-keepers of Lawrence, Mass., might result in something useful to people in general. But the outcome, as announced during the last week was disappointing in that it settles nothing and tells nothing that was not known before. Here is the chronology: Mr. Wood made a public statement to the effect that the retail merchants were profiteering and that any advances in wages in the woolen mills were followed by rises in prices at the stores. He served notice that unless prices were lowered, he would supply the mill workers with what they needed at cost. The merchants denied that they took undue profits and challenged Mr. Wood to show the contrary. A conference followed, at which Mr. Wood gave figures from the Bureau of Labor Statistics showing advances in prices. His opponents, in turn, showed that Lawrence prices were no higher than those obtained elsewhere under similar conditions, and expressed themselves as eager for an official enquiry. Mr. Wood backed down in the most humiliating manner and vehemently asserted that he did not want any enquiry, believing it to be "a waste of time." This was after it had been intimated by certain of the Lawrence people that Mr. Wood, through his mills, had been all along exacting excessive profits himself. Finally, Mr. Wood made the declaration that his company would go on "in the development and extension of what it is already doing to secure and distribute to its employes the necessities of life at the lowest possible cost and without one cent of profit." As against this, the merchants say they will go on and try and meet what competition they can after their own fashion.

Subsequent enquiry showed that the American Woolen Company is not now selling things to its employes. There is no doubt, however, of its ability to do this at lower prices than the Law-

rence merchants can do. The company could buy things in quantity and sell them at cost, the latter being something which ordinary merchants cannot do, because they are in business to make a living. For that matter, the employes could do what has been done in Great Britain for many years—have a co-operative buying and selling organization—and perhaps also undersell the regular merchants. So, too, for that matter, could any other considerable body of men in any part of the country. Carried to its extreme, theoretically, it would be possible in this way to eliminate all the so-called middle men and have all purchases and sales made direct. In practice, however, there would be encountered many difficulties. Business methods and the distribution of products as they exist are the result of growth and a lot of experimenting. They have become established because they have proved serviceable and satisfactory. Whenever any of them becomes wasteful or inefficient it is discarded for something better. Judgment, skill and foresight in buying, on which so much depends, come in great measure from individual initiative, which demands more than a wage as recompense. With the assumption of the risks attending such ventures must be a hope or promise of profits in proportion. This is the way in which great businesses have been built up which have, by no means, neglected the interests of the general public and have in most instances lowered the cost of goods to consumers.

**TOO MUCH GUESSWORK.**

In these days of business systems and trade papers it would seem that few merchants would be so careless or indifferent as to attempt to carry on a business without an adequate system of book-keeping. The fire insurance adjuster occasionally finds trouble in arriving at the true condition of affairs in case of loss, but in many of these cases it has been assumed that the merchant has purposely concealed his books or had them "burned out of sight." Now comes a startling report of an investigation made by the University of Minnesota, covering the business methods of 113 retail stores in that State in agricultural sections.

The most striking feature is that 20 per cent. of these merchants had practically no system of books whatever, although all extended more or less credit. Another 70 per cent. maintained a rough system of books which showed them approximately what their accounts receivable and payable amounted to, but only 10 per cent. kept double entry books and knew their financial condition accurately. It is evident that more than

half of the group considered could not know where they stood financially and most of them admitted the fact.

It is equally obvious that the financial statements furnished by such merchants as a basis for credit are the result of mere guesswork and that their proofs of loss would be open to the same impeachment. It is fair to assume that methods employed by these merchants in the Minnesota towns are neither better nor worse than those in thousands of similar communities throughout the United States and that this lack of even approximately accurate book-keeping is a fertile source of trouble.

**TEA PROSPECTS BRIGHT.**

With a constantly broadening consumption, whether due to the effects of prohibition of alcoholic drinks, as some are disposed to think, or to a growing appreciation in this country of the merits of tea as a beverage, the prospects for trade in this commodity during the year now opening are held to be exceptionally promising. The effects of excessive supplies of some varieties, notably Java grades, that have kept prices here in many cases below parity of primary markets are passing. The bulk of the stock that had been pressing for sale up to a comparatively late date has been absorbed, much of it by purchases for export, a considerable part by home consumption and the balance by changing from weak to strong hands. The upward movement of prices throughout the list, which made considerable progress late last year, is expected to go on when active business is resumed later this month and to continue until the equilibrium between import costs and selling prices has been restored.

**FIRE RISK MENACE.**

Smaller cities and towns in the country are full of stables and barns which are now unused because of the substitution of automobiles for horses. Some of these have been transformed into garages but the majority are unoccupied and are used for storage or are becoming fire traps. In many towns numerous fires have started in these deserted buildings, and an organized movement has been made by the state fire marshal departments to have them condemned and removed if not properly cared for.

The history of Bolshevism in Germany and Hungary in 1919, as well as the work of Bolshevist propagandists elsewhere, makes it clear enough that any spread of Bolshevism would mean in effect rule from Moscow or by other members of the group of internationalists who rule in Moscow. The reaction of national sentiment against this alien

authority of men not gifted with the sympathetic qualities of the French and Athenian character has already contributed valuable support to the resistance against Bolshevism; to that extent ideas are being fought by ideas. But machine guns can be successfully fought only by machine guns. France and Athens both extended their empires because of divisions among their enemies and the lukewarmness of some of the powers threatened by their advance. If the Prussian armies that were destroyed at Jena and Austerlitz had been present at Austerlitz the year before, Napoleon's sun might have gone behind the clouds that day; but Napoleon was enabled to fight his enemies one or two at a time until 1813. The rise of Athenian power threatened the very life of Sparta, yet Sparta never interfered wholeheartedly in the war to restrain Athens, and left Corinth and Aegina, the states most immediately threatened, to make a gallant but unsuccessful defense. If Poland and Rumania are left unsupported against Bolshevist Russia, more distant powers may find their task all the heavier when finally it is laid upon them; American neutrality of 1915 probably had much to do with the Russian collapse of 1917 and the German victories of the spring of 1918.

A good illustration of the indecision that prevails as to the future is afforded by the system of price guarantees which is now so much in vogue among both manufacturers and wholesalers. These guarantees are an insurance against price declines occurring before the delivery of the goods. It is a one-sided affair. In case prices go down, the buyer gets his goods at the lower levels. Should they rise, the seller pockets the loss. The plan has resulted in bringing out so many complaints that the Federal Trade Commission has set afoot an investigation in the matter. It is asserted that guarantees of the kind have prevented a reduction in the high cost of living. It is certain that they have encouraged rather too liberal buying, because purchasers were taking no risks, and this very lavish buying has helped in pushing up prices. But there is no unanimity of sentiment in the matter, and so the commission is trying to get a general consensus of opinion from commercial and civic bodies, trade organs and papers, labor groups and farmers' associations. Written statements are called for, and these will be classified and distributed. Then will follow a regular hearing before the commission of all parties interested. It will take a couple of months or so before such a hearing can be had, so that no very immediate result may be looked for. But the conclusions finally arrived at may affect the dealings for next fall and thereafter.

## MICHIGAN TO OREGON.

## Thirty-Three Hundred Miles By Automobile.

Portland, Oregon, Dec. 30—Would that it were possible for every lover of nature, and for all those who revel in the Great Out-Of-Doors to journey across the continent by motor.

To one whose chief object is to reach his destination and who prefers to travel in all the comfort and luxury of home, a Pullman coach is the only way; but to one to whom nature makes a strong appeal, to one who can see in the sky above and the earth beneath God's wonderful handiwork, no greater pleasure can be imagined than to travel by private conveyance.

Our grandfathers and grandmothers and great-grandparents have told tales of the exodus West in '49, of what it meant to travel, three or four thousand miles in a covered wagon behind a team of oxen, and of the necessary time to accomplish such a feat. Some have had the opportunity to see Ezra Meeker and his ox team and prairie schooner which carried him from the Atlantic to the Pacific seaboard in 1850 or thereabouts. But for real genuine pleasure come with me in a motor car sufficiently large and heavy to ride the bumps, and a good driver at the wheel, and at least three weeks' time.

We left Grand Rapids, on August 5, 1919, our objective being Portland, Oregon. Our desire was to see as much of the country as possible at a minimum expense, and in as short a time as was conducive to comfort and enjoyment. The four of our party had all previously made the trip by train and had, therefore, seen enough of the prairie and mountains to long for a more intimate companionship with them; so we loaded in a limited amount of baggage and a complete camping outfit, thus making it possible to remain out over night if we so desired. We stepped on the starter, settled back among the cushions and were on our way.

Our first day out we covered a distance of 163 miles, reaching South Bend, Ind., about 8 o'clock, passing through Plainwell, Paw Paw, St. Joseph, Benton Harbor and Niles. Found good roads and voted Southern Michigan very picturesque with her many lakes and splendid vineyards.

On Aug. 6 we left South Bend about 9 o'clock. Drove through Northern Indiana and Illinois, having lunch at Gary, Ind., a very thriving and dirty city. The roads

had been good at one time, but were worn and full of ruts.

We reached Joliet, Ill., about 6 o'clock, where we had dinner and spent the night. When one says "Joliet" the first thing we think of is the penitentiary, which we visited from the outside only. The awful thing about it is the fact that the State has to maintain a place of such magnitude for unfortunate human beings. On this, our second day, we drove 143 miles.

The next morning we left Joliet about 9 o'clock and drove to Davenport, Ia., where we spent the night. We crossed the Mississippi River at Rock Island just at dusk and very beautiful it all seemed. Found the roads in Illinois quite similar to those in Indiana—had been good at one time, but at the present time very rough. Passed an overturned ford in the ditch which the boys helped to put back in the road and sent the occupant on his way rejoicing. Had a fine day and our speedometer registered 170 miles for the trip.

On Aug. 8, we left Davenport at 7:30, after spending the night at the Black Hawk Hotel, and drove West for 195 miles. Had lunch by the roadside and dinner at Grinnell, a very pretty and busy college town. We found a place to camp about 9 p. m. and spent our first night in the open, but it was very damp and not altogether pleasant.

We broke camp about 7 the next morning and drove seventeen miles in to Des Moines for breakfast. Des Moines is a most beautiful city. As one drives through the residence section he could imagine that he was in an immense park. The homes are built back from the street on a rise of ground with beautiful lawns and trees in front. It has not the crowded appearance of many cities and is very picturesque. We left the city at 3:30 and followed the black and white pole line to Avoca, where we spent the night, having driven 159 miles for the day. This was one of our most delightful days. For wonderful farms Iowa can not be surpassed. We drove up one hill only to coast down another. So far as eye could see, the hills were covered with oats and corn, standing from ten to twelve feet high, the road winding in and around scarcely going ten yards in one direction. Then in the distance could be seen immense herds of cattle and stock, with the waterholes in the valleys. The roads were fine dirt roads, splendid in dry weather, but absolutely impassable, they tell us, after a rain.

On Aug. 10 we left Avoca at 10:30 and drove through more of the splendid country we passed through the day before. Judging from the fine farm houses,

nothing but prosperity has struck this part of the country for some years. Council Bluffs was the first city of importance we came to and here we crossed the Missouri River into Omaha, where we had dinner and where we once more picked up the Lincoln Highway. For twelve miles out of the city the road is paved and runs through a very pretty country, but gradually we struck the prairie and rough roads. Found Fremont a thriving city. From there we journeyed to Columbus, where we spent the night at Hotel Evans, having driven 142 miles.

Monday morning we left Columbus at 8:30 and drove West for 250 miles, reaching North Platte in time to go to bed. Found the roads far dirt roads. One man you meet will tell you that the roads are fine. The next one will say they are terrible, depending largely upon the part of the country from which he comes.

We passed through Grand Island, Kearney and Lexington, all good sizable cities showing every evidence of business prosperity. About 4:30 in the afternoon we spotted foothills in the distance, after traveling over prairie country all day, and from then until we reached North Platte, we skirted the foothills again, crossing the Platte River, with here a ranch nestled in a ravine and there another out on the prairie. Still we drove on toward the most wonderful sunset imaginable. It was 10 o'clock when we reached North Platte and only just getting dark. We slept at the Palace Hotel, a new one only opened a few weeks previously, but very cosmopolitan with its Chinese, Japanese and Indian guests, with occasionally a white man. At a table near us sat an Indian with his squaw and a little girl carrying a papoose. They were all dressed up like white folks and we found it quite interesting to watch them.

Another whole day straight toward the setting sun. We left North Platte about 11:30, after a late breakfast, and until we reached Ogalala at 4 in the afternoon the roads were fair. There was nothing but vast prairies, with a terrific wind blowing the dust until one could hardly see. Had lunch at Ogalala, a typical ranch town, at a little cafe the like of which one sees in the movies, even to the barkeep, or what used to be, and his high brow friend, the villain in the show, for he, too, was there. The remainder of the drive to Sidney was over good roads and by immense ranches. The total mileage for the day was 140.

Aug. 13 we left Sidney at 9:30 and the country we passed through was quite similar to that of the day before,

the road following the foothills, with here and there a ranch to prove to us that we were not alone in this vast "Out-of-Doors." Stopped at Cheyenne for a little rest and then drove to Laramie, where we stayed over night. During the afternoon we had our first real glimpse of the Rockies, passing through the Red Buttes, wonderful rock formations as red as sandstone, and reaching an altitude of 8,750 feet. The roads were fine and our total mileage for the day was 177. At Pine Bluff we saw a troop of movie actors taking local color for a drama.

Aug. 14 we traveled the "Long, long trail that leads, nobody knows how far," from Laramie to Rawlins, a distance of 138 miles, around and over the mountains, circling Elk Mountain and through country the like of which one who has lived where boundaries are limited never knew existed. George says it has been "Hell and repeat." As one journeys along, he can not but come to the conclusion that after the Lord made heaven and earth, he had left an unlimited supply of dirt and rocks that were absolutely useless and he dumped them in huge piles in Wyoming. Nothing can live on the mountains but sage brush, cacti and prairie dogs—all of which thrive in abundance. We passed through the mining town of Hanna and saw the cars going into the mines, the sprays where they wash the coal, and then up we went over more mountains. Rawlins is a town of about 4,000 in the center of an oil district and sheep raising country. The roads are hard but badly cut up, due, they told us, to an army transport train which was only twenty-four hours ahead of us. We also passed through a deserted village, absolutely abandoned, which evidently at one time was a coal mining town. There was not a living thing in the place and the houses were in a more or less delapidated condition, due to decay.

Aug. 15 we traveled a distance of 125 miles from Rawlins to Rock Springs, over more mountains and through more deserts, with no living thing but prairie dogs, but hundreds of them. Passed through a coal mining town at Point of Rocks and found Rock Springs also in the center of the coal country.

Left Rock Springs at 7:30 and drove to Salt Lake City. This was one more of the delightful days of our journey, covering a distance of 220 miles. At Granger we came upon a few transport trucks which we had been following all day and just before reaching Evanston we overtook the remainder of the train, consisting altogether of 72 trucks. We had some difficulty in passing these im-

# Pride in the Past! Hope for the Future!

In many respects the year just past was most remarkable.

Shortage of goods—shortage of labor—shortage of coal—strikes—lockouts—just one thing after another to keep us all "guessing" and to make us, perhaps, even a little bit anxious at times.

And yet, it has been a privilege to live during the last twelve months—it has been really good fun to fight all these adverse conditions and to overcome them.

Now another year is before us. The world is slowly healing the hideous wounds the great war inflicted. Day after day we are approaching nearer to normal conditions.

A little clearer thinking—a little RIGHT thinking—will do much to help restore the better conditions for which all of us are longing—to bring us all to a greater realization of our responsibilities as good citizens.

Let us all try to think clearly and straight this year—and may the coming twelve months prove bounteously good to all our merchant friends.

## WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS

mense cars on the narrow mountain roads, but our driver accomplished the feat without mishap. We picked up a sergeant of the Medical Corps and carried him ahead until he overtook his outfit and he told us about their expedition. They left Washington, D. C., July 7, and had been on the road ever since. The object of the trip was to improve the road system, advocate the advisability of overland traffic and try out different truck motors. They surely were a tired and dirty looking lot of fellows. After leaving Evanston we soon came down into Silver Creek Canyon, then up over the mountains and down into Weber Valley, a beautiful valley in the mountains like an oasis in the desert. From Granger to Evanston we followed the Black Forks River, crossing and recrossing it, with here and there a little strip of fertility in the midst of rocks. Along this river are located the Wyoming State experimental farms, indicating that the State is endeavoring to find some use to which to put this arid waste. Alfalfa seems to flourish better than anything else and these brilliant green fields lying up against the Rockies make a beautiful picture. After passing out of Weber Valley we climbed to a height of 7,000 feet and then descended into Parley's Canyon. It was a wonderful drive over splendid hard-surfaced roads, but very thrilling to one who never before had motored over the mountains. Just at dusk we descended into the "Valley of the Jordan."

Sunday, Aug. 17, was spent in Salt Lake City and a splendid day it was. We drove over to the Tabernacle in time to join a party with a guide who endeavored to explain to us all the wonders of Mormonism. She took us into the Tabernacle and explained its construction. We saw the renowned organ, but did not have an opportunity of hearing it. We then went over to the Temple, but not in it. Saw the wonderful Eagle Gate, Brigham Young's beehive and many other Mormon houses, the Utah State Capitol with its beautiful grounds; then out to Great Salt Lake or Saltair, as they call the resort, a distance of 20 miles, where we took a dip in the salt water. Back to the city we went for dinner then on to Ogden for the night. Our mileage for the day was 111.

We left Ogden about 10:30 and drove almost straight North for 156 miles to Pocatello, Idaho. The drive up through Salt Lake Valley and then on through the Cache Valley was very beautiful. It is very fertile, due to irrigation. Nowhere on our journey did we see finer fruit. In front of every house were youngsters selling melons, peaches and apples to the motoring public. After leaving the valley we drove through a vast amount of desert, in the midst of which would be a prosperous little city. We passed through Brigham City and reached Pocatello in time for dinner.

Aug. 19 we left Pocatello at 10:30, our usual hour for departure, and drove 149 miles to Twin Falls. Some of the country was beautiful and some seemed totally unredeemable. We journeyed for miles over roads terribly cut up and rough with the wind blowing the dirt in such clouds we could only see a few feet ahead and not a vestige of any living thing growing, only to come upon a veritable oasis with all sorts of crops in abundance—wheat, oats, alfalfa and all kinds of fruit. Out of such a waste we came into the city of Burley, in the middle of the afternoon, to find the three or four main streets of the place lined with cars as close as they could park. One only wondered whence they came, for there had been no sign of habitation for miles. They told us that all this seemingly waste land, if it will grow sage brush, has in it properties which irrigation will make fruitful and productive, but there is much that will not even produce sage and as yet that seems valueless. Twin Falls is a thriving little city of 10,000 people, very metropolitan and prosperous. We found that land adjacent to the city was selling for from \$500 to \$800 per acre. Having driven in through the desolate waste, it was almost unbelievable.

After a restful night we drove West from Twin Falls through the irrigated district. For productiveness it would be difficult to surpass. They were just harvesting their wheat and oats and had wonderful crops. After passing through Buhl we soon came upon the Snake River, a beautiful stream which we followed more or less for several days. As we wound around the mountain side we passed the Thousand Springs, streams gushing from the side of the rocks in dozens of places and falling to a great depth. We soon had to ferry across the river and then came into the Hagerman Valley, which we traveled for miles. When one has always traveled through country in which one mile was quite as fertile as the next, these garden spots in the midst of mountains and deserts look very unusual and in this part of the world you come upon them most unexpectedly. Here everything grows in abundance, trees, fruits and all kinds of crops. Then we climbed up and traversed the waste land, looking back down upon this beautiful valley and the Snake River. We found the roads fine part of the way. Then miles of rough and badly

cut up roads, due partly to the high winds and lack of rain. The farms in the irrigated district sell for \$200 per acre, but they claim it is no higher than land in the Central States for they produce twice as much per acre and never have a failure. When it rains they do not irrigate, and when it does not rain they can produce all the moisture they need.

Aug. 21 we had a drive of 209 miles to reach Baker, Oregon, our objective for the day, so we left Mountain Home a little earlier than our usual hour for departure. Had we been sure of the road conditions we should have driven on to Boise for the night, although we found a first-class hotel in Mountain Home, a small place of about 1,000 people. That is one thing we found true in all the Western towns. We were always able to get splendid accommodations and all conveniences and good meals, which is very important when one is traveling cross country in a motor car. The roads were fine to Boise, but there was nothing to see but sage brush and jack rabbits. We had only a fleeting glimpse of Boise as we hurried through, but it impressed us as being quite like all other cities. From Middleton to Payette one could not find finer orchards anywhere—both peach and apple trees so laden with fruit they had to be supported on all sides. The peaches were in their prime and we feasted to our heart's content. From Payette we followed the Snake River again up through Weiser, beyond which place the road led us down to the river, where we once more drove on to the ferry which carried us across. As fellow passengers on the boat were a man and his wife from Flint, Michigan, who were making the trip on a motorcycle and we felt almost as if we had seen someone from home. There was also on the boat a car from Washington and one from California. We reached Baker in time for dinner and spent the night there. Baker impressed us all as a good-sized town, somewhat overgrown, with little to recommend it.

The next morning we left Baker in good season and drove to LeGrand in time for lunch. We had a pleasant, but uneventful forenoon, but after leaving here we soon began to wind around the mountains and through the valleys, following the Snake River again for some distance. As the roads become narrower and steeper one could look ahead and behold upon the face of the rocks such inscriptions as these: "Prepare to meet your God," "After death the judgment," "Jesus saves." It sends a peculiar thrill through you when your eye beholds a road ahead just wide enough for one car, on one side of which is a rocky mountain towering perpendicularly in the air for hundreds of feet and on the other side an abyss so deep you are even with the tree tops. You realize it is only a step—or a misstep—between this world and the next. All the afternoon we drove over, through and around the Blue Mountains. It was our first glimpse of the forest primeval. The high mountains were covered with a wonderful growth of pine, spruce and hemlock. Here we hit the old Lewis and Clark trail into Oregon and the road is very much as these famous old pioneers found it in the early days. It is entirely unimproved and very rough and rocky, which gives one ample opportunity to view the amazing landscape. It climbs up and up over the mountains surrounded by immense trees to come out on top onto a clear tableland, from which the view is most marvelous. Near sunset we began to descend and you can imagine the height, when on looking over into the valley, the fields of yellow grain interspersed with the plowed fields looked like the cubist pictures one sees taken from an airplane. Just at night we drove into Pendleton, a very busy and interesting city. Near here there is located an Indian reservation and we saw many of America's native sons, both on the road and in the city. We had only driven 114 miles, but were quite ready for a good night's rest.

From Pendleton we were routed through Washington rather than Oregon, because of road conditions; so we drove North nearly to Walla Walla, then West until we came to Waukena, where we again boarded a ferry which carried us across the Columbia River. Our first glimpse of the river was a surprise, for having seen the breadth of the stream in Western Oregon, it seemed here quite like an ordinary river, but very beautiful nevertheless.

We journeyed on until we came to Mabton, from which place we drove up and up for many miles, but the roads were good until we struck level again, when we found ourselves hub deep in sand. We had about ten miles of this. We emptied our water bags for cooling the radiator, but, like all things, there proved to be an end. This, however, was our worst drive, for we expected to reach Goldendale for over night, but the roads were so bad that night overtook us and for the first time since leaving Michigan we missed our objective point. We at last found ourselves going down, steadily down, over a road so steep and narrow we could not have possibly passed a car and winding around the mountains so if it had not

been dark, we could not have seen a car's length ahead. About all one knew or could realize in the darkness was a mountain on one side which you could reach out and touch and on the other a horrible abyss into which you would plunge if anything went wrong with the car or the driver lost himself for a moment. It seemed interminable, but at last we appeared to be down and saw the light of a car ahead. We hardly knew whether to rejoice or be frightened, but anything was a relief, and our suspense was brief, for a man stepped out of the night and asked us where we were going. He told us we still had twenty miles to go before reaching Goldendale and that the road ahead was as bad or worse than that we had just been over, for we were down in Rock Spring canyon, (our own name for it was the "Devil's Gulch," and we wouldn't have been surprised to have seen his majesty any minute) and we had to get out and up over the same sort of road which he said was very dangerous to drive over at night. He and his party were camping there for the night and offered to share camp with us and we were only too glad to accept their hospitality, for we had driven 207 miles, the latter part of which had been very trying.

Aug. 24 we broke camp early after a restless night and started up the canyon. It was as thrilling as we had reason to believe it would be and we were only too glad that we had waited until daylight to make the ascent. The road was just as narrow and just as steep as the one we descended the night before, hugging the mountain on one side and on the other a bottomless gulch, but we finally came to the top. We drove on to Goldendale for breakfast and from there we climbed and descended mountains until we arrived at White Salmon, but the roads were good and we were becoming somewhat accustomed to moun-

tain driving and, consequently, were less nervous. The scenery was wonderful. At White Salmon we again ferried across the Columbia over to Hood River, Oregon, where we had dinner. From here into Portland we followed the famous Columbia highway, a distance of 71 miles, the greater part of which is hard-surfaced, part of the way following closely the river, then winding up and up 600 feet and more, with most picturesque concrete bridges over gorges, water falls and mountain streams, but all the way wide enough for several cars to pass and properly protected with concrete rails for safety. It was, indeed, a most fitting close to a most enjoyable and worth-while trip across the continent by motor. We arrived in Portland about 7 o'clock in the evening, having covered a distance of 3,300 miles in twenty days, making an average of 165 miles per day.

This does not pretend to be a finished literary production, but is a copy taken from a note book written as we journeyed along cross country and may give you somewhat of an idea of our impressions en route and of the country through which we passed. If the reader derives some little pleasure from it the writer will feel repaid.

Mrs. G. M. Winegar.

Good store equipment will inevitably have its effect in making employees feel a pride in keeping it fit, and will influence them to live up to the equipment.

If a man is willing to fight for the truth, it isn't safe to call him a liar.



## Introducing SONNY

A Son of the Typical American Family—a great factor in merchandising.

He is but one member of the Carnation Family who will tell the readers of The Saturday Evening Post and leading women's magazines about the safety, convenience and economy of Carnation Milk.

These advertisements will appear every month in 1920 and will persistently stimulate the consumer demand for Carnation Milk. Read the ads in the January 3 and 31 issues of The Saturday Evening Post—clip and paste them on your window, showcase or wall. Link your store to this campaign and tell your customers—the readers of Carnation magazine advertisements—that you are "The Carnation Milkman."

