

815

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

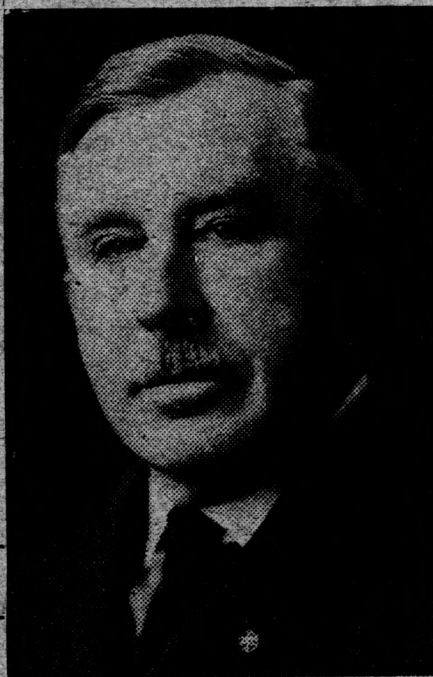
Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MARCH 31, 1920

Number 1906

AP 13 '20 11

GRAND RAPIDS
PUBLIC LIBRARY



Shall Initiative Be Forever Stifled

By exacting from its merited rewards a strangling excess-profit tax?
 Shall anarchy be permitted to ravage this land of law and order?
 Shall the people of this nation choose their own destiny, or shall it be shaped by the mandates of foreign powers?
 Shall the autocracy of either labor or capital master the democracy of the majority?

THESE ARE BURNING, VITAL QUESTIONS
 WHICH YOU MUST ANSWER APRIL 5

No primary election has ever been so momentous to American business?
 If you advocate a powerful administrator, a champion of construction—not destruction

Let Your Answer be

LEONARD WOOD

This advertisement is paid for by the Leonard Wood League of Michigan. Frederick M. Alger, Pres.; Walter C. Piper, Vice-Pres.; Chas. A. Weissert, Sec. and Treas.

COMPRESSED YEAST AND GOOD HEALTH

For a number of the common ailments that affect most of us at intervals—

Fleischmann's Yeast

is a positive cure.

Increase your sales by telling your customers about it.

THE FLEISCHMANN COMPANY

Use Citizens Long Distance Service



To Detroit, Jackson, Holland, Muskegon, Grand Haven, Ludington, Traverse City, Petoskey, Saginaw and all intermediate and connecting points.

Connection with 750,000 telephones in Michigan, Indiana and Ohio.

CITIZENS TELEPHONE COMPANY

Five Model Sunlit Factories

The duplication of our newest Niagara Falls factory, which practically means a fifth factory added to our already large manufacturing facilities, will soon enable us to supply the full demand for

Shredded Wheat Biscuit

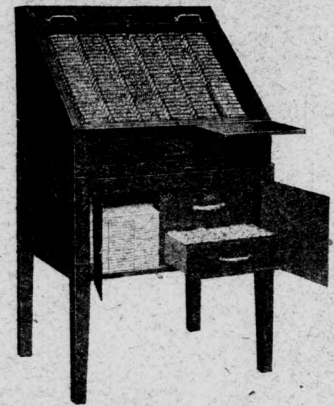
In the meantime the production facilities of our four modern sunlit factories are being speeded up as rapidly as industrial conditions will permit. Our extensive and far-reaching advertising campaign for the new year is planned to give our distributors the greatest amount of help and co-operation. No substitute is acceptable to persons who have been taught to eat Shredded Wheat.

MADE ONLY BY

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



Losing \$10.00
Means Dropping
Your Profits on
\$100.00 Worth
of Business



150 Account Roll-top
Fire-proof Metzgar

Can You Afford It?

LABOR and STOCK are too high for you not to stop every needless waste in your business.

EVERY HOUR of TIME you can save by adopting modern methods means just that much more money added to your net profits at the close of the year.

POSTING ACCOUNTS is TIME and MONEY wasted and your time should be applied to something more profitable.

*Why Not Stop All Needless Waste
With a METZGAR SYSTEM?*

It will do your bookkeeping with one writing.

It will relieve you of all Posting of Accounts.

It will eliminate FORGOTTEN CHARGES, MIXING ACCOUNTS, and bringing forward of WRONG PAST BALANCES.

It will please your customers and bring you new business.

It will FULLY PROTECT YOUR RECORDS AGAINST FIRE.

Write at once for full information, also get our prices on salesbooks, before putting in your next supply.

Metzgar Register Co., Grand Rapids, Mich.

Lily White

"The Flour the Best Cooks Use"

makes the kind of bread you can serve three times a day and always have it eaten.

And good bread is an excellent body-builder. It is a splendid food for children.

In fact, there's nothing better for the kiddies than good bread and butter or bread and milk.

It makes them grow sturdy and healthy.

But you must have good bread for old or young.

It should be light, tender, flavory and wholesome—just the kind LILY WHITE, "The flour the best cooks use," bakes.

Better baking satisfaction or your money back is guaranteed.

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.

MICHIGAN TRADESMAN

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MARCH 31, 1920

Number 1906

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.Three dollars per year, if paid strictly
in advance.Four dollars per year, if not paid in
advance.Canadian subscriptions, \$4.04 per year,
payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;

issues a month or more old, 15 cents;

issues a year or more old, 25 cents; issues
five years or more old, 50 cents.Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.**AMPLE FIELD FOR TRADE.**

The conservatism in business, traceable directly to financial pressure, has spread sufficiently to show that there is ample field for trading in any volume of merchandise the mills can produce in the next few months if price advances are checked and if some of the bloated prices now current are modified. While there seems to be little prospect of any material adjustment of values in cotton goods during the remainder of the jobbing season, the resistance that is manifesting itself to further fall commitments at current values shows that a possible readjustment in May or June must be considered.

It does not appear as if producing costs in cotton goods can decline for some time to come. There are reports in the markets of further agitation for higher wages to begin in June, and some manufacturers are advising their agents that they must have this in mind before making late contracts with cloth buyers. The raw material situation does not give much promise now of low priced cotton for many months to come. The rising costs of coal, transportation and other incidentals all point to sustained values as manufacturers see them. But prices for goods can come down when producing costs are high and there is no doubt that the public clamor for lower values in dry goods is asserting itself in more complaint at the retail counters.

The Easter retail trade is belated, but during the past week it has been good. The retailers will take all the goods they have on order because most of them were bought at much lower prices than are now current. Whether they will do so for fall remains to be seen.

The insidious influence of offerings of imported goods is being felt in a limited way thus far. Pressure from imports is not expected to be widely manifested much before May or June, although goods are coming in rapidly and some retailers are making much of offerings from foreign countries.

The conditions in ready-to-wear in-

dustries show that more resistance is being shown to high prices than at any time in two years. It is frequently stated that the edge is off the wild buying movement in this quarter of the market. More goods are being offered and all resident buyers agree that they can get merchandise at more favorable prices in ready-to-wear channels than they can in piece goods lines. There is more competition for business among garment makers of almost all kinds.

The wisdom shown by men's wear mills in not pushing for top prices is already seen. Revisions of orders placed a month ago have been common because of the halt that clothing manufacturers begin to sense among their retail customers. The prudence shown by some of the staple dress goods manufacturers in not seeking still higher prices is already justified, as cutters would certainly refuse to take in goods if they did not think they were moderately priced under all the circumstances. There is not enough new business coming forward in suits and skirts to warrant hopes of great increases in the yardages of cloths required this summer.

In the silk trade, while a great deal of the panic among small jobbers has been allayed, there is as yet no resumption of buying in a careless way. Business is better than it was, but it is far from being good with many handlers of low grade silks. The promoters of gambling in raw silk are receiving no encouragement to take hold again.

The Tradesman regrets to note that Leonard Wood recently "ducked" in the most adroit and humiliating manner when asked if he was in favor of the open shop. Instead of answering "Yes" in a tone so firm it would have reverberated from ocean to ocean until the end of time, he took the sidetrack and evasively replied that he was in favor of giving every man, whether he was employer or employe, a square deal. Theodore Roosevelt would never have faltered in such a crisis. He repeatedly stated that the "man who stood for the closed shop was a sneak, a coward, a demagogue or an imbecile." Leonard Wood—claiming to be heir to the mantle of his illustrious friend—should be equally frank and outspoken. This is no time for mincing words or making evasive statements on the menace of trades unionism. The man who stands for the closed shop and collective bargaining is a dangerous man to entrust with any position of responsibility, because he will be sure to betray his constituents at the first opportunity. Leonard Wood is at heart a hater of sham and pretense and has no more use for men of the Gompers ilk than he has for a rattlesnake. Just because he is campaigning for the

highest office in the gift of the American people is no reason why he should not speak out boldly and say frankly that he does not solicit the vote of any trades unionist or I. W. W. Theodore Roosevelt would be saying as much in the strongest language he could command on every platform he spoke from if he had lived to make another campaign in his own behalf.

The true character of the German people is again set forth in unmistakable clearness by their action in sequestering 12,000 3 inch field guns when the German peace commissioners signed an agreement in the peace treaty to retain only 204. They have also sequestered 6,000 aeroplanes, although they agreed to surrender every one in Germany to the allies. These disclosures, taken in connection with other violations of their solemn agreement, exhibits the utterly worthlessness of the German word under all circumstances. The Germans are no more to be relied upon than the Apache indians were before they were practically exterminated. They are the scum of the earth and any one who accepts their word or relies on their promises will find himself sitting on the mourners' bench. Like the eulogy pronounced on the warlike Indian tribes, the only good German is a dead German. The only regret decent people have, in considering the outcome of the war, is that every German was not put to the sword and the country they inhabited given over to some race which is worthy of association with civilized people.

General Conditions in Wheat and Flour.

Written for the Tradesman.

There have been no new developments of particular importance during the past week in either flour or wheat; although, wheat has shown some advance over the previous week and flours are stronger.

Some enquiry has materialized and a few sales have been consummated, but as yet domestic demand is rather dormant.

Advices from the Southwest have been a little more favorable due to recent rains, and seeding has started in the Northwest, particularly in North Dakota.

Marketing of wheats in the West has been a little heavier than a year ago; in fact, receipts at Western distributing points exceed those of a year ago by 245,000 bushels. Kansas City and St. Louis received 198,000 bushels against 117,000 bushels a year ago. Northwest receipts were 77 cars larger and the total for the week 1494 cars against 1437 the same week in 1919.

The food situation in Germany is bad. It is needed immediately to pre-

vent further disorders. The British Government is considering the situation sympathetically and will probably agree on relief measures. Vienna is worse off than ever. During the past ten days many inquiries for round lots of flour have been received for export. One of these inquiries called for 300,000 barrels. Some trading has been done and indications are that quite a large volume of flour will move to Europe, in addition to the 5,000,000 barrels held by the Grain Corporation, within the next thirty to sixty days.

In fact, everything points to a better flour demand both domestic and abroad in the immediate future.

Sterling exchange in New York sold up as high as 395½ and this improved condition of the Foreign Exchange Market will aid materially in the development of additional business in Europe.

Originally it was the general impression, not only among buyers but among conservative people as well, that the price of both wheat and flour would be lower, particularly after the Grain Corporation control was ended. However, farmers, millers and unbiased dealers as well, now predict that no appreciable decline is possible in the immediate future and that prices of both wheat and flour in all probability will be higher within the next sixty days.

The winter has been a bad one for winter wheat. It has been exceedingly cold over a large area with very little snow protection outside of Michigan and Wisconsin and large winter killing has occurred. This coupled with the long drought in the Southwest is bound to make for a low condition of the growing crop. Some maintain it will be under 80 points as against 85.2 in December and 98 the preceding December. The abandoned acreage will probably be large; it is estimated between two and four million acres, which would leave roughly an acreage of thirty-five million, which would suggest a probable yield of about 530,000,000 bushels, or roughly speaking 2,000,000-000 less than a year ago from the same territory.

As stated heretofore, exporters are buying in fair volume. 2,000,000 bushels of wheat have been sold in the last two days to go abroad and big prices have been paid.

There are inquiries from Europe every day for both flour and wheat and under the circumstances, it does not seem possible that lower prices can prevail in the immediate future, but on the other hand higher quotations are very likely to materialize and we do not hesitate to recommend the purchase of wheat and flour for normal requirements to be delivered within the next sixty days.

Lloyd E. Smith.

Shall the Cost of Food Stuffs Go Up or Down?

Answering many inquiries that come to us regarding the probable movement of the price of food stuffs, I am compelled to say positively that the outlook is now that agricultural food stuffs will be scarce and must sell for higher prices.

Unless YOU FARMERS change your plans and plant your farms as usual instead of reducing your planting as many of you contemplate. The price of your produce will and must permit you to pay the wages that are necessary to secure help to carry forward your duty of raising food;

Unless YOU WORKERS who have been farm workers in the past return to the farm and help plant and raise the food this year that will be necessary;

Unless YOU MANUFACTURERS of non-essentials and luxuries release all workers of the above class to the end that they may go back to the farm and help grow food, and

Unless YOU OTHER WORKERS are willing to increase your hours or your production to the point of supplying the work which will be undone by those who have gone to the country to produce food.

- Judging from the present supply on hand and the decreased production which we now face there must be a big increase in the price of agricultural food stuffs unless the same patriotism that saved the day during the war impels all of us to bend our energy to producing this crop, and it is my belief that it is the patriotic duty of all of us to carry forward this program.

We employers in the cities must help the farmers obtain the necessary help to produce the food stuffs and the farmer must produce or we shall both of us have to take the responsibility resulting from a short crop this year.

GUY W. ROUSE.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.

Revolutionary Tendencies in Wholesale Grocery Trade.

Is the wholesale grocer being "driven from the field" by the rapid expansion in the chain store and buying exchange? Some of the best observers in the field of trade leadership are arrayed on either side of the question and when they exchange views neither appears to convince the other.

The plain fact is that chain stores do appear to be increasing, not in any one spot but in various parts of the country. It is also true that in numerous places buying exchanges are being formed. So are various types of co-operative consumer, shop and factory enterprises. Logically, these should displace the old-line grocers, both wholesalers and retailers, for the two are interlinked.

But the minute one turns to a serious study of the facts it does not appear that there is any marked diminution of retail grocery stores, and certainly not of jobbers. There always has been a high mortality rate among retailers, and during such an economic upheaval as has resulted from the war a lot of "mushrooms" came into existence, who are in logical sequence and as effect follows cause going into the discard. But with reasonable discounts for this trend there remains no striking and convincing evidence that the retailer of an efficient type is being eliminated.

The same is true in the wholesale field. There does appear to be a concentration trend among wholesalers, several well established wholesale houses in a given territory consolidating. But the motive in each case appears to be more in recognition of the efficiencies to be gained rather than because of forced pressure of new-time style competition. In other words, it is "trimming the sails for the coming gale" rather than clearing away the wreckage of a hurricane already at hand. Wherefore it becomes a hopeful sign rather than one for lugubrious solemnity.

It is also true that here and there a wholesale house appears to be backing the establishment of retail stores, either individual or in chains. But, functionally, where is this any different from what has been going on for years past. What distinction is there between giving an aspiring retailer credit to get started, or actually fitting up his shop and letting him nominally run it for himself but really as a manager for the retailer? It may be "false to type" and out of class for a genuine wholesaler (rated by past standards) but no more so than the retailer who joins with other retailers in a buying exchange.

And in the retail field, scores and hundreds of retailers are finding themselves forced by competitive conditions to adopt the "cash-and-carry" basis of doing business, either wholly or as an alternative plan. They are really changing type and coming into the same class with the chain store, so far as that kind of merchandise pleases the customers and is practical.

And, when the three processes are complete—the chain store, the cash and carry store, the jobber owned retail store—where are they different in function or essential economics. The chain of stores must have its central

warehouse and the combined unit is exactly like the jobbing house and its several customers. Those best qualified to judge have firm doubts if the chain store economies are any greater than those of the jobber-retailer system, when the latter is efficient. The one loses by necessary supervision and loss of personal push by a hired manager, as much as it saves. In the end both are drifting from opposite directions to a common type.

Two well known observers were discussing the matter this week; one of them a jobber. The latter started out with a panicky belief that the jobber is doomed and "must do something about it." The other was optimistic, critical and incisive. Getting down to actual facts, the two could not recall that there had been any alarming mortality among jobbers of late, nor among retailers of the efficient sort.

"But," said the jobber, "if it wasn't for our selling automobile tires and hardware and bakeshop goods and

candy and a lot of general sundries we never used to think of handling, which enabled us to keep up our volume, we wouldn't make any money."

"But you did sell those things and did make money, didn't you?" queried the other. And the jobber admitted that he had. So had others. Many jobbers he agreed were going in more and more for their own production and private brands and on the whole were prosperous. Only did they get blue when they contemplated the trade from the perspective of the past.

All of which may well suggest that hysteria is a bad thing in shaping association and trade policies. It is as useless to buck natural law in the economics of merchandising as to try to sweep back the Atlantic Ocean. So long as evolution is going along naturally, driven by expediency and the natural and inherent resiliency and ingenuity of the American merchant, why worry?

Never speak evil of anyone.



**Who Does Your Work Best?
The Specialist,
of Course—**

Then why should you allow every clerk in your store to make change, be a cashier—

Some can please your customers and be good salespeople, but when it comes to making change accurately and quickly—they simply are N. G. That's why we say—**Centralize** and guard the heart of your business—the Cash and Credit.

The Loose System, careless handling of money, etc., has put many good men out of business, made failures out of what seemed successes.

Don't hesitate about putting all safeguards around every transaction in your store and you cannot do this without having **specialists** do each part.

We are specialists in the manufacture of wire cash and package carriers—that give the Best service that money can buy. If we could make Baldwin Carriers better, we would, still you will be agreeably surprised to know what a small investment will **secure** for you this Best service.

BALDWIN CARRIERS

James L. Baldwin & Co.

Oldest and Largest Exclusive Manufacturer of Cash and Package Carriers in the World

354 West Madison St., CHICAGO

**Order at Once For
Easter Delivery**



Copley last

No. 20—Brown Titan Oxford, Copley Last, Widths B C & D, Sizes 5 to 11 \$6.00



Velvet last

No. 10—Mahogany horse Oxford, English Last, widths C, D & E, Sizes 6 to 11\$5.00



Hiker last

No. 24—Glazed colt Blucher Oxford Velvet Last, Rubber Heel, Widths C, D & E, Sizes 6 to 11 \$6.00

No. 31—Black Vici Blucher Oxford, Hiker Last, Widths B, C, D & E, Sizes 6 to 11\$6.75

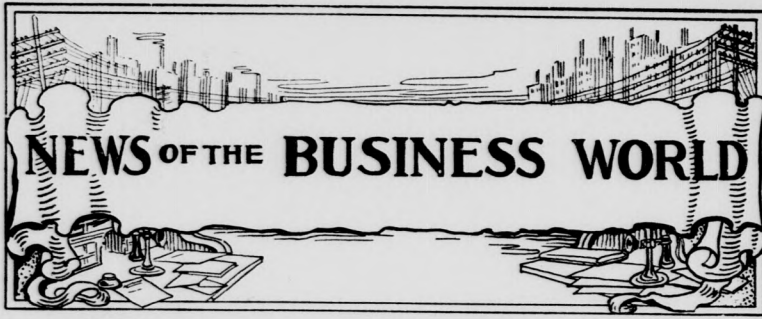
Whitcomb Shoe Co., Chicago

303 W. Monroe St. cor. Franklin CHICAGO

A.M. Goetz, Pres and Treas. F. T. Dustin, Mgr.