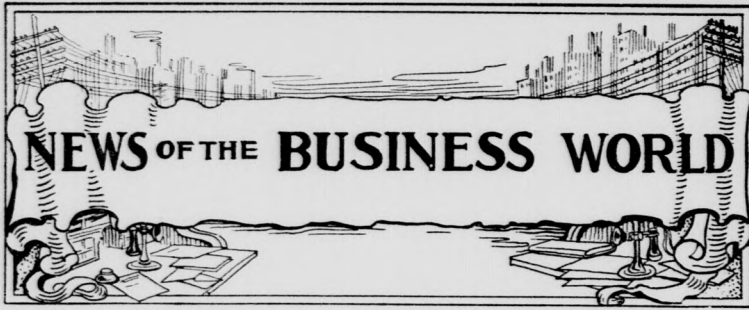
Ask our representative or write to us for Carnation advertising matter and selling helps. Address the CARNATION MILK PRODUCTS COMPANY, 133 Consumers Building, Chicago, or 133 Stuart Building, Seattle.

Remember, your jobber can supply you

**Carnation Milk**  
From Contented Cows



The label is white and red



### Movement of Merchants.

Norwalk—Eric C. Mathews succeeds Roy Mathews in general trade.

Dowagiac—E. Phillipson, President of the Phillipson Clothing Co., died suddenly at his home, aged 73.

Ferndale—The American State Bank has been incorporated with an authorized capital stock of \$25,000.

Jonesville—F. E. Howland has disposed of his interest in the Jonesville Lumber Co. to other members of the company.

Muskegon—The George Dratz store, one of the pioneer department stores of this city, has been sold to Maurice Moyer, of Toledo.

Cadillac—Ross Wolpert, of Kalkaska, will be the manager of the co-operative store to be owned and controlled by Cadillac railroad men.

Vicksburg—J. F. Follmer, implement and hardware dealer, died Jan. 3, at Phoenix, Arizona, where he had gone for his health.

Rhodes—W. E. Hause has sold his store building and stock of general merchandise to E. L. Good, formerly in trade at Hockaday.

Durand—The Durand Co-operative Association, comprised mostly of railroad employes, has been organized here to conduct a community store.

Hillsdale—M. Schmitzer, recently of Hudson, has purchased the stock of second-hand goods of the late M. Solomon, taking immediate possession.

Ludington—Thieves entered the clothing and jewelry store of K. L. Ashbacher, Jan. 4 and carried away stock amounting to about \$1,200.

Saranac—M. A. Benson, who has conducted a hardware store at the same location for the past forty years, has closed out his stock and retired from business.

Charlevoix—Martin Block, grocer and meat dealer, has purchased the meat and grocery stock of Edward Klooster and will consolidate it with his own.

Lansing—Harold King has purchased the Bailey & Bailey grocery stock and will continue the business at the same location at the corner of Maple and Pine streets.

Hockaday—E. L. Good has sold his store building and stock of general merchandise to the Hockaday Produce Co., a farmers organization, which will continue the business.

Vicksburg—Charles Goosty has sold his interest in the undertaking stock of Goosty & Critz, to his partner, F. L. Critz, who will continue the business under his own name.

Sheridan—Fire destroyed the modern store building and stock of general merchandise of J. C. Cutler & Co. Jan 3,

entailing a loss of over \$30,000, which is partially covered by insurance.

Adrian—The Raymond Garage Equipment Co. has been incorporated with an authorized capital stock of \$500,000, \$277,100 of which has been subscribed and paid in in property.

Springport—Edwin Flinn, of the firm of Wuerthner Bros. & Flinn, clothiers, died at Harper Hospital, Detroit, Dec. 28, following an operation for goiter. He had been ill but a short time.

North Star—William Eichenberg has sold his interest in the general stock of William Eichenberg & Son to his son, Herbert W. Eichenberg, who will continue the business under his own name.

Litchfield—A. H. Butts, who has conducted a shoe store here for the past ten years, has sold his stock to Fred W. Uhlman, who will ship it to Defiance, Ohio, where he conducts a large department store.

Jackson—Edward E. Rice, for the past seven years manager of the Weinman & Mathews Drug store, 130 East Main street, has purchased the stock and store fixtures and will continue the business at the same location.

Detroit—The Alexander Simon Mill Supply Co. has been organized to conduct a wholesale and retail junk business, with a capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Newberry—Newmark & Newmark, dealers in dry goods, clothing and shoes, have dissolved partnership and the business will be continued by A. Louis Newmark, who has taken over the interest of his partner, Samuel Newmark.

Adrian—Albig's Department Store has merged its business into a stock company under the style of the W. O. Albig Co., with an authorized capital stock of \$75,000, of which amount \$51,000 has been subscribed and \$10,200 paid in in cash.

Cadillac—The Penelopean Club, an organization of Cadillac women, adopted a resolution urging that the women of this city confine their purchases as largely as possible to American-made goods. The movement is primarily aimed at German dye stuffs.

Detroit—Louis S. Sultan has merged his automobile accessories and supplies business into a stock company under the style of the Sultan Auto Parts Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$1,000 in cash and \$9,000 in property.

Lyons—The organization of the Muir & Lyons Co-operative Shipping Association has been completed. S. Wilson

Keefer is the president and Lynn Bam-borough is manager. The Association will request the State Utilities Commission for free telephone service between Muir and Lyons.

Lansing—Brenner & Heeb have merged their plumbing business into a stock company under the style of the Brenner & Heeb Co., with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed, \$3,000 paid in in cash and \$7,500 in property.

Charlotte—The James H. Bryan drug store, one of the pioneer business places of Charlotte, has been sold to Charles M. Aspinwall of Albion. Mr. Aspinwall will take immediate possession. Mr. Bryan, who has been doing considerable farming, will devote most of his time to that industry.

Holland—Through the purchase of the property of G. A. Klomparens at 177 East Fourteenth street, the Holland Co-operative Association open its place of business Monday as a branch of the Cadillac exchange. George Heneveld has been elected manager. The association was incorporated with a membership of 125 farmers and it is believed this number will be increased as soon as the co-operative plan has been thoroughly exploited. The exchange will handle all the farmers' produce and grain and the farmers will be enabled to secure all their supplies for the farm with the exception of groceries. The membership fee is \$10 a year and only members can use the exchange for selling and buying purposes.

### Manufacturing Matters.

Detroit—The Lafayette Motor Co. has changed its name to the Willis Motor Co.

Half Way—The Stevens Lumber Co. has increased its capital stock from \$30,000 to \$40,000.

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

Kalamazoo—The Bryant Paper Co. will erect modern offices at the corner of Portage & Alcott streets.

Three Rivers—The first carload of machinery consigned to the Vassar-Swiss Underwear Co. has arrived. The company will start operations about Feb. 1.

Detroit—The Trailer & Body Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Jackson—A. Traub, for the past fourteen years President of the Jackson Iron & Metal Co., has sold his interest to his business associates and will retire from business.

Kalamazoo—The Clarage Fan Co. has announced plans for expansion that will require an outlay of \$100,000. The company will erect a new pattern shop and will remodel its foundry.

Flint—Bensam's has been incorporated to manufacture and sell jewelry, with an authorized capital stock of \$30,000, of which amount \$20,000 has been subscribed and paid in in cash.

Lansing—The Federal Drop Forge Co. has been incorporated with an authorized capital stock of \$400,000, of

which amount \$210,000 has been subscribed and \$40,000 paid in in cash.

Munising—The Munising Motor Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$60,000 has been subscribed and paid in in property.

Kalamazoo—Fuller & Sons Co., manufacturers of automobile transmission parts, is planning additions and new buildings which, together with machinery, will require an outlay of \$400,000.

Detroit—The Detroit Wax Paper Co. has been incorporated to manufacture and sell paper products, with an authorized capital stock of \$100,000, of which amount \$75,000 has been subscribed and paid in in cash.

Bay City—The Carroll Windiate Co. has been organized to manufacture and sell all kinds of food products, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Detroit—The Wolverine Manufacturing Co. has been incorporated to deal in furniture, woodwork, etc., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Cadillac Candy Co. has been organized to manufacture and sell at wholesale and retail, all kinds of confectionery, with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Detroit—The Guaranty Electric Corporation has been organized to manufacture and sell electrical appliances, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$10,000 paid in in cash.

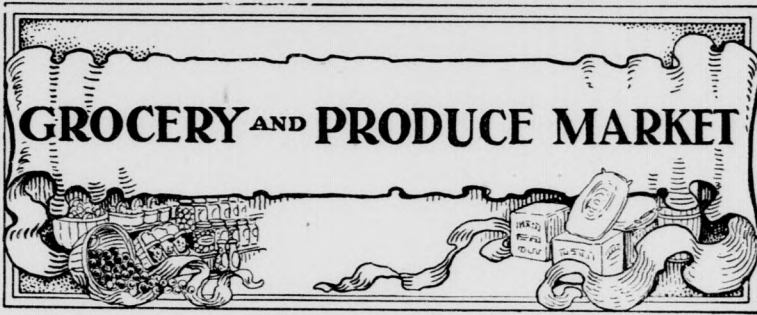
Saginaw—The Saginaw Stamping & Tool Co. has been incorporated with an authorized capital stock of \$50,000 common and \$25,000 preferred, of which amount \$39,000 has been subscribed, \$8,200 paid in cash and \$27,500 in property.

Kalamazoo—The Barley Motor Car Co. has been re-organized under the same style and incorporated with an authorized capital stock of \$2,000,000 common and \$500,000 preferred, of which amount \$2,000,000 has been subscribed and paid in in property.

Port Huron—The Port Huron Paint Co. has been incorporated to deal in paint, varnish, painters and builders supplies, with an authorized capital stock of \$15,000, of which amount \$9,500 has been subscribed and \$2,000 paid in in cash.

Lansing—The Cove Lumber & Finish Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$1,447.72 in cash and \$48,552.28 in property.

Coldwater—A new company will be organized here by the Homer Furnace Co., known as the Stockwell Furnace Co., which will have a capitalization of \$100,000 and will operate a gray iron jobbing foundry here. The new plant will employ 60 men in all, including 40 molders, and will be operated in connection with the new Homer Furnace Co. plant here, which will begin business about Jan. 10.



### The Grocery Market.

**Tea**—The market has been very dull during the past week, as it always is during the final holiday weeks of the year. Some business is doing every day, but is very small and for actual needs. Prices show no change for the week, everything being steady to firm.

**Coffee**—There has been a fair movement in coffee during the week, due mainly to a better feeling as to price. Demand is still not large, but is better than it has been. Prices on the whole Rio and Santos line remain unchanged. Milds show no change, but continued firmness.

**Canned Fruits**—Since the middle of December there has been a better domestic inquiry for California fruits, but this has so far failed to result in much actual increase in the outlet. Still, it is taken as an indication that the usual increase in trading which usually opens at the first of the year has already come to the surface. Quotably both peaches and apricots are unchanged, although peaches have developed the better tone of the two. There is a tendency to hold full standard peaches at full opening prices, but they can be bought from weak holders down to 5 per cent. under the opening, which is the usual selling basis for apricots. The sugar shortage ought to increase the call for both lines from now on. Pears are quiet at 5@10 per cent. over. Apples are weak and neglected. Packers are trying to find a market for State gallons at \$5.50@5.75, but are not very successful. Pineapples are in ample supply on spot and show a steady movement.

**Canned Vegetables**—It might be said, without being far from the truth, that there was no market in canned vegetables last week. The entire week's business would hardly be taken as a fair sample of the greatest market in the country, for business resembled more the interior market of small size. The closing days of 1919 showed only the barest kind of a demand and the opening of the new year found the jobbing trade busy with its inventories. In fact, very little is expected in the way of trading for several weeks to come. Later on however, a different market is predicted. All fall the jobbing trade has been a light buyer of canned vegetables, and admitting that the retail demand was greatly curtailed by the sale of Government stocks it seems a safe conclusion that jobbing stocks in New York and in the smaller jobbing towns are below their usual size. Buying for spring distribution, therefore, ought soon to make itself felt

in the market. Tomatoes are without change. The corn market is a close parallel. Maine style Southern standards held at \$1.05@1.10 and moved slowly at that. Off grades down to \$1, but the stock is not attractive and it does not sell to advantage. New York and Maine standards are not cut below \$1.25 factory. Packers are booking a moderate amount of business. Western packs on spot are short. Peas are in the same relative position, as the market has not been active enough to materially alter the situation. Packers state that their reserves have been worked down considerably, despite the dull market all fall. Fancy stock in the small sieves would sell if it could be found. Futures of the 1920 pack made no material developments last week as the buying trade was busy with other things during the closing of the holidays. Other vegetables show a moderate amount of attention.

**Canned Fish**—As the domestic demand for Maine sardines for some time has been small a reaction ought to occur, especially if buyers accept the statements of packers that stocks at the producing end are light. California sardines are moving steadily. Stocks are light. Limited quantities of Norwegian and Portuguese fish are offered, but the movement is light as asking prices are high. Salmon is dull and has been so for some time. Quotably the market is unchanged, but there is very little demand from domestic channels. Exporters are closely following the situation and intimate that they will be in the market later on if the exchange rate advances. Tuna Fish shows the most strength of any fish, because of its general scarcity. White meat is only in small blocks in second hands which are holding for \$11@11.50. Blue fin commands \$8@8.50 for halves. Lobster is only to be had in a small way at \$46 for 96 halves.

**Dried Fruits**—Prunes are now the center of interest, as they are in larger supply than raisins and offer much better opportunity in trading. Packers here bought back stock to fill export contracts and to have a reserve for the later export market. Oregon prunes have worked into better position and packers during the week advanced their prices to 22c on 30s and 20c on 40s for shipment during the first half of January. A relief from the sugar shortage ought to make itself felt in the demand for the Oregon product. The raisin market is as short as ever. Not only is New York inadequately supplied, but interior markets all over the East are nearly bare of stocks, and there is active

competition for transit stocks. Buyers have the hard end of the deal at present, as there is not enough stock to go around, and a fear is developing that there will be no surplus for some time to come. It would take free arrivals for several weeks to fill orders which distributors have on file at present. The market all week was in sellers' favor. All descriptions are short, but more particularly seeded package and Thompsons. Trading is chiefly on resales, which are 134@3c over the opening. Three Crown loose Muscatels have sold at 19 1/2c, Coast, which is equivalent to 21c delivered. Thompsons are offered at 20c Coast for bulk and Sultanias at 18c. Apricots have been overlooked during the past week, but the usual increase in demand ought to develop before long. The market is firm but inactive, as supplies on spot and in the West are light. Fancy are in strong position and would easily be worked to a higher level with more current business. Spot stocks, taking the market as a whole, are below normal for the season. Peaches may show another allotment by the association in the near future, but as reserve stocks in the West are moderate the local allotment may prove to be of small calibre. Independents have made no move to offer stocks recently and it is taken for granted that there is nothing much to come from that quarter. The dried crop this year, despite the big production of raw peaches, was below normal. There are no long lines carried by any local operators, so that the outlook is for a continued firm and perhaps higher market toward the end of January, when buying will resume. Pears are held with confidence but show very little current demand. Apples, like peaches, are in line for a better outlet before long. At present the domestic demand is of moderate proportions, but packers are firm and still quote the same range. No new developments are to be reported in the export field.

**Nuts**—Until the Jewish holidays expand the demand a quiet market is apt to continue. There are plenty of all grades, but the outlet is so limited that the market all week was practically at a standstill. Quotations since the holiday rush was satisfied have gradually sagged and attractive prices compared to those prevailing this fall are to be found, but there is little advantage being taken of the situation by the buying trade. A gradual resumption in demand is expected from now on. Walnuts lead in the general movement. There is a surplus of foreign, some of which shows unattractive quality and moves slowly. California nuts are in fair position, considering the general market. The foreign market has advanced in France, due to the heavy buying by Switzerland operators, who are taking nuts for oil purposes, so that spot stocks are under the level of the French market at present. Almonds are moving in a small way with ample spot reserves. Other nuts are decidedly easier than these two varieties. Pecans are urged to sale with few takers. Buyers for shelling purposes are being urged to clean up the market. Filberts show a like condition. Brazil nuts are

weakening and are apparently headed for lower values.

**Canned Milk**—The condensed milk market still presents a quiet aspect. The closing days of the old year saw tag-ends of blocks forced on the market at whatever the stock would bring, and this weakened the situation. So far there has not been time for reaction, but brokers believe that an improvement is bound to result in the near future, as the resale market is out of line with producing costs. Stocks are being offered at \$8.60@8.75 by most dealers, with some discounts, where the seller is in urgent need of his money. Domestic buying is limited and will not expand to any considerable extent for a few weeks. Export orders are not of large enough volume to support the market properly. Condensers are not disposed to sell freely, except where they are pressed for money, as they cannot replace stock at the present range and they are holding for an advance which they say is bound to come later on. Evaporated is in less favorable position than condensed. It is sadly neglected, which makes it necessary to cut prices to keep stock moving. Some resales are reported at as low as \$6. Recognized brands are held at a premium over this figure.

Skimmed milk is going at 14c at the factory and dried whole milk at 38@40c, factory.

**Corn Syrup**—There is a strong market as a result of conditions heretofore noted and quotations are repeated.

**Sugar Syrups**—Little inquiry is noted, but prices are firmly maintained on the small supplies in sight.

**Molasses**—While reasonably quiet the market loses none of its firmness, which is based on shortage of production and large requirements of consumption.

**Cheese**—The market is firm at prices ranging the same as last week, with a slight consumptive demand and no export demand. The price is likely to remain stationary for a couple of weeks.

**Provisions**—The market on smoked meats is steady with a decline of 1/2c from a week ago, with a light demand. Both pure and compound lard are steady at unchanged prices, with a light demand. Dried beef, canned meats and barreled pork are all steady and unchanged.

**Salt Fish**—The demand for mackerel is very poor, as attention has been given to other things. Prices show no change for the week.

Corunna—C. P. Steinheiser, D. H. Crosser, W. L. Ratz and R. A. Glasgow, have purchased the brick plant at Kerby, near here and will continue the business under the style of the Corunna Brick Co.

Maple Grove—W. C. Clark, who has been engaged in general trade here for the past fifteen years, has sold his stock to Earl G. Merkle, who will continue the business at the same location.

Clarksville—Henry Norcutt succeeds A. C. Renkes in general trade.

### THE NEW SUGAR LAW.

#### Not Thought it Will Help the Situation.

Although the much discussed McNary Sugar Control bill is now law, having been signed by the President, it promises, not a few trade authorities think, to be a dead letter so far as any real benefit the country at large is to receive through it. The situation, as they view it, is too much out of hand to be brought into line by arbitrary rules. The action of Congress, in fact, was too long deferred to be really effective.

While the President has announced that the Government will not buy and distribute foreign sugar, and the impression is general that he will hold in reserve the powers of control the new law confers upon him, there is always the possibility that he may see fit to exercise it, if in his judgment the occasion should arise in which complete control over distribution and consumption becomes warranted. Therein lies the cause for uncertainty hampering the unrestricted buying and selling operations ordinarily conducted in an open, untrammelled market.

The manner in which control is to be exercised, if deemed necessary, is the subject of much speculation. Whether the powers recently transferred from the Food Administration to the Department of Justice, by proclamation, are to continue to reside in the latter or are to be conferred upon the Sugar Equalization Board, or divided between the two Government

agencies, presents a problem for which a solution is much desired. The well-known desire of the present Equalization Board to turn over its exacting duties to others to be appointed by the President raises a doubt as to whether it will be prevailed upon to continue. In spite of the many criticisms leveled against the Board during its troubled existence, it is now generally admitted that its work, conducted under most difficult circumstances, was performed in a manner deserving of high commendation. The experience gained by it, the grasp it has of the situation, would render it a most valuable instrument in carrying out the even more difficult work that confronts the Administration under the provisions of the McNary law. Therefore the trade views with misgivings the possible displacement of the present members by untried, if equally conscientious, men.

The abnormally high prices for raw sugars that have prevailed during the past two months were the product of unprecedented circumstances. The impatience of buyers, other than refiners, throughout the country impelled them to ignore the usual procedure of depending upon refiners for supplies. Instead, they have gone directly to importers for raw sugars or for sugars to be brought here from Cuba and refined for them on a toll basis, with the result that producers in Cuba have had only to sit back and take the prices offered to them for sugars to be shipped, in some cases, as far ahead as next June.

This buying fever seems to have

run its course and a gradual decline of prices as a result of failing demand appears to have set in. Should the Government make any move toward purchasing the balance of the crop, estimated at about three-quarters of the present indicated outturn it is feared that the effect would be to perpetuate high prices. If left to itself the market, it is believed, will follow the usual course in a big crop year, with the possibility of at least 5c raw sugar within a few months, or by the time the greater part of the estimated crop of more than 4,000,000 tons will have been made.

European consumption is as yet an unknown factor, but it is assumed that it will not reach such proportions this year as to create a large market there for Cuban sugar or its American refined product, in view of prevailing industrial conditions, not to speak of the unfavorable exchange situation. Besides, Europe will no doubt make every effort to intensify the production of beet sugar to supply as far as possible its own markets, and is not expected to be a buyer of foreign sugars to any extent until the early part of next year, at least.

#### Hunt Bros. Propose to Suppress Brand Confusion.

The Hunt Brothers Packing Co. of San Francisco, has appealed to the Federal Trade Commission to have Morris & Co. required to drop the word "Supreme" as a brand name for its canned fruits. In a letter to trade representatives, Hunt Bros. Co. say:

"Hunt's Supreme Fruits have been packed and marketed by us since 1909. During that period we have expended approximately half a million dollars in national and local advertising, most of which amount was centered in advertising Supreme fruits in particular.

"We have never been annoyed by any other packer adopting a Supreme label either by word or design until some months ago when fruits packed presumably for Morris & Company, not by them, appeared on the market. As their Supreme fruits and vegetables were being nationally advertised, it naturally was of considerable concern to us, to say nothing of the irritation it caused the wholesale and retail trade who have for years distributed Hunt's Supreme fruits."

### Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

#### Merchant Millers

Owned by Merchants

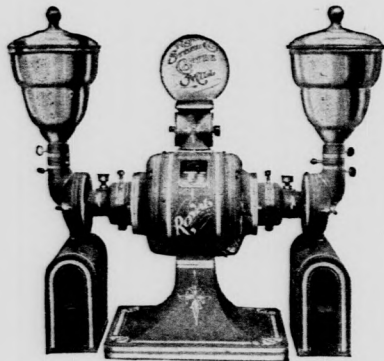
Products sold by Merchants

Brand Recommended by Merchants



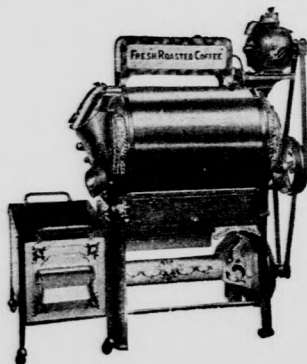
### New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



#### ROYAL SYSTEM "B"

Consisting of Royal No. 5 Roaster and Royal No. 77 Double Mill



## YOUR COFFEE DEPARTMENT

Is it paying? Are your customers Satisfied with your coffee? Do they come back for more? Do they tell others what good coffee you sell?

If your answer to these questions is yes, you are already using the Royal COFFEE SYSTEM. If it is no, you need the Royal Coffee System.

**What is the Royal Coffee System?** It is the Royal Coffee Roasting Machine, the Royal Electric Coffee Mill, and a method of supplying you with green coffee of uniform quality and in unfailing quantities.

**What is the Plan?** We manufacture the machines and place them in your store on monthly payments easy to meet, or allow a liberal discount for cash. Any clerk can learn to operate them. We teach your employees without extra cost to you. We contract, through our New York Coffee House, to furnish you green coffees that will satisfy the taste of your customers.

**The Benefits?** All uncertainty taken out of your coffee business—your customers supplied with the best coffees—best because FRESH ROASTED and STEEL CUT. You build up a coffee business for YOURSELF—not for the jobber or the wholesale roasting house—you eliminate the profit of the middleman. In consequence you build up your business because your service is better, and you also realize a saving of from five to fifteen cents a pound.

This is accomplished with but very little investment on your part, and a very small part of your own or your employe's time. At any rate, it will cost you nothing to investigate. Write for our catalog today. We'll be glad to give you full information, and can arrange for a demonstration if you wish.

### THE A. J. DEER CO.

HORNELL, N. Y., U. S. A.

1151 WEST ST.



**Fish Expert Says Salmon Is Doomed.**

C. D. Garfield, Alaska Fish Commissioner, recently addressed a gathering of salmon packers at Seattle, Wash., and advised his hearers that the fishing industry in the territory would be completely demoralized within a very few years unless drastic restrictions are at once placed into effect to allow sufficient fish to enter the spawning streams. He described how salmon had been exterminated in streams emptying into Puget Sound and how each year sees a reduced run in the few streams in which the fish are to be found.

In speaking of the artificial propagation of salmon he said: "For the past fifteen years the Government has been endeavoring to replenish the supply by building hatcheries and distributing salmon fry. So far not a single instance has been recorded where these fish return to propagate in the waters in which they were released and the fact seems well established that the efforts of the Government have proven a failure. It took 100,000,000 salmon to complete the packs of Alaska's 135 canneries during the years 1917 and 1918. Within a few years these institutions will for the most part be scrapped and the industry ruined unless strict protective measures are adopted."

Commissioner Garfield quoted instances where Alaskan Indians had combed the headwaters of various streams until not a single salmon escaped to propagate. He further charged that he had observed fish being sold to canneries that was unfit for food, having been caught several days previous in the headwaters of streams and transported to canneries by boat. He made a strong appeal for co-ordination of purpose to bring about legislation that will protect the industry. He stated that the aims of the commission were to secure the passage of laws to prohibit salmon fishing in all streams and lakes of Alaska and to prohibit fishing within 500 feet of the mouths of streams, permitting enough salmon to escape for spawning to ensure the maintenance of the packs and to build the runs up to their former size.

**Mother's Sabbath.**

Written for the Tradesman.

There is a sacred halo  
About the Sabbath day  
I hope will ever stay so  
And never go away.

The Sabbath day that mother  
Defined to me—a boy  
I could enjoy no other  
Than she would too enjoy.

The day of "right" and "not right"  
Of "do" and "not to do."  
With every Sabbath's daylight  
Was her example too.

There was a bit of terror  
Her mandate seemed severe  
But years have shown my error  
Till now the day is dear.

For with its every morning  
Comes a voice from far away  
I hear her welcome warning  
"Its Sabbath—not to-day."  
Charles A. Heath.

**Creditors Should Get Judgments.**

Credit managers are advised by the National Association of Credit Men to bear in mind that when the discharge of a bankrupt is denied, his claim should be reduced to judgment; because the statute of limitations will run against the bill and bar its col-

lection after three years from the time it was made out, notwithstanding the fact that dividends from the administration of the estate were received in the meantime. The courts have held, a letter to the members of the association states, that the bankrupt administration does not suspend the operation of the statute of limitations, and that creditors must be diligent in reducing their claims to judgment within three years of the creation of the debt. Otherwise the statute of limitations will bar them from any action.

**New "Carnation" Milk Plant.**

What is said to be one of the largest milk evaporatories in the United States is being erected at Gustine, Calif., in the San Joaquin Valley, a rich dairying district, by the Carnation Milk Co., costing about \$250,000 and with a capacity of 250,000 pounds of milk daily, or 2,500 cases of canned milk. The company states that the quality of the herds in that district will be improved by aiding the dairymen in securing Holstein cows.

Mr. Maeterlinck's rather embarrassing experience during his lecture at Carnegie hall, New York last Friday evening, must have made him feel like advising his Belgian friends, "Never come to America unless you know the lingo." But it was only a passing incident. The visit is sure to be mutually profitable.

Do you suppose the man who comes in with a subscription paper enjoys his job? Make it easier for him, and he will remember the courtesy. If you are going to give anyway, do it with a smile.

**Signs of the Times  
Are  
Electric Signs**

Progressive merchants and manufacturers now realize the value of Electric Advertising.  
We furnish you with sketches, prices and operating cost for the asking.

**THE POWER CO.**

Bell M 797 Citizens 4261

**USE**

**"SUNSHINE"  
FLOUR**

A perfectly blended flour of standard quality at a reasonable price.

**Buckwheat Flour**

**Graham and Corn Meal**

**J. F. Eesley Milling Co.**

The Sunshine Mills  
PLAINWELL, MICHIGAN

**Petoskey Portland Cement Company**

Petoskey, Michigan

Authorized Capital \$1,500,000

No Bonds. No Preferred Stock. No Water.

**The Future of the Petoskey Portland Cement Company**

In addition to securing Mr. J. B. Johns as General Manager and Vice-President and one of the Directors of the Petoskey Portland Cement Company, the Company has secured as its local Superintendent Mr. E. C. Switzer, of Stroh, Ind. Mr. Switzer will be with the Petoskey Portland Company within a week or so. He was formerly with the LeHigh Portland Cement Company, and then became Superintendent of the Wabash Portland Cement Company, from which concern he goes as Superintendent to the Petoskey Portland Cement Company. With Mr. Johns and Mr. Switzer, two very successful experienced cement men, at the head of this Company, there can be no question as to the future bright prospects for the Petoskey Portland Cement Company.

The Company is now practically financed, and within a very short time there will be no more of the Company's treasury stock for sale. Therefore, those who desire to purchase a holding in this Company which has very bright prospects for the future, should send for details and inform themselves of the exact status of the Company.

Certainly the Petoskey Portland Cement Company could not enter the cement field at a more opportune time, because of the great shortage of cement, in spite of the fact that the large road-building contracts calling for millions of dollars worth of cement have only just begun, in addition to the other enormous building projects that call for large amounts of cement.

The Company's crushed stone business alone should earn a substantial dividend for the stockholders as soon as its dock is completed and the Company can ship by water to all the Great Lakes Cities.

In considering this stock as an investment, bear in mind that the Company has an unlimited supply of raw materials, excellent shipping facilities both by rail and water, and that it will operate two businesses—both crushed stone and cement—in the profits from both of which the stockholders will participate. The strong business management and very competent men at the head of the manufacture of cement must also be taken into consideration in judging the possibilities of this Company.

Investigate this at once, as it will soon be too late.

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.

### RUSSIA MUST BE SAVED.

The great Russian writer Hertzzen said:

"Insanity rules the world." Certainly this is a paradox. But, unfortunately, it has often held good. Was it not insanity that prompted the famous German slogan: "World dominion or downfall?" German insanity started and kept up the war started by the infamous kaiser for four years, and its effect will be felt for a century at least.

That German insanity provoked Russian insanity, Bolshevism, whose effect may be still more terrible than that of the World War if not checked in due time. To defeat Germany it required the united efforts of twenty-odd nations. And what is being done to defeat Bolshevism?

There has been much talk, some solemn promises were given, even some help was offered, but that amounted to miserable half-measures unworthy of the countries that started them.

There are many diplomats and statesmen in the great countries, but there is no concise, intelligent Russian policy anywhere. Why is it? Is it because of Hertzzen's explanation? No, they say, because the world was able to make only a certain effort, and now it feels fatigued. The world is fatigued, but the Bolsheviks are as active as ever before; and their propaganda is spreading far and wide, embracing the Old and the New World.

There can be no compromise between the Bolsheviks and the rest of the world. Either the Bolsheviks shall be crushed or the world will succumb to the Bolshevik onslaughts. The Bolsheviks may agree even to a kind of armistice in order to strike harder later in. They must fight on or perish. They have no other choice.

Bolshevism is an extreme despotism in the name of proletarians. Bolshevik leaders and commissaries wield such power as Princes, Kings, and Czars of olden times could not even dream of. Nicholas 2, never would think of delay in the beginning of the play in his theater even five minutes before he came. But the Petrograd commissary ordered that they should not begin the performance in the theater before he came, be it an hour or two or even three later than the usual time. Is there any wonder that a noted actor of Petrograd committed suicide because his dignity could not stand any longer such a humiliation?

They say that France cannot afford to send to Russia any soldiers to fight Bolshevism. Nor can Italy. Nor can Great Britain, whose laboring classes sympathize rather with the Bolsheviks. And we in the United States do not see clearly why we should sacrifice our men and money for Russia. The case of France was quite different for us. As to Russia, let her perish if she cannot save herself. Such is the feeling of the Anglo-Saxon masses, both in this country and Great Britain.

It is a terribly narrow and unwise point of view. Unless crushed, the Bolsheviks will not leave the world

to enjoy peace and order. For Bolshevism means disorder, anarchy, red terror and an extreme despotism in the name of the proletarians. The Bolsheviks cannot produce anything. Their function is that of the locust, to destroy all wealth produced by the united efforts of all people, working physically or mentally or both.

The Russian peril is to be dealt with as the German peril was dealt with—by the united efforts of France, Great Britain, Italy, the United States, Japan and other law-abiding countries, including Spain, Sweden, and others formerly neutral countries. Japan feels the danger already approaching her door, and she speaks now in quite a different tone. England is bound to follow suit before Bolshevik propaganda reaches the heart of India. Spain and Italy, for self-preservation, must not delay action. And without France an international task of such magnitude is unthinkable.

Foch won immortal glory for himself and his country by smashing Germany and Austria. His glory would be doubled if he would smash the Bolsheviks, munitioned and officered by brutal and bestial Germany, and for Germany's sake.

Concern over the rumor that Germany has an army of 1,000,000 and still more in secret training may be due to a misunderstanding of the armistice, which amounted to a virtual surrender. Germany did spring a surprise a century ago, but there is no analogy between after Jena and now. Then she was not war-weary and her morale was good. She may have more small arms than show on the books, but for the Allies to check up her heavy artillery is easy now and will continue so during the fifteen years of occupation. By the terms of the treaty her army must be reduced to 100,000 by March 31. Will this force be sufficient to police a country with so many large towns abounding in the discontent and depression from which local revolutions start? If the number be inadequate, would it not be well to authorize its increase instead of permitting the continuance of the various semi-military associations, control over which is difficult? An attack from Germany is unthinkable. Keeping the peace within her own borders is a necessity for her and to the advantage of the Allies.

The vigorous protest of the trade unions in every city in the United States against the deportation of the I. W. W. socialists and anarchists proves stronger than words can describe the close relationship between trades unionism and anarchy. The man who takes the oath of allegiance to the labor union ceases to be an American citizen, because he has bound himself, body and soul, to obey the mandates of a power which is unAmerican and destructive to every principle on which good government rests. Under existing conditions there is no difference between trades unionism and I. W. W. Both stand for slovenly workmanship, betrayal of trust, infidelity to employer, wife and home, disloyalty to country and the destruction of everything good which civilization has been struggling to accomplish all through the ages.

### WHAT OF THE FUTURE?

At about this period, as the old weather almanacs used to say, "look for the appearance" of prophets, near prophets and would-be prophets of business. The turn of the year has a singular attraction for the many who feel the urge of predicting what is to come for the new twelvemonth. Under fairly normal conditions, this sport or pastime is not very hazardous to the reputation for sagacity of those indulging in it. As things are just now, however, the risk is somewhat great. Everything is upset, and what were usually regarded as economic axioms have apparently, no validity. When things became dear, it was always taken for granted and it so used to happen, people stopped buying. Now, however, it would seem as though every price advance merely served to stimulate further buying. And the higher the cost of living rises, the greater becomes the demand for luxuries and expensive stuffs. Taking these indicia as a foundation and basing forecasts on hope and confidence rather than on real conditions, a number of merchants and producers are not only expressing the belief that further price rises will continue to swell the volume of purchases, but are acting in accordance with that belief. This is the only explanation of the advances shown in the primary markets which will have to be reflected in the consumer buying many months hence. But that the confidence is not so great as outward indications would make it appear is shown by the fact of the shortening of credits and the requirements for early deliveries. A nervousness is perceptible even among those who are loudest in predicting continued prosperity, and this will not be dispelled except by positive action on the part of the buying public.

Distributors of merchandise have recently been making a closer study of conditions in their respective localities so as to be able to do business with a fair margin of safety. Jobbers, especially, have to look rather far ahead in making their calculations. And so, too, have the makers of clothing and women's garments. There have been some cancellations of initial orders for Spring. These are not yet a matter of any serious concern. If, however, the course of consumer buying will seem to justify them instead of forcing retailers to hurry into the market for further supplies to meet demands, the outlook will be for a sharp decline in prices. Nobody is anxious to load up at the present levels. It takes too much capital, and the lending institutions are a little chary of letting out money on the security of merchandise at the highest prices yet reached. The volume of retail sales for the next few weeks will give some indication of how the public feels in this matter. Buyers for the big stores will than show up here in large numbers prepared to act in accordance with the outlook as it may then appear. Next week the annual gathering of the Wholesale Dry Goods Association, including the jobbers of knit goods, dress goods and

notions, will be held in New York City. The sessions promise to be more interesting than usual, and the interchange of opinion among the members, who are representative men from all over the country, cannot but lead to a better understanding of trade prospects in the various lines in which these men are interested.

### IN A STRONG POSITION.

As the new year opens, a survey of the cotton trade indicates the existence of a rather sharp division of opinion among merchants regarding the outlook, but with the preponderance notably on the side of continued high prices and activity. Among the outstanding features of the situation may be noted the development of export business on a scale approaching normal, notwithstanding the unfavorable influence of the foreign exchanges; the wide margin of profit enjoyed by domestic mills and their generally strong position; the prosperous condition of producers and factors in the South, enabling them to hold for higher prices; the relative scarcity of the higher grades of cotton and the excess of lower grades, and a suspicion that all is not so well as it appears on the surface, reflected in the unusually wide spread between prices on near and distant months in the futures market.

The entrance of Bolivia into the field as claimant for Arica and Antofagasta, heretofore disputed between Chili and Peru, is another reminder of how barren, almost desert, territory may have become the cause of wars for the riches which lie beneath. H. G. Wells's fanciful conception of a rebellion of the minerals in revenge for the happiness of animate life continually finds new foundations, although the Krupp works have ceased to be the revolutionary headquarters of embattled ores. The territorial dispute in our own Panhandle is not yet comfortably settled, since earth as unproductive as that of Arica was discovered to harbor oil. The minerals have a casualty list, all in their favor, of which no army can boast. Potash, oil, gold and iron destroy their human enemies by cunning strategy, setting them to warring against each other, while they, unweakened by transformation, remain to create new conflicts.

Men who refuse to bow their heads to union domination and make closed shop agreements with their union employes are being subjected to many annoyances and abuses nowadays at the hands of infamous officials. Notwithstanding the shortage of help, every union is maintaining a large number of men in idleness, whose sole duty it is to circulate among non-union men and attempt to sow the seeds of suspicion, distrust and disloyalty—both to employer and country. The men selected for this nefarious work are capable of doing anything to accomplish their aims, from dropping emery dust in the gears of a machine to impair or destroy its usefulness, to cutting a throat. Open shop employes cannot be too careful in excluding such whelps from their establishments. No union man should be permitted to cross the threshold of an open shop under any circumstances.



# Gloves and Mittens

**Ask Our Salesman After January 5th**

## Gloves for Everybody

Cotton Gloves, Light,  
Medium, Heavy

Leather Faced Gloves

Tick Mittens

Jerseys

In the past you have benefited by seeing our line.

Those who dealt with us remember what happened last year.

Do not buy until you have heard our story this year—there will be some new features.

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



## REVIEW OF THE SHOE MARKET

### Problems and Methods of Selling. Written for the Tradesman.

There are lots of things we don't know about the near future, but at all events this is a safe bet: Successful shoe retailing isn't going to be a sine-cure nor a cinch; it is going to require a lot of first-class brains backed up by a willingness to work. It requires better merchandising ability to sell shoes at a profit to-day than it did four years ago.

The truth is there are now a whole lot of new and puzzling conditions that have entirely upset the dope, so that the methods and policies of other days don't fit to-day.

"My Lord, man," exclaimed a department manager recently, "this situation is getting my goat! I have a whole raft of new stuff ordered and now in the factory—fine pumps and boots I'll have to mark at from \$14. to \$20.—and now they are spilling a lot of silly stuff about cheaper shoes, fewer pairs for economy's sake, and finally stage lasts and French models and the Lord knows what—and who knows what's going to happen? Say, the guy that's running a woman's shoe department these days don't rest any better than the chap that used to wear the crown. Ain't it the truth?"

#### Tips for the Times.

Watch your stock closely and keep it moving. This has always been a good rule. It was never better than now.

If a line isn't selling, be sure you know it—and then get busy. Feature that line, boost it, in the limelight, make a big noise about it, push it strongly—anyhow make it move if you have to cut it to cost. The higher the original cost of the shoes, the heavier your liabilities in the matter of slow-movers.

And pretty nearly everybody gets a few of them now and then. A big specialty shop catering to the general trade in footwear had a line of women's tan kid boots with very light buff tops in cloth. It was a dandy long-model shoe, made out of good stuff and on a long, nifty last. Early in the fall the style was popular and about half or two-thirds of the line sold smoothly enough, and at \$13. the pair. But suddenly all movement in that particular line stopped. The tops were too light. They soiled too readily. And the rest wouldn't budge. What did that house do? Removed them to their popular-priced basement and advertised them, along with some other stickers, like this:

"In our popular-priced basement we are offering to-day, and all this week some exceptional values in women's boots. Tan, patent and mouse gray shoes with cloth and buckskin tops—values up to \$13.—now cut to \$5.90.

But you better come early to get in on this rare economizing opportunity."

This prospect of higher prices next year—which is not an unfounded rumor, by the way, but an economic certainty—may be a little disconcerting, but there is an argument in it for persuading them to buy now.

I saw this played up admirably in a newspaper announcement last week. "This is a rare opportunity my lady should not pass up," the ad read. "Shoes of this type and grade will undoubtedly be higher next year, for the leather from which they are cut is costing the maker more; so why not buy an extra pair now and put them away for next season?"

Concerning another kind of a situation, a different concern made this appeal: "Here is a man's shoe of fine material and workmanship that reached us several weeks late. The maker couldn't help it, for he had labor difficulties in his plant, so he made us a generous concession. To help him out, and at the same time give you a real bargain, we are closing out the lot at \$7.90 a pair. But we'd advise you not to delay action. They'll go like hot cakes."

Somebody has remarked that the shoe dealer ought to advertise now more than ever. And this is good advice. This has always been the way to increase sales, and now that we have a rising market, this is imperative.

And a definite proposition about a particular last—or not to exceed two or three lines—is better than a vague, general broadside. Some of the best newspaper announcements of shoe sales that come to my desk are announcements featuring a single shoe. Everything is concentrated upon one thing. And an announcement of that sort carries a punch.

Of course the ad should be illustrated and the price of the shoe marked in a frank, straightforward manner.

And have your salesforce keyed up to concert pitch—and right on their toes to make every sale that is humanly possible in order to increase the grand total of pairs sold.

All of which, to be sure, requires headwork and planning in advance. It means that the shoe dealer of to-day ought to have a definite selling program.

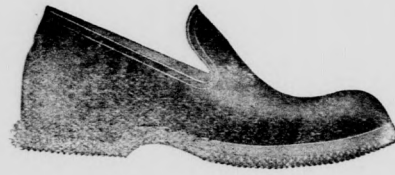
And this includes window trimming as well as advertising. Put on fresh trims frequently. Make them as unique and telling as you can. Get the boys in the store to help you think up new ideas.

But above all things, watch the records. Know what's selling and what isn't selling. If it isn't selling, start something to make it sell. For the shoe dealer that comes clean now must clean up as he goes. Cid McKay.

# Coming by Express This Week

Now is when you need them

Will be on the floor this week Friday



### WHITE ROCK WAVERLEYS

Men's . . . . 6-11 . . . \$1.38  
Boys' . . . . 2½-6 . . . 2.23  
Youths' . . . . 11-2 . . . 1.08

## Hood Rubber Products Co., Inc.

Succ. Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

**The H. B. Hard Pan (Standard Screw) Service Shoe is a really wonderful work shoe. Your customers know what it is. They and their friends have been wearing it for years. Solid leather—honestly made. It's a combination that can't be beat anywhere.**

### Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

**Epidemic of Strikes Cost More Than Two Billions.**

There are so many big, vital problems, all of which are closely related to each other, confronting the American people that it is difficult to designate any one of them as the most important of all, but certainly the labor problem looms before us as a great menace during the coming year. And because that problem's significance and far-reaching ramifications apparently are not generally understood it is all the more dangerous. That the mass of our people, for instance, should not appreciate or be indifferent to the meaning of the efforts of the Railway Brotherhoods to have the railroads of the country turned over to them, or to the activities of organized labor in seeking to postpone the return of the roads to their rightful owners for another two years, is as deplorable as it is amazing.

It is evident that the Brotherhoods have abandoned hope of accomplishing their purpose through obtaining the adoption of the Plumb plan during the life of the present Congress, and now, enlisting the co-operation of other branches of organized labor and seeking the aid of the farmers, but so far unsuccessfully, are striving to avert the return of the railroads until sufficient political pressure can be brought to bear to force the enactment of the Plumb plan, or some other plan of nationalization, into a law. If that scheme succeeds, the United States will cease to be a democracy in fact, for it will mean government by minority for class interest. The situation, therefore, is fraught with greater peril by far than that of the days of uncurbed monopolies and unregulated trusts. The real issue should be made clear to all of our people, namely, that our democracy is at stake in all such selfish measures as the nationalization of our basic industries.

We sent 3,000,000 men abroad to fight for the preservation of our democracy; are we now to surrender our democracy to less than 3,000,000 of our 110,000,000 people, who are organized, not into brotherhoods or federations, but into the biggest of all unions—the United States of America? It is well to remember that the whole is greater than any of its parts.

Another menace of the labor problem, quite as vital as this one, is the epidemic of strikes, which, it has been estimated, have cost labor more than \$700,000,000 and employers more than \$1,200,000,000—a total of approximately \$2,000,000,000! But our strikes have done worse than that; they have wasted incalculable hours of production at a time when production was never so precious, and, thereby, occasioned untold suffering to millions of people in stricken Europe. The loss in dollars may be made up; the loss in time and production can never be made up. And labor must suffer the consequences, in common with all other classes, in scarcity of goods and higher prices.

A strike for proper hours, working conditions and wages, when all other means fail, may be justified. A strike for profiteering or unfair advantage, however, should be as amenable to the

law as any other form of profiteering or unfair practices.

When capital has violated the public interest, our legislative bodies have been quick to lay the hand of government upon it, and, by regulation and punitive provision, quick to force it to recognize the paramount general interest. This rule should apply with equal definiteness to labor. Capital has been made responsive to public regulation, and labor should be equally so. Capital is compelled to abide by its contracts and fulfill its obligations. Labor cannot rightfully claim exemption from such laws, nor is it true that labor can claim the unfettered right to strike and cripple industry in its fundamental services to the public. We do not permit our soldiers to strike, nor would we patiently submit to a strike of other public employees, such as firemen or postal employees. A doctor would not be permitted to strike in the midst of an operation affecting human life, nor a lawyer to shirk his duty in a crucial case, nor a banker to close his doors to public demand. Over the rights of any class or any interest lies the supreme right of society to act in its own protection, and to deny that right is to challenge the very basis of proper human relations. There must be fair and orderly methods devised by which the differences between conflicting interests can be adjusted without paralyzing the public interest. That is a simple economic and social necessity. Labor is entitled to its just share of the wealth which it helps to create; but when labor invokes the word of justice as it may rightfully do, it must recognize that justice implies consideration for the rights of all.

These are fundamental facts, which labor and all our people should understand thoroughly. Let us hope that 1920 will contribute much toward such understanding, and then we may hope for the beginning, at least, of a solution of our serious labor problems, and for all that that will mean in the way of greater general prosperity and happiness. Charles H. Sabin.

President, Guaranty Trust Company of New York.

The Klise Manufacturing Co. has increased its capital stock from \$25,000 to \$100,000.

**Mayer HONORBILT SHOES**  
The Line That Satisfies

**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 sa ves. 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.  
Brooks Appliance Co., 362A State St. Marshall, Mich.

**City Day is Bargain Day**

So that you, Mr. Shoe Merchant may be able to start the year with a real bargain sale, Hirth-Krause have decided to make CITY DAY, Wednesday, January 14th, a bargain day.


Special and timely merchandise which will be up to the Hirth-Krause Standard has been especially priced for this occasion at figures which will permit it to be sold at attractive prices and still yield a good margin of profit to the retailer.

You can't afford to ignore CITY DAY and by no means can you afford to miss the opportunity Hirth-Krause offer.

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

Tanners and Shoe Manufacturers

One of the 25  
**"January Specials"**



2866---Wos. Brown Kid Lace, 1 3-8 Cub Heel, Welt, B-D..... \$6.90

2865—Same as 2866, Louis Heel, Welt, B-D ..... \$6.90

2896 — Wos. Brown Chrome Cab Lace, 1 3/8 Cuban Heel, McKay, D..... \$4.95

**Rindge, Kalmbach, Logie Co.**  
10-22 Ionia Ave. N. W.  
Grand Rapids, Mich.



**Financial Forecast By Governor Federal Reserve Board.**

The year just ended will be recorded in history as an era of inconsistencies and contradictions. It has been a year of tremendous activity, commercially and sociologically; a period of hectic extravagance and of expanding credits; a year made memorable by high cost of living and high living; by labor disturbances resulting in losses to labor and industry estimated by some at two billions of dollars; by social unrest, class prejudice, foreign complications, Bolshevik propaganda, rampant speculation, commodity hoarding, increased consumption and reduced industrial output.

There are some indications that the country has passed through the most acute stage of labor troubles and that the conservative and fair-minded element in both employers' and labor's organizations will assert themselves with the result that there will be a better understanding between capital and labor, with improved prospects of a square deal for the public.

Commodity prices at wholesale are now 131 per cent. higher than they were at the end of the year 1913, but unless production on the farms next season should fall substantially below the average, it seems unlikely that there will be any further advance. With adequate supplies there certainly will be no sound economic basis for a continued rise in prices, and when prices once come to a standstill for an appreciable length of time a decline is likely to follow. The insistent demand for several months past has been due partly to a general feeling that prices were going higher; and whenever this feeling gives place to one that prices are about to decline and that the market trend will be downward, the demand will assume a more moderate tone and prices will soften.

A great deal depends upon the financial and industrial recuperation of Europe. Our export trade has been stimulated abnormally by foreign purchases during the war, as well as by the heavy buying of our own Government for its military and naval establishments. For two years foreign purchases were financed in the greater part through loans made by the Government of the United States to the foreign governments associated with it in the war and the post-war buying of European countries to supply their urgent necessities has proceeded in large volume, notwithstanding exhaustion of Government credits. The progressive decline in foreign exchanges and their utter demoralization at present is evidence of the reduced cash purchasing power of European countries, and our export trade

will be seriously affected unless arrangements are made to grant long credits to European importers.

There seems to be no probability, or at least no immediate prospect, of a resumption of Governmental credits, and an effort must therefore be made to finance our exports through private enterprise. It is not the function of commercial banks to extend long credits, nor can such credits be effected through the Federal Banks, and it will be necessary, therefore, in arranging to extend long credits to Europe to appeal to the investment market. The Edge bill provides for the Federal incorporation of associations organized for the purpose of financing export transactions by long credits and for their operation under the Federal Reserve Board, which may authorize them to offer their obligations, specifically secured, running for a term of years, to the general public. Upon the co-operation of the public, therefore, will depend the maintenance of our export trade at anything like its present volume; and upon our ability to send our surplus products abroad is conditioned the full operation of our industries and the steady employment of labor.

The Federal Reserve act authorizes the acceptance of drafts or bills of exchange by member banks in transactions involving the importation or exportation of goods for periods of not more than six months, but such drafts or bills of exchange may not be purchased or discounted by Federal Reserve banks where their maturities extend beyond ninety days. The Federal Reserve Board has ruled that renewal acceptances are subject to the same conditions as to eligibility which govern the original bills, and that if the goods against which acceptances were made have been consumed or have lost their identity, renewals are not eligible.

**Kent State Bank**

Main Office Ottawa Ave.  
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$750,000

Resources

11 1/2 Million Dollars

3 1/2 Per Cent

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings



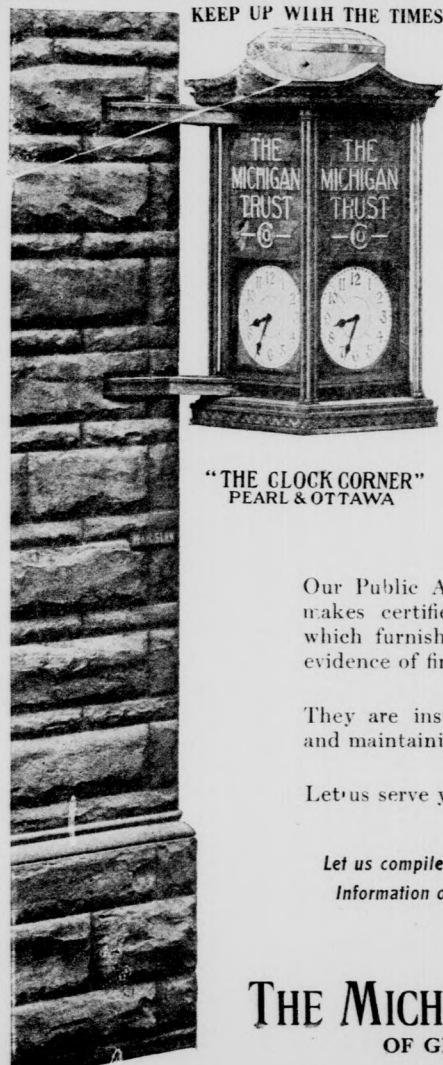
**THE BOND DEPARTMENT**  
of this bank offers only such bonds as are suitable for the bank's own investment purposes.

Investors purchasing bonds from The Old National Bank, secure the benefit of the broad experience and trained judgment which naturally accrue to a bank established for over sixty years.