Chicago's only shoe house featuring exclusively **SMART SHOES FOR MEN.**





Movement of Merchants.

Bates—Charles R. Estes succeeds A. J. Green in the grocery business.

Howard City—George Johnson succeeds Peter Hansen in general trade.

Paw Paw—S. O. Kenyon has purchased the Dykeman hotel and will continue the business under the same style.

Port Huron—Fire destroyed the plant of the Port Huron Storage & Bean Co., March 25, entailing a loss of about \$65,000.

Martin—Guyette Bros., of Augusta, have engaged in the meat business here, occupying the store building formerly used by Charles Bachman.

Covert—The Covert State Bank has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Akron—The Grange Co-Operative Shipping Association has been incorporated with an authorized capital stock of \$300, all of which has been subscribed and \$150 paid in in cash.

Lansing—The Michigan Tire & Rubber Co. has been organized with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$3,000 paid in in cash.

Muskegon—The Moyer Bros. Co. has been incorporated to conduct a department store, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in, \$5,000 in cash and \$95,000 in property.

Ironwood—The Elanto Co-Operative Club has been organized to conduct a general mercantile business on the cooperative plan, with an authorized capital stock of \$10,000, of which amount \$3,520 has been subscribed and paid in in cash.

Manistique—The Hewett Grain & Provision Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$140 in cash and \$29,860 in property.

Iron River—The Hewett Grain & Provision Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$1,300 in cash and \$28,700 in property.

Ishpeming—The Hewett Grain & Provision Co. has merged its business into a stock company under the same style with an authorized capital stock of \$40,000, all of which has been subscribed and paid in, \$750 in cash and \$39,250 in property.

Escanaba—The Hewett Grain & Provision Co. has merged its business into a stock company under the same style, with an authorized capital stock

of \$50,000, of which amount \$40,000 has been subscribed and paid in, \$1,500 in cash and \$38,500 in property.

Hillsdale—Berton E. Poor has merged his cigar and tobacco business into a stock company under the style of the Berton E. Poor Co., with an authorized capital stock of \$80,000, of which amount \$50,000 has been subscribed and \$8,000 paid in in cash.

Sault Ste. Marie—The Hewett Grain & Provision Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$600 in cash and \$29,400 in property.

Ann Arbor—George J. Gelenius has merged his cigar, tobacco and confectionery business into a stock company under the style of the G. J. Gelenius Co., with an authorized capital stock of \$10,000, of which amount \$9,000 has been subscribed and \$1,000 paid in in cash.

West Branch—A. M. Lewis, who has been engaged in the drug business at Grayling for many years, has formed a co-partnership with his longtime clerk, Charles Abbott, and purchased the drug stock of T. S. Glenn at this place. The business will be conducted under the style of the People's Drug Store.

Jackson—Arthur E. Green has recently conducted reduction sales on the \$35,000 clothing stock of the Waters & Bodell Co., Pembroke, Ontario, and on the \$65,000 general stock of the Larceny-Hicks Co., of Saper, Oklahoma. He also conducted a closing out sale on the \$12,000 dry goods stock of the C. H. Richardson Co., Lockwood, Missouri.

Hudson—Consolidation of the Boies State Savings Bank with the Hudson State Bank has been effected, the latter bank purchasing most of the stock of the Boies Bank. Merging of the two gives Hudson a bank whose assets approach \$1,000,000. Edward Frensdorf, President of the Boies Bank for the past four years, will retire, to be succeeded by Byron J. Foster, who has been connected with the Hudson State Bank for the past two years, and previous to that time was connected with the Boies Bank for twenty-eight years. Valentine W. Fisher will act as cashier of the new bank.

Manufacturing Matters.

Detroit—The Frosalet Corset Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Albion—The Union Steel Products Co., manufacturer of baking machin-

ery, has increased its capital stock from \$200,000 to \$500,000.

Petoskey—The Red Star Oil Co. has been incorporated with an authorized capital stock of \$24,000, \$12,000 of which has been subscribed and paid in in cash.

Greenville—Directors of the Michigan Motor Garment Co. have decided to open a branch factory at Lakeview. The concern is said to have \$150,000 worth of orders on its books.

Ionia—The Sorosis Garment Co. has been organized to manufacture and sell garments, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Flint—The Armstrong Spring Co. has been incorporated with an authorized capital stock of \$1,000,000 common and \$500,000 preferred, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Aluminum Die Cast Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed, \$500 paid in in cash and \$1,500 in property.

Detroit—The Hanson-Ward Veneer Co. is expanding its business and has acquired the plant formerly owned by the Bousfield Co., on Thirty-Seventh street. Extensive improvements are under way.

Kalamazoo—The Peck Iron & Steel Works has increased its capital stock from \$30,000 to \$60,000 and purchased the plant of the Vicksburg Governor Co. at Vicksburg and will remove its machinery to that place.

Detroit—The Ray Wheel Corporation has been incorporated with an authorized capital stock of \$1,000,000, of which amount \$515,000 has been subscribed and paid in, \$5,000 in cash and \$510,000 in property.

Milan—Organization of the new American Furnace and Foundry Co. has been completed with a \$100,000 capitalization. The company let the contract for a concrete building, 75 by 200 feet in dimensions.

Detroit—The Malloy-Pragg Co. has been organized to manufacture and sell toys, novelties, etc., with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$15,000 paid in in cash.

Detroit—The No-Od Chemical Co. has been incorporated to manufacture and sell non-poisonous deodorant and disinfectant, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and paid in in property.

River Rouge—The A. Reno Drug Co. has merged its business into a stock company under the style of the Reno Drug Co., with an authorized capital stock of \$250,000, all of which has been subscribed and \$80,000 paid in in property.

Detroit—The Isko Detroit Co. has been incorporated to manufacture and sell refrigerating machinery, parts and accessories, with an authorized capital stock of \$30,000, of which amount \$21,000 has been subscribed and \$6,000 paid in in cash.

Detroit—George N. Baker has merged his machinery, tools, etc., business into a stock company under the style of the George N. Baker Co.

with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Detroit—The Edward F. Lyon Co. has merged its manufacturing of machinery, parts and accessories, into a stock company under the same style, with an authorized capital stock of \$50,000, of which amount \$30,560 has been subscribed and paid in, \$10,560 in cash and \$20,000 in property.

Detroit—The Sauzedda Manufacturing Corporation has been incorporated to manufacture and sell wire wheels, hub locks, etc., with an authorized capital stock of \$180,000 common and \$30,000 preferred, of which amount \$111,200 has been subscribed and paid in, \$6,000 in cash and \$105,200 in property.

Black Taffeta in Hats.

Hats of black taffeta express the newest note in seasonable chapeaus, according to the bulletin of the Retail Millinery Association of America. They are being pushed especially hard by one of the most progressive wholesale houses in the city.

"The black taffeta hat," says the bulletin, "will be helped in becoming popular by the vogue for black taffeta frocks. There is no doubt that this material is going to be one of the big items in the dress world this spring.

"To these hats the designers for the house referred to give a bit of color by the addition of flower, ostrich and embroidery trims. Some of the models show the use of straw with the material, but in most of them the taffeta is used by itself. A number of smart effects are shown, although the line is not yet complete.

"Large mushroom types are among the shapes now on view. The edge of these is softened with a fine fluting of the material in a ruffle about an inch wide. Around the crown a wreath of vividly colored flowers and fruits is placed. The popular scoop shape has also been developed in black taffeta, with a facing of fine accordion pleating. The only trimming of these models is a pin stuck into the front at a 'dashing' angle."

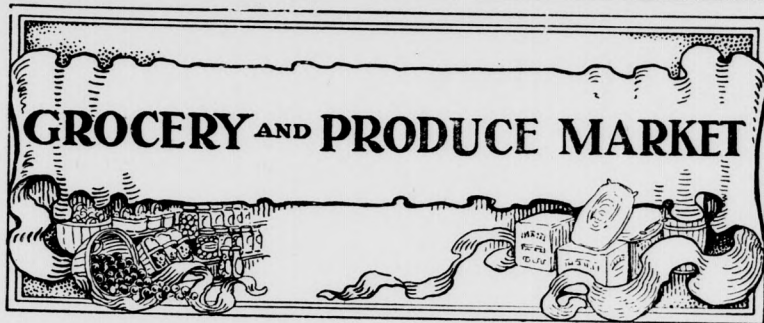
Late Proceedings of Local Bankruptcy Court.

Grand Rapids, March 30—In the matter of John Harrison Harden, bankrupt, a voluntary petition was filed and adjudication made March 25. His schedules show liabilities aggregating \$739.24 and assets of \$222.60, all of which are claimed as exempt by the bankrupt. Following is a list of his creditors:

U. S. Battery Shop, Grand Rapids	\$ 83.87
U. S. Tire Co., Detroit	184.37
Lee Tire & Supply Co., Grand Rap.	100.00
C. L. Litscher, Grand Rapids	75.87
Ed. Chapple, Alto	15.00
Sinclair Refining Co., Detroit	26.50
W. B. Jarvis, Grand Rapids	60.00
Tisch Auto Supply Co., Grand Rap.	72.33
Indian Refining Co., New York	41.04
Vacuum Oil Co., Fischer Bldg., Chicago	53.05
Texas Oil Co., Chicago	30.63
Wisconsin Auto Top Co., Racine, Wis.	14.81

In the matter of Andrew Henderson, the hearing on sale was held and the sale of all assets confirmed to McGurrian Sales Agency for \$1,430. The first meeting was adjourned to March 29, at which time an order for distribution was made, for the payment of certain administration expenses and a first dividend of 5 per cent. was declared and ordered paid.

A man is king or slave every moment of his life. He is either conquering or being conquered—victor or vanquished. Either the man or the brute is always on the throne. When the man steps down the beast steps up.



The Grocery Market.

Sugar—Beet granulated is nearly all marketed. Eastern granulated is being marketed on the basis of 16.45c, but when purchases which cost 14c in New York come in the price will be reduced to about 15½c. The demand is by no means as active as it was a few weeks ago. It is very evident that the era of low priced sugars is a long ways in the future.

Canned Fruits—Some of the large buyers are showing more interest in California peaches and pears, particularly the latter, which is an encouraging sign, but the market still faces a surplus of poor grades of both kinds as well as of apricots. Low prices are being quoted, and they are often so attractive that the buyer will order goods, subject to the approval of samples. That is as far as the deal goes in many cases as the fruit will not meet the requirements of the purchaser as to quality. There is a moderate demand locally and from the interior for extras and extra fancy in the No. 2½ and No. 10 sizes. Some think that the indifferent packs will have to be put at prices which will move the goods. As a rule retailers say that fruits are not selling as freely as they have in other seasons because of the high price. Apricots are at a standstill and stocks are offered as low as 25 per cent. under the opening prices. Pineapples are in the same position. Actual sales of well known brands of good quality are at full figures, but wide variety of prices is quoted on indifferent grades. No opening prices have been named on Hawaiian packs and it is not known when they will be made public. Some factors think it will be June before they are announced. Apples are going in a small way to the jobbing market, but there is no interest outside of taking care of the bare requirements of the moment. The situation favors the buyer.

Canned Vegetables—Evidently it requires more than the reassuring announcement of the Government as to the extent of its surplus food still to be sold to restore activity to the canned food market. The movement continues light and for immediate requirements, with speculative buying entirely absent. The market is in the favor of the buyer and quiet. There is a fair diversity of interest in all vegetables from the local and interior trade. Corn is not to be had at less than \$1.10 factory for standard Southern. Some off grades are quoted at \$1.05, but they will not pass a critical inspection. Tomatoes were slow sellers all week, even though it has been said by many operators that the low

level of prices has likely been reached. Futures are attracting no attention at all. The improvement in peas continued throughout the week. It is impossible to buy standards below \$1.25 on spot, and even that price is more difficult to obtain. The country apparently is cleaning up closely. Fancy are no longer to be had, so that standards and extra standards are all that are left. Futures have been quiet. Asparagus tips are wanted, but are not to be had in quantity, even in second hands.

Canned Fish—Maine sardines can be bought cheaper on spot than down East, where the movement is under the handicap of snow and inadequate cars. Stocks in all quarters are light and there is no disposition to shade prices except on 1918 goods, of which there are still some packs left. Salmon has improved in tone but not in price, except that cheap lots are not to be had. Pinks are held at \$1.65 on the Coast and \$1.85@1.90 spot. A small odd lot might be bought for a little less money. Chums are at their lowest at \$1.50 on really good lines. Red Alaska is held at \$3.50@3.60 and medium red around \$2.85. Tuna fish is confined mostly to striped. White meat is exhausted and there is hardly enough blue fin in first hands to make a market. While some blue fin is being caught in California the season will likely not be on until May and until the size of that catch can be determined, packers are not specifying what proportions of white meat and blue fin will be accepted on contracts. One operator has considered 25 and 75 per cent. as his probably basis.

Dried Fruits—Prunes are active for the larger sizes. Smaller sizes have not shared to any marked extent in the hardening in the larger kinds, as the demand so far has been restricted. The raisin market has been softened by the receipt of foreign stock and reshipments from abroad, but on the basis of present quotations there is a steady and satisfactory movement. All grades of California raisins are in moderate supply with little or none offered on the Coast. Foreign stock in the main has met with satisfaction, although some buyers have the impression that some of it is stale and old. Apricots sold better last week than formerly, but in the Blenheim and Northern types. The former are closely cleaned up and are held at firm prices. The weakest in the line are royals and San Joaquins, which are freely offered. Peaches and pears have been dull, although there is a growing interest in peaches here and practically no Muirs.

Currants are freely offered in the Amalia grade, which is not of desirable quality in the main. Stocks are kept moving by the discounts, which are an inducement to buyers. The better grades are taken as a substitute to seeded raisins.

Rice—The conditions that have controlled the market for weeks past are still in effect. The only business reported is that necessitated by immediate needs of consumption, but the relatively short supply of grades most called for keeps prices on a steady basis. Demand is reported to be increasing in New Orleans and the tone there is firm. While there is said to be considerable quantity of rice left in Louisiana the requirements of consumption during the balance of the season are expected to more than equal it, the more so as foreign rice is almost unobtainable and will grow scarcer on account of embargoes on shipments from producing countries.

Nuts—Outside of the better grades of walnuts the market is dead and these are only taken at the rate of a few bags at a time. Lower grades are dull, as are foreign walnuts. Filberts are as cheap as any nut but are in restricted demand. Pecans are decidedly in buyers' favor but are not wanted. Brazil nuts are moving slowly at present on account of the high prices. The new crop is smaller than that of last season, which was above normal and perhaps the largest on record in that country. England has been taking early shipments freely, but her wants are believed to be largely filled, so that heavier shipments to this country are expected.

Review of the Produce Market.

Apples—Northern Spy, \$4.25@4.50; Greenings, \$3.50; Baldwins, \$3.75; Russets, \$3.25; Starks, \$3; Western box fruit commands \$4.50@5, bulk, \$3.75@4 per bu.

Asparagus—California commands 90c for large bunch.

Bananas—8c per lb.

Beets—New, \$2.75 per hamper.

Butter—The market is weak and a little lower. Local jobbers hold extra creamery at 63c and first at 61c. Prints, 2c per lb. additional. Jobbers pay 50c for No. 1 dairy in jars, 55c for prints and 32c for packing stock.

Cabbage—\$7 per 100 lbs. for home grown; California, \$5.50 per crate of 70 lbs.

Carrots—New, \$3.25 per hamper.

Cauliflower—\$3.25 per doz. for California.

Celery—California, \$1.25 per doz.; Florida, \$6 per crate of 3, 4 or 6 doz.; \$5.50 per crate for 8 and 10 doz.

Cocanuts—\$1.50 per doz. or \$10 per sack of 100.

Cucumbers—Hot house, \$3.25 per doz.

Eggs—Local jobbers pay 43c for fresh, cases included. This is above the parity of other markets, Chicago having dropped to 41c Tuesday and New York having also declined 2c. But on the strong consumptive demand the price would go to \$36@38c, which is the basis eggs are expected to reach next week, when buying for storage begins.

Grape Fruit—Fancy Florida com-

mands \$4.50@5 per crate; Choice, \$4.25@4.50.

Green Onions—Shallots, \$1.40 per doz.

Green Peppers—\$1.40 per basket.

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

Lettuce—Iceberg \$3 per crate of 3 or 4 doz. heads; hot house leaf, 16c per lb.

Onions—California Australian Brown, \$7.50 per 100 lb. sack; Spanish, \$2.50 per crate for either 50s or 72s; home grown, \$6@6.25 per 100 lb. sack.

Onion Sets—White, \$5 per bu.; yellow, \$4.50 per bu.

Oranges—Navels, \$6@7 for fancy and \$5@6 for choice.

Parsley—75c per doz. bunches.

Pieplant—California, 18c per lb.

Potatoes—Home grown, \$3 per bu. Baking from Idaho, \$5 per box.

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

Spinach—Texas, \$3.25 per bu.

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

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

How Retail Profits Should Be Computed.

Cadillac, March 30—Now that Federal control of food stuffs under the Lever law has been declared unconstitutional, it is only fair to presume that the retailer of foods will so base his selling prices that sufficient margin will be allowed to cover the expense of doing business, as well as a reasonable profit.

Transportation charges are an expense and should be so handled, yet many grocers add freight charges to invoice price in order to get the cost of the goods; but they base the selling price on the invoice cost, which leaves too small a margin. Freight, express, cartage, postage, telegrams, rent, light, heat, taxes, insurance, wages, etc., should be placed in the expense account. Then if you divide the total of the expense by the total annual sales, you will have the percentage of cost of carrying on your business. You then know the amount you must add to invoice price in order to break even. Then you must yet add the percentage you expect to make on your investment.

There is every reason why a right profit should be had, for with the return of sufficient production, prices are sure to drop, leaving high priced goods on hand on which you will lose money. It is your duty to guard against misfortune that may overtake you and, while we sometimes feel that certain manufacturers are getting too much profit, it is a fact that the very high prices prevent many people from buying that for which they might not be able to pay.

This is very clearly shown in the lumber business, prices of which are so high that building for renting purposes is almost out of the question. Manufacturers of lumber cannot produce fast enough to supply the demand and, were it not for the exceedingly high price, many people would attempt to build homes, which would only tend to divide the available supply and hundreds of half finished buildings would be the result. High prices tend to cut off house building leaving the supply of material for factories, which, after all, is needed in order that there may be greater production.

The scarcity of homes in the cities will tend to the return to farms of many farmers who are now living in cities. This will also produce more food tending to reduce the price, so that in justice to your business it would be wise to so arrange your selling price that you will not need to guess at what you are doing.