**THE OLD NATIONAL BANK**

Monroe at Pearl

Grand Rapids



**Audits for credit purposes**

"THE CLOCK CORNER"  
PEARL & OTTAWA

Our Public Accounting Department makes certified reports of Audits, which furnish the most satisfactory evidence of financial conditions.

They are instrumental in obtaining and maintaining credit.

Let us serve you in that capacity.

Let us compile your Federal Tax Returns.  
Information on Wills and Trust Funds.

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

As long bills and investment securities are not available for use at Federal Reserve banks, it follows that the absorption of such bills by the public will result in a reduction of bank deposits unless there should be a general disposition on the part of investors in these bills to borrow the money needed for such investments. As a rule notes, drafts and bills of exchange covering investments, or which are issued or drawn for the purpose of carrying investments in stocks, bonds or other investment securities, are not eligible for discount at a Federal Reserve bank, but the Federal Reserve act makes an exception in favor of bonds and notes of the Government of the United States.

During the war and up to a very recent date, notes and bills secured by United States Government bonds were given a preferential rate at the Federal Reserve banks in order to assist in the flotation and distribution of these securities, but the differential has been abolished and notes secured by these obligations of the Government are now subject to the same rates of discount as commercial paper of corresponding maturities. The existence of \$20,000,000,000 of Government bonds, constituting an investment security available as collateral at the Federal Reserve banks, was not contemplated by the framers of the Federal Reserve act, and has complicated the credit situation. But with the preferential rates removed there will no longer be the incentive to obtain accommodations on the security of Government bonds rather than by the use of commercial paper. The ability to do so still remains, but abuses can be checked either by rationing credits of this kind or by means of higher rates.

Exports during the year of approximately \$500,000,000 of gold and silver, increased loans and diminishing reserves have emphasized the necessity of restoring the banking position to a stronger basis. It has been frequently pointed out by disinterested observers that during the past three or four years the industry and commerce of the country could not have been conducted nor

the financial operations of the Government consummated without the Federal Reserve System. If, however, the loans and other invested assets of the Federal Reserve banks should be permitted to increase until the lending power of the banks is exhausted, the country would in such an event be subjected not only to all the evils of extreme credit inflation, but it would have to face any new financial problems which might arise just as though there were no Federal Reserve system.

I assume, however, that it will be the policy of the Federal Reserve Board to make such rate changes or to take such other steps as necessary to bring about a liquidation of unproductive credit and to restrain unnecessary and unhealthful expansion. Reserves must be strengthened in order that the banks may be in better position again to expand credits when such a course becomes necessary to meet unforeseen contingencies, or to finance the movement of crops and the production and distribution of goods.

The increase in the note issues of the Federal Reserve banks which has taken place since August has been coincident with the credit expansion which has been caused in part by seasonal requirements, but only in part, because of high prices and wages, which have entailed the use of a larger volume of currency. During the next two or three months, however, a substantial liquidation of loans and a corresponding reduction in note issues may be anticipated, and as Treasury requirements are no longer the controlling factor in the money market, and as the differential in favor of bond-secured paper has been abolished, the Federal Reserve Board is now in position to exercise a more effective control over the discount market, and consequently over the volume of credit, than has been the case since April, 1917. This control should be exercised with firmness and discretion, for upon it depends the integrity of our financial structure. W. P. G. Harding, Governor Federal Reserve.

**GRAND RAPIDS NATIONAL CITY BANK  
CITY TRUST & SAVINGS BANK  
ASSOCIATED**



**CAMPAU SQUARE**

The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the Interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institutions must be the ultimate choice of out of town bankers and individuals.

Combined Capital and Surplus ..... \$ 1,724,300.00  
Combined Total Deposits ..... 10,168,700.00  
Combined Total Resources ..... 13,167,100.00

**GRAND RAPIDS NATIONAL CITY BANK  
CITY TRUST & SAVINGS BANK  
ASSOCIATED**

**Nearly a Century**

During ninety-eight years of corporate trust services not a single dollar has ever been lost through misadministration or insolvency in the administration of estates by American trust companies.

Read the January number of our trust letter, "You and Yours," and learn important facts concerning the management of estates.

*We will send this letter to you without charge each month upon request.*

**GRAND RAPIDS TRUST COMPANY**

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

**Fourth National Bank**

United States Depository



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

**Savings Deposits**

**Commercial Deposits**

**3**

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

**3½**

Per Cent Interest Paid on Certificates of Deposit Left One Year

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

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

**ORGANIZED THRIFT VITAL.**

**Production Must Be Kept at Maximum Level.**

As the country enters upon the new year with its many inherited problems affecting not only our own domestic welfare, but also our relations, business and otherwise, with foreign nations, there must be full realization of the necessity for considering these problems intelligently and for dealing with them in a constructive way. There are lessons, financial and economic, which, from our own experience and that of others, we should have learned sufficiently, by this time, to apply. If we do not apply them, and if the nation, in large part, continues on a course of more or less unthinking optimism, with important decisions unduly delayed, we shall come to a point when it will be difficult to correct mistakes and to meet then existing conditions.

Altogether too much time has elapsed since the armistice without adequate appreciation both of responsibilities and opportunities with respect to permanent national welfare. Instead of this appreciation, there has been, for example, insistence on the gaining of mere political or class advantage; and, at the same time there has developed wide-spread extravagance. In individual instances, almost without number, the rule has been "idle and buy" and not "earn and save." The result is the accumulation, at high prices, of many things which people could have gotten along without, consequent expansion in the scale of living and an appreciable strain on credit.

Without question there should be inaugurated, if calamitous conditions are, in the end, to be avoided, a national thrift campaign which will impress on people generally how essential it is that extravagance and wastefulness be curbed, and that signals, in the form of needed cautions, given by banking institutions, reinforced by warnings from the Treasury Department and the Federal Reserve Board, be heeded. Along with this every possible effort must be devoted to the keeping up of production of necessities to maximum capacity. This latter, it may be pointed out, cannot be accomplished with recurrent periods of industrial unrest and disturbance. It is only by large scale production that our people can be well and profitably employed, and only by maximum production can they be protected, in the last analysis, from the payment of excessive prices for their own needs.

The country's productive capacity has been greatly heightened as the result of the expansion brought about by the war. For it summarily to be curtailed would work much hardship. There is every reason for keeping our domestic market in a healthy state, and, as well, for maintaining and developing, so far as may be possible, the foreign markets, which, also as a result of the war, have been opened to us. Those foreign markets, as the American Bankers' Association stated more than a year ago, are essential to us, in order that

our surplus products may be disposed of. With these markets restricted or, perhaps, shut off to a decided extent, there would occur a drastic lessening of our own production, with unemployment for many thousands.

Should there be overproduction here, due to lack of foreign markets, there might be sharp declines, temporarily, in the prices of certain commodities; but as soon as supply was adjusted to demand another up swing in prices could be expected, with the country's purchasing power at the same time reduced. With proper competition and any necessary supervision here prices to domestic consumers would not be raised by the disposing of surplus products abroad.

Concerning foreign markets, the situation is one of increasing urgency with respect to the extension of American credits. If these credits, properly safeguarded, are not extended in sufficient volume, the purchasing power of nations in need of financial accommodations will inevitably be further restricted and reflected in rates of exchange unfavorable to them, and America will be in the position of having much to sell but with little outlet. After many months' legislation in the form of the so-called Edge bill has been enacted, which authorizes the organization of financial machinery designed to aid in financing sales abroad. It is obvious that to make such machinery rendered possible by this act sufficiently effective, there should be one large organization with resources running up to the highest figures required for the purchase of American goods abroad, with which organization the bankers, business men and manufacturers of this country might generally become identified and which in due time should be able to market in this country its debentures issued against high grade foreign securities offered as the basis for credits extended to foreign buyers.

But the development of any such organization cannot be accomplished in a day. In the interim, providing that such organization be formed or developed, it would seem to be necessary that the United States Government itself should act to aid, as it best may, without undue demands on the public purse, to relieve, through the extension of credits, pressing European requirements, particularly in the matter of food. This may be, and, very likely should be, only a temporary expedient; for the currents of trade, both national and international, are more properly left, as conditions approach the normal, to private enterprises and resources, with the minimum of governmental supervision. But post-war emergencies, as well as war emergencies, may call for special measures.

Meanwhile the bankers of the country have been apprised by the American Bankers' Association and particularly through the association's committee on commerce and marine, of the exigencies of the situation respecting foreign trade and of recommendations, as outlined above, to meet these exigencies. There recently has been formed a National Com-

mittee on European Finance, with representative membership in banking, industrial and other lines, and it is hoped and expected that this committee, with which the American Bankers' Association is co-operating, will before long indicate steps toward surmounting present difficulties in international trade. All of these efforts, however, are, to a large degree, dependent on the industrial stability, with a return to something approaching the ordinary interchange of goods among nations, and, also, on the realization in this country of the cardinal principles of thrift and production. **John McHugh.**

**Late News From the Celery City.**

Kalamazoo, Jan. 6—J. A. Fancher has recently taken the management of the Kalamazoo Co-Operative Society, filling the vacancy left by J. B. Spencer, the former manager.

E. B. Russell has purchased the grocery stock at 324 South Burdick street of Geer & Hudson.

Frank C. Elliott, of 2017 Portage street, has sold his grocery stock and fixtures to Lewis Sterner, of Toledo, Ohio, who will continue the business.

P. A. Cole & Son, of the Independent Oil Co., have a new Kalamazoo tank truck.

Calvin Mohny, who recently took the management of Gilmore Bros. Pathe phonograph department, reports a fine holiday trade and enjoys his new work very much.

Steve Skof, grocer at 1220 Fourth street, is the proud father of a new son, who arrived last Saturday. Steve says he is a dandy and that mother and babe are doing nicely.

Grocer Dan J. Beadle, of 765 Portage street, is in receipt of a very interesting letter from Pete Beck, formerly with the Kalamazoo Bread Co.,

but recently located at 310 Obispo avenue, Long Beach, California. Pete will be remembered by his many friends among the trade, who will be glad to hear that he and the family are all well and prosperous in the Golden West.

Baldwin & Hickok, who conduct a chain of retail grocery stores in this city, have incorporated as a stock company and will be known as the Hickok Grocery Co. The new company has an authorized capital of \$25,000, of which about \$15,000 has been paid in in stock and fixtures.

**Frank A. Saville.**

**What Saved Him.**

"Dubsley says he never made any bad business breaks in his whole life. Gee, he must be lonesome!"

"Not he! There are plenty of other liars to keep him company."



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

THE BANK WHERE YOU FEEL AT HOME



WE WILL APPRECIATE YOUR ACCOUNT TRY US!

**Cadillac State Bank**  
**Cadillac, Mich.**

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

**4<sup>0</sup>/<sub>10</sub>**

ON

**Savings** || Certificates || **3 Months**  
Books

**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**





## The Government Offers Flour Users An Unusual Chance to Save

**B**ACK of the announcement in your local papers that the Government is offering United States Grain Corporation Standard Pure Wheat Flour for sale, is a message of importance to every conscientious flour retailer in the country.

To bring prices down to a sensible level, and to make available to the consuming public a wholesome Pure Wheat Flour, at fair prices, the Government has recently purchased over 500,000 barrels of Winter Wheat Flour, to sell through regular trade channels at prices to the consumer around 75 cents per 12-pound packages, and \$1.50 for 24½-pound packages.

This flour is known as UNITED STATES GRAIN CORPORATION STANDARD PURE WHEAT FLOUR, and is a good flour.

It is not War Flour or Victory Flour, but is a standard flour made from this year's abundant crop of Soft Red Winter Wheat.

By selling this Government flour, you can prove conclusively to your customers that you are anxious to play your part in reducing living costs.

The Government will print the names of all dealers handling this flour in the advertisements it is running in local newspapers. This advertising will cost you nothing.

Retailers may buy United States Grain Corporation Standard Pure Wheat Flour anywhere in the United States, on the following basis:

### CARLOTS—STRAIGHT OR ASSORTED SIZES.

140-pound Jutes .....	\$10.25 per bbl. Delivered
12-pound and 24½-pound Paper .....	10.43 per bbl. Delivered
24½-pound Cotton .....	10.80 per bbl. Delivered

### LESS THAN CARLOTS.

140-pound Jutes .....	\$11.00 per bbl. Delivered
12-pound and 24½-pound Paper .....	11.15 per bbl. Delivered
24½-pound Cotton .....	11.55 per bbl. Delivered

THE GOVERNMENT IS SELLING THIS FLOUR ONLY WHERE THERE ARE NO SIMILAR FLOURS SELLING AT SIMILAR LOW PRICES.

Ask your jobber or wholesaler to supply you to-day, or write direct to:

---

## UNITED STATES GRAIN CORPORATION

FLOUR DIVISION

42 Broadway

New York

### Why Women Should Broaden Their Outlook.

Written for the Tradesman.

Do you suppose your grandmother, your Great-Aunt Eunice and her Cousin Susan discussed politics, economic questions, international interests? If they did, they were most unusual women. Mine didn't. When I was a little girl, or even a fairly big one, there wasn't a woman of my acquaintance who even pretended to know anything about such matters. And when I was in school, it was regarded as most extraordinary that the literary society of which I was a member should have a debate about the tariff or something of that sort. Quilts, rag carpets, pickles, preserves, children, the minister and his family and gossip about the relatives were the subjects generally supposed to represent the scope of the female mind. There was hardly any "servant question" then. Here and there there was a woman who had traveled, but her mental extension went usually in the direction of art and literature; even history was of interest largely as it bore relation to these genteel expressions of the life of the past.

If my grandmother had been told that within twenty years audiences of women would pack large halls to listen to the discussion of political and economic questions, I believe she would have forseen therein nothing less than the decadence of the female sex and the disintegration of the home.

I am sufficiently on record in these articles as emphasizing the importance of all the domestic activities; none who has followed me will need my assurance that I believe women should devote more time and attention, rather than less, to the home duties and interests; closer personal touch with their children. But in order to do these things intelligently and efficiently they must be abreast of the times, reasonably well-informed about the topics of the day. A stupid, ill-educated woman may make a devoted mother, but she hardly can be an intelligent one. And as a wife, comrade and friend to her husband, she will be sadly handicapped.

A very accomplished woman said to me the other day, apropos of the difficulties of life in a great city:

"Restaurant dinners are so poor and so expensive! I wish I knew how to cook. I have an apartment with a perfectly good kitchen, but it is of no use to me. I guess I could boil an egg—I never have had to. And now I have no maids and can't seem to get any."

Within an hour another woman was saying:

"I have been doing housework all week and I am almost dead."

"Housework! With your mind?" broke in another woman who ever-heard the remark. "How could you waste your time so?"

There you have it: a widespread thought of some inherent conflict between the functions of the homemaker, the housekeeper and the intelligent, "accomplished" woman.

We have come a long way. David Copperfield's Dora and her like could love and hate, obey and disobey, elope when necessary, scream, faint and re-

sort to tears upon slight provocation; but she could not grasp even the edges of the subject of the minimum wage, old-age pensions, child labor, hours of working women, statistics of birth-rate and tuberculosis, or any of the other subjects which women nowadays are beginning to see as only the problems of the larger housekeeping.

There is such a thing as overdoing it. I know women who are so engrossed in public duties and engagements that their children run wild and their homes are all at loose ends. And I know fathers who do not want their wives to be intelligent about public questions. Let these go their way; I am speaking for a broad, general intelligence on the part of the homemaker, so that she can inspire her home circle, make it a center from which a right public spirit will radiate; so that her husband will find her a companion in his civic interests; so that her sons and daughters will respect her and share with her the influence of the home as a real social unit.

A woman will not make a home much

more intelligent than herself; if it is merely a nest for physical shelter, father and children will go out to find their interests elsewhere, and mother will be left alone in it, slipping backward.

The other day in a committee preparing a programme for a woman's club, a gentle, "feminine," old-fashioned woman protested against the introduction of any timely subject.

"I want to spend a pleasant afternoon talking quietly of literary or historical subjects, as ladies used to do," she said.

She did not want to be jarred or disturbed by consideration of any of the great subjects with which all our social life nowadays is entangled. She is living—if you can call it living—still in the middle of the last century!

With the imposition upon us of the ballot and the duties of active citizenship we are confronted with a new responsibility. Now as never before we homemakers are called upon to broaden our outlook, to think in world terms; to send our children forth into fields

whose reach and horizon we must understand if we are to help them to be efficient. As much as ever we are the makers and conservers of the home; but it is no longer possible for us to be content with mere care-taking and domestic minutæ. We must understand our home duties better than ever; but we must also find ways to broaden ourselves, to acquaint ourselves with the problems of society's housekeeping as well.

Prudence Bradish.

[Copyrighted, 1919.]

## WM. D. BATT FURS

Hides, Wool and Tallow

28-30 Louis St.  
GRAND RAPIDS, MICHIGAN

## Labor the Limitation

Telephone management and operation never stand still.

They cannot stand still. The dependency upon them of every important factor in our commercial, industrial and social life precludes any relaxation or suspension of activity.

The Great War caused the demand to overtake the reserve facilities and equipment of the Bell System and for a time it was nip and tuck between demand and supply. Now that the War is ended the Michigan State Telephone Company is planning to spend for new construction in the next two years whatever amount of money the available labor and material supply permits in an effort once more to get ahead of the immediate needs of the public and back to its former position of Ready to Serve.

Rates must be charged to meet present cost scales. But these rates are charged the public for the benefit of the public. Telephone service is a public service and must be maintained at the maximum of efficiency and comprehensiveness at any cost.

MICHIGAN STATE TELEPHONE COMPANY



# IMPORTANT NOTICE:



GEORGE S. WRIGHT, Pres. & Treas.

JAMES H. DWINELL, Vice Pres.

ESTABLISHED 1845

**DWINELL-WRIGHT CO.**

INCORPORATED 1899

IMPORTERS AND ROASTERS

**COFFEE AND TEA**

SOLE OWNERS AND PROPRIETORS OF

"ROYAL" AND "WHITE HOUSE" COFFEES  
"WHITE HOUSE" TEAS.

Boston Office, Factory & Warehouse:  
311-319 Summer & 323-329 A Sts.

Chicago Office, Factory & Warehouse:  
112-114 W. Kinzie Street

**DIRECTORS:**

GEORGE S. WRIGHT. JAMES H. DWINELL. RICHARD O. MILLER.  
CHARLES H. HOLLAND. GEORGE E. CRAMPTON.  
WARREN M. WRIGHT.

**BOSTON**  
A CENTRE OF  
1,500,000 PEOPLE

Nov. 25, 1919

Gentlemen:

On account of the extraordinary cost of the round, tin coffee package (now some two and a half times its former lowest cost), we have been working on the idea of substituting some other material but with indifferent success until the automatic packaging machinery could be secured which enables us to use the square cardboard instead of the round tin or paper at a minimum of expense per lb. for a coffee container. It is our intention to do away with the tin and several war substitute packages, and confine our shipments to the square carton package in place of the round tin and round paper package for the one three and five pound sizes.

The following arrangement, which we propose to adopt, we think will cause the least confusion, viz: our distributing jobbers are expected to maintain the present price on all White House Coffee in tins that they have in stock-but at once, where they make shipments of the carton White House Coffee they are to charge the new lower price of 2 cents per lb., which corresponds with the new lower cost to them. This is also to apply to orders taken for future drop shipments.

In making this change we are able to assist in reducing the cost of White House Coffee to the trade and the consumer and at the same time maintain its dependable quality.

The new square carton,-a double package and doubly sealed, is designed and printed to almost exactly reproduce in general effect the old round package and is fully as attractive.

We are now prepared to take orders for White House Coffee in the square package for reasonably prompt shipment in the one, three and five pound sizes.

Yours truly,

DWINELL-WRIGHT COMPANY.

## PAID MILLIONS LATER

## For an Idea Which He Originally Rejected.

George M. Pullman was once a cabinetmaker in Grand Rapids. He had vision enough to see the possibilities of the sleeping car, though he was not its originator. But at one time he didn't have vision enough to see the possibilities of an idea for which his company later paid millions.

Col. William D. Mann was the man who received the millions and whose idea Pullman rejected. Col. Mann, internationally known as the originator of the Mann Boudoir Car Co., nationally known as the owner and editor of Town Topics and as the founder of the Smart Set, was in Detroit to attend the annual reunion of Custer's Michigan Cavalry Brigade Association recently. He commanded the 7th Cavalry Regiment and rode with Custer at Gettysburg when the 7th, known as "The Michigan Muskrats," charged all of Stewart's Cavalry Corps.

Col. Mann was eighty years old Sept. 27, 1919, but his gray eyes are bright, his manner is alert and his humor as keen as though his spreading beard were brown instead of snow white. He is a trifle heavy of body and his movements are not as quick as they were in the old trooper days, but not so his mentality.

After fighting the Confederates, Col. Mann, in 1867, went back and lived among them, acquiring the Mobile (Ala.) Times. There were two other morning papers and one evening paper in the city and after four or five months, Col. Mann brought about a consolidation out of which came the Mobile Register and the Evening News. Two years later, he was elected to the forty-first Congress and is now the only living member of that body.

The invention which brought him a fortune was made in 1871 and it was in that year that George M. Pullman made his great mistake—a mistake which causes the colonel to chuckle. Col. Mann was then engaged in railroad building, being busy with a line which was to run from Mobile to Kansas City. With one of his engineers, he went to New York on business.

"At that time, you rode in a sleeping car only at night," said Col. Mann.

"When morning came, you were routed out and went into the day coach, the sleeper not running through. We were going from New York to Lynchburg, Va., and the train rolled so I could not sleep. That gave me an idea. If the berths were crosswise, instead of longitudinal, the center of the body would be the axis of motion. I sketched out my idea and gave it to the engineer with me for drawings.

"When I got back, stiff and sore, I gave the drawings to an engineer and had him make them to scale. Then I sent them to George M. Pullman, whom I had entertained in Mobile, saying that if they interested him and he could use them, he was welcome to them.

"George M. Pullman was a cabinetmaker in Grand Rapids before the

Civil War. He went to Chicago and there obtained permission of the Chicago & Alton Railroad to fit up two cars as sleeping coaches. These ran between Chicago and St. Louis and Mr. Pullman has told me that the first few days, when he would meet the cars, sometimes he would have to dig down in his pocket for a half dollar to make up the conductor's salary.

"But George M. Pullman did not invent the sleeping car. A man by the name of Hapgood was the pioneer. He fitted up bunks in a car, three on a side, and his car ran on the New Haven railroad. He was followed by a man named Woodruff, Hapgood having dropped out of the business, who put his ideas in effect on the Pennsylvania. Then came Mr. Pullman. Instead of using springs at first on his berths, Pullman first used weights.

"I didn't hear from my letter for about two months. Then I got a curt note to the effect that Pullman could see nothing in my plans and they didn't interest him. Right away I obtained patents. That was in 1871, but I didn't do anything with the invention until I was in Europe on another mission. I had to travel from Paris to Vienna and in so doing had to change cars five times, being routed out at every frontier.

"In London, I had to meet a group of bankers and I complained of the inconveniences of travel on that side. They did not seem to regard it as anything, but I produced my plans for sleeping cars with chambers and crosswise beds. They were interested immediately and subsequently a company was formed, I receiving \$1,500,000 and being made general manager. The company was known first as the Mann Boudoir Car Co., but later was incorporated in Belgium as the Nationale de Wagon Lits under which name it is still operating. Before the war, the cars were running from Paris to Constantinople, from Paris to St. Petersburg and from St. Petersburg to Vladivostok."

Col. Mann returned to America in 1883 and formed the Mann Boudoir Car Co., on this side. When the company had 170 cars in operation, George M. Pullman began to take an interest in the plans he had once rejected and finally bought out the company.

"And he paid dearly, too," said Col. Mann. "He sent a train of his cars to Europe and had it there two years, but could interest no one. The contention was that the berths with curtains lacked privacy. Berths running longitudinally are all right with the present roadbeds, but they were not back in 1871.

After selling his car interests, Col. Mann did not engage in active business for several years. His brother, Eugene D. Mann, had studied law in Adrian and had done some newspaper work there and in Detroit. From Detroit he went to New York, where he founded Town Topics.

The health of the Colonel's brother began to fail and in 1891 Col. Mann bought out his interests, Eugene going to Phoenix, Ariz., where he died of tuberculosis. Since 1891, Col.

Mann has been most actively associated with the paper and generally writes one or two articles a day. He founded the Smart Set in 1900 and ran it for eleven years, the profits in that time, he said, being about a half million dollars.

It was Col. Mann also who invented the present vestibule used on passenger trains. Old railroad men, familiar with the open platform, hold this one of the most important inventions for the safety and comfort of passengers and trainmen since Westinghouse invented the air brake.

Col. Mann, who was born in Sandusky, Ohio, first came to Detroit in 1861, being a captain in the 1st Michigan Cavalry under Col. Thornton Broadhead, of Detroit, who was killed in the first battle of Bull Run. After a year of fighting, Col. Mann became so proficient in cavalry, that when he suggested the formation of a regiment of cavalry and a battery of heavy artillery, he was given the assignment.

Michigan was selected as the State and Col. Mann came to Detroit as a lieutenant colonel. In eight days, he had enlisted 1,400 men and was compelled to turn down 400 more because the organizations were full. "And there never were such young men as those," said the colonel. The regiment camped on Jefferson avenue and thousands used to watch their parades, the colonel drilling them. The regiment was the first to be equipped with the Spencer rifle.

Just as the 5th Michigan Cavalry was ready for the field, Col. Mann

was notified by Gov. Blair that he had been appointed colonel of the 6th Michigan Cavalry. He was only a little past twenty-two years old then. Protest of Grand Rapids citizens, who wanted George Gray for the colonel, caused Col. Mann to reject the appointment and Gov. Blair immediately appointed him to command the 7th Regiment.

"When history is correctly written, it will be shown that Custer's brigade ended the Civil War," said Col. Mann. "Custer's brigade saved Gettysburg by preventing Stewart from getting behind the Union lines."

## Likes the Tradesman's Front Cover.

Portland, Jan. 5—I have been greatly interested in many of the strong, forceful, hit-the-mark poems which you have been using for some time on the cover page of the Tradesman

I believe you take a deeper interest in Apt and Pat straight-from-the-shoulder, helpful articles than any other man in an editorial chair in Michigan. I fancy your editorial comments are quoted fully as much as any, because of the intense sincerity and the absolute fearlessness which are self evident.

Elon A. Richards.

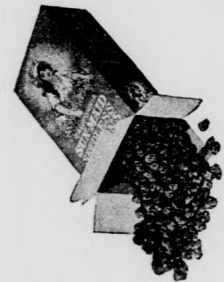
The Stone-Hoult Furniture Co. has increased its capital stock from \$20,000 to \$80,000.

Reed & Cheny are succeeded by a corporation to be known as the Reed & Wiley Co.