J. M. Bothwell, Sec'y.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 30—Graham Roys, the veteran whip salesman, died at Butterworth hospital Sunday and was buried Wednesday in Garfield cemetery. He was 84 years old and had traveled out of Grand Rapids for more than forty years. Up to about a dozen years ago he covered his trade by wagon, calling on every crossroads merchant in Michigan and Northern Indiana. He was the soul of honor. He never spoke an unkind word, nor did an unworthy act. In middle age he married a widow with two children and reared them with a father's care. He was the father of two children by this marriage—a daughter and a son, Harvey C. Roys, who is now professor in the University of Nankin, China. Since the death of his wife he has been very lonely, but he was cheerful to the last, despite partial deafness and the other infirmities which accompany old age. The news of his death will cause a feeling of sadness in many hearts in the Middle West where Graham Roys traveled so many years and came to be highly regarded because of his innate goodness of heart, gentleness, modesty, strict honesty and happy disposition.

The Allegan Milling Co. is in the market for a traveling salesman to cover the retail grocery and bakery trade of Western Michigan.

Charles E. Baker, who recently sold both of his drug stores in Battle Creek, spent Sunday in Grand Rapids as the guest of his brother, Clarence Baker. He insists that he is out of the drug business for good, having recently identified himself with a newly-organized mortgage loan company in the Cereal City and also a very energetic housing organization.

Ed. Van Ostrand, who sells banking supplies for a Cleveland house, has moved his family from Grand Rapids to Allegan, where he was long engaged in the retail drug business.

The new landlord of the Sherman House, at Allegan, closed his dining room Saturday night and announces that he will retire from the hotel altogether as soon as his successor puts in an appearance.

Douglas Malloch, who was a contributor to the Tradesman for many years when employed on the staff of the Muskegon Chronicle, is now the most popular public lecturer on the American stage. As traveling correspondent, editorial writer and poet of the American Lumberman (Chicago), he won fame enough to satisfy the average man; but the height of his ambition was to become the leading light on the lecture platform of America—and now that ambition has been realized. Mr. Malloch delivered his famous lecture on "Seven Sins of Business" more than 200 times last year and he has urgent calls for more than 300 dates during 1920. A singular and significant feature of the situation is that more than 100 calls come from organizations and societies which have heard him before and think so well of his topic and his method of presenting it that they seek its repetition without a change in a word or inflection. Mr. Malloch's career as a public lecturer is exceeded only by Russell H. Conwell, of Philadelphia, whose "Acres of Diamonds" has been heard by nearly every man, woman and child in the country.

Hartwell B. Wilcox one of the most widely known of Michigan traveling salesmen, died suddenly in Lansing recently, probably as the result of complications arising from injuries received in an automobile accident about eleven years ago. Two Grand Rapids physicians conducted an autopsy, but the cause of death will not be determined until the conclusion of a pathological examination to be made later. He was a member of Valley City lodge, No. 86, F. & A. M., De Witt Clinton consistory and Saladin temple. Mr. Wilcox was identified with the United Commercial Travelers

and the Travelers' Protective association, being active in the interests of the former organization. Mr. Wilcox was born at St. Louis, Mich., in 1882 and resided in Grand Rapids for twelve years, being employed by Nelson, Baker & Co. of Detroit. He is



Hartwell B. Wilcox.

survived by a widow. Deceased was everywhere regarded as one of nature's noblemen. He had many friends and few enemies. His death is a great loss to the fraternity he honored.

B. B. Cushman, Manager of the National Grocer Company, Detroit, who came close to the door of death during a very serious illness recently, is recuperating in Florida. He is still very weak.

Edward Kruisenga, Manager of the Grand Rapids branch of the National Grocer Company, was elected a director of the National Grocer Company at the annual meeting, in place of M.

MCCRAY

SANITARY
REFRIGERATORS

For All Purposes
Send for Catalog

MCCRAY REFRIGERATOR
CO.

944 Lake St. Kendallville, Ind.



Toilet
and
Bath

A FRIEND TO MAN

That's what this company aims to be.

Right now we suggest

Shirts Soft Collars Neckwear
Suspenders Garters Armbands

STANDARD BRANDS AND QUALITIES

Daniel T. Patton & Company

The Men's Furnishing Goods House of Michigan
GRAND RAPIDS

Athletic Underwear

in

B. V. D.

Hallmark—Harvard

Buy now—while our stock is complete.

Quality Merchandise—Right Prices—Prompt Service

Paul Stekete & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

RED CROWN

Pure Food Products

The Line of
Superb Quality and
Supreme Satisfaction

In League with
THE PALATE AND
THE PURSE

In CONSTANT DEMAND
and Strong on
"Repeats" Everywhere

RED CROWN

is the line that made Canned Meats
Popular setting *New and High Standards*
as guidance for all competition.

Supplied exclusively through
Wholesale Grocers

24 Varieties in Universal Demand

ACME PACKING COMPANY
Independent Packer Chicago, U.S.A.



D. Elgin, retired. Mr. Krusenga is naturally greatly pleased over this recognition of his standing with his house.

L. E. Richards has engaged in the grocery business at 445 Bridge street. The National Grocer Company furnished the stock.

Edward D. Beebe, formerly engaged in the drug business at Ovid, was engaged to cover the trade in the following towns for the Hazeltine & Perkins Drug Co: Flint, Pontiac, Fenton, Chesaning, Linden, Owosso, Holly, Battle Creek and St. Charles.

G. W. Williams has opened a grocery store at 639 South Division avenue. The National Grocer Company furnished the stock.

Howard Musselman, Manager of the Traverse City branch of the National Grocer Company, was in town yesterday.

Tracy Hobbs has sold his confectionery stock at 425 Bridge street to F. W. McNeal.

Gavin Ritchie & Sons, of Battle Creek, have been appointed Willys light dealers for that vicinity. J. G. Davenport will have charge of the farm lighting department, with headquarters at 110 South avenue. The 3L's Electric Co., at Traverse City, has been appointed Willys light dealers for Grand Traverse and Leelanau counties. This firm is composed of Messrs. Love, Longnecker and Loudon, all of whom are well known in the electrical business in Western Michigan. W. Robinson, of Scottville has been appointed Willys light dealer for Mason county. Mr. Robinson has been engaged in the automobile business for several years and is very well-known by everyone in Mason county.

Edw. A. Mechling has engaged in the grocery business at Burton. The Worden Grocery Company supplied the stock.

Joseph A. Potts, formerly engaged in the grocery business at 1009 Kalamazoo avenue, has re-engaged in the

grocery business at 1159 Kalamazoo avenue. The Worden Grocer Company furnished the stock.

John D. Case has opened a grocery store at DeWitt. The stock was furnished by the Worden Grocer Company.

The Watson-Higgins Milling Co. has sold 50,000 bushels of rye to go to Holland, Belgium and Germany. The grain going to the latter country was not sold direct.

Items From the Cloverland of Michigan.

Sault Ste Marie, March 30—Capt. Richard Ballensinger, the popular meat merchant, has one of the finest Easter window displays in his market and is receiving many favorable comments on his artistic taste. The Captain smiles occasionally and admits that his good wife had something to do with the planning.

The many friends of John Barton, the well known plumber, regret to learn that he is going to Marysville to engage in the plumbing business with his brother, Herbert. The local stock here is being disposed of or being transferred.

Mrs. Fred Holdsworth and Mrs. Boyer opened a millinery store at Brimley last week.

Sometimes a man goes in the right direction when he follows his inclination.

It takes Calumet to show us how to do things. The business men there got together a short time ago and organized a company to manufacture garments. Local subscriptions were started, but it has since been taken over by a few copper country business men who have agreed to furnish the necessary capital. Minor details of the transaction will be perfected in a few days.

A large shoe factory, a branch of one of the largest shoe manufacturing plants in the Northwest, is a possibility for Calumet. A representative of the company will be there within a few weeks to look over the

ground and make a general survey of the district and, if the report of his observations is favorable, steps toward securing a factory site will be taken before midsummer.

The average man's suspicion of others is due to the fact of his intimate acquaintance of himself.

J. D. Errikson, the live wire merchant of Allenville, feels very optimistic for the future and may order a car of nutmegs to use in connection with car of fords en route for the spring rush. Business has been good all winter and, with the good roads movement, Allenville will be put on the map as one of the good towns.

Philip Luepnetz, proprietor of the hotel at Moran, has opened a first class garage in connection to his pool room and soft drink parlors; also a complete line of candies and cigars. The boys will make no mistake on paying their election bets this year, as his stock of election cigars is en route and will be there in ample time.

Henry Marneau, one of St. Ignace's thrifty merchants, has sold his ford car and is in the market for something larger to handle his increasing business.

There never was more talk about liquor and less liquor than at the present time.

George Comb, for the past twenty years master mechanic of the Michigan Northern Power Co., has resigned to take a long needed rest and will leave in the near future with his wife for the Southern climate. Mrs. Comb has been in delicate health for the past few years.

The ferry Algoma started on Saturday, making schedule trips between the two Soos. With the quarantine removed, there will be much more activity in business circles.

The opening of the auto show on Friday and Saturday by the Soo Machine and Auto Co. was a grand success. Despite the nasty weather on Friday, the place was filled with visitors and on Saturday night the Nor-

dyke orchestra furnished the music for dancing in the large show room which had been fitted up for the purpose, large floral designs from the Civic and Commercial Association and others were presented and the company has every reason to feel proud of the success it has made since its organization a few years ago. It now has the finest and largest garage and salesroom in Cloverland and the show was well worthy of a town a dozen times the size of this city. There was a booth at one end of the building presided over by two good looking ladies collecting 1920 Automobile Club dues, with Charles Hass as walking boss leading all eligible applicants to the altar.

A. H. Eddy, proprietor of the Soo's big grocery and meat market with five branch stores here announces this week that all of his business is for sale and that after many years of success he is ready to retire. This is a big surprise to the community, as the Eddy store is one of the Soo's drawing cards and the pride of the city, which is greatly admired by the scores of visitors from larger cities.

One of the most active of the outdoor sports is that of running around trying to borrow enough money to pay the income tax.

William G. Tapert.

The Esteem is Mutual.

Saginaw, March 25—Because we appreciate the courtesy you have always shown our organization through the columns of the Michigan Tradesman, Saginaw Council, on motion of L. M. Steward, voted that I write you a letter expressing that appreciation. We feel that the Tradesman is our friend and, in turn, we are its friends.

G. A. Pitts,
Secretary and Treasurer.

Don't dally with your purpose. Not many things indifferently, but one thing supremely.

The Tourist Motor Coat

Our new 1920 spring model Tourist motor coat is making a great hit with dealers. Every car owner needs one for working about his machine and for driving. Very stylish lines, belted with large bronze finish brass buckle, roomy, comfortable, long lapels, can be buttoned snug about neck. Made of medium weight khaki, olive green shade. A great value at the price we are now quoting. Write or wire for sample and prices at once.

**MICHIGAN MOTOR GARMENT COMPANY
GREENVILLE, MICH.**

FACTORIES at Greenville, Mich.; Carson City, Mich.; Lowell, Mich.; Lakeview, Mich.
BRANCHES: 405 Lexington Ave., New York; 615 Locust St., Des Moines, Ia.; 1016 Medinah Bldg., Chicago; 222 Marion Building, Cleveland; 147 Dwight St., Springfield, Mass.; 45 N. Third St., Philadelphia; 3425 Ashland Ave., Indianapolis; Mayer Bldg., Milwaukee, Wis.



Makers of the famous Outerall one piece work and play garments.



FOOL TALK ABOUT FARMERS.

A farmer for governor?

Yes, why not? We have lawyer governors, business men governors, schoolmasters and what not. Why not a genuine, dyed in the wool farmer? Michigan has had several farmer governors in the past, so that another one now would not be a novelty, but it can scarcely be said that these men were made governors of the State because they were farmers, nor is it likely that we shall elect a man to head the State ticket because of his vocation.

One man decries the desires of many that we choose this year a military man for President, hence he sees danger in the choosing of Leonard Wood. Why not have a farmer for President? That would be something like; would please all the agriculturalists and give the farmers for once a representative in the presidential chair, which has never been granted to the landholders of the United States.

There can be no denying that farmers, as a class, are among our best and most substantial citizens. The liberties of America were wrung from the mother country by the yeomenry of our fields and forests in the days of the Revolution.

Coming down to the later struggle known as the Civil War, a large part of the Union army was composed of tillers of the soil and the farm boys proved their mettle on many a hotly contested field of that great struggle. In the Spanish war a goodly representation of rural sons met and defeated the haughty dons of old Castile, and we all must admit that the American farmer boy is second to none in the ranks of our fighters, whether he wears the Union blue or the khaki of more recent days.

Furthermore, the farmer stands as the bulwark of Republican institutions, the one great conservative element in the National life that is uncontaminated by anti-Americans. No traitor to the flag is found in their ranks. Agriculture feeds the Nation; agriculture backs the army and navy; agriculture stands behind all great efforts for the betterment of the world, boosting for better government, better social leadership, better home lives, better schools and purer religious life.

Then why not a farmer for President and a farmer for Governor?

Michigan has a farmer candidate for the governorship in the person of Milo D. Campbell, who made a good record in the Legislature and earned the everlasting gratitude of the insuring public by bringing the stock fire insurance monopoly to its knees, while State Insurance Commissioner under Pingree. Unfortunately, Mr. Campbell announced his hearty approval of collection bargaining, which is the fetish of labor union conspirators, along with its twin infamy, the closed shop. These two unAmerican institutions are inseparable, because one is impotent without the other. Much as the Tradesman finds to commend in the career of Mr. Campbell, it cannot overlook or condone his espousal of this unfair and vicious

feature of the worst element we have to contend with in America to-day.

Michigan also has a candidate of the business men in the persons of Cassius L. Glasgow, who also made a good record in the Legislature and served the people with singular fidelity during his long term of service on the Michigan Railway Commission. Mr. Glasgow would make an ideal Governor because he would be absolutely impartial in his decisions and generous in his judgments. Mr. Glasgow stands for good business, whether applied to merchandising, farming, banking or any other line of human endeavor. He would give Michigan the fairest, cleanest and most economical administration she has ever had, because he would not know how to do otherwise.

If the people should decide that they want a business man for Governor, they would not have to look further than the Glasgow hardware store at Nashville.

There is something higher and nobler than a man's vocation to recommend him to the highest office in the gift of the State or Nation.

We do not want a farmer administration of our National government, neither is it desirable to have a farmer Governor and State Legislature. The writer of this is not carrying a club for the ruralite, neither is he booming a military man for either place in State and Nation.

About the worst thing that can be said of General Wood is that he is a military man, and the American people are very much sated with militarism at the present time. We do not want a military man for President, any more than we are pining for a farmer to fill that important office.

It would be the height of folly to advocate placing another schoolmaster at the head of the Nation. One trial has been sufficient to sate the public stomach with that sort of thing. Then why this outburst against the farmer and army man?

We have no antipathy against either one, no more than we have against the lumberman, the merchant, the steel manufacturer or the workman in the mines and factories of the country. It is not meet that we should look to the farm or to the army for our candidate. Neither ought we to go among the Wall Street manipulators or among the pawnbrokers and landlords for the man we seek for the presidency.

At one time a certain naval officer, who won laurels at Manilla Bay, was almost asked to take the presidency because of his winning a naval battle. He was not pressed, however, by either party and, finally, his deeds subsided to a memory, which was better than to boost a man to high civil position because of a single act of praiseworthy heroism.

It is not meet to seek a Governor or a President because of the vocation which the man follows; that would be placing business above personal character. A business man might do for chief executive of this great Nation. A man whose life has run in military channels might be every way suitable for President of

the United State; and again a farmer, rugged and honest as so many of them are, should not be barred because of his vocation.

The gist of the whole matter lies in this, that the one chosen as a servant to represent the great American Nation in the executive chair at Washington, as well as the chair of state at Lansing, should be, above all things a man. Whatever his vocation, if the person chosen fills the bill, and is every inch a man, he is the one who should represent us. We have suffered too much from dreamers and theorists. We need hard headed men like Cleveland and Roosevelt—men who look situations squarely in the face and act with judgment and fairness; men who are willing to give and take; men whose visions are so broad that they are willing to concede that other men may sometimes be right in their judgments, even though those opinions are not in accord with the distorted views of the narrow minded autocrat who assumes untenable positions and holds fast to them with the tenacity of a bulldog, while the world is seething with anarchy and unrest. There never was a time when America and the world needed big minded men as now. There never was a time when school teachers and arrogant single minded theorists were at such a discount as at present.

The same condition applies to the Governorship. We have had a Governor for the past four years who was a joke—a bitter joke for all concerned. He is no more fit to be Governor than the writer is to be the Pope of Rome. He made his bed with the worst elements of the Republican party in every community. Many of his appointments were in keeping with ability and environment. Because he is a cheap politician and has no more vision than a tadpole, his gubernatorial career has been a stench in the nostrils of all decent men. Thank God his term of office is nearly ended.

IF WE RUN OUT OF WHEAT.

Prof. P. W. Claassen, of Cornell University, recently called attention to a hitherto neglected source of food, viz., the common cat-tail of our marshes, says the Scientific American. It appears that the Indians made flour from the root stalks of the cat-tail, but for some reason white men did not adopt this item of the Indian dietary as they did maize and potatoes.

There are thousands of acres of cat-tail marshes in the United States. Prof. Claassen finds that an acre of cat-tails yield a total dry weight of rhizomes amounting to about 10,300 pounds. From this it is possible to obtain 5,500 pounds of flour. The flour is found on analysis to contain approximately the same amount of protein as rice and corn flours, but the ash content approximates that found in potato, cassava, and dasheen flours.

Cat-tail flour has proved satisfactory as a part substitute for wheat flour in baking, and a complete substitute for cornstarch in puddings.

KNIT GOODS MARKET SPOTTY.

The knit goods situation is without much change. Sellers are willing to continue their waiting policy, in some instances because they are sold up and in others because they recognize the futility of attempting to force the market. There is considerable variation in conditions surrounding various sorts of knit goods, from the strength in balbriggan underwear to the slackness in silk hosiery.

Underwear mill agents feel independent for the current spring season, and many of them have satisfactory fall orders already on their books. There are evidences of returning interest, which taken in conjunction with the trade's belief that mills' capacity to produce is restricted, gives body to sellers' optimism. Deliveries, as noted in the past, are still considerably behind.

There has been a turn for the better in staple cotton hosiery. Mill agents believe that distributors overestimated the consumers' willingness and desire to buy stockings at above 50c per pair retail, and underestimated consumer demand for the cheaper sorts. There has consequently been a reaction from these two extremes. The first phase was the slump in silk and mercerized goods, and the second is the return of demand to some of the old staple numbers of cotton hosiery.

Manufacturers of silk and mercerized goods have been scrupulous in getting out deliveries promptly. A market slump so often provides temptation to the buyer to cancel that mills are careful to give no pretext. As a matter of fact selling agents state that few, if any, difficulties have been encountered during the last few weeks along this line.

An example of a manufacturer coming up to schedule is told by a buyer who contracted for several thousand dozen silk hose last November to be delivered by March. The manufacturer at first discouraged the buyer from believing that he would get the goods when expected and the early deliveries were scant and delayed. They have since been speeded up and the contract was completed on time.