## What Raisins Do You Sell?

Begin the New Year by taking an inventory of your raisin stock! You will have food for reflection. Especially if you are not stocking

### Sun-Maid Raisins



Grocers who stock these nationally advertised Raisins and take advantage of our sales help (FREE) find Sun-Maid a profitable brand to handle.

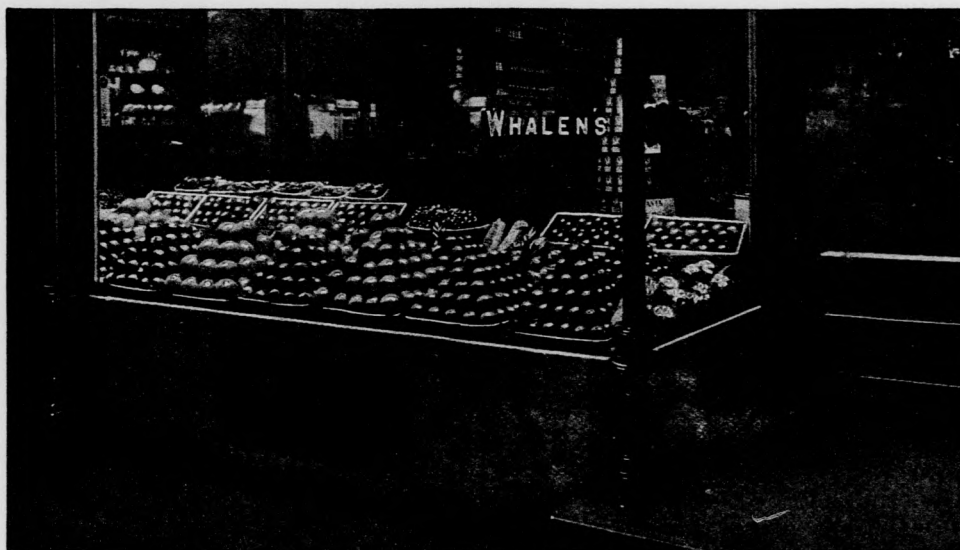
Our beautiful and compelling advertising appears in the leading national magazines that go into 8,000,000 homes—the homes of your customers. In these homes are 40,000,000 people for whom these women buy food. It helps them solve the problem of serving new, delicious, and wholesome foods that are welcomed at the table.

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

**CALIFORNIA ASSOCIATED RAISIN CO.**

**Membership 9,000 Growers**

**Fresno, California**



# This 20-Foot Store

## Battle Creek, Michigan

### Retails 6 Carloads of Oranges Per Year

Mr. T. F. Whalen owns a grocery store in Battle Creek, Michigan, a city of 40,000 inhabitants.

The store is 20 feet wide, with a 16-foot window. Mr. Whalen's sales of oranges alone amount to *six carloads* in a single season.

This great business in fruit wasn't accidental. Mr. Whalen set out to get it with his goal in view.

#### His Plan

Mr. Whalen made use of the irresistible *color-appeal* in oranges, by making displays of this fruit as a *permanent feature* of his store.

People saw this plentiful display from clear across the street and it drew them to the store.

They bought oranges. Then they bought other goods occasionally. Then they bought *all* their groceries at his store.

Thus Mr. Whalen, with keen merchandising sense, used a single specialty to build up a trade worth \$180,000 annually.

He followed a well-laid plan and made that plan a definite policy.

He knows that fruit offers him a chance to excel. He knows that the store which becomes famous for its fruit department will win the neighborhood's best and largest trade.

#### Make a One-Week Test

Try developing *your* fruit department—using oranges for your mass-displays.

Empty four or five boxes in a window and put attractive prices on them.

Let that display stay there one week, selling from the window to keep the oranges fresh.

Note your increased sales, the faster turnover, and the better profits that result from that One-Week Test.

Do this and you, like Mr. Whalen, will have these displays frequently.

#### We'll Assist Like This:

Write for our free book, "Salesmanship in Fruit Displays." It contains scores of sales suggestions and 33 illustrations of successful fruit windows and displays.

We will also supply you with tested display material that will help you sell.

Simply mail the coupon. We'll send you our "Merchant's Display Material Option List," from which you select the cards, banners, cut-outs, etc., that will best suit your store.



—the Staple Fruits

Clip the coupon before you turn the page. Begin now to increase your entire business in this way.

#### California Fruit Growers Exchange

A Non-Profit, Co-operative  
Organization of 10,000 Growers  
Los Angeles, California.

**California Fruit Growers Exchange**  
Dealer Service Dept.  
Los Angeles, California

Please send me your book, "Salesmanship in Fruit Displays" and your "Merchant's Display Option List" without any obligation on my part.

Name .....

Street .....

City .....

State .....

### The Value of an Idea File.

Written for the Tradesman.

The merchant, proprietor, or department head of a merchandising establishment, is—or at least ought to be—an unflinching dynamo. To change the figure, he is either the mainspring or a very vital subordinate spring in the works.

He should be full of enthusiasm, information, and practical helps; in other words he should be a real executive.

But enthusiasm or pep, it should be remembered, is a mental temperature that can be maintained only by fires in the psycho-boiler (i. e. the mind); and the fuel upon which this intellectual combustion feeds, is new ideas.

One can bluster about and radiate pep of a certain inferior quality, and still not make any great commercial mileage. There must be intelligent direction to enable the business to make the right sort of speed; and intelligent direction can come only from a mind that knows how and wherefore, and can evermore give out without running dry or going stale.

And that is only another way of saying that an executive ought to keep full of practical tips, bright sayings, pointed stories, apt illustrations, and forceful sales ideas—ideas and suggestions and other helpful matters that hit the bull's-eye of scores of situations and emergencies that develop in the business from day to day and hour to hour. With an unflinching supply of such valuable material on hand with which to supply the recurrent needs of his salespeople and other employees, the merchant, proprietor, or department head, is a perennial force in the business.

But how is any living man to keep fertile in new ideas when he is continually giving out? By conserving the fruits of his reading, observation, and study; by retaining in some permanent form the valuable hints that come from countless sources—in other words, by providing himself with an idea file.

It is literally impossible for an open-eyed executive to go about these days for an hour without running across something that can be used as grist for his mill: street car cards, newspaper announcements, a clever form letter that comes to his desk, an insert, a novelty advertising device, a bright trim he passed on the way to his store, an article in the Tradesman, or some other good trade publication, a happy phrase that fell from the lips of some customer, traveling man, street car passenger, or pedestrian. The sources of good ideas are too numerous to be catalogued. And the problem isn't so much that of getting the ideas as it is retaining them; and putting them away in some orderly fashion so that they can be subsequently got at and used at the proper time.

Some of us have used the scrap book. It is highly unsatisfactory, as every one knows who has tried it.

And the same may be said of the envelope system.

The file is a much better plan.

Take an ordinary vertical file, using a single unit, with cardboard guides indexed according to your own ideas, and then proceed to file everything—whether a half dozen words of your own, or a five thousand word business article—in its proper place.

By a careful analysis of your particular business you will discover that everything of vital concern connected with it may be grouped under certain heads. I'll not attempt to say how many heads, for I don't know what your line is; but, in a general way, the average merchant will be interested in the following:

1. Buying.
2. Stock Arrangement.
3. Care of Stock.
4. Inventories.
5. Sales Records.
6. Store Equipment.
7. Window Fixtures.
8. Decorations.
9. Advertising—In General.
10. Advertising—My Competitors.
11. Direct Mailing.
12. Newspaper Advertising.
13. Advertising Schemes.
14. Good Will.
15. Window Trims.
16. Salesmanship.
17. Courtesy.
18. Service.
19. Clearance Sales.
20. Holiday Sales.
21. Handling Employees.
22. Handling Complaints.
23. Mail-order Competition.
24. Cost Accounting.
25. Charge Accounts.
26. P.M.'s.
27. Delivery Problems.
28. Store Leaks.
29. Miscellaneous Pep Stories.

Now it is not likely that list, just as it appears above, is suited to your particular needs. It may be too lengthy for your requirements, or not sufficiently comprehensive. It may omit altogether some matters that you deem vital. If so, just remember that it is merely suggestive. It is up to you to make your own analysis and determine the logical divisions of the matter you propose filing away.

The use of an idea file will enable you to keep on hand—and accessible at a moment's notice—just the very things you are going to need.

Frank Fenwick.

### He is the Richest Man

In whose possessions others feel richest.

Who can enjoy a landscape without owning the land.

Who absorbs the best in the world in which he lives, and who gives the best of himself to others.

Who has a strong, robust constitution.

Who has a hearty appreciation of the beautiful in nature.

Who enjoys access to the masterpieces of art, science, and literature.

Who has a mind liberally stored and contented.

Who can face poverty and misfortune with cheerfulness and courage.

Who values a good name above gold.

For whom plain living, rich thought, and grand effort constitute real riches.

## Put "APEX" on the Trail

"APEX" is an expert sales getter. It has a country wide reputation and is tugging at the leash in anticipation of picking up the trail of greater sales in your store.

### "APEX" UNDERWEAR

can be had for

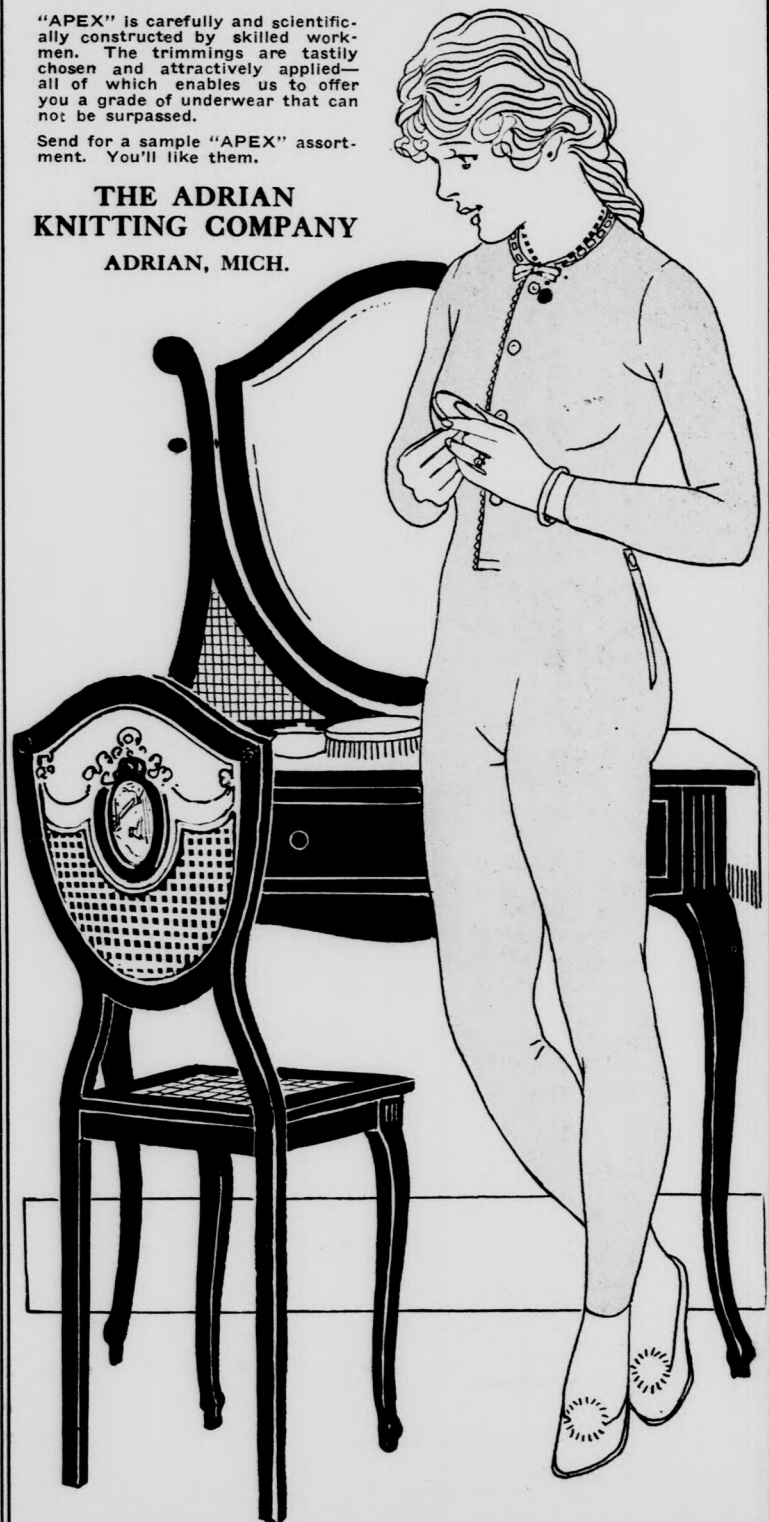
Men, Women  
and  
Children



"APEX" is carefully and scientifically constructed by skilled workmen. The trimmings are tastily chosen and attractively applied—all of which enables us to offer you a grade of underwear that can not be surpassed.

Send for a sample "APEX" assortment. You'll like them.

THE ADRIAN  
KNITTING COMPANY  
ADRIAN, MICH.



ANNOUNCING



ATHLETIC  
UNDERWEAR  
FOR MEN AND BOYS  
UNION SUITS SHIRTS DRAWERS

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

*OF BETTER QUALITY*

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

*HALL, HARTWELL & COMPANY, Troy, New York*

MAKERS of HALLMARK SHIRTS SLIDWELL COLLARS HALLMARK UNDERWEAR

## THE SPECIALTY SALESMAN.

### One of the Greatest Factors in the World.

Salesmanship is an art practiced by all classes of human beings, civilized and uncivilized. Our first intimation of salesmanship was found in the Garden of Eden when the serpent sold unto Eve the Fruit of Evil, for did not Eve say unto the Lord "The Serpent beguiled me and I did eat."

Money is first referred to in Genesis in the year 1910 B. C.; the first sale referred to in the good book was in 1860 B. C., when Abraham purchased from Ephron for 400 shekels of silver a burial place for Sarah.

The merchant is first referred to in Genesis in the year 1729 B. C.

The dictionary defines "Salesman" as "One employed to sell goods;" Britannica is silent on the subject. This definition is not adequate; it should say at least, if it is necessary to be brief, "Salesman—one who sells," for after all, every human is a salesman to a more or less extent. The babe in the cradle sells his silence for a bottle or attention; the little brother or little sister sells his or her silence for a favor; the merchant sells his goods, the lawyer his advice, the doctor his knowledge, the mechanic his skill, the laborer his services and the preacher his eloquence. "Specialty" is defined in the dictionary as "a particular or peculiar case; a special occupation or object of attention or a peculiar characteristic."

The manufacturer and merchant may specialize in one or more products; the lawyer may be a specialist on criminal law or a corporation specialist or some other kind of specialist; the preacher likewise may specialize in some particular part of his teachings; the doctor may be an eye or an ear specialist or a specialist in some other of the many ailments of mankind.

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

There is one indispensable requirement in the relation of the specialty salesman to the merchant. The salesman's customer must have confidence in him. Once that is established their dealings reach a pleasant and what should be a mutually profitable stage.

The successful salesman does business to-day on the basis of what he has to sell and through his ability to prevent it in an attractive way. The time has passed, and, I hope forever, when the salesman conducted his trade on a social basis. Now it is a question of personality, not one of good fellowship. Merchants are busy men; they have but a few minutes to grant callers and no interest whatever in the salesman's opinion regarding domestic affairs and whether it rained in the last town on his route. The old days of entertaining and story telling with liberal orders to follow are no more.

Salesmanship has become a science—a profession; an established entity in the science of trade.

Personality is the most valuable thing that a salesman can have, and perhaps the most undefinable. But we never have any doubt of a man's possessing it who really has an individualism of his own. It is something that reaches out and convinces the other fellow of the power to make men see things through his own eyes. Not all salesmen can be so endowed. But this does not mean that a man of intelligence and ambition who is without a special mark of character cannot become a salesman—he can; hard work will do it, and the harder he works, the sooner he will develop a personality. The desire to do a thing is a long step toward the goal, and the man who sets himself to sell goods and who puts his whole being into the job must make progress.

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

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

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

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

When our great shipping industry was about the collapse, one of America's greatest specialty salesmen and organizers—Charles M. Schwab—was called in and the sound of the Amer-

ican riveting machine was heard around the world.

Thousands of other great specialists, each in turn, played many parts.

And the war was won.

The greatest specialty salesman the world has ever known was the immortal Roosevelt. He sold and delivered more patriotism, love of home and country, honesty and integrity than any man since Christ, and his lessons in salesmanship will be the guide and inspiration of generations yet unborn.

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

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

The American specialty salesman is

destined to become in finance, in commerce and in labor one of the world's greatest factors. F. D. Bristley.

### Definition of "Luck."

Luck is the shell game of life—now you see it, and now you don't.

Luck is almost always a loafer who sits on the end of the pier and wishes while he fishes with a hook that is bare.

The most disastrous dose of poison ever taken into the human system is a small drop of what we call "luck."

Luck is defined as fortune, good or bad.

Tell me what dependence can be placed in a thing that is just as liable to go as it is to come.

What good is luck if you cannot define it, cannot hold it?

Luck is the son of chance.

If there is such an animal as luck, it would have sense enough to pass up a man who would try to lean on it.

Luck is a manufactured excuse for getting the worst of it. Luck is a definition for doing some fool thing and then expecting a real reward.

Shooting craps, playing poker, coming in contact with blood-poisoned prostitute—all these experiences that are supported in the name of pleasure have what is commonly called the elements of "luck."

But who is to blame if you lose?

The small man often refers to his "hard luck." The big man will tell you the secret for getting on in the world. It's this: Plan wisely, work persistently, wait patiently. Never trust to luck.

# 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.*

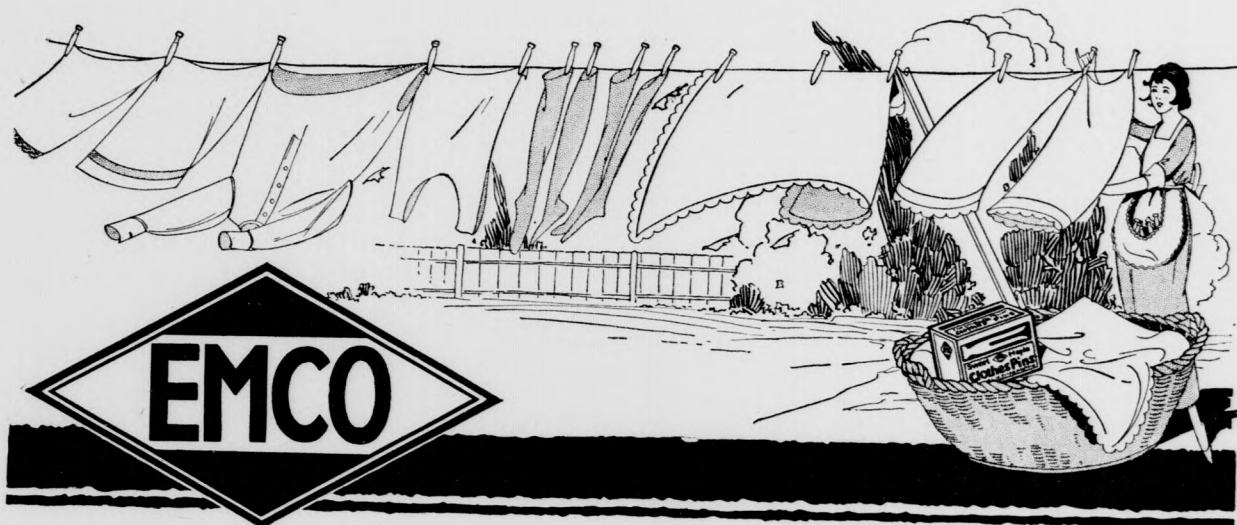
## E. A. BOWMAN

"IN BUSINESS FOR HIMSELF."

719 John R Street.

DETROIT, MICHIGAN





The only five dozen carton of clothespins  
in the market contains **EMCO** clothespins

Why make two or three transactions of something that your customer wants all at once?

Why pour a handful of dirty clothespins into a bag when she wants a neat, tidy package of perfect

## EMCO CLOTHESPINS

EMCO pins are smooth, strong and light—made in accordance with modern domestic science requirements.

EMCO pins come in cartons containing two dozen and five dozen.

EMCO clothespin cartons are wrapped and sealed. They make "pretty stock" and are silent salesmen on any store shelf.

Do a modern, up-to-date business in this grand old staple, made and packed by the modern EMCO factory.

*EMCO clothespins shipped as follows, in light, strong fibre board cases:*

- 25/60 25 cartons of five dozen pins each
- 60/24 60 cartons of two dozen pins each
- 30/24 30 cartons of two dozen pins each

*Ask your jobber for EMCO carton pins*

**Escanaba Manufacturing Co.**

*M a n u f a c t u r e r s*

Escanaba, Michigan

Makers of *EMCO Standard Wire End Dishes—*  
*EMCO Toothpicks—EMCO Maple Picnic Plates*



## SELLING SAFES.

## Unique Plans Pursued by Grand Rapids House.

This is the story of the Grand Rapids Safe Co., which does a business of large volume, having customers in nearly every state in the Union and which has never employed a solicitor or paid a penny in commission for the sale of a safe, vault door and burglar proof equipment. In other words, it has created and maintained a business of large proportions solely through the medium of trade journal advertising, no other kind of exploitation ever having been resorted to.

Up to a few years ago the traffic in safes was conducted along lines which would be recognized as legitimate in any other branch of business. Because the average man seldom purchases more than one safe in the course of a lifetime, he is not supposed to be acquainted with the merits and demerits of any particular make of safe, nor does he give due attention to the fire proof qualities of a safe unless he has been through a fire and realizes how necessary it is that a fire proof safe should be something more than merely fire resisting. Because of this almost universal ignorance on the subject of safes, the average traveling safe salesman finds it an easy matter to "put it over" on the prospective buyer by the exhibition of flashy prints or highly colored photographs which enable him to present his position in the most flattering manner possible. He locates a man who appears to possess a safe much too small for his purpose, worth perhaps \$15 or \$20, mentally marks the established price of his new safe up \$50 or \$100 and proceeds to interest the victim by this line of talk:

"That's a mighty nice little safe you have there. I have been looking all over my territory for that sized safe for a friend of mine for several months. If you would be willing to sell me that safe in exchange for a larger one—and will make the deal to-day, so I can write my friend that I have found just the safe he wants before he has purchased elsewhere—I can allow you \$50 for it."

The person addressed chuckles to himself, recalls that he bought the safe second-hand for \$25 and, without stopping to consider that the salesman may have added two or three times that amount to the price of his safe, jumps at a chance to sell a \$25 safe for \$50 and signs an order for the larger safe without delay or investigation.

Nine-tenths of the safe sales made in the country are effected on this basis, furnishing fresh proof of the statement that the average man likes to be humbugged.

When the Grand Rapids Safe Co. engaged in business, it formulated the following rules:

1. Employ no traveling representatives.
2. Have but one price and never deviate therefrom, except to accord 5 per cent. discount where remittance accompanies order.
3. Use only regular trade journals and business association programmes

and publications in attracting the attention of safe buyers.

4. Use no ambiguous language in describing safes.

5. Make no exchanges which involve dickering or jockeying, but buy for cash any second-hand safe offered at its actual value, whether seller purchases a new safe or not.

The first thing to consider was the selection of an advertising writer and the proper mediums to use for general publicity. William L. Browell, of Kalamazoo, was decided upon as the most available man to prepare argumentative advertising to secure the attention of the prospective safe purchaser.

The Michigan Tradesman was selected as the principal medium to use in exploitation work. No attempt was made to sell safes by quoting prices in the advertisements, because the advertiser was more interested in satisfying a customer and furnishing him a safe that would adequately meet his requirements than to effect a sale that might be a misfit. All appeals were, therefore, based on indirect methods. Those who responded by requesting sample sheets or catalogues were first requested to describe the kind of building in which the safe would be installed and also state what facilities there were in the town in which the correspondent resided to extinguish fires. This information was insisted upon in all cases so as to enable the Safe Co. to determine what kind of a safe the buyer ought to have to provide adequate protection against fire—light, medium or thick wall. It is folly to install a thin wall safe in a wooden building located in a wooden town with no fire department. It is equally foolish to go to the expense of installing a thick wall safe in a fire proof building.

With these facts fully determined, the Grand Rapids Safe Co. launched its advertising campaign in the Michigan Tradesman, whose circulation has a wider distribution than its name would indicate. Originally started thirty-six years ago as a go-between for the wholesale and retail merchants of Michigan, it has gradually extended its circulation into nearly every state in the Union, because of its unique character and because its departments and editorials appeal with equal force to merchants from Maine to California. Beginning in a small way with less than fifty safes on hand, the company now frequently handles that many in a single month and has sold as many as twenty complete bank equipments in a single year. It finds a fruitful field among the twelve hundred furniture buyers who journey to Grand Rapids twice a year from all parts of the United States to select their stocks. Many of these buyers make a regular practice of visiting the salesroom of the Safe Co. every time they come to town and select safes for their own use and to sort up their stock to sell to their customers at retail, shipping them along with the furniture which they invariably purchase in carlots. So successful has the advertising campaigns of the Grand Rapids Safe Co. been that it is now considering

the use of additional trade journals in the South and the far Western States. Starting with one-fourth pages, the company subsequently increased the size of the space used to one-half pages. For the past three years only full pages have been used. The increase in the number of letters of enquiry received following the increase in the size of spaces used is so marked that hereafter full pages only will be used, except on special occasions when some particular class of safe is brought into demand by some unusual occasion.

In building up a business of such magnitude, nearly every precedent was reversed. As a rule, jobbing industries of large volume are confined to cities of large size. One reason for this, of course, is the large local demand that would naturally be created in a city of a million people. Grand Rapids is an interior town. It has no water transportation. It is not on a single trunk line railway. It has branch connections with the New York Central and Pennsylvania systems, but as a shipping center it is not to be compared with such centrally located cities as Detroit, Toledo, Columbus or Indianapolis. Despite this drawback, without the aid of traveling salesmen and with only the local demand that is incident to a city of 150,000 people, the Grand Rapids Safe Co. has built up an enormous business among merchants and business men all over the country by its unique advertising methods and clever following up systems. The man who sends in an enquiry is never

given up until he purchases, writes that he has purchased a safe of some one or admits that his enquiry was inspired solely by curiosity.—Advertising Record.

## All Out After the Rewrd.

Jinkson, visiting a small Western town, lost his pet dog. He rushed to the newspaper office and handed in an advertisement, offering \$100 reward for the return of his companion. Later he returned to the office to have inserted "No questions asked." When he arrived at the office only a small boy was to be seen.

"Where is the editor?" he asked.

"Out."

"The assistant editor?"

"Out."

"Well, the reporter?"

"Out."

"The printer?"

"Out."

"Where has the staff gone to?"

"All out looking for your dog!"

## Familiar Face.

The lawyer had adopted a rather unpleasant tone in questioning the witness, who, however, kept his temper.