The two outstanding outcasts of the world war are William Hohenzollern and Woodrow Wilson. Both have been repudiated by their people and have no longer any standing in their respective countries. Deserted by their former friends; detested for their bad judgment and narrow vision; repudiated by their associates and suspected of being mentally unsound, they both stand in the position of Ishmaelites in the eyes of the world, with their hands raised against every other man's hands—victims of their own pride and perfidy. William could have won undying fame by leading his people into the paths of peace. Woodrow could have placed his name high in the temple of fame by listening to the advice of his friends, instead of yielding to the pride of the petticoat. Both failed to pursue the path of duty and now find themselves relegated in the scrap heap of obliquity and oblivion.



Dolly Madison

A New Chipman Knit number
priced to retail at \$1.50

IT REPRESENTS the achievement of one of America's largest all-silk Hosiery Mills to give you a thoroughly dependable fibre silk stocking which can be retailed, profitably, at \$1.50 per pair.

Eighteen inches of Lustrous Fibre Silk: combed top, anti-run ravel stop, and seamed.

Packed in half dozen boxes—in all the wanted Spring shades.

Distributed through leading wholesalers, in all the large cities.

If you should experience any delay in obtaining "DOLLY MADISON," write us, and we will furnish names of nearby wholesalers who can supply you promptly.

Chipman Knitting Mills, Easton, Pa.

SELLING AGENTS

Chas. Chipman's Sons Co. Inc.
349 Broadway, New York City



A Chipman Knit Silk Stocking



Tendency of the Shoe Market For 1920.

These are very trying and uncertain times for all of us. Prices are high, deliveries uncertain, interest rates high. It is requiring more and more money to handle your individual businesses—your customers are dissatisfied, both on account of your inability to give them the merchandise which they want and also the prices which you must ask, and you all know you must ask still higher prices, as you have already purchased merchandise at higher prices than you are now asking for the same article. Therefore, the question you must answer is: "Are the present prices of shoes justified and, if so, how long will they remain at their present high level, and will they go higher?" All of these questions can be answered by you most emphatically in the affirmative, but in analyzing the price situation at this time you cannot argue that because one commodity either advances or declines that another will do likewise. Each commodity must be considered separately and the conditions underlying that particular commodity carefully analyzed before you decide it will advance or decline in price.

Summing up, the high prices of shoes in the United States have resulted from unavoidable causes. Cattle and goat herds were destroyed in Europe during the war, population has increased while the live animals have decreased. If a start were made to-day it would take years to overcome this situation. America is dependent for a large percentage of its hides on Europe, where prices have advanced 500 per cent. Our only relief is a Russia rehabilitated and cattle herds all over the world rebuilt. Present labor prices, with a decreased production and an exorbitant buying demand, mean high prices, with no relief in sight. Prices cannot go lower until all these conditions have been overcome, until the supply of cattle has been produced in proportion to our increased population, which means years. On the other hand, prices must go higher, as no branch of the leather and shoe industry has yet marketed their goods on a replacement basis. The materials in a shoe constitute about 62 per cent. of the cost of a pair of shoes. These have advanced 400 per cent. Labor, overhead expense, etc., constituting the remaining 38 per cent., have advanced from 90 to 150 per cent., which make the average factory advance about 300 per cent., whereas the average advance in shoes has been about 200 per cent. The raw material markets in the past thirty days have advanced—cow hides

about 10 cents per pound, goatskins about 15 per cent. There is no prospect of a cheaper labor cost. Shoes made on this new cost basis are not yet on the market, as it takes on an average of six months for a raw material price to be reflected in the retail cost, and when they arrive their price will be higher.

In this situation there are two things which you can do to help out:

1. Purchase shoes of a conservative style. Never before have American women demanded so many rapid style changes, all of which has a heavy bearing upon the cost of shoes. For 1920 the manufacturers are showing very few new styles, and will not unless the retailers force them to do it. Most manufacturers are sold for months ahead and, under such conditions, are not anxious to put in new styles which mean new lasts and additional expense. The French "stage" last, which appeared last fall, only lasted for a few weeks, and proves how expensive it is, either from the retailers' or the manufacturers' standpoint, to attempt to cater to such "freak" styles under present conditions. Most women's lines are showing cloth tops in boots, as there is now a difference of about \$2.00 per pair between an all-leather boot and a cloth top boot, but even at this difference they are not selling readily to the consumer. Low cuts, especially oxfords, are very strong, and on account of the price, as compared with boots, will be big sellers for fall and winter. In men's lines there is nothing new except a dark brown glazed horse, as a substitute for the dark brown kid shoes which have been so popular. These shoes can sell from three to four dollars cheaper than the brown kid. Otherwise there will be practically nothing in new styles shown for the fall of 1920, and the retailers can help to keep down prices by confining their orders to the present styles and not demanding any extreme styles, at least while business remains at its present high volume and the present high level of prices.

2. By buying closer to your home market you can cut down your investment, turn your stock oftener, insure quicker and more prompt deliveries, and be in position to get in closer touch with the goods which you will need to reorder. Place your orders as far ahead as you can legitimately, without speculating, as the business of this country cannot be manufactured or shipped on a spot basis. You are going to have a big business this fall and, therefore, must be prepared for same with suitable merchandise.

Most shoe lines are now sending

Shoes that sell winter and summer are a mighty profitable line to handle.

The BERTSCH GOODYEAR WELT SHOE LINE is about the best your money can buy.

Here is a line that is an all year round seller, with extra quality and extra value throughout.

We have always striven to make them the best that money can buy, and our increased business is proof of what we have accomplished.

For building up your trade and holding it you won't find a better line on the market. OTHER DEALERS ARE MAKING FRIENDS AND PROFIT WITH THESE SHOES—WHY NOT YOU?

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

HOOD RUBBER PRODUCTS CO., Inc.

BULLSEYE BOOT

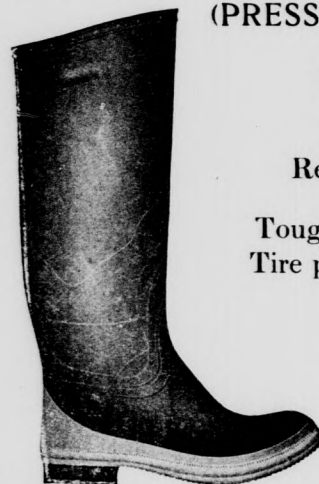
(PRESSURE CURE)

IN STOCK

Red or Black Gum Upper

Tough gray sole joined by Hood Tire process to high grade upper

LONG WEAR



Men's Bullseye Black or Red Short Boot	\$4.00
Boys' Bullseye Black or Red Short Boot	3.30
Yonths' Bullseye Black or Red Short Boot	2.45

SEND IN YOUR ORDER TO-DAY

Shipped Same Day as Received

HOOD RUBBER PRODUCTS CO., Inc.
GRAND RAPIDS, MICHIGAN

their salesmen out with their fall lines. Many merchants, weary of carrying such a heavy financial load as they have during 1919, have decided not to buy early again this season, but let me urge you most strongly to cover your legitimate fall and winter requirements NOW, because:

1. Prices are not now on a replacement basis. If you buy now at the beginning of the trip you will find prices still the same or only a moderate advance over last season. As soon as each manufacturer accepts orders to cut up the leather that these prices are based on he will have to advance prices as he already owns high priced leather. There is no prospect of this leather declining, but based on to-day's prices of hides, it will go still higher.

2. If you don't order now you will not get deliveries later on. We have seen that production has been curtailed, with every prospect that it will not care for even a normal buying demand during 1920, let alone the present demands. The first week's business done by our southern travelers showed an increase of 500 per cent. over the same week last year. These Southern merchants are buying fully alive to the situation and realize that by buying now they are not only buying cheaper but are insuring themselves the merchandise will be on hand in time for their fall business, without any additional financial load to themselves.

3. With labor fully employed at high prices and with every prospect of a big crop, bringing big prices both in this country and in Europe (regardless of the rate of exchange), your fall business will be enormous. Insure yourself your full share by buying your fall merchandise now before it is too late.

There are two lines closely related with shoes which are going to be even more scarce during 1920 than during 1919:

Felts. The shortage in felts is caused primarily by the fact that there are only a few manufacturers of felt cloth in the United States making felt for manufacturing felt slippers. In addition to this there has been an enormous increase in the demand for felt slippers as the price of leather slippers has steadily advanced. Every handler of felt slippers will be sold up within the next thirty days if not already and if you have not yet covered your fall requirements in this line you should do so at once with some responsible house whom you can absolutely depend on for delivery, as deliveries will be even more slow and uncertain than they were during 1919.

Rubbers. The mills have allotted practically the same quantities for 1920 as for 1919, as they claim that under present labor conditions it will be impossible for them to increase their output any. In fact, it is very doubtful if they can maintain their 1919 output. Practically every jobber of rubber footwear will be sold up on his allotment some time during February, as the advanced business on this line has been enormous, due to the early and severe winter weather which they have had all over the entire United States this season. It is

therefore, necessary for you to anticipate your entire winter requirements at once and place them with some jobber on whom you can depend upon delivering the goods.

It is the fashion now to talk "gloom"—the most often heard argument being all great wars were followed by disaster. Experience shows, although the past war gloom has worked its chain of fright for a certain time, after each war it has taken to its heels as soon as the people started acting instead of brooding. It is interesting to note that in the presence of the threatened evils of to-day, such as radicalism, labor unrest, high prices and speculation, we are unnecessarily cringing before the same ghosts that arose and went their way between 1860 and 1877.

The business outlook for 1920 is most optimistic. The two great unsolved questions to-day are the railroad situation and the Peace Treaty, but present reports indicate both will be worked out this month. As soon as these are out of the way this country will settle into a stride that will carry business beyond the expectations of any of us. This is especially true in your territory. The average income of farm families in the United States in 1919 is estimated at \$4,000, as compared with an estimation of approximately \$1,500 for all families.

As long as labor is paid the present wage, as long as the farmer is producing record crops at high prices, so long we will have a continued era of prosperity and heavy buying, especially in this great agricultural belt. If you are to share in it you must be prepared with suitable stocks of merchandise to meet the heavy demands of your customers. This is not a time for fear or pessimism. Shoe prices cannot—until fundamental conditions change radically—go lower, but must go higher to even meet to-day's replacement cost. Stocks of footwear in the hands of wholesalers and retailers are low. Plan for the future with confidence. Be sure your requirements are placed with some responsible manufacturer before it is too late. The retail trade will have more trouble with deficient stocks than over-stocks of goods.

Glenn C. Wharton.

Avoid temptation, through fear you may not withstand it.



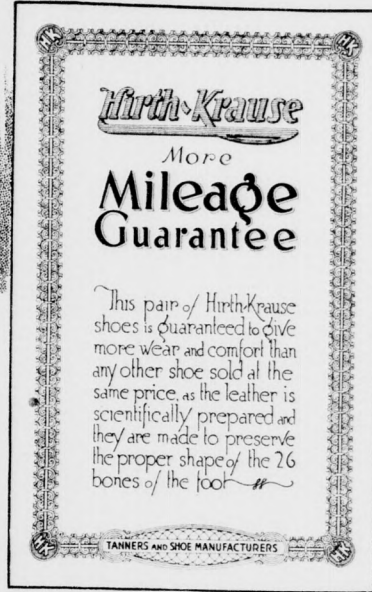
Bell Phone 596 Citz. Phone 61366

**Lynch Brothers
Sales Co.**

Special Sale Experts

**Expert Advertising
Expert Merchandising**

209-210-211 Murray B'g
GRAND RAPIDS, MICHIGAN



A Big Newspaper Campaign

is making Hirth Krause more mileage shoes the state's fastest selling shoes.

Get in on this now. Phone, wire or write.

Hirth-Krause
Shoemakers for three Generations
Shoes

TANNERS

SHOE MANUFACTURERS



The Man Who Wears an R.K.L. Dress Shoe

enjoys the distinction of having all that is new in shoe style, combined with that wonderful feeling of comfort that goes with good fitting footwear.

Are you, Mr. Shoe Retailer, prepared to meet this demand? Is your stock of men's fine dress shoes complete? Are you ready for this man when he calls? If not you'd better get busy and connect with our in-stock department, and secure some of our fast selling styles.

Send for samples, or ask our salesman to show you our in-stock oxfords; they're the best yet.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN





The Industrial and Economic Unrest of To-day.

There is a tide in the affairs of nations, as of men. Taken at the flood, Shakespeare assures us, this tide leads on to fortune. Neglected or unrecognized, "all the voyage is bound in shallows and in miseries;" and constant effort fails to achieve the result which was within easy reach in the hour of advantage. Worse yet, the chance may be seized by another more alert and the advantage turned against our nation.

The United States, it seems to me, is facing one of the great emergencies of its history. Two years ago we confronted another—a situation which we all agreed was the most serious since the Civil War. Though wholly unprepared, we had taken up arms against Germany in defense of our national honor and the safety of our citizens. We had upset tradition by enacting a universal service law. We had launched a colossal program of army and navy expansion, of ship-building and big gun making. We had oversubscribed two huge Liberty loans. All along the line we had surprised ourselves and amazed the world by the vigor and deadly earnestness of our response—the people's response—to all the demands put upon us.

Yet we had serious misgivings. Our experience in business organization and our knowledge of government red tape and delay in forwarding undertakings, told us that the machinery for carrying out these tasks could not be improvised quickly enough even by the master executives of the country. There was grave danger that our allies would be overwhelmed by weight of numbers before we could make our aid effective—could transform our untrained millions and our peace-time resources into fighting units and rush them to France.

You all know how we rose to the occasion. From Chateau-Thierry to the Argonne—our aid was everywhere decisive. The power of the German war machine was broken—smashed forever by demonstration that the highly trained levies of an autocracy were no match for the citizen soldiers of a republic when their patriotism was aroused and their country a unit behind them.

For it was unity of purpose, of vision and understanding of the things at stake which made our people invincible and our armies irresistible in attack. There were those among us whose knowledge of American institutions was new and imperfect. But the flaming faith of our American citizens in the righteousness of our cause kindled the same uncompromising spirit in millions of foreign-born folk in our land whose conception of America's mission and meaning had, before, been vague and formless.

America—democracy—an ideal—all were in danger. No sacrifice was too great in such a cause. For the first time since our great immigration began, we were a united people. Everyone—soldier, farmer, professional man, mechanic, laborer, merchant, manufacturer—everyone was an American first.

So the emergency was met and victory was won by American solidarity and American devotion to a cause. It was made clear that social, political, and economic differences in the

United States must go into the scrap heap—perhaps it is more correct to say cold storage—whenever the real interests of the country are threatened and the facts at issue understood by all our people.

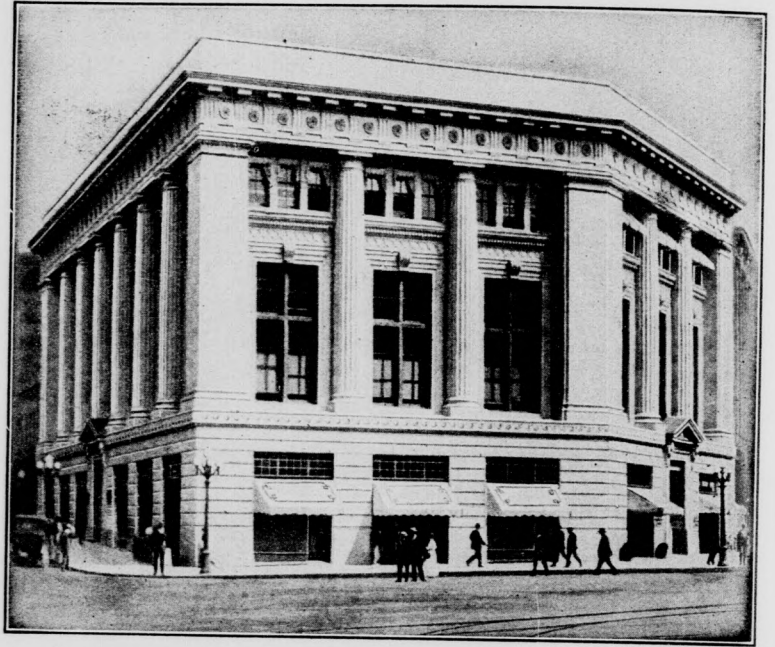
Understanding, mind you, is vital. It is lack of understanding of another emergency, confronting us at present, which makes the country's situation now more critical than any which the world war brought upon us. Then the threat was from the outside. The peril was imminent and plain as a pikestaff. The enemy was a tangible group against which we could unite. The elements in our population, therefore, were drawn together and moved to common action by a motive so big that it dwarfed every other consideration.

Our present trouble, on the contrary, has something of the nature of a family quarrel. We have settled with the aggressive outsider and the family is safe again. But the reaction from our war efforts and anxieties has left the nation's nerves on edge and its thought confused on many fundamental things.

For five years the country has been more than prosperous. Everyone has been making money—employers and workers alike. Wages have gone up and up until their present level is beyond the wildest fancy of labor leaders in 1914. From the position of a debtor country, America has taken a leading place among the creditor nations of the world, and new foreign requisitions on our wealth are being made daily. Yet the irritating fact remains that, for most of us, our extra wages or profits are balanced by an increased cost of living.

During the war, the sharp line drawn between essential and non-essential industries almost eliminated the country's reserves of many articles we normally consider necessary to our comfort and happiness. Individuals also held their purchases to a minimum. Because of our depleted stocks of things considered non-essential during the war, and because of

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



CAMPAU SQUARE

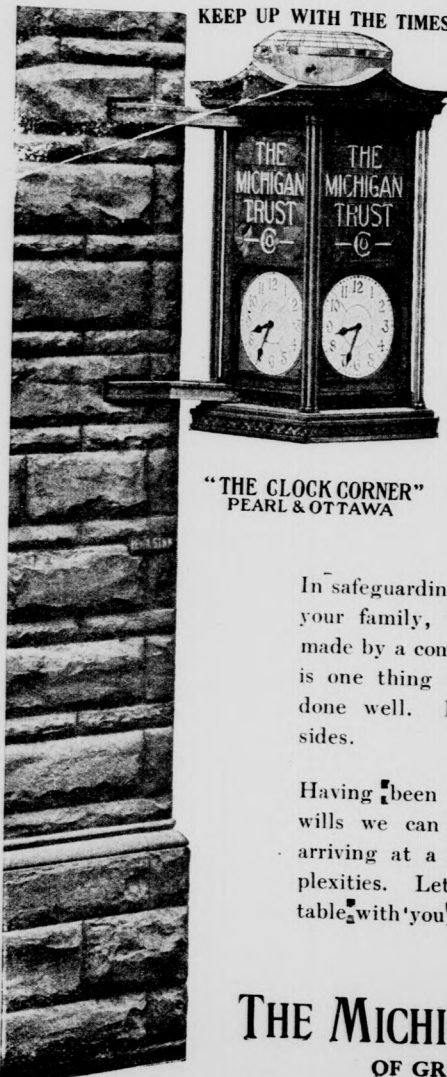
The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the Interurbans—the hotels—the shopping district.

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	11,893,000.00

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

KEEP UP WITH THE TIMES



The first step

**"THE CLOCK CORNER"
PEARL & OTTAWA**

In safeguarding the future welfare of your family, is to have your Will made by a competent attorney. This is one thing that it pays to have done well. Look at it from all sides.