"Have you been in this court before?"

"No, sir."

"Are you sure of that?"

"Yes, sir."

"Your face looks very familiar—very familiar. Where have I seen it before?"

"I am bartender in the saloon across the street."

## HacKa-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.

Assets \$3,999,500.00



Insurance in Force \$55,000,000.00

**MERCHANTS LIFE INSURANCE COMPANY**

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

**Service to Policy Holders**

**\$4,274,473.84**

**Paid Policy Holders Since Organization**

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

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

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

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

**PREPARE for WINTER  
Don't Get Cold Feet**



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

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

An extension telephone costs but a few cents a day!

Call Contract Dept. 4416.

**CITIZENS TELEPHONE COMPANY**

**Red Crown  
Gasoline for Power**

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

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

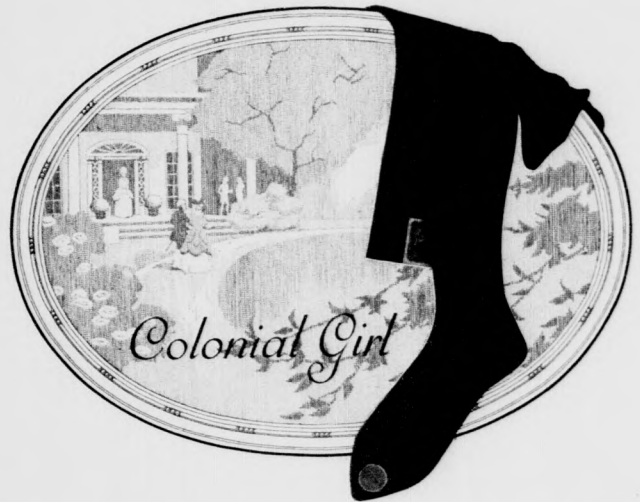
These are the things that make Red Crown the most efficient gasoline possible to manufacture with present day knowledge.

For sale everywhere and by all agents and agencies of

**STANDARD OIL COMPANY  
(INDIANA)**

Chicago

U. S. A.



**A CHIPMAN KNIT  
LEADER**

—and what is the cause of the wide demand being created by this number? Simply its unmistakable combination of sound and appealing *values*—offered at a time when hosiery values must be carefully watched.

COLONIAL GIRL is made of Pure Japan Silk and Fibre. Possessing the sheer beauty of Pure Silk, the full luxurious texture of Fibre, fashioned with a seam, and

**Moderately Priced**

—it has gained a place for itself as a leader in the prime essentials of Style, Beauty and Wear.

*Write for names of the nearest wholesalers who can supply you with "Colonial Girl."*

**Sold through  
Wholesalers Only**

(as with all Chipman Knit Hosiery)

**Never Direct**

**Chipman Knitting Mills**

EASTON, PA.

Manufacturers of  
Chipman Knit Silk Hosiery

*Grand Rapids Dry Goods Company, Wholesale Distributors*

### Shadow of Struggle in Garment Making Trades.

The shadow of a struggle in the cloak and suit trades was cast on the markets at the opening of the year. In this quarter the radical elements of the workers succeeded in pushing costs of production up so fast that when retailers tried to anticipate future charges by advancing prices sharply, the irresistible force of price resentment on the part of the consumer was encountered. The result is seen in the many advertisements throughout the country of sales of cloaks and suits at reduced prices. These prices are still high enough to meet anyone's wishes save those of the profiteers; but this is of little consequence to the unionized workers and they are pressing employers still harder for more.

The wool fabric manufacturers are disposed to hold off in the matter of naming prices for fall or accepting any late business. When this trouble is settled the way may seem clearer, and as the mills have plenty of work in hand on old orders the developments of the threatened strike in garment making circles can be watched with equanimity. The hesitation has also extended in some measure to those industries dependent upon steady cutting, such as the lining trades, the braid business, and all the interlining concerns.

The only hope that many textile manufacturers have that a firm resistance will be made to the garment workers' demands is the one arising from a true conception of the buying

status in the country. If the cloak and suit manufacturers think they can eventually induce the public to pay the added costs of production that are being imposed, they will compromise with their workers and go on as the rest of the world is doing. If the cloak and suit manufacturers settle down to fight their workers on the issues as they are now being formulated, it may be taken as proof that these shrewd merchants know that the top has been reached in the matter of straining public patience with high prices.

The cotton goods markets were strong but rather quiet. There was some business offering for the first two or three months of the year, and a few instances were reported of good sized contracts being under way for the second quarter. Print cloths and convertibles held very stiff with a rising tendency. Colored cottons are showing up much firmer. It is stated that no mill making napped cottons in light weights will be shy of business for the next six months at least. The wash fabrics business at retail has begun to show more life, and activity in this direction is expected to be more noticeable in the next week or two.

Yarn markets reflect a very strong condition in the miscellaneous textile manufacturing and allied trades. Cotton yarns are wanted for the electrical trades, and the weaving manufacturers who use cotton warps are more sanguine of a larger business ahead. All flax and jute yarns are very high. Worsted yarns are sold

ahead for months, while there is a steadily broadening call for any wool or reworked wool yarns that may be offered. These things indicate a broad activity ahead.

A. H. Randall, grocer at Sylvania, Ohio, writes as follows: "Enclosed find \$2 for a year's subscription to the Michigan Tradesman. I am taking several trade papers and felt as the conservation idea is working on everything else that it would be a good thing for me to conserve my subscription to some of my trade papers, but as I read them over I feel that money invested in these is really a big investment to any grocer and that we should have them all. I am enclosing this money to get one of the greatest all-round trade papers it has ever been my good fortune to receive."

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.

*Michigan Business University*

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

## Ladies and Misses Dresses

We have a full line of DRESSES made up in the season's latest patterns.

Shown in a variety of plaids and colors.

Also a complete line of the well advertised—Slip-ova Middy. An article that remains the choice of particular stores.

Quality Merchandise—Right Prices—Prompt Service

**Paul Steketee & Sons**

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

# For Your January Sales

You will want a few additional lines of merchandise. After inventory we find that on certain lines we have a larger stock than we want. While it is probable that we could carry these into another season, for less than it would cost to re-buy them later, still that is against our merchandising policy, which is to clean up every item every season. Therefore, in order to move this stock quickly, we have made special prices on each lot and allowed to each salesman a certain quota of each item, which he will be expected to sell. This is a real opportunity for you to make money. If our salesman should forget to tell you about your share, or if you desire him to make a special call on you, let us know.

Don't forget that **EVERY WEDNESDAY** is **CITY DAY**, when you can get **REAL BARGAINS** in **EVERY DEPARTMENT**.

**GRAND RAPIDS DRY GOODS CO.**

GRAND RAPIDS, MICHIGAN

Distributors of

*Nationally Known Lines of Standardized Quality Dry Goods at Prices That Will*

*Stand Any Comparison, Intrinsic Worth Considered.*

Exclusively Wholesale

No Retail Connections

**Cotton Consumption and Goods Prices.**

While the sales of real cotton at the close of the year 1919 and the beginning of the new year were small, as is usual at the period, there was no lack of firmness in the prices. Nor are holders of the article at all perturbed by any possible restriction of the buying of cotton goods and their consequent reduction in price. The margin between the cost of the raw material at its highest and the price at which ordinary gray goods are held is sufficiently great to permit a very decided lowering in the latter without at all affecting the market value of the former. Consumption of cotton in the domestic mills is proceeding rather about the average. In November 490,698 bales were used. This makes a total for the first four months of the cotton year of 2,039,891 bales and indicates an aggregate for the year of less than 6,000,000 bales. The consumption in the mills for the year which ended July 31 was 5,588,727 bales. Exports for November were at a record level, totaling 924,751 bales. The largeness of the quantity was due in great measure to the fact that shipments were curtailed during the two preceding months by the waterfront strikes. Up to the end of November the exports of cotton for the four months were 1,987,548 bales. As things look now, the consumption of American cotton will not exceed 12,000,000 bales. But great hopes for further exports are based on the Edge act in aid of financing foreign trade. The high levels of value for cotton goods recently reached show no signs of recession. Demand is constant and buyers are insistent in their orders regardless of price. Complaints are made of slowness of delivery, and the increased quantity of foreign fabrics arriving is not sufficient to ease the situation.

**Novelties in Millinery.**

Novelties that add considerable life to smart millinery are on display in the showrooms of one of the prominent leading importers here, according to the bulletin of the Retail Millinery Association of America. To begin with, the bulletin says, there are particularly attractive paisley effects in georgette. This material can be made up in solid effects, but, combined with straw, it makes a very pretty dress hat.

"Printed georgettes are being shown extensively by this house," the bulletin goes on, "as well as by many of the other high-class importers. Large Batik designs scrawled over the entire fabric are very smart and unusual, as are the more conventional patterns seen in all-over effects. Brilliance in color marks these designs, adding greatly to their effectiveness."

"Another fabric that shows up well with a stamped design is crepe de chine. This cloth is even prettier than georgette in this form, the soft sheen of the goods adding materially to its beauty. A number of beautiful patterns in Chinese colorings are seen on this fabric."

"Checker veil net is a lovely sheer material which can be substituted for maline, and which is much more dis-

tinctive than the latter. Navy, brown and black are the featured colors in this fabric, which can be used in fine dress models in transparent effects, or may be laid over a fine body straw or cloth background. Embroidered organdies will undoubtedly occupy a prominent position in Summer lines. White organdie with a fancy scroll design of heavy white silk floss is well regarded for dainty dress hats. Colored organdies, with the design in white, are also to be had.

"There is a general opinion in the trade that cottons will figure largely in the millinery modes of the coming season. The high price of silks has made them almost prohibitive for use in hats, and while cottons also are high they are a better 'buy' and are more practical than silks. Linens also will be used. Small and large dots of colored silk floss scattered over heavy linen fabrics add considerably to their attractiveness and relieve their plainness."

**Wool and Woolens.**

Wool markets have been very quiet recently. Even the efforts to contract for wool in advance of next Spring's shearing seem to have come to an end. Then, too, manufacturers of woolens as well as dealers in wool are awaiting with some interest the outcome of this month's public offerings at auction of Government owned wools at Boston. Later on in the month will come the auction of Australian merinos sent here by the British Government. It is already announced that 50,000 more bales of Australian wool are to follow, and there will doubtless be other imports from the same quarter. A curious circumstance was disclosed the other day concerning the holdings of wool by the War Department. From this it appears that the Government, instead of making money, or at least coming out even on its wool purchases, is bound to lose on them. So far the average selling price on all grades of wool has been 5 cents a pound less than the cost. The total loss up to date is said to be about \$25,000,000. The War Department is in especially bad shape so far as concerns the carpet wool it possesses. This was offered at 40 per cent. of its cost with no takers, a rather significant fact in view of the recent advances in carpet and rug prices. In the goods market there has been much guessing as to what the fabrics for the next heavyweight season will cost. Opening of some of them is expected during next week, although all the lines will not be available for some time thereafter. The talk of allotment continues, although there is no reason to believe that there will not be enough for all demands. Further offerings of dress goods will soon be a feature.

The right sort of a salesman does not leave a customer unless imperatively called away. He is there to wait on that customer as long as the customer is there to be waited on.

Some people have the idea that the one who can talk loudest will win the argument. Loud talk has no place in a store.

**RED CROWN MEATS and FOOD SPECIALTIES**

ARE

**Quality Goods**

AND

**UNEXCELLED**

AS

**TRADE BUILDERS**

Sold through Wholesale Grocers Exclusively



**ACME PACKING COMPANY**  
CHICAGO, U. S. A.

Independent Packer of  
**PURE FOOD PRODUCTS**

**ARMOUR'S PANCAKE FLOUR**

*Makes Pancakes Mother's Way*



HERE is a new idea in pancake flour that every grocery jobber and retailer should know about. An extremely high quality product of the same standard as the other well-known Armour's Guaranteed Cereals. Wherever introduced, Armour's Pancake Flour is a sure repeater and a profit maker.

*In addition to Armour's Pancake Flour—the line consists of*

**Armour's Oats**

**"Cook Perfectly in 10 to 15 Minutes"**

**Armour's Macaroni Products**

**"Makes Glorious Dishes"**

**Armour's Corn Flakes**

**"You'll Like the Taste"**

*Write for Prices and Terms*

**ARMOUR GRAIN COMPANY**  
CHICAGO

**STERILIZED EGGS TO STAY.****Good Margin If Processing Is Properly Done.**

New York, Dec. 29.—As the storage egg season draws to a close the attention of the trade is naturally drawn to the practicability of sterilized eggs as compared with the ordinary icehouse stock. When a receiver can get almost as much for sterilized California whites as for fresh stock it behooves the trade to look into the sterilizing as a valuable adjunct to the trade. There never was a winter when so many sterilized eggs were on the market. There is an average difference between storage first and sterilized of fully 5c a dozen or \$1.50 per case. Such a margin would make a big operator rich in a season or two. Is not the process worth careful investigation and consideration? Even if the difference in favor of the sterilized is only 2c and the royalty for sterilizing is 1/2c, the margin is a good one.

When it is considered that reputable large handlers, in the spring, the season of plenty, will handle eggs for 15c a case, 1/2c a dozen, 45c looks attractive. Above all this is the great saving of waste. When ready for consumption there is no waste from sterilized eggs, while the best icehouse stock, at this season, will lose at the least 1/2 dozen to the case. At the present prices this is equal to 30c, or \$150 per car of 500 cases. Just think of what this alone means to the volume of eggs stored. A saving in waste of \$150 a car and 1 1/2c net gained as valued over the ice-house egg—\$225—the odds in favor of sterilized over stored is \$375 per car of 500 cases. How long would it take even an ordinary handler to get rich if he had that margin?

It looks as though the sterilized egg had come to stay. It would seem a question of facilities to sterilize enough to supply the demand. The process has had a long hard fight for permanency. Scheme after scheme, for the last thirty years, has been brought forward to preserve an egg so that it would be reasonably fresh months after being treated. All were failures. Water glass was the nearest to success of any until sterilizing was perfected. Its practice is young as yet and not at all familiar to either tradesmen or consumers.

When Victor Clairemont, of San Francisco, invented sterilizing and patented it, he was laughed at. However, he had faith and worked night and day to convince the trade that he had made a most valuable discovery. He had little money but great gobs of faith and these are gradually turning into money. His first machines for processing were large and complicated. They required a great amount of room in which to operate, and room in large consuming centers is scarce and valuable. It is over four years ago that Mr. Clairemont explained the process and machine to the writer. As a convincing argument of its value an egg which had been in an ordinary office temperature for two years was given the writer. It had been properly processed at Petaluma by Mr. Clairemont. The egg was broken and the white and yolk were intact as in a fresh egg. There was no odor and apparently it was fit to cook with or eat.

Since that time Clairemont's sterilizing process has been introduced in the East. Three years ago last spring Chicago operating capitalists became so enthused that they were going to at once revolutionize the egg game. The margins looked so good that it turned the heads of the capitalists. Mr. Clairemont says they ignored many necessary details to keep an egg perfect and of the twenty-five machines erected at prominent initial points and in large cities only a few are now in working order. That

some operated last spring is evidenced by the number of sterilized eggs on the market since last summer. Regular consignments come from time to time and we have yet to hear of an instance of dissatisfaction. According to Mr. Clairemont there are many infringements on his patent but in every instance the patented idea is used. Mr. Clairemont spent last fall and winter in New York, where he supervised one of his processing machines in the store of Carl Ahlers, 5 Worth St. About 20,000 cases of eggs were treated and Mr. Ahlers sold these in many instances 10c per dozen above best storage stock. Mr. Ahlers has the rights of New York and New Jersey, but seems inclined to confine his work to New York City alone.

There should be over 100 of these machines in New York City ready for the spring throw of eggs if they will positively do what both Messrs. Clairemont and Ahlers say they will. To be a success the eggs must be treated during a period of about three months, March, April and May. One of the great mistakes has been the idea that sterilizing would make a bad egg good, or at least preserve it so as to make it serviceable when wanted. No process can make bad eggs good nor will it appreciate a bad egg so as to make it useable. The egg should be processed as quickly after laying as possible. The quicker the better for the egg. Before processing commercial eggs in the spring they should be carefully candled so as to have no cracks or other depreciating condition. Once put in this perfect condition and properly processed the egg will keep almost indefinitely.

The sterilized egg is in no wise a competitor of the cold storage plants. To preserve unsterilized eggs they must be in a temperature not to exceed 38 degrees or not below 29 degrees. Once sterilized the eggs keep perfectly at a temperature of 40 degrees and without shrinking. Every operator knows that ordinary eggs stored in March, April and May shrink and become weak by the following January. The natural egg shell is very porous. Air penetrates it and in time the air cell of the shell develops and the white becomes weak. Once it gets weak enough to allow the yolk to touch the shell, the egg is almost worthless. The sterilized egg does not change its contents, hence the great saving in waste. The fertility of an egg is killed by sterilizing.

The processing seals the delicate

**For the Coming Year  
Make it Your Resolution**

to always have on your shelves a stock of

**Mapleine**

You need the flavoring with the maple taste—enjoyed and craved by young and old alike.

The Mapleine flavor is so good in cakes, icings, sauces, desserts and candies.

It makes delicious maple-tasting syrup for hot cakes and waffles—prepared instantly at a 50% saving.

Order now of your jobber or

Louis Hilfer Co.

1205 Peoples Life Bldg., Chicago

**Crescent Mfg. Co.**

(M-491)

SEATTLE, WASH.

**Kent Storage Company**

Wholesale Dealers in

**BUTTER | EGGS | CHEESE**

**PRODUCE**

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

Phone, write or wire us.

**GRAND RAPIDS, MICHIGAN**

**MILLER MICHIGAN POTATO CO.**

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building  
Grand Rapids, Michigan

**WE BUY AND SELL**

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

WRITE, WIRE OR TELEPHONE US.

Both Telephones 1217

**Moseley Brothers,** GRAND RAPIDS, MICH.  
Pleasant St. and Railroads



M. J. DARK  
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

**The Yardstick That  
Measures Our Success**

**QUALITY | PRICE | SERVICE**

**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

membrane of the egg shell so it is but little porous. It adheres to the shell and acts as a preservative. This is also true of the shell itself. The processing closes almost every pore of the shell, leaving just enough for the admission of sufficient air to prevent the white and yolk from becoming stale. Should the process close them absolutely the contents would become stale and tasteless. So cleverly is the sterilizing done that this ventilation is down to a nicety. In two years great improvement has been made in the processing.

The builder of the machine is reasonable in his demands. Upon a reputable operator signing a guarantee to process 5,000 cases at a royalty of 1/2c per dozen then continue the work at the same royalty, the builder will erect and equip a machine, agreeing to return the first \$500 of royalty after his receipt of \$500 is taken, the operator to continue the work on royalty but the machine to belong to the builder. In this way it costs the operator only his royalty. The builder takes the risk of erection and equipment on the guarantee of \$500 worth of royalty. Once a machine is up and properly operated and cared for it will run indefinitely. So long as it operates the owner gets his royalty of 1/2c per dozen. The actual cost of sterilizing is 1/2c a dozen, although operators reckon 2c for safety.

The ingredient for processing is a tasteless, colorless oil made in this country by the Standard Oil interest and in Europe by the big Russian operators. No injury can come from it. It dulls the click of the eggs and that is all. It is so tasteless and harmless that housewives use the shells of an uncooked egg to settle coffee and it is equal to the shell of a fresh egg.

**Consider Honey as a Sugar Substitute**

Medina, Ohio, Dec. 30—While some relief from the acute sugar situation may be expected, yet the buying public is not yet able to secure the desired quantity, either "for love or money," and will not be for some time. The reason seems to be that neither beet nor cane sugar can be delivered in sufficient quantities to supply the evident abnormal demand, caused by post-war conditions, prohibition and low proportionate food cost of sugar.

During the past few years, especially during the past fall and winter, honey has been extensively advertised throughout the nation. Such mediums as The Ladies' Home Journal, Good Housekeeping and others of similar value have been used. The effect of this advertising has been to interest and educate a vast number of sugar users to the possibilities of honey. Honey has been used in many various ways, as in manufacturing ice creams, in baking all kinds of cakes and in candy manufacture. It has

even entered the soft drink field, which shows that honey is more than a simple spread for bread, griddle cakes and waffles. A honey cook book, giving a great many recipes, is being distributed by the national advertisers of honey. Chemical analysis and actual use has proven that honey is a much greater energy producing food than sugar. Its various kinds, at proper prices, provide a honey for nearly any purpose, although standard light amber honey meets all practical purposes.

Certainly this campaign will result in a large field for honey distribution by the wholesale and retail grocer. So far deliveries of honey have been made promptly by its advertisers, thus relieving in many cases the sugar shortage. The distribution of honey is controlled in general from Medina, Ohio, with local distributing points in nearly all of the larger cities, Philadelphia, Pittsburgh, Washington and New York being among the larger ones. At most of these points warehouses are established, so that shipment can be made from a nearby point to the distributing grocer.

The beekeeping industry is rapidly developing for three reasons. First, the market for honey is being rapidly developed by National advertising; second, fair profits can be made in beekeeping; third, it is a great aid to the complete pollination of fruit. Estimates of the number of beekeepers in the United States vary from 800,000 to 1,200,000 and the total production of honey is at least 150,000,000 pounds. As a result of the rapid development of this industry, it is evident that larger crops will be secured, for as yet the honey producing territory is far from being filled with beekeepers.

It is not expected that honey will entirely take the place of sugar. The point which is made is that honey is available as a relief for sugar shortage at this or any future time. There is no doubt but that honey will become in time a much more important article than it has been, for the industry of beekeeping has been neglected quite generally during the past by all except a few prominent beekeepers. These men have in some instances been quite jealous of their art or skill in producing honey, and have been backward in giving their knowledge to the general public. This state of affairs is a thing of the past, and the future supply of honey can be relied upon, unless an entire crop failure comes during some particular season, which is very improbable. Grocers will do well to get in touch with the honey markets and use it both as a staple article and as an emergency substitute for sugar.

W. R. Lerch.

The fellow who never uses any business ideas except what he himself evolves, is the fellow who gets lost out of sight in a rut.

## Domino Golden Syrup

fills an appreciated place in your customers' daily menu. It has so many uses—as a table syrup over griddle cakes, waffles and fried mush, and in the kitchen for candies, cookies, baked beans, muffins, puddings and sauces.

Domino Golden Syrup means quality to the housewife because she is familiar with Domino Package Sugars. It is a product of pure cane sugar, and of pleasing consistency.

**American Sugar Refining Company**

*"Sweeten it with Domino"*

Granulated, Tablet, Powdered, Confectioners, Brown, Golden Syrup.

WE ARE HEADQUARTERS  
WHOLESALE

## Fruits and Vegetables

Prompt Service Right Prices  
Courteous Treatment



### Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN



The steady demand for Peanut Butter proves it a staple that appeals to every home. Serve your trade with the most delicious quality on the market—

# "Bel-Car-Mo"

Tell Your Jobber

That's its name and although a coined word everybody knows it to mean Superior Peanut Butter.

Improved

## "Taylor-Made"

Honey Comb Chocolate Chips



You've tried the rest  
Now Buy  
the Best

W. E. TAYLOR, Maker

Battle Creek, Michigan



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.

#### Pointers Regarding the Annual Stock-taking Sale.

Written for the Tradesman.

With many hardware dealers, the mid-winter stock-taking sale is an established institution.

This sale serves two useful purposes. It helps to stimulate business at a time when, normally, everything is inclined to be slack; and it converts into ready cash such odds and ends of stock as the hardware dealer would otherwise be compelled to carry over to another year at a disadvantage.

For the mid-winter slackness of trade there are two main causes. First, after the heavy Christmas spending the trend in most families is to economize. Second, weather conditions have a certain tendency to keep people off the street, with the result that there is far less casual traffic than in either the spring or the fall, when the more genial weather puts folks in the buying mood. Then, Christmas purchases—particularly in gift lines—quite often anticipate winter needs. So that the quiet time in January and February is a quite logical development.

Hence, business needs some stimulation. This is usually afforded by the stock-taking sale.

Into the old argument whether it is better to hold this sale before or after taking inventory, it is not necessary to enter. This is largely a matter for the individual hardware dealer to decide. He knows best which policy best suits his business.

The matter of outstanding importance is to make the sale count big in your winter business campaign; to make the most of it as a real business getter.

Resting in the hardware store in January is perilous—more perilous even than relative inactivity in December. For in December people are in the buying mood. Even the merchant who puts forth comparatively little effort gets some trade; though the hustler gets most of it. In January, however, the hustler gets a fair trade, and the man who takes things easy gets practically none.

An added peril in letting things slide in these winter months is that you allow people to form the confirmed habit of staying away from your store. Thus, you fail to adequately bridge the gap between Christmas and the spring business; and by the time spring arrives, with a quickening trade, a lot of people

have got into the way of buying elsewhere. By keeping things moving, even on a small scale, in January and February, you will find the March and April business easier to get.

When business is normally quiet is the time, not to rest, but to hustle the hardest. The overhead goes on just the same. You still have your investment in stock and fixtures. The January rent is just the same as the December rent. Hence, you've got to get after the business, since it won't come to you.

The price appeal is the big feature in the stock-taking sale. By talking to the public through the medium of price advertising, you counteract the normal disinclination to buy.

Under present day circumstances you don't have to give away your goods to interest people. A relatively small price reduction on this or that unseasonable line will be enough in most communities to attract attention. But a relatively small price concession all around is not sufficient to give the stock-taking sale the advertising value you desire. You should be prepared, in isolated instances, to make concessions that will startle the buying public into immediate attention.

The way to impress the price message upon the buying public, and to convince them of the genuineness of your values, is by the skillful use of the "loss leader." Pick out the lines that it is especially desirable to clean out at this time. Put these lines prominently on display. Offer them at prices that will rivet attention and carry conviction. Then, if you desire, offer a concession—perhaps only nominal—on other lines. It is the features, however, at the special price that will get buyers into your store. Then you make up your loss on these lines by selling ordinary goods at normal or almost normal prices.

As a rule, in reaching out for January business, it will pay to forget the

### 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

## 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

#### 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.

## TAKING INVENTORY

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

Jobbers in All Kinds of  
BITUMINOUS COALS  
AND COKE

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., Grand Rapids, Mich.



## Toilet and Bath

## Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.



men for the time being and make a special appeal to the women. This policy has an added advantage in that you hereby attract the women's trade to your store and get the women in the habit of dealing there. While the immediate returns from a special sale are worth considering, you should aim, always, not merely to effect immediate sales, but to secure permanent customers. Hence, you would do well to cater to the women; and this means specializing on home goods.

Of course, if there is a call for a stove you will sell one; but after Christmas the tendency is toward small sales. There is no time in the year when household hardware, tinware, enamelware and similar lines are not really needed in practically every home. So, during the sale, give quite a bit of prominence to these lines; and, if you can, make one or two articles of this sort "loss leaders." If you have some low-priced article in stock the sale of which has gone slowly, that is the sort of thing to sacrifice on the altar.