Having been Trustee under many wills we can possibly aid you in arriving at a solution of your perplexities. Let us sit at the same table with you and talk it over.

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

Make This Your Bank



Established 1853

We not only are prepared and equipped to care for your banking needs, but we also

WANT TO DO IT

in a way which will meet with your unqualified approval

- CLAY H. HOLLISTER
President
- CARROLL F. SWEET
Vice-President
- GEORGE F. MACKENZIE
V.-Pres. and Cashier

Europe's insistent demand for goods, a buying movement has developed which has completely outrun production. As a consequence prices have been pushed up to levels never experienced by this generation.

Individually we make more money; in our hearts we feel that we ought to be able to save more or afford luxuries formerly beyond our reach. When we have difficulty in doing either, we feel that something is wrong and somebody is to blame. We do not stop to calculate how much our advanced wages or salaries and our shortened hours have added to the selling cost of the things we produce, distribute and consume. We have heard and read so much about the billions and billions of dollars worth of goods sent abroad, of enormous trade balances "in our favor" that we begin to wonder what has happened to our own particular share in the national dividend. If all the world is in debt to America, we ask, why haven't we more money ourselves.

In trying to find the answer, we overlook four important facts. First, a large part of this foreign debt to us represents war loans of our Government to other governments; it does not belong to individuals. Second, our exports in recent years have been made up largely of foodstuffs, raw materials and munitions, the profits on which have gone rather directly to farmers and other restricted groups of producers. Third, much of the national dividend has been absorbed in wage and salary advances, high rentals and heavy expenditures for new construction and equipment for temporary war uses. Fourth, the enormous shipments of foods, clothing, shoes and other necessities to Europe—which must continue for a time until Europe has again restored something like a balance between production and consumption—have been responsible for the rise in prices which has neutralized the advance in wages, salaries and profits.

The trouble is that we have thought and talked too much about pleasing but incidental things like our volume of export sales, and have quite lost sight of the big main problem of getting production back to a sound, pay-as-we-go basis—the basis on which American trade and industry got its growth.

Restoration of this old value-for-value basis is also the only way in which we can hope to retain a share of the overseas business which was dropped into our laps through Europe's pre-occupation with her own industrial war needs. All the leading British and Continental workshops have been "Americanized" since 1914, in the sense that they have adopted our machine tools and factory methods and have learned how to meet us in our own province of quantity production. What chance, then, will American manufacturers have to win out against Europe's intensive competition in foreign markets and so retain full employment for our people, unless we sober down immediately and recognize the inevitable relations between unit wages, unit production cost and final selling price? We are all consumers as well as producers, and we can't escape from the "vicious circle" of higher prices until each of us contributes his part by increasing his personal

efficiency and augmenting the volume of products which he turns out and by limiting his purchases to essentials. Thereby we can cut this unit cost of products, on the one hand, and on the other promote a normal replenishment of stocks—both operating to reduce the high cost of living.

For the time being, the whole civilized world is in the same fix. Due to the lack of production during the period of the war, there is scarcity everywhere of commodities and materials. Until world stocks are replaced and properly distributed, there can be no considerable reduction in price levels at home or overseas. How much more serious is the shortage abroad is shown by the recent extraordinary slump in foreign exchange. The value of English money, for instance, dropped one dollar and twenty cent in the pound sterling, and French francs brought less than eight and a half cents apiece. In terms of trade, an English merchant or manufacturer, buying in this market now finds his money has depreciated twenty-six per cent., while the Frenchman has to contend with a depreciation of fifty-six per cent. So badly do France and England and other countries need our goods and materials, however, and so little have they to sell us in return that the bulk of the traffic is still eastbound. Until Europe's rate of production is increased, the world shortage of commodities will continue, and the high cost of living remain.

Increased production, then, is every American's first duty to-day—was definitely a duty as fighting or building ships or making shells or some way fitting into the war machine was a personal obligation during the war. And his second big job—as during the war again—is to pass his faith and conviction along to others and do all that he can to develop a public opinion which will put a drive for greater production across like a Liberty loan.

This will not be easy. We will have to stir up enthusiasm for an abstract idea instead of selling Government war bonds with a solid investment value as well as a patriotic purpose. We will have to make head against a spirit of cynical selfishness which has sprung up since the armistice. It has for part of its background our constant boasting about the tremendous totals of our foreign trade and the mistaken impression that every kind and class of business made and kept enormous profits out of the war.

"Let's get ours" was the password when Bolshevism first showed its ugly head in tangible form in Seattle last spring. It has been the key to the agitation for shorter hours and higher wages and the general disposition to loaf on the job. It has been the countersign for a score of other strikes from the wholesale desertion of the Boston police to the recent steel and coal strikes. All of these were based on the strikers' belief that their control of labor gave them power to dictate the terms on which the machinery of industry might be permitted to operate.

The surrender of Congress and the National Government to the railroad brotherhoods in 1916, when the Adamson law was rushed to enactment under threat of a general transportation strike, showed what a class in-



JOIN THE
**GRAND RAPIDS
SAVINGS BANK
FAMILY!**

33,000
 Satisfied
Customers

know that we
specialize in
accommodation
and service.

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

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

3
Good Investments

7% yield

Continental Motors Corporation Notes. Maturing serially 1922 to 1925. Continental is the largest gasoline motor building organization in the United States.

7 1/2% yield

Downey Shipbuilding Corporation First Mortgage Sinking Fund Serial Gold Bonds. Net earnings over 7 times maximum annual interest charge.

8% yield

Toledo Traction, Light & Power Company 3 year Debenture Gold Bonds. Coupon bonds in \$100, \$500 and \$1,000 denominations. Contain an attractive limited speculative feature.

**HILLIKER, PERKINS,
EVERETT & GEISTERT**
INVESTMENT BANKERS

Direct Wires to Leading Markets

GRAND RAPIDS

2nd Floor Michigan Trust Building

Do Not Hesitate!

Some men hesitate to create a Living Trust because they do not wish the management of their property to pass out of their hands entirely and they believe that in creating a Trust they would tie up their property irrevocably. This is a mistaken idea.

You can create a Living Trust which is revocable at any time. You can give over the management of your property to us for so long as you see fit. Whenever you wish to resume charge of your property, you may terminate the Trust with us—not through a complicated, long-drawn-out process, but simply by giving such notice as shall be provided for in the Trust.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

PETOSKEY PORTLAND CEMENT CO.

PETOSKEY, MICHIGAN.

Authorized Capital Stock -----\$1,500,000.

TO THE STOCKHOLDERS:

We wish to advise the stockholders of the above company to hang on to their stock. There is quite an active trading going on in this stock and a good many have allowed their stock to go on the strength of certain false rumors. In every case it would be wise to write the Cement Company and get the truth.

Those who sell their stock now are certain to regret it in the near future.

F. A. Sawall Company, Inc.

405-6-7 Murray Bldg.

GRAND RAPIDS, MICH.

terest can selfishly accomplish to the disadvantage of the entire country, when they control an essential industry or public utility. The attitude of the politicians towards union labor during and since the war—including state and local administrations—had been generally sympathetic. High tide in a class's assumption of power came with the August demand of five railway unions, all beneficiaries of the Adamson Act, for Government purchase of the roads and their operation under a tripartite board which would give employes control, a share of the profits and no risks whatever in the event of possible deficits.

The epidemic of monopoly strikes culminated in the walkouts in the steel and coal trades—the fundamental producers supplying manufacturers in nearly all other lines. The challenge to national pride and national patriotism was too clear to be mistaken, too direct to be overlooked. We may be slow, we Americans—they sometimes say we are stupid—but usually, somehow, given a little time, we do get the case right, and when we make our decision, our national power of response leaves but little to be desired. Public opinion found itself over-night. In self defense, the country decided against a dominating minority representing any class. The plain people took matters in hand and asserted the good old American principle of majority rule. The country made up its mind to continue American—to be a government of the people, by the people and for the people—and not the unresisting victim of any organized minority which sets a class purpose above the common good.

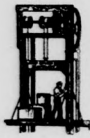
Other times may see other clashes of class interests with the general welfare; but each time public opinion asserts itself it fixes another limit beyond which any selfish purpose may not go and so brings nearer the final adjustment of an urgent and serious problem.

The saving factor in the American situation is the readiness of the great majority to sacrifice their own interests and lives, if need be, to the safety and welfare of the whole nation. We are still too near the bloody wildernesses of the Marne and the Meuse to need other evidences of this patriotism; if we did need proof, the devotion of the volunteer citizens of Seattle, the volunteer policemen of Boston and the volunteer coal diggers of Kansas would supply it.

At the same time we have colonies of anarchists and Bolsheviks scattered about the country, to whom America signifies nothing except a force to be grappled with, tricked and, if possible, destroyed. Fugitives from European absolutism, doctrinaire opponents of organized society and haters of government because to them government had meant oppression, they had brought their European backgrounds and hatreds with them, seeing in our institutions only counterparts of the autocratic systems they fought and ran away from.

In this distorted conception of our government and society, they have had the sympathy of many native-born radicals and parlor Bolsheviks whose Americanism has curdled in their veins. They have had the sympathy, too, of not a few teachers and educators, whose dissatisfaction with present conditions is due in part to their difficult economic position between advancing prices and stationary salaries and in part to indulgence in theories not always consistent with the realities of life.

The full duty of citizenship is not always clear or agreeable. There is no denying that we older, better-schooled Americans in the years before the war failed to recognize the possibilities, good and bad, in our immigrant population. We treated them as something apart, an element to be recognized but not utilized. We did little or nothing to develop their consciousness as citizens or to assimilate them into the body of our people. Our communities kept them



SIDNEY ELEVATORS

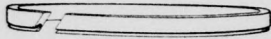
Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind machine and size platform wanted, as well as height. We will quote a money saving price.

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

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

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



Russell J. Boyle

When you invest your funds in a bond your money goes to the corporation, the municipality, the state or government behind the bond.

Naturally our service to you must not only include a sound knowledge of our own business but a fundamental knowledge of many industries.

Russell J. Boyle, secretary and treasurer of Fenton, Corrigan & Boyle, has spent fifteen years in obtaining just such a knowledge of Michigan business. His knowledge is the true knowledge that comes not from superficial study but by actual contact with work and workers. Since it is a knowledge of Michigan business it is especially valuable to a Michigan corporation, such as ours, serving Michigan investors.

FENTON, CORRIGAN & BOYLE

Underwriters and Distributors of
BONDS EXCLUSIVELY

Congress Building
Congress Street

—DETROIT—

Telephone
Main 3862

Offices:
Detroit, Grand Rapids, Chicago



Grand Rapids Office

Kennecott Copper Corporation

10 Year 7% Gold Bonds

Dated Feb. 1, 1920

Due Feb. 1, 1930

This issue of \$15,000,000 is secured by deposits with the Trustee of 500,000 shares of the Utah Copper Company Stock at the rate of \$30 per share.

The present market price of the common stock at \$75 per share gives a present market value of \$37,500,000. These bonds constitute the sole obligation on the property of the corporation.

Price 99½ and Interest
To Yield 7.27%

Circular on Request

F·C·B

at arm's length; our industries treated them as raw labor, and made few efforts to tie them into their organizations as permanent work units.

It was not until after our entry into the world war gave a new significance to man power that we realized the importance of our foreign-born groups as citizens, as soldiers and as workers. Their response to the country's appeals for money and for service was loyal and generous. While the war was on, they did their full part. Since the armistice, however, and the lifting of the war tension, they have slackened like the rest of us in the general confusion of motives and purposes; and radical agitators have been able to substitute for the call of patriotism the appeal of selfish and subversive class demands.

The only way to check this subversive propaganda, it seems to me, is a campaign of education—with every one of us a teacher—to lay fundamentals to our national situation before all our citizens to promote among our own people the general understanding of our own institutions. Without this a return to our normal efficiency in production and a decrease in the high cost of living are both impossible.

As war Americans, we were as nearly 100 per cent. effective as men and women could be. As peace Americans, we are too much inclined to let the state or community or the policeman on the beat take over a good many of our responsibilities as citizens.

There are times when decision and action are up to the Government, as when an alien force or a disgruntled minority at home threatens the well-being of the nation. There are undertakings, too, which are peculiarly the obligation of so-called "big business," as the organizing of a Liberty loan drive or the financing of the day-to-day needs of the country in time of stress. But in this present emergency it is up to every sincere American—big or little business man, farmer, lawyer, laborer, teacher, mechanic, truck driver or clerk—to bear his part of the nation's burden—to make his personal weight count for the stabilizing of social and industrial conditions and the restoration of production standards which will again provide for our own and Europe's needs.

This is the steady, everyday job of every American, whatever his place, however narrow his sphere of influence. In our anxiety to live up to the new world position and opportunity which the other nations have been assigning us, we have been getting away from the fundamental American idea. We are a democracy, with a faith in the right thinking and right action of our own people. We have our own future to work out—a complex future because of the diverse races and cultures, or lack of cultures, which have come to us in our later immigration, but a future rich in possibilities because of that mingling of so many old-world bloods and aptitudes.

After all, the collective judgment of a democracy is to be trusted because it is rooted in the aspirations and the instinctive common sense of the race. Our present task is to bring within the influence of this collective judgment our millions of late-come citizens whose lack is understanding rather than right intentions, and to replace their blind group loyalty with an Americanism so big and lasting that it cannot be diverted to the support of any selfish interest or class advantage. Lewis E. Pierson.



Book-keeper Wanted

An old-established Grand Rapids house desires to engage an experienced book-keeper and accountant who has an ambition to develop into an efficient executive. Expected to act as house salesman for interesting side line. Position now open, but can be held open, if necessary, until April 15. Address Accountant, care Michigan Tradesman.

Assets \$3,572,588



Insurance in Force \$66,109,220

MERCHANTS LIFE INSURANCE COMPANY

WILLIAM A. WATTS, President

CLAUDE HAMILTON, Vice Pres.

RELL S. WILSON, Secretary

JOHN A. McKELLAR, Vice Pres.

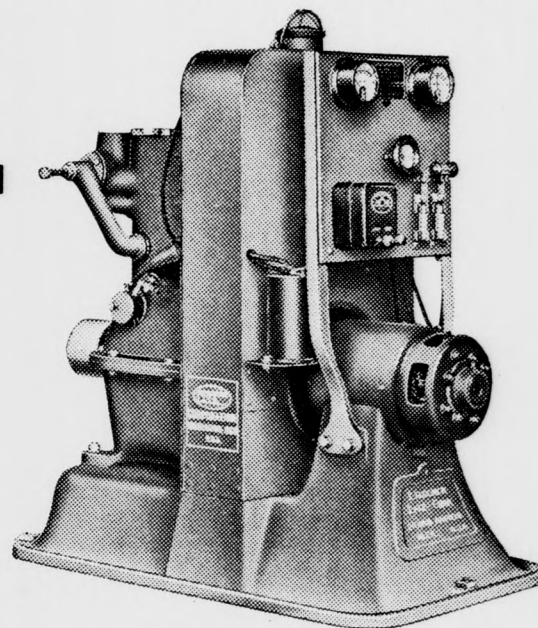
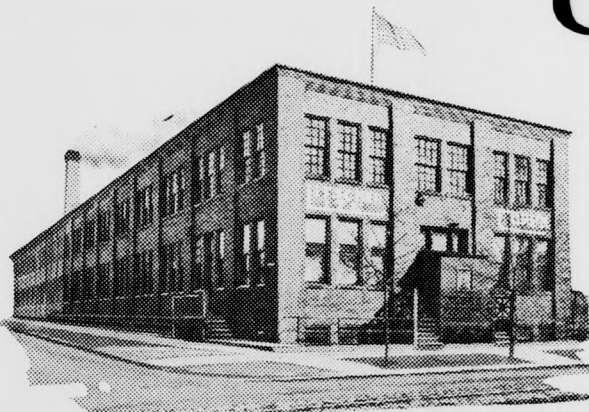
CLAY H. HOLLISTER, Treasurer

RANSOM E. OLDS, Chairman of Board

Offices: 4th floor Michigan Trust Bldg., Grand Rapids, Michigan
GREEN & MORRISON, Agency Managers for Michigan

Outgrown!

This modern factory is outgrown. It supplies a demand which requires multiplied production. Its product is used in all parts of the world and it is needed in over 6,000,000 American farm houses alone, to say nothing of camps, cottages, suburban homes—all human habitations outside of the city.



Here's The Reason

The suburban citizen is demanding electric light for his home. The Litscher Lite plant is an individual power plant which not only supplies electricity, but furnishes belt power to operate belt driven machinery at the same time. It operates lights, electric washers, vacuum cleaners, electric irons, belt driven churns, cream separators, mills and pumps. Having these advantages, the Litscher Lite plant is preferred by the farmer TO OUR MUTUAL BENEFIT. How great benefit we will derive depends on our ability to keep production ahead of the ever-increasing demand. We now need to multiply production far in excess of the expansion which precedent dictated was necessary. Therefore, we need more working capital. We have prepared complete data to acquaint the careful investor with our finances, our product, and the organization behind our company. Our officers are men of sterling repute in Central Michigan financial circles, and their proposition will prove of exceptional interest to you.

Write us for complete data regarding this first public issue of Litscher Lite Stock. This is your opportunity to enjoy a share in the benefits to be derived from becoming interested, now, in America's newest industry built around the gas engine.



LITSCHER LITE SPECIFICATIONS—A single cylinder 4 H. P. kerosene engine, directly connected to a 1 K. W. generator and belt power pulley; 130 to 330 ampere hour batteries; occupies only 19 x 32 in. of floor space; supplies 2 H. P. in excess of dynamo requirements; vibrationless.

Litscher Lite Corporation

GRAND RAPIDS, MICHIGAN

OFFICERS AND DIRECTORS

C. J. LITSCHER—Pres. Litscher Lite Corporation, Pres. C. J. Litscher Electric Co., Director Morris Plan Bank.

H. J. BENNETT—Secy. Litscher Lite Corporation, Secy. Antrim Iron Co., Vice-Pres. Morris Plan Bank.

FRED N. ROWE—Vice-Pres. Litscher Lite Corporation, Secy. Valley City Milling Co., Director Morris Plan Bank.

T. J. BARKER—Treas. Litscher Lite Corporation, Treas. Worden Grocer Co.

A. K. HANCHETT—Vice-Pres. Litscher Lite Corporation, Vice-Pres. Hanchett Swage Works, Big Rapids, Michigan; Director Big Rapids Savings Bank.

E. L. KINSEY—Director Litscher Lite Corporation, Director Morris Plan Bank, Manufacturer and Capitalist.
DR. WM. NORTHRUP—Director Litscher Lite Corporation.

LEWIS HEATH—General Manager Litscher Lite Corporation.

Litscher Lite Corporation, Grand Rapids, Michigan. 7

Gentlemen—Kindly send me all facts and figures bearing on the Litscher Lite stock issue.

Name _____

Street Address _____

City _____

State _____



War Department Quartermaster Corps

Subsistence List No. 7

Offers a Wide Range of Salable Items
to All Retailers of Foodstuffs

The Surplus Property Division, Office of the Quartermaster General of the Army, offers for sale the articles described in this advertisement. Informal bids on this merchandise will be accepted at any of the offices named in this advertisement until 3:00 P. M. (Eastern Time) April 19th.

No deposit will be required when aggregate of bid or bids of any one bidder is \$1,000.00 or less. When bid or aggregate bids is for more than \$1,000.00 a 10% deposit thereof must be submitted with the bid. Such bidders as may desire to do a continuous business with the Surplus Property Division, a term guarantee in the sum of not less than \$25,000.00 may be deposited with the Surplus Property Division at Washington, D. C., or with the Zone Supply Officers; such term guarantee is to be so worded as to bind the bidder to full compliances with the conditions of any sale with regard to which he may submit proposals, that is proposals on any property offered for sale by the Surplus Property Division during the lifetime of the guarantee. A term guarantee will not relieve the bidder from the forwarding of his certified check for 10% of the amount of his purchase within 10 days from the notification of award. No special bid form is necessary. Complete conditions of sale are embodied in this advertisement.

Subsistence List No. 7—Bids Close April 19th

The minimum bid acceptable on these items should make them especially attractive to the small retailer.

<p>No. 701-S. 6,180 No. 10 Cans Apples. Packed 6 cans to case. Stored as follows: 1,200, Ft. Leavenworth, Kans.; 3,000, Camp Knox, Ky.; 1,800, Camp Taylor, Ky.; 132, Park Field, Tenn.; 48, Ft. Reno, Okla. Minimum bid—5 cases.</p>	<p>No. 703-S. 3,840 No. 1 Cans Baked Beans. Packed 48 cans to case. Stored at St. Louis, Mo. Minimum bid—5 cases.</p>	<p>No. 705-S. 2,216 No. 10 Cans Green String Beans. Packed 6 cans to case. Stored at St. Louis, Mo. Minimum bid—5 cases.</p>
<p>No. 702-S. 11,808 No. 2½ Cans Apricots. Packed 24 cans to case. Stored at St. Louis, Mo. Minimum bid—5 cases.</p>	<p>No. 704-S. 37,728 No. 3 Cans Baked BEANS. Packed 24 cans to case. Stored at St. Louis, Mo. Minimum bid—5 cases.</p>	<p>No. 706-S. 5,016 Pkgs. Cinnamon, ¼lb. Pkgs. Packed 48 packages to case. Stored at St. Louis, Mo. Minimum bid—5 cases.</p>

FULL DETAILS ON NEXT TWO PAGES.

War Department Sale of Foodstuffs

Subsistence List No. 7—Bids Close April 19th

No. 707-S.
**480 Pkgs. Chocolate, Plain,
1/4 lb. Pkgs.**

Packed 95 and 144 packages to case. Stored at St. Louis, Mo. Minimum bid—lot.

No. 708-S.
1,800 Pkgs. Cloves, 1/4 lb. Pkgs.

Packed 48 packages to case. Stored at St. Louis, Mo. Minimum bid—2 cases.

No. 709-S.
700 Pounds Cornmeal, Yellow.

In 100 lb. sacks. Stored at St. Louis, Mo. Minimum bid—lot.

No. 710-S.
1,922 No. 10 Cans Apple Butter.

Packed 6 cans to case. Stored at St. Louis, Mo. Minimum bid—5 cases.

No. 711-S.
2,064,628 Pounds Bacon, Serial No. 10.

12 lb. cans. Packed 6 cans to case. Stored at St. Louis, Mo. Minimum bid—5 cases.

No. 712-S.
**4,148 Cans Baking Powder,
5 lb. Cans.**

Packed 6 cans to case. Stored at St. Louis, Mo. Minimum bid—2 cases.

No. 713-S.
**5,973 Cartons Farina, No. 1
Cartons.**

Packed 18, 24, and 36 pkgs. to case. Stored at St. Louis, Mo. Minimum bid—5 cases.

No. 714-S.
**500 Pounds Flour, Edible
Cornstarch.**

In 100 lb. sacks. Stored at St. Louis, Mo. Minimum bid—lot.

No. 715-S.
12,000 Pounds Candles, Issue.

40 lb. cases. Stored at Newport News, Va. Minimum bid—10 cases.

No. 716-S.
368,000 Lbs. Candles, Issue.

40 lb. cases. Stored at Army Reserve Depot, Columbus, Ohio. Minimum bid—10 cases.

No. 717-S.
163,260 Pounds Carrots, Dehydrated.

Packed 2 15 lb. cans per case. Manufactured by Williamson Dehy. Packing Co., and Chilliwack Evap. Pkg. Co. Stored at Army Supply Base, Brooklyn, N. Y. Minimum bid—2 cases.

No. 718-S.
9,000 Bars Soap.

Packed 100 bars to box. Manufactured by Larkin & Co. This is not a laundry soap. Used by carpenters and mechanics for greasing screws, bolts, etc. Stored at Schenectady, N. Y. Minimum bid—1 box.

No. 719-S.
107,705 Boxes Matches.

"Blazer" Wind Safety. Packed in cases, 324 cartons of 12 boxes each. Each box containing approximately 36 matches in excellent condition. Stored at Army Reserve Depot, New Cumberland, Pa. Minimum bid—1 case.

No. 720-S.
77,700 Jars Beef Extract, 4 oz.

100 jars to case. Packed by Morris & Co. Stored at Storehouse No. 5, Washington, D. C. Minimum bid—5 cases.

No. 721-S.
39,100 Jars Beef Extract, 2 oz.

12 jars to case. Packed by Armour Co. and Cudahy Co. Stored at Storehouse No. 5, Washington, D. C. Minimum bid—5 cases.

No. 722-S.
50,000 Lbs Rock Salt, Retsoff.

Stored at Warehouse No. 2, Boston, Mass. Minimum bid—1 ton.

No. 723-S.
2,800,000 No. 3 Cans Tomatoes.

Packed 24 cans to the case. Various packers. Stored at Baltimore, Md. Minimum bid—10 cases.

No. 724-S.
120,00 No. 10 Cans Tomatoes.

1918 pack. Various packers. Stored at Boston, Mass. Minimum bid—5 cases.

CONDITIONS OF SALE ON NEXT PAGE.

War Department Sale of Foodstuffs

Subsistence List No. 7—Bids Close April 19th

No. 725-S.

13,000 Pkgs. Puffed Corn.

Size of package $\frac{1}{2}$ lb. Packed 36 to case. Manufactured by Quaker Oats Co. Stored at Atlanta Warehouse, Atlanta, Ga. Minimum bid—5 cases.

No. 726-S.

3,000 Cans Shoe Polish.

Shoe-russet-paste. Packed 144 to container. Manufactured by Herriot S. Polish Co. Stored at Atlanta Warehouse, Atlanta, Ga. Minimum bid—1 container.

No. 727-S.

235,800 Pounds Table Salt.

100 lb. bags. Stored at New York, N. Y. Minimum bid—10 bags.

No. 728-S.

60,000 No. 10 Cans Tomatoes.

1918 pack. Packed 6 and 12 cans to the case. Various packers. Stored at Charleston, S. C. Minimum bid—10 cases.

SPECIAL NOTE: The Government purchased and accepted the canned foods on this list as standards or better. No guarantee of sale will be given except as to size and that they comply with food laws as to condition.

Each successful bidder on all the foregoing items, except candles and dehydrated carrots, will be required to certify, before delivery is made that they will not be sold or offered for sale, directly or indirectly, for export.

INSPECTION:

Goods are sold "as is" at storage point. Samples of practically all articles are displayed at Zone Supply Offices and at the Surplus Property Division, Munitions Building, Washington, D. C.

NEGOTIATIONS:

No special form is required for the submission of a bid. Bids may be made by letter or telegram.

All bids must be submitted by 3:00 p. m. (Eastern Time) April 19th. They should be addressed to the Zone Supply Officer at the nearest address:

Army Supply Base, Boston, Mass.; 461 Eighth Avenue, New York City; Twenty-first Street and Oregon Avenue, Philadelphia, Pa.; Coca-Cola Building, Baltimore, Md.; Transportation Building, Atlanta, Ga.; Army Building, Fifteenth and Dodge Streets, Omaha, Neb.; Ft. Mason, San Francisco, Cal.; Seventeenth and F. Streets, N. W., Washington, D. C.; Newport News, Va.; Jeffersonville, Ind.; 1819 West Thirty-ninth Street, Chicago, Ill.; Second and Arsenal Streets, St. Louis, Mo.; Army Supply Base, New Orleans, La.; San Antonio, Tex.; New Cumberland, Pa.; Columbus, Ohio, Schenectady, N. Y., or to Surplus Property Division, Munitions Building, Washington, D. C.

Bids must be for goods at point of storage, as set forth in the specifications of materials advertised.

Each lot offered is identified by a number. Bids should include the lot number or numbers on which the bid is made. Bids may be made for any quantity greater than that stipulated as minimum bid which will be considered, or for the total quantity in any lot. In bidding stipulate price bid per article, instead of for total quantity desired. No bid stipulating "all or none" of any lot will be considered, unless that bid is the highest.

NOTIFICATION:

Successful bidder will be notified by mail on or before April 24th and advised of the quantity awarded to each. A deposit of 10 per cent. of the amount due under each award must be made immediately upon receipt of notification.

DELIVERY:

The articles offered are for spot delivery. Purchasers will be permitted to leave stocks which they may acquire in Government storage for a period of thirty days after receipt of notification. Goods so held will be held subject to purchasers' risk.

IMPORTANT:

The War Department reserves the right to reject any part or all of any bid or bids. Inquiries relative to sales conditions or stocks offered should be addressed to the nearest Zone Supply Office.

ACTION:

Take advantage of the extremely unusual opportunities presented in this advertisement. Give careful consideration to each item listed in this and succeeding sales. Every item listed is available for immediate delivery.

SURPLUS PROPERTY DIVISION

Office of the Quartermaster General, Director of Purchase & Storage,
Munitions Bldg., Washington, D. C.

Mail Competition Holds No Terrors For Thedieck.

Sidney, Ohio, March 30—In this city of 10,000 population the Thedieck department store, one of the largest stores in Southern Ohio, has captured the trade of a large majority of the inhabitants and of the farmers within a radius of fifteen to twenty miles through rigorous following of principles laid down when J. H. Thedieck first opened a small store in Sidney forty-five years ago.

The Thedieck store has no fear of mail-order competition. Its consistent advertising policy, coupled with circular letters, moving picture slides and educational campaigns, has converted the farmer as well as the city resident to the belief that better merchandise at fairer prices can be obtained at home.

Through judicious buying of merchandise, frequent trips to markets, careful study of leading trade journals and close personal association with all elements of the community, Thedieck's store has become something of a show place in this section of the country. His success is based upon a number of progressive policies which have brought him an ever-increasing business.

Buying proper merchandise in large quantities, with a view to offering special sales inducements, has been a leading feature of Thedieck's merchandising policy. This was especially valuable during periods in which it was the habit of farmers to visit the city, with the consequence that more goods were disposed of at a fair profit, sales being often made to entire families at a time. But the modern trend is to buy merchandise that is stylish and novel and people will pay virtually any prices if the article is becoming, says Thedieck. This necessitates keeping in close touch with fashion centers and more attention being paid to styles.

With regard to salespeople, Thedieck believes that the training of help is as important as knowledge of goods. One of the most common shortcomings is that salespeople are often too anxious to sell and not anxious enough to know what they are selling, he says.

Using moving pictures to enlighten his customers as to how goods are made is a popular method employed by the Thedieck store, which will rent a theater for the forenoon, to which complimentary tickets have been given to all persons visiting the store.

Twice a year a great sale of remnants is held, all short lengths and leftovers being assembled in July and January and marked with the original price and the price for quantity sales during the event. Invariably the advertisements announce that these goods will be sold at half price. The remnants are piled high on counters and within two or three hours are disposed of.

One of the Reasons.

The young girl was visiting her mother for the first time after her marriage.

"And does your husband give you all the money you want?" she asked.

"Why, n-no—there isn't that much money."

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.

A CONFUSING MARKET

There has been a great deal said lately both theoretical and practical as to the future of the market. Several of our buyers have just returned from New York and the following facts may be useful in giving you a better understanding of the situation.

1. COTTON GOODS.

The supply of raw cotton is very short and the price of Midlands cotton is now 43c with long staple cotton as high as \$1.00 per pound. Cotton yarns became so excessively high that the Mills refused to buy with the result that yarn fell off some but is again strengthening. Gray goods is strengthening and 64 x 60 5.35's are now selling at 23½c. Practically all the mills on Cotton Piece Goods and Underwear and Hosiery are sold up until the latter part of the year. Our buyers were not able to buy any merchandise from them except a scattering case or two here and there. We must apologize for our inability to fill orders on Gingham, etc. The mills are running far behind in the production of this merchandise and we have received practically none of our orders, with the result that we are unable to take care of your orders. There are a great many other items of Cotton Piece Goods on which the production is falling far behind. This is a universal situation and we trust that you will bear with us. Production instead of picking up seems to be falling behind and so long as this situation continues, it is an important factor in keeping prices at the present or higher levels.

Our buyers succeeded in buying some merchandise from second hands, which are now practically cleaned out. The reason this merchandise could be bought was that the banks are refusing to accept merchandise as collateral for loans and insist on real estate or Liberty Bonds, with the result that these speculators of second hands are now being forced to sell the little remaining merchandise that they have. This situation means that the supply of merchandise for Spring and into the Fall will be comparatively very short. It has been estimated at 65 per cent. of normal. As to the demand, wanted merchandise is very hard to get and held strongly and is snapped up as fast as it arrives. We have talked with many merchants and the majority tell us that their business is running far in advance of last year, but some merchants have taken the position that they will not buy until they need the merchandise. This is prudent up to a certain point. Many selling agents have indicated that it is the intention of the Mills to refuse to manufacture merchandise until they have orders on their books for same. With the tendency on the part of some merchants to refuse to buy until they have a customer for the merchandise, this means that we and other Jobbers will be asked to carry the burden. A few Mills have opened their production for Spring 1921 on Gingham at prices at 20 to 25 per cent. in advance of prices made for Fall 1920 and with the proviso that we must take in the merchandise and pay for it when ready with absolutely no guarantees or any of the protective features which we expect to give you. Many Mills are shortening their terms and datings and we call your attention to the fact that we are absorbing these unfair items and treating you the same as in normal times. We believe that this will be appreciated and it is our intention to stand by these principles during this period of stress.

2. WOOL.

Wool is the most reasonably priced merchandise on the market today. The supply of raw wool in the country is approaching the usual totals in normal times and if it were not for the high wages paid to labor, it is believed that there would be no kick on the price on Woolen Goods. Wool Serges for Fall 1920 have opened at quite reasonable prices as compared with Cotton Goods.

3. SILK.

Raw Silk dropped from \$18.00 per pound to \$15.00 per pound but has again strengthened and recovered part of the loss. This drop and the tightening of credit by the banks has forced the elimination of many small Jobbers and speculators who pushed the prices up unduly and who are now causing the drop to go further than it should. The larger Houses are well sold up and sitting tight, but, as we have said before, we are still staying out of Silks until we think the situation looks more favorable. We believe that Voiles and Colored Wash Goods will largely replace Silk Dress Goods this Spring. We have a large and complete stock of this merchandise at prices below any you can get anywhere else. As the result of the drop in Silk, such items as Waists and Silk Hosiery slowed up, but with the coming of better weather the demand is again picking up.

4. MISCELLANEOUS.

The market cannot be considered as a whole—each item must be taken on its own basis. If you follow the plan of getting out of an item when you think it is too high, you will save money eventually. While we have some shorts, remnants etc. in our Basement, these items are very hard to get. See us for what you need.

Draperies are opening higher for Fall but we have a nice stock at reasonable prices for Spring. Whenever we get a little Thread we distribute it proportionately as best we can. On other items of Notions, we are fairly well stocked and can take care of your demands. Ribbon especially will be hard to get. We suggest that you cover yourself.

Our stock of Spring Underwear is very complete. Let us take care of your needs on this and Hosiery, Knit Goods, etc.

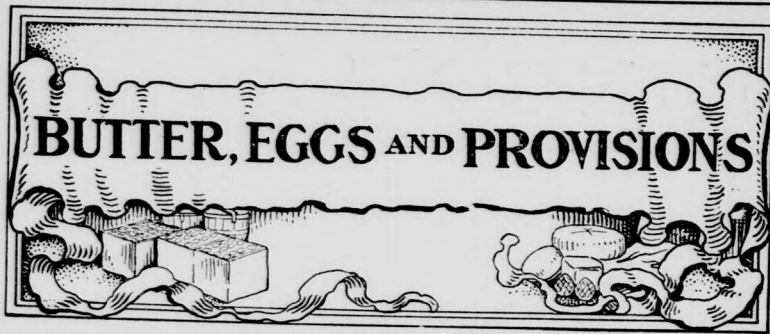
If we can get delivery of merchandise which has been held up by embargo, which we expect shortly, you can get from us all the Men's Furnishings that you need.

Our stock of Ladies Ready-to-wear is most complete. We have been building it up for quite a while and are now prepared to offer you what you need at exceptionally low prices. When you need Corsets, Bungalow Aprons, House Dresses, Shirt Waists and any other items, such as these, think of us.

WANTED SIX—SIX-CYLINDER SALESMEN.

We are desirous of having a Sales Force which will compare with any. We desire to divide certain territories and need six experienced Dry Goods Salesmen. If you know of men we should have, we will appreciate the favor if you will tell us about them or tell them to make application to us. WE WANT REAL SALESMEN—NOT "COMMERCIAL TOURISTS."

Grand Rapids Dry Goods Company, Grand Rapids, Michigan



Only Known Method of Properly Classifying Eggs.

As important as is the egg product of the country—second to no other food product—a product without which no table is complete, less is known by the consuming public of the methods of handling and marketing this product than is known of any other of our staple products.

The one fact more responsible for this than any other is that egg dealers are not good advertising prospects and, in consequence, whenever it is necessary to mention eggs at all the reporters or editors, being themselves not well informed, generally manage to say a lot, but give no real facts about the egg business and yet leave the reader with an entirely wrong idea of the matter.

The fair price lists, as they have been appearing in the daily papers, have contained quotations on "fresh eggs" and "candled eggs," quoting the former from 10 to 20c per dozen higher than the latter—and this all after the nation-wide campaign for a universal candling law and the war order to candle all eggs bought, as well as many other steps that have been taken to bring before the trade the necessity to candle all eggs, even those known to be fresh.

Housewives will, of course, notice the much lower price quoted on candled eggs and conclude they are necessarily of an inferior grade, while it is a fact that only by candling all eggs can we become reasonably sure that they are edible, for, even if we gather from our own hen's coop and use at once, we will find an occasional egg that is full of blood clots and other foreign matter that would render its use out of the question.

Of course, we of the egg trade know that we could not hold any of the best trade, like the dining car or cafe trade, if we did not carefully candle the eggs at all seasons of the year; and some steps should be taken to impress upon the mind of the average housewife the importance of insisting upon getting eggs that have passed through the hands of a wholesale egg merchant who carefully candles all eggs sold at all times of the year.