As accessories in your selling campaign, put in a couple of good window trims devoted to households; in addition to trims which will feature other lines. Put your leaders in the window; for it is these leaders which will bring customers into the store.

Supplement this window message by a liberal use of newspaper advertising. Here is an important point in conducting a special sale. You have got to advertise, and you can't afford to advertise timidly. Use more space than usual and make your advertising copy striking, and effective. Quote specific price reductions, and feature the "loss leaders" for all they are worth. A study of the dry-goods advertising of special sales at this time of the year will illustrate the style of stuff that is most effective, particularly in reaching women buyers.

Then when your window displays and your advertising get people into the store, have your interior arrangements such that the goods you want to sell will be prominent. Have price tickets, plenty of them; when you're putting on a sale you can't have too many. In a special sale of this sort, price is the great fundamental of your argument; and you must emphasize it everywhere.

The great thing in putting on a sale of this sort is to make it a big advertising stunt, so that you will get folks into the store, in spite of the weather. The price advertising is the one line of appeal at this season; for it chimes in with the New Year's resolutions which the average buyer has made right after the orgie of Christmas spending. The average individual has assuredly included in the New Year's lineup one stalwart resolution to the effect that he will henceforth and forever economize. You are helping in the good work by your price concessions. Thus you carry business along till springtime and warmer weather induce more liberal buying.

In addition to newspaper advertising and window display, circular letters can often be used to good advantage.

Here, as elsewhere, it is sound policy to quote specific prices all along the line. Dodgers, too, can be got out cheaply and distributed from door to door. It is usually, however, a better investment to use a selected mailing list for circular distribution. Dry Goods merchants quite often have dodgers printed from the same type as the regular advertising, and distributed from door to door; and in addition special circulars for a regular mailing list. When it comes to putting on sales, methods of the dry goods dealers are usually well worth studying. Victor Lauriston

**Negro Leadership.**

Nashville, Tenn., Jan. 5—The question of minority races is one that has puzzled the wisest statesmen of Europe for almost a century. America, too, has her minority question. Perhaps we have never considered our negro problem in that light. But when we consider that approximately 10 per cent. of the population are of a race more or less convinced of their position as a disinherited minority we must realize the serious question before us. There is nothing which

is more easy to mobilize than the feelings of men and women who have become convinced of a deprivation of rights and opportunities justly theirs. There is need for considerable education among blacks and whites as to their reciprocal rights, opportunities and responsibilities.

Are the idealism, the faithfulness, the patriotism of twelve million men and women to be left to the stumbling intelligence of drifting, inconsequential, unenlightened leadership? The enormous problem of making possible the development of trained leaders is the task before us. The blacks, like all self-conscious minorities, demand their own leaders. The history of the United States has been closely bound up for more than a century with the negro problem. A great war was fought over it, and a great territory was economically prostrated for many years as a result of the conflict. There are few questions more pressing. We cannot avoid it save at national peril. We cannot drift to disaster on a matter which can be solved. The solution, we contend, is in leadership, trained, informed, loyal. Jerome F. Kidder.

Every time a girl gets a small dent in her heart she imagines it is broken.

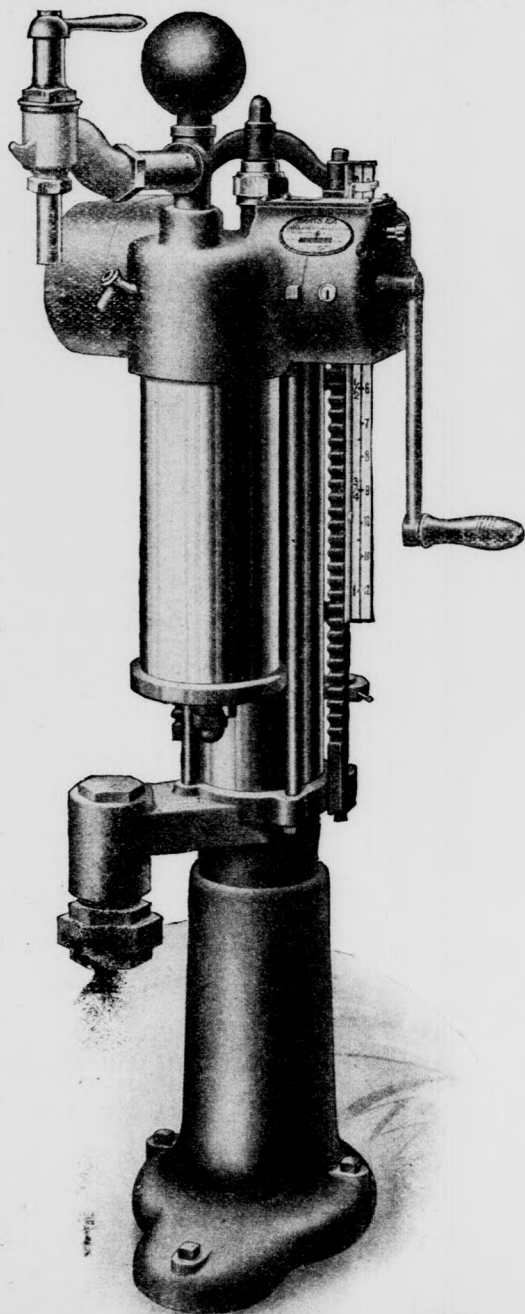
**Salesbooks**  
THAT GIVE  
 100 PER CENT PLUS SERVICE  
 ALL KINDS, SIZES, COLORS, AND  
 GRADES. ASK FOR SAMPLES AND  
 PRICES.

THE MCCASKEY REGISTER CO.  
 ALLIANCE, OHIO

*Fieglers*

**Chocolates**

Package Goods of  
 Paramount Quality  
 and  
 Artistic Design



**BOWSER**  
ESTABLISHED 1885

WILL SAVE EXTRA STEPS

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

**Bowser Oil and Gasoline System**

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

**S. F. BOWSER & CO., Inc., Ft. Wayne, Ind., U.S.A.**

Canadian Office and Factory, Toronto, Ontario

Sales Offices in All Centers

Representatives Everywhere

BOWSER  
 FIG. 103



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

**Opposed to Use of Automobile by Salesmen.**

I am very much opposed to the purchasing of an automobile for a salesman for commercial purposes.

I am very much opposed to a traveling salesman covering his territory with an automobile.

I don't believe that a survey of a dozen or fifteen men who are traveling their territories with automobiles will show it has resulted in the production of any additional amount of business. It does for the first year, possibly. A man gets an automobile, and if he has never had one before he is very much interested in it, and he does cover his territory in better shape than he would normally with the use of the train. But it isn't very long when elements enter into that fellow's life which make him even less effective with an automobile than otherwise.

In the first place, you know that if there is anything in the world that will set your temper on edge it is to have your automobile go wrong with you; and the traveling salesman is no different from the rest of us. He starts on his trip, and something happens to the ignition system or something else. He has got to get down and get under. He arrives at his destination in a disagreeable frame of mind. He is dirty; not at all pleasing in his appearance to his customer; and his mind is more on the troubles he has had with the automobile than it is on his work.

If I were going to have any of our men travel with an automobile, I certainly would not buy machines for them, because you and I have a very little interest in anything we are using that does not belong directly to us. When we are using the other fellow's things we are a good deal more careless with them than when we are using our own. That applies to the expense accounts of your salesman. A traveling salesman who is paying his own expenses strictly will travel for less than when he is spending your money. And the traveling salesman using an automobile that belongs to the company is far less careful of it, in the way in which he uses it, and in the expense which attaches to keeping it in working order, than he otherwise would be.

A traveling salesman—the average man am speaking of—has a certain number of towns which constitutes a week's work, and when he has made those towns he feels that he has discharged his obligation to you for that particular week. If he has twenty towns on his list for a week he makes them and when he makes them, if it is Thursday morning or Thursday afternoon or Friday morning, he quits work.

Another objection to traveling salesmen working with an automobile is that they have pressure at home even greater than the pressure from your office, which is tempting them to finish their territory early in the week in order that they may return home and spend a day or a day and a half more with wife and family.

We have men who have tried the automobile route and, as I said, the first year they showed an increase in their sales. They made inland towns and small towns they hadn't made when they worked on the train; but it was only a matter of a year at the outside when they went back to their old habits of making a certain number of towns in a week, and then calling that a week's work.

Another temptation to a traveling salesman working with an automobile is that he is tempted to run a livery stable as well. The temptation to haul somebody else for a price is a great one and he will leave a town sooner than he ought to, or stay longer than he needs to in order that he may haul some man with him who is paying him a price for that work.

Then, too, the country garage, as you know, is a regular hold-up machine when it comes to taxing a traveling salesman for attention to an automobile. The average garage in a country town seems to have been thoroughly educated to the fact that there is no end or bottom to the pocketbook of any man driving through the country in a car. A traveling salesman working with an automobile, storing his car in these garages, will have innumerable opportunities to spend your money for repairs that would not otherwise be the case.

My statement on this subject is that it is not advisable for a jobbing house to buy an automobile for a traveling man; to own the car and let him use it for the purpose of promoting business for the company; and it is inadvisable to encourage traveling men to travel with cars.

Geo. M. Evanson.

An honest man is not the worse because a dog barks at him.

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

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

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

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

IF YOU HAVE AN OIL PUMPING MOTOR INSTALL  
**McQUAY-NORRIS**  
*Superoyl*  
**RINGS**  
 Use one in the top groove of each piston. Allows perfect lubrications—controls excess oil.  
 Distributors, SHERWOOD HALL CO., Ltd.  
 30-32 Ionia Ave., N. W. Grand Rapids, Michigan

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

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

Bell Phone 596 Citz. Phone 61366  
**Lynch Brothers Sales Co.**  
 Special Sale Experts  
 Expert Advertising  
 Expert Merchandising  
 209-210-211 Murray B dg.  
 GRAND RAPIDS, MICHIGAN

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

**CODY HOTEL**  
 IN THE HEART OF THE CITY  
 Division and Fulton  
 RATES { \$1.00 without bath  
 { \$1.50 up with bath  
**CODY CAFETERIA IN CONNECTION**



**New Hotel Mertens**  
 GRAND RAPIDS  
 ROOMS  
 WITHOUT BATH \$1.25  
 WITH BATH (shower or tub) \$1.70  
 MEALS 65-70 CENTS  
 Union Station  
 75 Steps East  
 Fire Proof



**Gabby Gleanings From Grand Rapids.**

Grand Rapids, Jan. 6—Partitions are now being installed on the new sixth floor of the Worden Grocer Company building. It is expected that the new offices will be ready for occupancy about Feb. 1.

The Grand Rapids Dry Goods Co. has made several changes in its traveling force during the past week. R. Pfeffer, city salesman, has retired, being succeeded by A. Jannausch, who has been covering the small town trade in the vicinity of Grand Rapids; J. Afman, who has been special salesman, succeeds Mr. Jannausch; Daniel MacDougall, who has been covering the Kalamazoo and vicinity trade, succeeds J. B. Hagle as special salesman for the piece goods department; Guy B. Hoag succeeds Dan MacDougall as Kalamazoo salesman. Mr. Hoag, who is a new man with the house, will reside in Kalamazoo, which has been his home for some years.

The General Cigar Co., which recently established a factory at 301 Lexington avenue to manufacture the Owl and White Owl brands, will shortly open a jobbing house at 313 Division avenue, South, under the management of Loren Adair. Ten men will be employed as traveling salesmen as soon as the necessary selections can be secured.

The annual meeting of the National Wholesale Dry Goods Association, will be held in New York City next week. Manager Farley and all the department managers of the Grand Rapids Dry Goods Co. will attend the convention.

The six special salesmen of the new cigar department of the Worden Grocer Company started out on the war-path Monday of this week.

Samuel R. Evans celebrates this week Friday the thirtieth anniversary of his career as a traveling salesman. He traveled eight years for the Ball-Barnhart-Putnam Co.; one year for the Jaques Tea Co.; five years for W. F. McLaughlin & Co. and sixteen years for his present house, the Renfro Bros. Co., of Chicago. He leaves Jan. 11 for a three months' trip through the Northwest, going as far as Montana. While in Detroit last April Mr. Evans purchased a flat building on Taft street for \$11,000. A few days ago he was offered \$15,500 for the building and made a sale on that basis. Then he hid himself up to the Internal Revenue office and paid his income tax, being the first man to pay his tax at the Grand Rapids office on his 1919 income.

The report that E. P. Monroe (Sherwood Hall & Co.) was seriously ill at his home in Muskegon last week proved to be unfounded. He was not ill at all, but looked sick because he was scared out of a year's growth by a new kind of bear he was not aware existed anywhere in this country.

Fred H. Ball, formerly assistant manager of the Ball-Barnhart-Putnam Co., which consolidated with the Judson Grocer Company seventeen years ago, now holds a responsible position with the Potlatch Mercantile Co., Patlatch, Idaho.

The architect of this department is naturally elated over the fact that he was able to announce the purchase of the I. C. Smith block, on East Fulton street, by the Canfield & Pearce Co. ten days in advance of the news appearing in the daily papers.

L. P. Strong, of the Vicksburg grocer, is now in the employ of the State Food and Drug Department. He was in town Monday and, incidentally, called on Gabby Gleanings. Unlike the writer, he thinks that it will be impossible to get the department out of the mire of party politics which has long debauched the work of that department in every branch of its activities.

If half the reports we receive from Detroit are true, housing conditions in that city are something fearful. A Grand Rapids man who is now em-

ployed in one of the large wholesale houses there has been unable to remove his family to Detroit because of his inability to secure a house or flat according proper living conditions. A real estate dealer recently telephoned him that he had an apartment which might meet his requirements—one room, a kitchenette and a bath room, all for \$100 per month. George is still living at a hotel and his family is still visiting friends in Chicago.

Guy W. Rouse, President of the Worden Grocer Company, left Tuesday for New York. He will return home in time to participate in a dinner party arranged by Mrs. Rouse for Saturday evening.

A. Caldecourt, who disposed of his interest in the Steel Hotel, at St. Johns, Nov. 1, to A. C. Martin, has leased the Hotel Northern, at Manistee, for a period of five years and will undertake to serve the traveling public to the best of his ability.

Mrs. Harriet Gill Sergeant, 1354 Logan street, celebrated her 82d birthday Jan. 1. Two sons, George and Charles, and a daughter helped her make the event a happy one. Six of her seven children are still living.

It's too bad a smile isn't as contagious as a yawn.

It looks like a long, hard winter for the New Year resolutions.

The high cost of living seems to come down about as fast as a daughter to breakfast.

The Government is going to give the railroads back March 1—it is going to give them up.

The President is said to be mending, and will soon be able to tend to his knitting.

Wood is a mighty useful commodity, but one thing is certain—it makes a poor beverage.

The only real difference between this wood alcohol booze and the old kind is that this works faster.

The President seems to have gotten well in spite of the fact that bulletins were issued about him.

Considering the board we have to pay, we wish the hotels had to buy a few more boards themselves.

About the only man who seems to take an unflagging interest in his work is a flagman.

A lot of us fellows who were yelling a few years ago for an income tax never imagined it would ever get down to us, or maybe we wouldn't have had quite so much breath.

What the country needs is more production, but the only people who seem to realize it are the movie producers.

We begin to suspect that possibly Gen. Pershing has had his ear slightly attuned to some other boom besides cannon.

Lloyd Smith (Valley City Milling Co.) says there is a great deal of liquidation in corn, but we supposed that kind of liquidation was prohibited.

It is predicted that beef will be high for seven years longer, but it didn't seem to take near that long to get it where it is.

The Government now is going to take the census, which seems to be about the only thing that the excess profits tax overlooked.

With an income tax blank to fill out, we again wish to remark that many a man cleaning fish wishes he hadn't caught so many.

Wonder if we shall be permitted to deduct from our income next year the interest we paid on the money we borrowed to pay our income tax this year?

An editor in Wisconsin has the advertising idea proper and draws the line nowhere. Here's his write up of a wedding: "Miss Jennie Jones and Rob Henry were married at the Jones mansion last night. The bride is a daughter of our constable Jones who has made a good record and will undoubtedly be re-elected next spring. He offers a fine horse for sale in an-

other column. The groom runs a grocery on main street and is a good patron of our advertisement columns and has got a new line of bargains this week. All summer he has paid 2 cents more for butter than any store in town. The happy couple left on the 10 o'clock train for Milwaukee to visit the bride's uncle who is reported to have lots of money and Bright's disease. Bob certainly has an eye for business.

Harry Fouch, the Allegan druggist, was brought to this city Tuesday and taken to Blodgett hospital. His trouble is spinal meningitis. He was accompanied by his wife and brother, who will both remain at his bedside until there is a change for the better.

**Items From the Cloverland of Michigan.**

Saulte Ste Marie, Jan. 6—You can still get a shine for 10 cents here, the combination of bootblacks to raise the price to 15 cents has been sidetracked by our prosecuting attorney, who made mention of the fact that they did not do it according to the law. The shiners did not see the necessity of this extra expense. The law may be O. K. for the barbers, but not for the shiners.

Coyotes are still in evidence around Newberry, according to a statement made by E. C. Underwood, the well-known lumberman. His men came across a carcass of a deer while on their way to camp that had been killed by coyotes close to the trail.

The hotel and store of Sam Kirvin, of Eckerman, was destroyed by fire Wednesday, so that Eckerman is without a hotel at present, causing much inconvenience during this season of the year, as the hotel is about the only place of shelter there.

D. B. Pawley, proprietor of the Pawley commercial school, left last week for Pontiac, where he expects to open a shoe store. The business college here will be continued under the present instructors.

The Michigan Forest Product Co., of Strong's, suffered a severe loss by fire Saturday, when the general store and stock were consumed by fire. The loss was almost total.

James McKenzie, one of our travelers, has been doing a lot of figuring since New Year and has found out that he will have to work twelve minutes more this year than he did last year, which will be his plea to the house for more money.

Hon. Judge Steer, of Lansing, spent the holidays at his Soo home, visiting old friends, who always look forward to his holiday visit.

Mitchell Hotton, general manager of the meat market and movies at Shelldrake, was a visitor here during the holidays, calling on a few of his many friends; and those who were fortunate enough to see him say that he was never better and likes his work and still feeds his customers on good home-grown beef, which helps to build up Chippewa county.

There is an opening for a new doctor at Rexton which is now without a doctor, the former doctor, Ammerman, having died last week.

We now have a real watchmaker, John Rosenberg, jeweler for W. H. Fleetham, has just completed a time-piece, every part of which was made by himself, with the exception of the mainspring and the jewels. The watch has something like 160 parts and a trifle more than a year of spare time was used in its construction. Mr. Rosenberg is a native of Norway and has been in the United States a little over five years. He was apprenticed to a master jeweler at the age of fifteen years and in common with all jeweler apprentices, he worked five years before he was given a certificate, without which it was useless to seek employment as a watchmaker. His salary for the first two years was \$2 per week and a raise to \$3 per

week for the remaining three years. What would our boys think of a similar proposition at this time?

Dr. Harold K. Williams will shortly open new dental rooms in the city. He is a graduate of the Cincinnati dental college, but a Soo boy, having been born here. He has a host of friends here who wish him every success.

Richard Ballsinger, our new butcher, is meeting with far greater success than he had anticipated and has had to put on a delivery to care for the large increase.

It is useless to call up the cat when you spill the milk of human kindness. William G. Tapert.

**Useful Information on Purchase of Oil Stocks.**

Dallas, Texas, Jan. 3—Noticing in a recent issue an inquiry from one of your subscribers concerning oil investments, it has occurred to me that with the widespread interest in Texas oil developments, some observations on this proposition from some one close at hand might be of value. And as a trade journal editor, I believe it to be part of my job to serve the members of the trade, not only in my own section, but wherever I may be of service.

Oil is present in Texas in tremendous quantities. Of this there is no doubt. However, the development of this natural wealth is attended by great hazard from a financial standpoint, even by those who are on the scene. It is this hazard which has made the large profits possible.

As a result of the large returns sometimes derived from oil, there has arisen a horde of stock promoters who first took advantage of the speculative money in Texas towns and when this became wary, pursued their work in the North and East. Every one who is known to have a little surplus money is familiar with their schemes. Unless one is well acquainted with the founders of any such promotion enterprise and is absolutely assured of two things—their integrity and their ability as oil operators—the one rule to be followed is to leave them absolutely alone.

If any business man wishes to enter the oil game with some of his friends and makes the most careful study of the properties to be developed, learning whether they are approved by recognized geologists, their proximity to production, the legal soundness of the leases and the practicability of development, he may as a business proposition take a chance. Of course, the further away from the fields the more difficult it is to satisfy oneself on these points. But under any circumstances it is best, in a proposition of this kind, to be prepared to lose the amount of the investment.

It may be stated in this way: If one has surplus funds and is willing to take a long chance with the hope that a successful venture will bring large returns, such an investment may be justified—if a careful study is made of the proposition. The hazard should clearly be considered in advance. If the investor hits it right, large profits may be derived.

These are the considerations which will, I believe, largely govern oil investments from the standpoint of the Northern business man. I trust that they will be of some service.

R. P. Sapinsley,  
Editor Southwestern Retailer.

**Self Interest.**

"Did you notice that motorist stop his car, get out and carefully remove a broken bottle from the road?"

"I did."

"Would you call him a good Samaritan?"

"No. I suspect he's coming back the same way."

### Sow to the Wind and Reap the Whirlwind.

Richmond, Va., Jan. 3—I recently received a communication from your company asking us for an advertisement, the same as we had in Hardware Age. A sample copy of your paper was mailed, issue of Dec. 10. On opening it up I read your first article and wonder why you should send any person in the South a copy of this paper. As to the merits of the indictment against Senator Newberry, we are perfectly willing to leave it to the courts. A great many people believe that he is in the "Billy Lorrimer" class and should be treated accordingly. As to the disfranchisement of the negroes in the South, the legality of this has been passed upon by the Supreme Court, whose opinion we would rather have than yours. Perhaps if they had been disfranchised in Chicago and Omaha they would not have had the riots there that they did have recently.

If the Northern people would simply let the South alone they would handle the negro problem. It would be handled in an equitable manner to the satisfaction of both races. We recognize that there good negroes and treat them well and that there are bad negroes and treat them accordingly.

I lived in Chicago three years. There, if a man's skin was black, he was a negro and there was no good in him except for a few people who liked to use him for political or other purposes and who would put their arms around them and tell them how much they thought of them.

I have never read an article which I think was calculated to do less good than this. Your circulation must be among the colored population, for they are the only class that I think such an article would appeal to.

Milton Cone.

Grand Rapids, Jan. 6—I do not think I have a single colored man on my subscription list.

I should feel badly if I knew I had a single subscriber who is as narrow-minded and bigoted as Milton Cone, of Richmond, Virginia.

I am utterly unable to understand the attitude of the South toward the colored man.

The South made the colored man what he is. Why blame him and crucify him because he has had the misfortune to have bad teachers?

We of the North understand how to get along with the colored man with little friction. I have a colored janitor in the office and until lately a colored proofreader. The latter was one of the most faithful and competent in her line of any employe I ever had—and I have been engaged in business thirty-six years.

We employ a colored maid in the house and a colored man has cared for our furnace and lawn many years. The latter is thrifty and owns several houses and lots which he rents—to white people.

My experience leads me to the conclusion that those colored people who are reared in the South and who turn out bad are bad because they had bad masters and bad employers. It is hardly to be expected that a race of ignorant people should all rise superior to their surroundings, because the negro is a born imitator. Because this is so, he intimates the vices as well as the virtues of his white brothers. The colored people raised in the North are mostly good. When a colored man in the North turns out bad, we send him South and you of the South trump up some charge against him and burn him to the stake.

You men of the South will have much to answer for when you face the Final Summons.

I beg pardon for soliciting your advertisement. I do not wish to accept

money from any man who discriminates against a person because he happens to be born with a black skin, which is not so bad after all as to possess a black heart. E. A. Stowe.

### Why Spell Henry ford With Small f?

The Tradesman frequently receives letters from its readers, enquiring why this publication always prints Henry ford's name with a small f. The explanation is simple and easily made.

When ford asserted over his own signature that the American flag would come down from over his factory at the close of the war, never to float there again, the Tradesman took note.

When ford said that the word murderer should be embroidered on the breast of every soldier and naval sailor, the Tradesman took note.

When ford secured immunity from the draft for his sporty son through a clandestine deal of some kind with President Wilson, the Tradesman took note.

When ford stated on the witness stand that he knew nothing about statesmanship or American history, but still considered himself qualified to be a United States Senator, the Tradesman took note.

When ford admitted on the witness stand that he was an "ignorant idealist," the Tradesman took note.

Mr. ford is solely a money maker. He is one of the richest men in the world and destined to own all the money there is if he and his descendants keep on making ford cars at the rate of a million a year at a net profit of a billion dollars per annum.

Because he can make money is no reason why he should be worshipped as a demi-god or even treated with common decency, because he is not a good American citizen on account of his questionable and disloyal utterances. The poor devils who are now being deported by the thousand—for the country's good—are utterly incapable of doing as much damage as ford did by his disloyal utterances in the early days of the kaiser's war.

The only way the Tradesman can show its contempt for such a miserable creature is to deny him the right it accords the educated baboon when it refers to him as Joe Martin. Joe is ignorant, to be sure; but he knows enough to keep his mouth shut when it comes to talking about something he knows nothing about.

### Deep Down In My Heart.

Written for the Tradesman.

Way down, deep in my heart  
There lives a love for you  
Way, down deep in my heart  
An adoration true  
What though the storms may rage about  
E'en friends drift far apart  
There is a love I'm ne'er without  
Deep down in my heart.

Way, down, deep in my heart  
This truth I must disclose—  
Way, down, deep in my heart  
Your forget-me-not still grows  
When winter comes with cold severe  
And the flowers all depart  
It blossoms all the more my dear  
Deep down in my heart.

Way down deep in my heart  
Love lingers all the day  
Way down deep in my heart  
It will not go away  
A love it is none other shall know  
No time can ever part  
I'll keep it there where it will grow  
Deep down in my heart.

Charles A. Heath.

# 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.**

# Lily White

"The Flour the Best Cooks Use"

produces the kind of bread that really satisfies.

Bread baked from LILY WHITE FLOUR is thoroughly nourishing, wholesome, healthful, delicious to taste, and a delight to particular cooks in every respect.

More and more women are using it every day because everything they bake from it "tastes so good" as well as looks good.

Remember, LILY WHITE FLOUR is sold under the guarantee that your money will be refunded if you do not like it better.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

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

Watch Your Expense Account.

A merchant who does not wish his name disclosed sends the Tradesman the following:

Apparently some people think that rent is the highest expense and the main expense in conducting a business, but there are others, and it behooves business men generally to look well at the expense column by tabulating the same and knowing exactly what it costs to do business or live.