That a Government agent, holding the important position of fair price commissioner should allow anything like this unfair quotation in his fair price list to go out week after week, and right after all the agitation by the Department of Agriculture and the extension workers in various state universities, actively engaged in educating the people up to the importance of candling, is almost unbelievable.

We need candling, more and better

candling, and yet there are plenty of grocers who still insist they "don't want them candled eggs." They want fresh eggs." And why should we expect otherwise, when the daily papers seem to delight in making light of a really important question?

If all egg candling were done in full sight of the passer-by, so that it would be a daily reminder to the public that men and women, thousands of them, are earning their living by studying the many stages of decomposition of eggs and throwing out those unfit for food, we would soon impress upon the minds of all that egg candling is a work of importance.

There should be no secrets of this business withheld from the public. Consumers have a right to know all methods of handling, candling and grading; and, if they were fully informed, the egg business would not be surrounded by so much mystery. When important questions come up like the matter of profiteering and speculating, the matter could be satisfactorily explained.

Candling, according to the bulletins issued by the Department of Agriculture, is the only known method of determining the quality of eggs inside the shell. Commercial egg candling is becoming more generally recognized as a necessity than ever before, and candlers are expected to become more expert at the work. Candling should be generally understood as a necessity by the public at large. If farmers and union labor eliminate the middle man, either the farmer or the consumer will have to be taught how to candle eggs, and they will then find it is not a simple process that can be learned in a week.

L. W. Smith.

The small boy who is being corrected never goes to sleep at the switch.

You Make
Satisfied Customers
when you sell
"SUNSHINE"
FLOUR

BLENDING FOR FAMILY USE
THE QUALITY IS STANDARD AND THE
PRICE REASONABLE

Genuine Buckwheat Flour
Graham and Corn Meal

J. F. Eesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

WE BUY AND SELL

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

WRITE, WIRE OR TELEPHONE US

Both Telephones 1217

Moseley Brothers, GRAND RAPIDS, MICH.
Pleasant St. and Railroad



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

M. J. Dark & Sons

Wholesale

Fruits and Produce

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

Grand Rapids, Michigan

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

Always Maintaining

A policy founded on modern methods with service as the paramount feature has brought to us success. Your order with us for

Fruits and Vegetables

insures you a profitable fruit department.

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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

OUR NEAREST BRANCH WILL SERVE YOU

Kent Storage Company

Wholesale Dealers in

BUTTER EGGS CHEESE

PRODUCE

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

Phone, write or wire us.

GRAND RAPIDS, MICHIGAN

Shipping Poultry to Market.

Live poultry is shipped in crates by express or in carlots by freight. Dressed poultry is packed in ice in barrels or is dry-packed in boxes and shipped in refrigerator cars.

These are the four principal ways of getting poultry to the big markets. Each came into general practice because of conditions which at the time made each method of shipping a necessity.

For many years express shippers used large, heavy returnable coops or crates, weighing nearly 50 per cent. of the weight of the poultry they carried. That old, heavy crate was used over and over again, and, since the express agent, in the old day of fierce competition, agents' commissions and secret rebates, billed the poultry at net weights or at guess weights, those crates were not uneconomical—at least for the shipper. Nowadays all shipments are billed at actual gross weights, so a light, cheap, one-trip crate, weighing not more than 15 per cent. of the weight of the poultry, came into use.

These crates in one-trip service are cheaper than the heavy crates in multiple service, and are always clean and sanitary. Sanitation is important, for undoubtedly poultry diseases were widely scattered by those old, dirty, foul, re-used crates; besides, other foods shipped in express cars were not immune from their flying dirt.

Express shipping is limited to about a 24-hour haul because of lack of reliability in feeding and watering en route, with its resulting big shrinkage in weight. Long distance shipping of live poultry is monopolized by concentrators, who gather in poultry at a central point and ship in carlots by freight. A patented, specially-designed car is used for this purpose. A caretaker accompanies the load, feeds and waters en route, watches for sick birds and cares for them, and checks out the weight at destination. An expert caretaker will carry a load of poultry to market and by careful feeding gain weight enroute. The volume of this shipping is heavy. New York City receives, on an average, about 200 cars (17,000 pounds per car) each week.

In the dressed poultry branch of this industry some packers continue to pack poultry in ice in barrels, but those water-soaked birds are not of the best quality and do not secure the best markets.

In the early days, before railroad refrigeration was developed to its present efficiency, and before the advent of the patented live poultry cars for long distance shipping, the only possible way of marketing surplus in the distant markets was to pack in ice in barrels and rush it to the storage houses. The loss was enormous, for, if by any reason delays occurred en route, the ice melted away and the poultry spoiled.

This packing is frowned upon by the United States Department of Agriculture, who have threatened more than once to prohibit shipping iced poultry interstate, under authority of the pure food laws. Water-soaked birds are adulterated, so they claim. Water sold at poultry prices is no mean

profit. Up to this time, the department has confined its activities, however, to educating and persuading the smaller packers to install the necessary equipment for freezing and dry packing their poultry.

Live poultry shippers and packers of iced poultry have an aggressive and powerful competitor in the feeders and dressers of dry-packed poultry (called dry-packed as against that packed in ice). The leaders in this industry feed the poultry from five to fifteen days on a scientific diet that adds sufficient fat and softens and sweetens the meat. The stock is killed, dressed, chilled and packed, and frozen in accordance with a definite practice. The birds are packed in a neat, clean, odorless box lined with paraffined paper, so that they reach the consumer in a sanitary condition and without loss of their delicious qualities. The birds are graded as to quality and size and packed 12 to the box. The buyer has only to specify the number of boxes, the quality and weights he wants, and he gets what he orders. The quality is uniform, and the weights of the birds do not vary more than a few ounces one from another.

This is unquestionably the best method of marketing high-grade poultry. Most housewives have a hang-over prejudice against frozen poultry, although they are usually quite appreciative of the milk-fed delicacies served them in the high-grade hotels and cafes.

The Jews continue with the live poultry chiefly because their ancient Kosher laws provide that poultry must be fresh-killed and be killed by a rabbi. If they could "get by" the time limit, packers of poultry in the producing sections would not hesitate to employ rabbis to superintend the killing and the inspecting.

Housewives don't buy dressed poultry by the box. There is a tendency toward packing a single bird to a carton and a dozen cartons to a box, so that dressed poultry can go from the producer to the ultimate consumer in the original package, and this will come about as soon as the housewives learn to appreciate frozen poultry and demand it of their market men. D. L. Quinn.

The boy who plays truant from school seldom brags about it after he grows up.



**WE ARE HEADQUARTERS
WHOLESALE
Fruits and
Vegetables**

Prompt Service Right Prices
Courteous Treatment

Vinkemulder Company
GRAND RAPIDS :: MICHIGAN



"Bel-Car-Mo"
PEANUT BUTTER

Tell Your Jobber

The delicious popular delicacy that repeats wherever sold. Display the attractive packages in your store.

Improved
"Taylor-Made"
Honey Comb Chocolate Chips



You've tried the rest
Now Buy
the Best

W. E. TAYLOR, Maker Battle Creek, Michigan

CUMMER'S
"Humpty Dumpty"
REGISTERED U. S. PATENT OFFICE

The Best, Cheapest and Most Convenient Egg Carrier in Existence



Made in 3, 6, 9, 12, 15 and 30 Dozen Sizes

Sold by

All Wholesale Grocers. If your dealers do not have them, enquire of the CUMMER MFG. CO., Cadillac, Mich., manufacturers.

1, folded flat; 2, set up closed; 3, set up open; 4, half dozen complete, ready for shipment.

Suggestions For the Hardware Dealer in April.

Written for the Tradesman.

With the advent of April, the problem as to the most suitable lines to display is readily solved. The main problem is where to find space for all the lines that ought to be displayed prominently.

In April the dealer should start the season by a good housecleaning display. Housecleaning in a few homes has already begun; in others it is being postponed from day to day and may be postponed until May or June; but the great majority of housewives will tackle the great annual task within the next few weeks. Successful advertising should not wait for the demand to come; it should anticipate and stimulate the demand.

So a housecleaning display will start the month very nicely. It will—if it is properly put together—start the housewife thinking upon the inadequacy of her equipment for the big job ahead of her. That, indeed, should be the suggestive note in your first housecleaning display. It should say to the housewife, in effect: "Housecleaning is coming. Now is the time and here are the goods, to get ready."

Most housewives if they put off buying until the season actually begins will try to get along with the old scrubbing brushes, brooms and pails. It is for the hardware store to fit them out for more efficient work.

Here is a good, suggestive window. Get together the usual outfit—the worn out broom, the bald scrubbing brush, the tin pail with a rag plugging the inevitable leak, and the broken mop. Put them on one side of the window.

On the other show the modern way—vacuum cleaner, a nice line of brushes for various purposes, a perfectly sound galvanized pail, a good, serviceable mop for scrubbing and a dustless mop for use on fine floors and—well, a complete, up to date outfit of stuff that will make the chore of housecleaning relatively easy. Put in a show card something like this:

Which is YOUR Way?

In your displays of housecleaning articles, give prominence to any new lines you may be handling; though it is desirable at the same time to present a well-assorted display.

Sometimes it is worth while to put on two displays—successively if nec-

essary, simultaneously where you have the window space. First, a housecleaning window proper, consisting of brushes of all kinds, wall dusters, window cleaners, step-ladders, mops, pails, carpet sweepers and polishes; and, second, a laundry window, showing washing machines, wringers, wash-boards, dippers, tubs, ironing and sleeve boards, curtain stretchers, clothes horses and lines, pullers, reels and pegs.

In this connection drive home the idea of saving time and labor by using modern household equipment. This is a vital issue at a time when hired help is hard to secure.

The housecleaning display links up naturally with the "paint up and clean up" campaign. Even before the time comes for exterior work, the spring housecleaning will reveal the need of interior paints—varnish, stains, enamels, floor finishes and similar lines. These can be shown, together with color cards, brushes and other necessary accessories. The slogan of "Brighten Up" can be driven home by such a display which, with the advertising material furnished by manufacturers can be made very colorful and attractive.

Later the merchant can take up exterior painting. April should see one or two good paint displays; and the aggressive following up of the paint campaign already launched. Here is a place where persistence is a vital factor. You have to do a lot of educating to bring the average individual to the point where he will be really interested in house painting. One circular or booklet is not enough follow up your prospect list aggressively, get in all the personal work you can, and put your best efforts into the campaign. You ought to be pushing paint throughout the season.

In addition to your window displays, give the paint stock a prominent place inside the store, so that it may at all times be before the notice of your customers.

With the real breaking up of the weather, the merchant can pay considerable attention to his tool department. Both carpentering and gardening tools make very attractive displays.

In the gardening windows, green effects can be introduced which lighten up the store with an appropriate touch of spring. After the long winter, such a spring effect is irresistible

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

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

DICKINSON'S



SEEDS

The Albert Dickinson Co.
MINNEAPOLIS CHICAGO

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

to the average passerby. Artificial flowers and leaves, or, better still, a little growth of grass seed or corn in a box, will give the gardening display an added touch of realism.

Some very elaborate displays of carpentering tools can be made, with due attention to arrangement and background. Here there are two lines of trade to which the merchant can appeal—the carpenter, who wants the best tools his money can buy; and the "handy man about the house" who is expected to work miracles with a hammer and a can-opener, and who has often felt the need of a good general purpose saw, a reliable wrench, and a few other common tools. This latter trade has not been catered to as it might be.

Toward the end of April, the merchant can give attention to his sporting goods. By that time the various athletic organizations will be busily engaged in making preparations for the season. Outfits of various kinds will be wanted and the merchant who is prepared to meet the demand will secure the trade.

It might be a good thing to overhaul the sporting goods stock now, and to see that you are in shape to meet all likely demands upon you. The amateur athletic is always in a hurry for his new bat, mitts, or whatever else he may need; and the store that has the goods when he wants them is pretty sure to get the preference. In this line, it pays, wherever possible, to anticipate the demand and to be prepared to meet it.

Later still, warm weather lines will come into vogue—refrigerators, ice cream freezers, screen doors, and similar lines. Indeed, April is not too early to start your "Swat the Fly" campaign. At this stage you will sound the note that "Prevention is better than cure." Prevention takes the form of screen doors and window screens, covered garbage cans, disinfectants, fresh paint, and the like, all of which form part of the hardware dealer's stock in trade.

Most hardware dealers earlier in the year outlined some more or less definite plans for handling the spring business. It will be worth while to keep these plans in mind. Emergencies always arise, and the best-conceived plans quite often have to be adapted to new and unexpected conditions.

Above all, do not allow mere circumstances to jostle your good resolutions this way and that. Quite often a merchant starts the spring drive with a determination to use more systematic and more efficient methods in handling his business. Some difficulty arises, and he forgets his resolutions and drops back into the old hap-hazard rut. Don't do that. Don't let minor circumstances beat you in the game of business.

Normally, spring is a busy time; but the hardware dealer who hustles to his utmost capacity gets bigger results than the man who is satisfied to wait for business to come to him. You have probably started the season well; keep it up. Put your very best energies into your business, and encourage your helpers to maintain the top-notch of enthusiasm and interest.

Victor Lauriston.

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

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

Attention, Mr. Retailer, please

Do your Books show, in connection with your Annual Inventory, Exact Gross Profits on Merchandise Sold? Income Tax Returns require this fact.

THE ELY'S COMPLETE BUSINESS RECORD
(Price \$5.00. Cash with order)

Furnishes not only this, but other essential details of your business, ready to hand, for Ten years, which are worth more than the book costs.

L. A. ELY, 262 Grand Boulevard, West,
Detroit, Michigan.

Michigan Business University

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

The John Seven Co.
Grand Rapids, Michigan

Wholesale

Paints and Wall Paper

Distributors: Benj. Moore's Paints,
Muresco and Varnishes

The J. B. Pearce Co.'s Wall Papers

Columbus Architechural and
Automobile Varnishes

WHOLESALE ONLY



Pump Portions of Bowser System



Note cleanliness and orderly arrangement of store. Tanks in basement or underground insures safety.

Profit in Cleanliness

If, by chance, a customer looks into your oil room, what is revealed?

Cleanliness?

Neatness and Order?

Or is the look within merely depressing and disgusting?

BOWSER
ESTABLISHED 1885
SYSTEMS

installed in your store for the storage and distributing of oils, kerosene and gasoline, assures your customer the cleanliness and orderly arrangement of your Oil Department are characteristics of your entire establishment

Bowser pumps are accurate, clean and economical.

Bowser tanks are safe, clean and neat. A combination that means Satisfaction and Profit.

Signify your interest by asking for literature.

S. F. BOWSER & CO., Inc. FORT WAYNE, IND. U. S. A.

Canadian Office and Factory, Toronto, Canada.
66-68 Frazer Ave.



Listen to the Traveling Man.

It costs a great deal of money to send a high-class traveling man over his route year after year. He patronizes good hotels, his railway fare mounts into goodly figures, and his salary is by no means small. His house is not spending all this money to send him around the country merely to jolly people. He must have something to sell that is worth while or he could not keep on the road very long, and he must have something to say that is worth listening to. Now and then one may meet an exception, but they are so rare as to be practically non-existent. The traveling man may have something to say to you of vital importance to your business. He knows about business conditions over the country, he knows about prices and fluctuations. He may be able to give you a tip about a drug going up that will save you hundreds of dollars. He may be able to tell you of a store for sale at a bargain, or of a great opportunity to lease a valuable room. He can nearly always tell you where you can get a good clerk.

The good traveling man does not pursue the tactics of a backdoor peddler. He does not importune you to buy goods. He has a business proposition, puts it before the druggist as attractively as he can, advances his arguments, and then puts it up to the druggist. As a rule he makes an admirable adviser in general matters. Certainly it is to his interest to see you succeed. If a druggist goes out of business, the traveling man loses a customer, so naturally he wants to see the druggist succeed. If he fixes you up with a good line and it sells well, he knows he is going to make a friend and thus be able to sell more goods. Now you can't buy from every traveling man who comes along every time he comes along. But you can listen to what he has to say. And, unless something very important interferes, it will pay you to listen, not for his sake, but for your own sake. It is a purely business proposition; you listen on account of your own interests, and not merely to be a good fellow.

A druggist once had a branch store, closed it, sold the fixtures, and transferred the stock to his main store. He had a nice soda fountain for which he could not find a buyer in his own town. It was small, but handsome and in good repair. As he could not use two fountains in one store, the small apparatus went to the cellar. There it remained for three years, gathering cobwebs and dust. The druggist thought about it now and then, but he had to stick closely to his store, and didn't know where to find a purchaser. At any rate, there the fountain remained and there it bid

fair to remain until the end of time, but the druggist one day happened to mention it to a traveling man; and he hadn't given the man an order, either, by the way.

"It is worth \$400 easily," declared the druggist. "Wish I could get rid of it at \$300. It is worth less than nothing to me, gathering dust in the cellar."

"Let's have a look at it," suggested the cheerful traveling man. So they brushed off the dust, and did have a look.

"In good condition," was the traveling man's verdict. "All it needs is cleaning. I'll have it sold for you inside of ten days."

And he did, too.

In another instance a druggist happened to say that a certain line of medicines he was carrying was not selling well.

"That stuff goes like hot cakes over in the next state," declared the traveling man. And a little later he put the druggist in touch with another druggist, an exchange of goods being arranged that was profitable for both dealers. We could multiply these cases indefinitely. The old idea that the traveling man is mainly a purveyor of funny stories must not be discounted. He can, it is true, come forward with a funny story upon occasion, and this helps to lighten life. A hearty laugh is always good medicine. But for the most part the traveling man wants to talk business.

We are a progressive Nation. Discoveries and improvements are coming into vogue all the time. An American will scrap valuable machinery merely because he is shown something better. The traveling man is the herald of many new things. Those who listen to him are often enabled to be first in the field, and thus reap the harvest. Electrical devices, in particular, are showing improvement all the time, and druggists are going to do much business with these devices in the future. It always pays to be first in the field. You get a good start before others find out what you are doing. Thus, even though they fall into line, you can hold the bulk of the business. A business man need not say "Yes" to every proposition that is put before him. It should be a part of his mental equipment to know when to say "No." We all make mistakes and any man may turn down a proposition which afterwards proves to be a winner. A man is not always in a position to take up a proposition which he is satisfied will be a winner. But a merchant needs contact with the outside world. And so it is good business policy to listen to the traveling man.

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

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

MERTENS
Rates \$1.00
With Shower \$1.20
Meals 50c
NEW WIRE for RESERVATION
A Hotel to which a man may send his family

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

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

FLY SWATTERS
GIVE THEM TO YOUR CUSTOMERS FOR HEALTH'S SAKE. "TRADE BOOSTERS" HOUSEWIVES GLAD TO GET THEM. MADE OF HIGH GRADE WIRE-TAPE BOUND. YOUR NAME ON HANDLE IN BOLD TYPE. 250-\$10; 500-\$17.50. F. O. B. Factory. Cash with order. FRED E. BUTTON, 298 SUN BUILDING, DETROIT.