Below is an illustration of the experience of one business man. It is given in the thought that it may be of service to others, especially those who are in the \$10,000 class of yearly sales. Attention is called to this \$2,000 expense, showing that a business doing not more than \$10,000 per year is a failure, and that the proprietor can have the privilege of doing the janitor work free gratis.

Actual Yearly Expense.

Table listing various expenses: Advertising \$103.51, Bad accounts 25.00, Doctor bills 159.00, Drayage 60.00, Lodge dues 68.00, Fixtures 28.00, Fuel and fuel freight 293.00, Freight 128.00, Insurance 60.00, Ice 30.00, Living 151.00, Auto repairs 45.00, Auto license 11.25, Miscellaneous and help 301.00, Oil 24.25, Phone 16.00, Papers 24.00, Postage 36.00, Rent 240.00, Fees 4.00, Church 10.00, Stationery 6.00, Taxes 50.00, Washing 60.00.

Table listing expenses: Bonds 2.00, Laundry 4.99, R. R. fares 20.00, Tobacco 40.00.

\$2,000.00

Watch the expense, gentlemen. This item alone is worth more than amount of business you do, for the expense is always there, whether you do any business or not.

Suggestion: Begin now and tabulate your expenses. Experience.

Snow Crystals.

Written for the Tradesman. I always think when I see the snow As first it falls and covers white The landscape, that I'd like to go Up yonder where the stars are bright And watch the frost folk fashion there These fairy crystals of the air. They take me back to childhood's thought When gazing through the ribboned pane I wondered who such gems had wrought Sufficient for the hill and plain And what must be the treasury Which beauty spared so lavishly.

Each crystal now I'm very sure Is but a messenger to me Revealing thus in miniature So plainly too my destiny: For there's no place, nor time, nor where That I'm beyond Eternal Care. Charles A. Heath.

Reads the Tradesman With Greatest Interest.

Alienville, Jan. 2—I have just read the Tradesman of Dec. 31 and the editorial entitled Americans Do Not Forget and it made me feel so good that I thought I should tell you about it. I like your straightforwardness in expressing your opinions in regard to Germany. I was "over there" and about as near the front as any and, by the way your article reads, I think I would like or any soldier would like to have been under you over there and kicked off a few German divisions. My father has taken the Tradesman for a number of years and we all read it with the greatest interest of any paper we receive. James Erskine.

Druggist's Sundries

It is a foregone conclusion that you will want to replenish your stocks of druggist's sundries for the late winter and early spring trade. In this regard we are very pleased to announce that our sample lines are at the present moment practically complete and that within the next ten days our Sundry travellers will start on their selling trips. May we ask you to reserve your orders until our representatives may have the opportunity to call on you?

Hazeltine & Perkins Drug Co. Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Large table listing various drugs and their prices, categorized by Acids, Ammonia, Balsams, Berries, Extracts, Flowers, Gums, Insecticides, Ice Cream, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, and Paints. Includes items like Boric (Powd.), Citric, Muriatic, Nitric, Oxalic, Sulphuric, Tartaric, Water, Carbonate, Chloride, Copaliba, Fir, Peru, Tolu, Cassia, Sassafras, Soap Cut, Cubeb, Fish, Juniper, Prickley Ash, Licorice, Arnica, Chamomile, Chamomile Rom., Acacia, Asafoetida, Camphor, Guaiaac, Kino, Myrrh, Opium, Shellac, Snellac Bleached, Tragacanth, Tragacanth powder, Turpentine, Arsenic, Blue Vitriol, Bordeaux Mix Dry, Hellebore, Insect Powder, Lead, Arsenate Po, Lime and Sulphur Solution, Paris Green, Ice Cream, Piper Ice Cream Co., Kalamazoo, Bulk, Vanilla, Bulk, Chocolate, Bulk, Caramel, Bulk, Grape-Nut, Bulk, Strawberry, Bulk, Tutti Fruitti, Brick, Vanilla, Brick, Chocolate, Brick, Caramel, Brick, Strawberry, Brick, Tutti Fruitti, Brick any combination, Buchu, Sage, Senna, Uva Ursi, Almonds, Bitter, Almonds, Bitter, artificial, Almonds, Sweet, Almonds, Sweet, imitation, Amber, crude, Amber, rectified, Anise, Bergamont, Cajeput, Cassia, Castor, Cedar Leaf, Citronella, Cloves, Cocanut, Cod Liver, Croton, Cotton seed, Eigeron, Cubebs, Eucalyptus, Hemlock, pure, Juniper Berries, Lard, extra, Lard, No. 1, Lavender Flow, Lavender, Gar'n, Lemon, Linseed, boiled, bbl., Linseed, bld less, Linseed, raw, bbl., Linseed raw less, Mustard, true, Mustard, artifi'l, Neatsfoot, Olive, pure, Olive, Malaga, Olive, Malaga, green, Orange, Sweet, Origanum, pure, Origanum, com'l, Pennyroyal, Peppermint, Rose, pure, Rosemary Flows, Sassafras, true, Sassafras, artifi'l, Spearmint, Sperm, Tansy, Tar, USP, Turpentine, bbls., Turpentine, less, Wintergreen, tr., Wintergreen, sweet, birch, Wintergreen, art, Wormseed, Wormwood, Potassium, Bicarbonate, Bichromate, Bromide, Carbonate, Chlorate, gran'r, Chlorate, xtal or, Cyanide, Iodide, Permanganate, Prussiate, yellow, Prussiate, red, Sulphate, Alkanet, Blood, powdered, Calamus, Elecampane, pwd, Gentian, pwd, Ginger, African, powdered, Ginger, Jamaica, powdered, Goldenseal, pow., Ipecac, pwd., Licorice, pwd., Licorice, pwd., Orris, powdered, Puke, powdered, Rhubarb, Rhubarb, powd., Rosinwood, pwd., Sarsaparilla, Hond., ground, Sarsaparilla Mexican, ground, Squills, Squills, powdered, Tumeric, pwd., Valerian, pwd., Anise, Anise, powdered, Bird, Is, Canary, Caraway, Po., Cardamon, Celery, pwd., Coriander pwd., Dill, Fennel, Flax, Flax, ground, Foenugreek pow., Hemp, Lobelia, Mustard, yellow, Mustard, black, Poppy, Quince, Rape, Sabadilla, Sabadilla, powd., Sunflower, Worm American, Worm Levant, Aconite, Aloes, Arnica, Asafoetida, Belladonna, Benzoin, Benzoin Compo'd, Buchu, Cantharadies, Capsicum, Cardamon, Cardamon, Comp., Catechu, Cinchona, Colchicum, Cubebs, Digitalis, Gentian, Ginger, Guaiaac, Guaiaac, Ammon., Iodine, Iodine, Colorless, Iron, clo., Kino, Myrrh, Nux Vomica, Opium, Opium, Camph., Opium, Deodorz'd, Rhubarb, Lead, red dry, Lead, white dry, Lead, white oil, Ochre, yellow bbl., Ochre, yellow less, Putty, Red Venet'n Am., Red Venet'n Eng., Vermillion, Amer., Whiting, bbl., Whiting, L. H. P. Prep., Acetanalid, Alum, Alum, powdered and ground, Bismuth, Subnitrate, Borax xtal or powdered, Cantharades po, Calomel, Capsicum, Carmine, Cassia Buds, Cloves, Chalk Prepared, Chalk Precipitated, Chloroform, Chloral Hydrate, Cocaine, Cocoa Butter, Corks, Lst., less, Copperas, bbls., Copperas, less, Copperas, powd., Corrosive Sublim, Cream Tartar, Dextrine, Epsom Salts, Epsom Salts, less, Ergot, Ergot, powdered, Flake White, Formaldehyde, lb., Gelatine, Glassware, full case 58%, Glassware, less 50%, Glauber Salts, bbl., Glauber Salts less, Glue, Brown, Glue, Brown Grd., Glue, White, Glue, White Grd., Glycerine, Hops, Iodine, Iodoform, Lead, Acetate, Lycopodium, Mace, Mace, powdered, Menthol, Morphine, Nux Vomica, Nux Vomica, pow., Pepper black, pow., Pepper, white, Pitch, Burgundy, Quassia, Quinine, Rochelle Salts, Saccharine, Salt Peter, Seidlitz Mixture, Soap, green, Soap mott castile, Soap, white castile, Soap, white castile less, per bar, Soda Ash, Soda Bicarbonate, Soda, Sal, Spirits Camphor, Sulphur, roll, Sulphur, sub., Tamarinds, Tartar Emeric, Turpentine, Ven., Vanilla Ex. pure, Witch Hazel, Zinc Sulphate.





### Largest Yearly Volume of Insurance Ever Recorded.

Last Wednesday closed the greatest year in the history of insurance in America. Never before was the volume of the business done by companies so great. In nearly every branch there has been a marked increase, and in a few it is extremely large. In the most important lines the loss ratio has been favorable and the companies generally have prospered. Agents and brokers never before did the volume of business or made the incomes they have in 1919. There have been some exceptions to the general rule, marine insurance having fallen off somewhat from war times and possibly steam boiler insurance having failed to make any material growth.

Life insurance never made a record comparable with that of 1919 in the volume of new business written. This can readily be accounted for in part by the high wages paid to workers and the great profits which have been made by many engaged in business. The people have the wherewithal to pay the premiums. They recognize that twice as much life insurance must be left to provide for a family as was necessary before the war. The Government, in inducing soldiers and sailors to take \$10,000 insurance each, raised the standard of the amount each man should carry and set the best example of the high value of life insurance that any public agency has ever set in this country. Employers have purchased immense amounts of life insurance under group policies on their employes, partly because they desired the employes to share in their prosperity and partly because they hoped to reduce the labor turn-over.

Notwithstanding the heavy cancellations in some parts of the country early in the year, the volume of fire insurance premiums is expected to be well in excess of that of last year. This is due to the enhanced values and also to the creation of new values in the building activity which has prevailed in some parts of the country. Some of the side lines written by fire insurance companies have shown a decrease from war times, but others have made a great growth. War cover and explosion insurance went off the books, but a large volume of riot and civil commotion insurance was written. The automobile factories began turning out pleasure cars again during the year and the volume of automobile fire and theft insurance written was large. Loss ratios on fire insurance are generally so low as to cause some concern for the future.

High wages and great industrial activity have kept up the volume of workmen's compensation insurance and increased it. While rates are now being revised downwards, the effect has not been sufficient to offset the factors working for an increase. Other liability lines, especially automobile, have shown a great growth and the loss experience appears to have been generally favorable.

Accident and health insurance were stimulated by the influenza epidemic of last year, and the waning purchasing power of the dollar has acted upon

these lines as it has upon life insurance.

Burglary insurance losses have been the worst in the history of the business. This has stimulated business, and the volume has grown very materially. Especially has this been noticeable in the side lines such as messenger and paymaster hold-up, and in the new side line to bank burglary insurance under which the contents of safe deposit boxes are insured.

The plate glass companies, in spite of a marked increase in volume, have had another hard year, the continual increase in prices of plate glass making their losses so heavy that rates have had to be advanced. This has not overcome the difficulty yet, and the plate glass companies are expected to show a loss of underwriting.

The surety business has grown by leaps and bounds. There have been heavy losses under brokers' blanket bonds and the fidelity losses have been somewhat above normal, but on the whole the year has been a satisfactory one.

It is a cause for congratulation that in general the conditions in the business have remained good. There has been little complaint of demoralized rate conditions or the prevalence of bad practices in the field. Most of the organizations of various kinds have prospered, and there has been a growing tendency towards co-operation among those engaged in the various classes of insurance. The menace of Government insurance appears to have subsided following the country's experience with Government management of railways and telegraphs, but socialistic elements in the various states are as active as ever in endeavoring to bring about state insurance in various lines.

There have been many changes in the personnel of the business. New companies have been started, or are being organized, in considerable number. Some of these are backed by established institutions and have been models in the economy which has been practised in getting them started. Others, unfortunately, are the product of promoters' methods and start with a handicap of heavy promotion expense. The many changes of the year have kept executives and underwriters on the alert to meet them, and there has been a shaking of men out of their old grooves. Relations between companies and agents have improved. Perhaps never before have companies undertaken so much to assist their agents, and agents have never shown more readiness to co-operate with companies for the general good of the business. It has been a great year, and the business enters 1920 well fortified to meet the problems which another year of the readjustment period is bound to bring.

#### Injurious.

"Do you regard tobacco as injurious?"

"Unquestionably," answered Mr. Meekton. "My smoking has done terrible damage to the parlor curtains and my wife's disposition."

## 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

## Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

### Savings to Our Policy Holders

On Tornado Insurance 40%  
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%

All Companies licensed to do business in Michigan. It will pay you to investigate our proposition. Write us for particulars.

C. N. BRISTOL, Manager  
FREMONT,

A. T. MONSON, Secretary  
MICHIGAN

## 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

## 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



**Technically Guilty, But Really Blameless.**

D. E. Clow, who is operating a general store at Ellsworth under the name of D. E. Clow & Co., and who is also the postmaster at that place, was recently, upon report of a Government inspector, indicted under the Federal statute relating to the handling of postoffice funds under the general claim of embezzlement. There were four counts in the indictment and under the testimony the jury found the respondent guilty under one count and not guilty under the others.

It appeared that the moneys handled by the postmaster consisted of three or four different funds, such as postoffice funds, postal orders fund and War Savings Stamp fund. Mr. Clow was for several months in charge of the War Fund drive in his county and a large portion of the sales were made through his office, amounting to many thousand dollars. At the time the Government inspector checked up the office there was

a separate fund consisting of the remnant of War Savings Fund business. It appeared from the testimony that there were one or more substantial errors in the accounting and report of the inspector, among which was one in relation to this particular fund, he having reported some \$65 more due than actually appeared to be due from the facts. However, in this fund, amounting to about \$136, Clow had carried for a short time a check of his company for \$80, which the inspector threw out as not being permissible under the statute, although the same was immediately made up by Mr. Clow. He was found technically guilty under this count and a minimum fine of \$150 was imposed.

Several prominent citizens of Ellsworth testified as to the good standing and reputation of Mr. Clow for honesty and integrity.

Abuse the public all you like; no one ever considers it a personal affront.

Give a prominent  
place in your  
display to

# COFFEE

COFFEE is one of the most important staples in the grocery trade.

Almost every store is known by the COFFEE it sells.

Satisfy your customers on COFFEE and you can hold them for other goods.

Get the benefit of the big COFFEE advertising campaign now running in 20 magazines by displaying COFFEE prominently in your windows and on your shelves.

Talk COFFEE  
Advertise COFFEE

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

## BUSINESS WANTS DEPARTMENT

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

Wanted to hear from owner of good general merchandise store for sale. State price, description. D. F. Bush, Minneapolis, Minnesota. 638

GOLDEN OPPORTUNITY—For man with \$2,500 to open and own local branch of National chain of stores; business well established; large annual profits; instant success in towns over 3,000. Kash-Karry, 1210 Century Building, Chicago, Illinois. 642

For Sale—Hobert electric motor with peanut butter grinder, new, only used one day. Single phase motor, alternating current, 60 cycle, 110 or 220 volts. Can be used as a coffee grinder or with any Hobert attachment. Going cheap. Write Jung Baking Company, Waseca, Minnesota. 643

For Sale—Grocery and general merchandise stock, building and fixtures and living rooms up-stairs. Will take about \$4,500 to handle. Located on Kalamazoo-South Haven railroad. This will bear investigation. Call or write John Kunkel, Berlamont, Michigan. 644

For Sale—Owing to death, a clean stock of clothing and shoes. Good opening for right man. Population 700. Mrs. E. B. Flinn, Springport, Mich. 645

WANTED—Experienced manager, with best references, for a 50 room resort hotel on Little Traverse Bay. Address A. L. Deuel, Harbor Springs, Mich. 646

FIRST CLASS OPENING FOR HARDWARE in town of 1,200 in Southern Michigan. Excellent farming community. Address No. 647, Michigan Tradesman. 647

RESTAURANT: Good opening in town of 1,200. No competition. Address No. 648, Michigan Tradesman. 648

Wanted—A machine foreman for furniture plant manufacturing dressers and chiffoniers. Plant located in the West. Address No. 649, care Michigan Tradesman. 649

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

Get My Tanks—Make big money developing films; cost 1/2c per roll; particulars free. Gillett, Escobed, Wisconsin. 637

SALESMAN—SELL THE "MERTENS" inner tube patch. Used cold or with VULCANIZER. Three years on the market. Sell to DEALERS ONLY. All proposition. Mertens Vulcanizing & Tire Agency, Belleville, Illinois. 640

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.

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

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

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

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

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

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. 616

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

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

Barrets' St. Vitus Dance or Chorea remedy; excellent antidote to above disease; in use over ninety years. William M. Olliffe, wholesaler and retailer, 6 Bowery, New York. 632

Wanted—To buy stock of clothing, shoes or general stock. R. D. Walker, Fort Pierre, South Dakota. 634

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

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

BIG INVESTMENT OPPORTUNITY: BEST BUSINESS BLOCK IN BEST LOCATION IN BEST GROWING CITY IN CENTRAL MICHIGAN; LISTEN: Three story and basement; three fronts and one at rear; solid brick and stone construction, best corner in city; rentals \$7,000. Block worth easily \$100,000; can be bought this month for \$55,000. Cut and information furnished by return mail. W. J. Cooper, Mount Pleasant, Michigan. 641

## CANDY



The "DOUBLE A" ind

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.

**Late News From the Saginaw Valley.**

Saginaw, Jan. 6.—Frank Rockwell, North Fayette street, Saginaw, is in the hospital again. This time he is in the Women's hospital. He is in very poor health and will have to submit to an operation as soon as conditions permit. At this writing he is resting easier. Our best wishes go to him at this time.

Walter Zimmerman, 128 North Jefferson avenue, Saginaw, has been confined to his home, but at this writing he is able to be about. He represents the Safe Cabinet Co., of Marriette, Ohio.

Leon Gimmel, 128 Cornelia street, Saginaw, who was injured two weeks ago by the explosion of a can of fruit, is rapidly improving. It was first thought that he would lose the sight of both eyes. Mr. Gimmel for several years was connected with Swift & Co., oleo department, but the past two years has been in the brokerage business.

Sol Schluchter, one of Pigeon's live wire merchants, has bought the Bert Bauer property and will move into same the coming week. Mr. Schluchter has been actively engaged in the retail business for twenty years in Pigeon and has established a splendid business through his honest and energetic methods. We extend to him our best wishes for his future success.

No finer example of sticktoitiveness, perseverance and determined will to do something can be given or referred to than the success attained in the short period of five years by H. L. Batchelder, campaign organizer for the Twenty Mule Team Borax Co. This lady started at the bottom by going around from door to door and trying to interest the housewives in a product that meant much to her (the housewife) in helping to better her working conditions; that of applying and using Twenty Mule Team Borax. To-day this little lady holds an enviable position at a salary of \$5,000 per year. She attributes her wonderful success to her enthusiasm, politeness, determination, confidence, and knowledge of goods and of human nature. She claims that when you have mastered these, success is bound to come to you; and I might add that she herself stands as an example of what can be done along sales lines, even by our fair sex. She recently came to Saginaw to spend the holidays and rest up from a most strenuous advertising and sales campaign through Cuba and the Southern part of the United States working principally in the states of Florida, Alabama, North Carolina and Georgia. She left Tuesday morning for Augusta, Ga. The home office of her house is located at 100 William street, New York City.

The degree team of Saginaw Council will leave Saginaw for Owosso Saturday at 4:30 p. m. over the Michigan Central. They have been invited by Owosso Council to come down and put on the work at their big booster meeting. Owosso has a live bunch of U. C. T.'s and a great time is promised. A number of the members of the Council will go down. Mayor Ben Mercer expects to go. Any one wishing to go phone Mr. MacArthur before Saturday noon.

Saginaw Council held her annual holiday party for the children at the Masonic Temple Jan. 1 at 7:30. Santa Claus (Joe Rabe) was there with the goodies for the little ones. A splendid programme was rendered by the children, the features being a playlet given by twenty small youngsters entitled "Christmas Time in the Land of the Stars and Stripes," with Ruth Ranney playing the leading roll, that of the Goddess of Liberty. It was given under the personal direction of Mrs. Horace Fox and was executed in a beautiful manner. At 10 o'clock the floor was turned over to the older folks and for two hours everybody was swinging and swaying to the strains of popular and classic airs played by the Zito orchestra. Several song numbers were rendered by Rich-

ard Brown, who possesses a strong, mellow, baritone voice.

Our annual U. C. T. ball will be held at the auditorium Feb. 6, 9 to 12 p. m. Great preparations are being made for the event, which is one of the largest affairs given in the city each year. Many special features will be given and everyone is looking forward to the event with anxiety.

L. M. Stewart.

**General Conditions in Wheat and Flour.**

Written for the Tradesman.

There was a slight break in both wheat and flour during the week of the holidays. This, however, has been entirely recovered and flour and wheat are both selling to-day at the highest prices on the crop, with nothing in the situation that indicates that we will have lower flour before another harvest is garnered.

One very serious condition is the transportation problem, and from the standpoint of being well supplied alone, flour should be purchased in such volume as will cover requirements.

There are millions of bushels of wheat on the farms in the West, particularly in Kansas, which has not moved and cannot be moved to terminal markets because of transportation conditions.

We do not believe in flour speculation. Would advise, however, buying in such quantities as to cover your requirements for the next sixty days.

There may be temporary breaks, but if they come it is a mighty good opportunity to purchase, because, on the whole, both wheat and flour are in exceptionally strong positions and will, in all probability, be higher rather than lower.

Of course, it is too early to get a line on prospects for the new crop. The acreage, however, is very materially under that of a year ago and present conditions of the growing winter wheat crop average at least ten points under that of a year ago. A crop of around 650,000,000 bushels of winter wheat is predicted or approximately 100,000,000 bushels less than was harvested last year.

It is true spring wheat will not be sowed until next April, but it is to be hoped that a large acreage will be planted, as at least a billion bushel crop will be required to properly provide for domestic and foreign requirements, besides giving us a safe surplus.

Lloyd E. Smith.

**Grand Rapids Now Has Branch of Main Factory.**

The Hood Rubber Co. has purchased the interests of the other stockholders in the Grand Rapids Shoe and Rubber Co. and will continue the business under the style of the Hood Rubber Products Co. This action is in keeping with the policy of Hood Co., which now has seven branches conducted under the same style as the Grand Rapids house. Full lines of rubber goods will be carried by the local house, which will supply the retail trade of the entire State. The business will be managed by W. E. Thompson, who has been identified with the Hood Rubber Co. for twelve years and who for some years has been connected with the Minneapolis branch. Seven salesmen have

been engaged to cover the territory of the Grand Rapids house, as follows:

Bernard Eagan, Detroit and environs, with headquarters in Detroit.

Arthur Eagan, Thumb district, with headquarters in Detroit.

Henry H. Holland, Central Michigan, with headquarters in Lansing.

B. A. Moore, Grand Rapids and vicinity, with headquarters in Grand Rapids.

J. E. Stevens, Southwestern Michigan, with headquarters in Kalamazoo.

C. A. Atkinson, Upper Peninsula and Northern Michigan, with headquarters in Grand Rapids.

M. W. Porter, Central Michigan, with headquarters in Grand Rapids.

**Creasy Out With a New Scheme.**

The fertile brain of L. C. Creasy, of Chicago, has evolved a new scheme which enables him to absorb the dollars—\$300 at a whack—of the gullible merchant, without having to go through the formality of securing the consent of blue sky commissions to sell stock in his questionable undertakings.

Instead of securing subscriptions to stock in local organizations, incorporated under state laws, he sells his victims purchase certificates in his Creasy Corporation. These purchase certificates, so-called, give the member the privilege of buying goods of any branch of the Creasy schemers at 3 per cent. above cost. Of course, any sober merchant knows that the proposition to sell goods on 3 per cent. margin is preposterous, because no merchandiser can handle goods on such a basis and stay on earth any length of time. The entire propaganda is based on deception and misrepresentation. The former manager of the local Creasy establishment said that Creasy frequently remarked: "We must lie to the merchants to get them in and then treat them so well that they will forget they have been lied to." Any business based on such principles—or lack of principle—cannot long endure because it is founded on fraud and conducted under misconception and misrepresentation.

**Review of the Produce Market.**

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

Butter—The market is steady at a decline of about 1c per pound on all grades from a week ago. The make is showing some increase and the average quality is good. Storage stocks are being reduced fairly well and the market is steady on the present basis of quotations. If we do have any change there is likely to be a slight decline. Local dealers hold extra creamery at 66c and firsts at 60c. 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—60@75c 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, \$4 per doz.

Eggs—Local dealers now pay 70c 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—\$3.75@4 per case for all sizes of Florida.

Green Onions—Shallots, \$1.20 per doz.

Lemons—California, \$5.50 for 300s and \$5 for 240s and 360s.

Lettuce—Iceberg, \$6.50 per crate of 3 to 4 doz. heads; hot house leaf, 24c per lb.

Onions—California Australian Brown, \$5.75 per 100 lb. sack; Spanish, \$3.50 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.

Poultry—Local dealers pay as follows this week for receipts of live:

Turkeys, young Toms and hens .. 36c

Turkeys, old Toms .. 28c

Dux, fancy .. 28c

Geese .. 20c

Fowl, heavy, over 4 lbs. .... 22c

Fowl, light, under 4 lbs. .... 28c

Springs, all average .. 24c

Old Cox .. 15c

Potatoes—Home grown, \$2.40 per bu.; Baking from Idaho, \$4.25 per box.

Radishes—Hot house, 45c per doz. bunches.

Squash—\$2 per 100 lb. for Hubbard.

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

Tomatoes—\$1.40 per 5 lb. basket from Florida.

**From Shoes and Rubbers to Men's Furnishings.**

On relinquishing the management of the Grand Rapids Shoe & Rubber Co., Daniel T. Patton purchased the men's furnishing goods stock of Otto Weber and arranged to continue the business on a much larger scale. His first move was to organize a stock company with a capital stock of \$50,000 under the style of Daniel T. Patton & Co. The stockholders are as follows:

Daniel T. Patton.

Wendell L. Patton.

Claude E. Long.

E. J. Maurits.

G. E. Finch.

W. I. Burdick.

G. E. Ranney

The officers of the corporation are as follows:

President—Daniel T. Patton.

Secretary—Claude E. Long.

Treasurer—Wendell L. Patton.

The company is moving from the old location in the William Alden Smith building to the third floor of the Campau building, on Market street, where it will enlarge the stock and amplify the lines carried.

In addition to Messrs. Maurits, Finch, Burdick and Ranney, who were former road representatives for the Grand Rapids Shoe & Rubber Co., two of Mr. Weber's former salesmen will travel for the new house—A. J. Konkle and Henry Postma.

The slow-going dray horse lands more coin than the average race horse.