**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.

**TAKING
INVENTORY**
BARLOW BROS., Grand Rapids, Mich.
Ask about our way

COMPUTING SCALES
AT BARGAIN PRICES
Slightly used grocers and butchers scales at less than one-half the price of new ones. Scales repaired and adjusted.
W. J. KLING.
843 Sigsbee St. Grand Rapids, Mich.

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

Beach's Restaurant
Four doors from Tradesman office
QUALITY THE BEST

USE RED CROWN GASOLINE

It starts easily even in the coldest weather.

And it will deliver all the power your engine was designed to develop.

For sale everywhere.

**STANDARD OIL
COMPANY**

(INDIANA)

Chicago

Illinois

Late News From the Saginaw Valley.

Saginaw, Nov. 30—Saginaw Council's annual ball will take place Friday night, April 23, at the Masonic Temple, not the auditorium as formerly planned. Owing to the flu epidemic and a mixup of dates with the auditorium management, the entertainment committee has had a very unpleasant time putting the finishing touches on for this big annual affair; but just leave it with the boys, and I'll assure you that April 23 will be a night not soon forgotten.

S. Hirschberg, Saginaw's up-to-date ladies' wearing apparel merchant, has moved from 414 Genesee avenue to his new store at 422 West Genesee avenue.

Robbins Jones, grocer at Clio, is at Mt. Clemens. He has been in poor health for some time and is there taking baths and a much-deserved rest.

Mrs. T. J. McCullough, of Bridgeport, has sold her general store to J. L. Feish.

Clyde R. Jennings, for a number of years connected with the sales force of the Schust Baking Co., resigned last week to accept a position with the Burroughs Adding Machine Co., Saginaw.

Howard L. Barker, of Akron, is traveling for Symons Bros. & Co., of Saginaw. Mr. Barker at one time traveled for the National Biscuit Co., but for the past two years was in the grocery business in Akron. He is a very genial gentleman and very popular with the trade.

E. A. Jochen, proprietor of one of Saginaw's best shoe shops, has vacated his old location at 314 Genesee avenue and moved into his new store at 420 Genesee avenue. The building was formerly occupied by the H. Watson Co. The store has been remodeled and the latest in equipment and fixtures has made it one of the most attractive shoe stores in the city. Mr. Jochen was for many years in the shoe department of Heavenrick Bros. & Co. He has a large following and justly deserves the success he has attained in the short period of five years.

F. R. Skinner, druggist of St. Charles, was in Saginaw and Flint last Friday on business. Mr. Skinner conducts a very firm pharmaceutical establishment in the flourishing little mining town.

Statesmen talk of a flat income tax. The present one leaves the average fellow flat enough as it is.

W. H. Clay, popular dispenser of meats at St. Charles, was a business visitor in Saginaw last Friday.

Frank A. Miller, 1138 Chippewa street, Flint, on the sales force of Hetchler-Raab Co., real estate dealers, is one of the old boys on the road. He still possesses that business getting smile and from all reports is getting the business, too.

The big noise of Saginaw this week is the auto show. They have a \$200,000 equipment on the auditorium floor and the attendance will break all records of the past.

J. W. Symonds, Jr., campaign manager for Herbert Hoover, was in Bad Axe last week in the interest of the Presidential candidate.

William (Billy) Rice, salesman for Symons Bros. & Co., is covering his territory in a fine Paige coupe. If appearance goes for anything, he should make a killing, but don't worry, Billy's many years of service with the above house has won him a host of friends and an enviable business.

Bear traps are being used in Alabama as a protection against revenue agents. If such a thing were attempted in certain parts of Michigan we would have to re-open some of our emergency hospitals.

Adding insult upon injury: A paper towel rack, minus the paper towels. Example: The Bryant Hotel, Flint.

R. E. Duncan, 510 Millard St, Saginaw, is the proud owner of a Reo. Mr. Duncan represents the Johns-Manville Co. in Michigan.

Once again we are glad to see the signature of Milton Steindler from the Electric City.

John Haley, head of the Chesaning Produce Co., Chesaning, has returned from his regular winter trip in the South.

W. E. Choate, 405 Helena street, Saginaw, is confined to his bed, but doing nicely at this writing. He represents Hammond-Standish Co.

Mrs. Frank Bremer, 248 Howard street, is reported as doing nicely. She recently underwent an operation at a Grand Rapids hospital.

W. C. Lanahan and W. C. Johnson have formed a partnership and opened what is to be known as the Durand Produce Co., at Durand. Both gentlemen are very familiar with the business, having been connected with Armour & Co. for several years, holding various positions in different parts of the country.

Durand should prove a good opening in this line from the standpoint of shipping facilities. A better location could not be found.

Joseph Rabe, proprietor of Saginaw's finest electrical shop and fixture store spent the week end with friends at Pontiac. He was accompanied by his family.

V. Steele, former grocer at Sag-

inaw, is now city salesman for Swartz Bros., Saginaw.

Henry Schafer, Pigeon, has taken over the grocery stock of E. Campbell, who failed two weeks ago and will continue operations in the same place.

M. Piowathy & Sons have purchased the Callum Mills property, Saginaw. They expect to remodel same to suit their business.

Harry Zierve, 511 State street, Saginaw, has resigned as State sales manager for the Phoenix Oil Soap Co., of Cleveland, and entered a real estate business with A. E. Clampitt, of Saginaw. Harry's sales experience should stand him well in line for success in his new field.

L. M. Steward.

Bottom Facts From Booming Boyne City.

Boyne City, March 30—After two years of experimental work, the Traction Engine Company, having developed a motor of superior merit, has definitely begun production on a commercial scale. C. O. Klingholtz, from Bataria, Ill., has been retained as production manager and has begun the finishing and assembling of the motors which will be incorporated in a new tractor of late and efficient design.

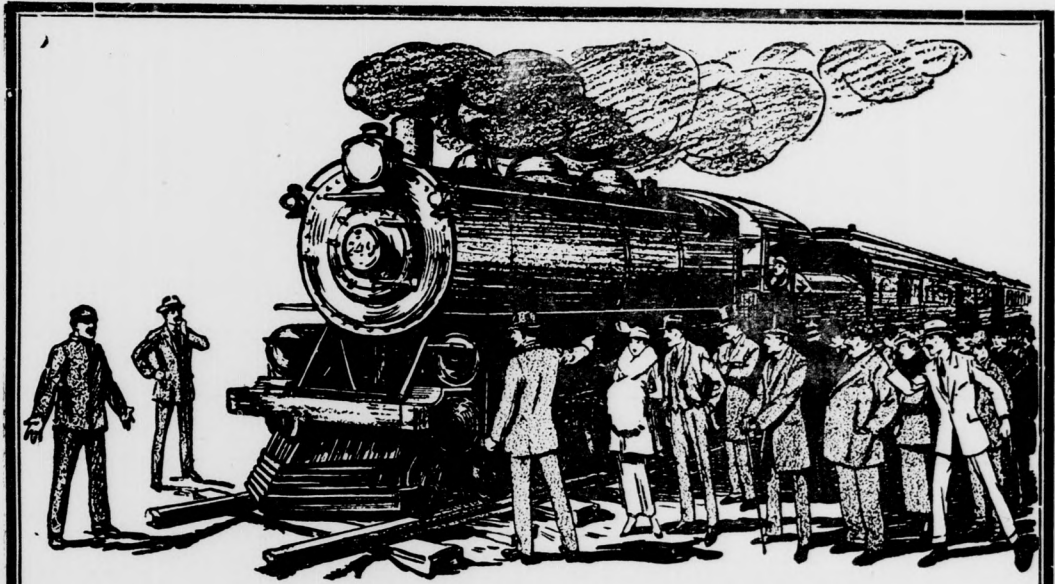
F. O. Barden, for the Crozed Stave Co., is beginning the assembling of material for the new stave and heading plant which will begin production of their specialty on the site recently leased from the city on the old W. H. White Co. mill site. Boyne City is welcoming this addition to its industrial activities, both for itself and as a precursor of future development.

Send us a good live laundry man!

Monroe & Hughes, contractors, have resumed operations on the East street bridge. The early and severe setting in of winter left them with a large part of the contemplated work unfinished last fall. They have material on hand to rush the work to a quick completion and we are looking forward to having the use of this important bridge, which has been closed for almost two years, before the season opens in June.

We have information that the Michigan Transit Co. will resume operations between Chicago and this port about May 1. This will be welcome news to shippers, who have the delays of railroad freight service, been aggravated beyond measure by Maxy.

Never run into debt unless you see a way to get out again.



You Can't Run a Train Without Tracks

Everybody knows you can't run a train without tracks; and everybody ought to know you can't run a telephone company without money.

Sometimes people seem to forget this fact concerning the telephone. The business man knows he must have money to run his business.

The housewife knows she must have money to run the home. They both know that it costs more to run anything, these days, than it did two or three years ago.

WE MUST HAVE YOUR SUPPORT IF YOU ARE TO HAVE THE TELEPHONE

It is just the same with those of us who go to make up the telephone company; we linemen, operators, electricians and engineers; the cost of living has hit us just as hard as it

has hit you. And the cost of the materials with which we work has just about doubled.

These are plain, everyday facts. Without enough money to pay expenses it is just as impossible for us to run the telephone company as it is impossible to run a train without tracks.

Rates must meet expenses.

MICHIGAN STATE



TELEPHONE COMPANY

Congressional Bill Would Regulate All Profits.

The curbing of profits by the Government is proposed in a bill introduced into Congress by Representative Frear of Wisconsin, which would apply to commercial organizations, regulatory powers similar to those held by the interstate commerce commission in regard to railroads.

Under the terms of the measure, the Federal Trade Commission would be empowered to fix the maximum wholesale prices and license big corporations. The maximum prices so fixed would permit reasonable earnings based on the actual value of the necessary producing properties. To determine these values, the commission would consider the reasonable value of patents and inventions that enter into the finished product and all other properties tangible and intangible normally entering into production costs.

Whenever, upon complaint, the Commission shall determine that any person, partnership or corporation is charging or receiving unreasonable profits on any products or commodities produced and sold by any producer, wholesaler or retailer, it may examine the books of the offender and if it finds that the previous year's financial statement discloses a profit received in excess of 25 per cent, per annum in addition to taxes paid on the actual value of labor and property necessarily engaged in production, such excess would be declared usurious, unreasonable and profiteering, and the business would be permitted to go on only under a

license issued on terms that would reduce these earnings to a reasonable profit. The offending firm would be unable to do business until a license was issued, and the license would be in effect for a period of two years. The transaction of business without a license, under such circumstances, would be subject to a fine of not less than one hundred or more than one thousand dollars per day, together with imprisonment of officers of the company in the discretion of the court.

"The enormous increase in great wealth holdings by a comparatively limited number of persons at the expense of the many is a cause for nation alarm," declared Representative Frear. "Large increases in the cost of living and of goods generally, not justified by economic conditions, have been reported since the close of the war."

"According to the Shoe and Leather Reporter of Boston, the agreement between the big packers and the Government is not likely to induce lower prices for hides and skins because the packers have received an immunity bath and will now sell their hides under strictly mercantile conditions. According to the New York World, it costs \$5.58 to manufacture a certain kind of shoe which was sold to the retailer for \$6.50 a pair and thereafter sold to the public for \$10.50 per pair, which price the Federal food administration determined was not profiteering. It is to meet these conditions that my bill is proposed."

Arctic

QUALITY

— *Distinctive Elegance*
— *in the quality of these*

ICE CREAMS

Plain and Fancy

"Arctic" appeals to the dealer, not only because of its vast superior qualities but also because being an "Arctic Dealer" places him in a class of careful discriminating dealers who consider their customers interest as well as their own.

ARCTIC ICE CREAM CO.
Grand Rapids, Mich. Claude G. Piper, Manager

WHITE HOUSE

DWINELL-WRIGHT CO.
BOSTON—Principal Coffee Roasters—CHICAGO.

COFFEE

New Up-to-date Packing
1-3-5 Lbs. Only ————— Same Splendid Quality as Always



**WON'T EVERYBODY
BE GLAD**

WHEN THERE'S "WHITE HOUSE"
ENOUGH TO GO 'ROUND?
AND WON'T WE, TOO,
WHEN OUR ORDERS
ARE ALL FILLED?
OH, BOY!

NONE BETTER AT ANY PRICE

DISTRIBUTED AT WHOLESALE BY
LEE & CADY
DETROIT, BAY CITY, SAGINAW AND KALAMAZOO



FRANKLIN GOLDEN SYRUP

A Table Syrup of the Finest Quality



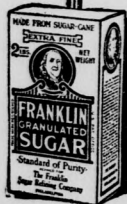
For use on grid-
dle cakes, waffles,
and bread, and for
cooking where a
high-grade syrup
is needed.

In Four Sizes
Numbers 1½, 2, 5, & 10

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



GROCERY PRICE CURRENT

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

- ADVANCED
Brick Cheese
Clothes Lines
Cream Tartar
Citron
Chocolate

- DECLINED
Condensed Milk
Canned Milk
Lemon Peel
Orange Peel
Rolled Oats

- AMMONIA
Arctic Brand
12 oz. 15c, 2 doz. box 2 70
16 oz. 25c, 1 doz. box 1 75

AXLE GREASE
Image of a can of Mica Axle Grease with text: MICA AXLE GREASE Standard Oil Co.

- 25 lb. pails, per doz. 18 80
BAKED GOODS
Loose-Wiles Brands
Krispy Crackers 18
L. W. Soda Crackers 16

- BLUING
Jennings' Condensed Pearl
Small, 3 doz. box 2 55
Large, 2 doz. box 2 70
BREAKFAST FOODS
Cracked Wheat 24-2 4 60
Cream of Wheat 9 00

- Kellogg's Brands
Toasted Corn Flakes 4 20
Toasted Corn Flakes Individual 2 00
Krumbles 4 20
Krumbles, Individual 2 00

- BROOMS
Standard Parlor 23 lb. 5 75
Fancy Parlor, 23 lb. 8 00
BUSHES
Scrub
Solid Back, 8 in. 1 50
Solid Back, 11 in. 1 75
Pointed Ends 1 25

- BUTTER COLOR
Pandelion, 25c size 2 00
Perfection, per doz. 1 75
CANDLES
Paraffine, 6s 15
Paraffine, 12s 16
Wicking 40

- CANNED GOODS
Apples
3 lb. Standards @2 25
No. 10 @7 00

- Blackberries
3 lb. Standards @13 00
Beans—Baked
Brown Beauty, No. 2 1 35
Campbell, No. 2 1 60
Fremont, No. 2 1 35
Van Camp, 1 lb. 1 25
Van Camp, 1 1/2 lb. 1 60
Van Camp, 2 lb. 1 80
Beans—Canned
Red Kidney 1 35@1 45
String 1 35@2 70
Wax 1 35@2 70
Lima 1 20@2 35
Red 95@1 25

- Clam Bouillon
Burnham's 7 oz. 2 50
Corn
Standard 1 45@1 65
Country Gentleman 2 00
Maine 1 90@2 25

- Hominy
Van Camp 1 35
Jackson 1 30
Lobster
1/4 lb. 2 45
1/2 lb. 4 60
Mackerel
Mustard, 1 lb. 1 80
Mustard, 2 lb. 2 80
Soused, 1 1/2 lb. 1 60
Soused, 2 lb. 2 75
Mushrooms
Buttons, 1s, per can 1 40
Hotels, 1s, per can 1 00

- Piums
California, No. 3 2 40
Pears in Syrup
Michigan 4 50
California 5 50
Peas
Marrowfat 1 60@1 90
Early June 1 45@1 90
Early June sifd 1 75@2 40
Peaches
California, No. 2 1/2 4 75
California, No. 1 2 40
Michigan No. 2 4 25
Pie, gallons 12 00
Pineapple
Grated, No. 2 4 00
Sliced No. 2 Extra 4 75
Pumpkin
Van Camp, No. 3 1 60
Van Camp, No. 10 4 60
Lake Shore, No. 3 1 35
Vesper, No. 10 3 90
Salmon
Warren's 1 lb. Tall 4 10
Warren's 1/2 lb. Flat 2 60
Warren's 1 lb. Flat 4 25
Red Alaska 3 90
Med. Red Alaska 3 50
Pink Alaska 2 40@2 65
Sardines
Domestic, 1/4s 6 00@6 50
Domestic, 1/2s 7 00@8 00
Domestic, 3/4s 7 00@8 00
California Soused 2 00
California Mustard 2 00
California Tomato 2 00
Sauerkraut
Hackmuth, No. 3 1 50
Silver Pleece, No. 3 1 60
Shrimps
Dunbar, 1s doz. 2 10
Dunbar, 1 1/2s doz. 3 75
Strawberries
Standard No. 2 4 50
Fancy, No. 2 5 50
Tomatoes
No. 2 1 35@1 75
No. 3 1 80@2 35
No. 10 @7 00
CATSUP
Snider's 8 oz. 1 85
Snider's 16 oz. 3 10
Royal Red, 10 oz. 1 35
Nedrow, 10 1/2 oz. 1 40
Royal Red, Tins 10 00

- CHEESE
Brick 31
Wisconsin Flats 33
Longhorn 35
New York 35
Michigan Full Cream 30
CHEWING GUM
Adams Black Jack 70
Beeman's Pepsin 70
Beechnut 80
Doublemint 70
Flag Spruce 70
Juicy Fruit 70
Spearmint, Wrigleys 70
Yucatan 70
Zeno 65
CHOCOLATE
Walter Baker & Co.
Caracas 43
Premium, 1/4s or 1/2s 51
Walter M. Lowney Co.
Premium, 1/4s 44
Premium, 1/2s 41
CIGARS
National Grocer Co. Brands
Antonella, 50 foil 37 50
Antonella, 100 foil 37 50
Antonella, 25 tins 37 50
El Rajah, Diplomat-icas 70 00
El Rajah, corona 77 50
El Rajah, Epicure, 50 74 00
El Rajah, Epicure, 25 83 00
El Rajah, Ark, 50 73 00
El Rajah, President, 50 100 00
Odin, Monarch, 50 56 00
Mungo Pk., Perfectos 75 00
Mungo Park, African 90 00
Mungo Park, Gold Stand, 50 100 00
Mungo Park, Gold Stand, 25 105 00
Discount on Mungo Park.
Lots of 500, \$1 per 1,000
Lots of 1,000, \$3 per 1,000
Lots of 2,500, \$3 per 1,000
Worden Grocer Co. Brands
Harvester (Shade Grown) Record Breaker, 50s foil 75 00
Delmonico 50s 75 00
Panatella, 50s 75 00
Epicure, 50s 95 00
Favorita Extra, 50s 95 00
Presidents, 50s 112 50
(La Azora Broadleaf Cigar)
Panatella, 50s 75 00
Aristocrats 75 00
Perfecto Grande, 50s 95 00
Opera, 50s 57 00
Sanchez & Haya Clear Havana Cigars, Made in Tampa, Florida
Diplomatas, 50s 95 00
Rosa, 20s 115 00
Bishops, 50s 115 00
Reina Fina, 50s Tins 115 00
Queens, 50s 135 00
Worden's Special 150 00
Ignacia Haya
Made in Tampa, Florida.
Extra Fancy Clear Havana Delicados, 50s 120 00
Primeros, 50s 140 00
Rosenthal Bros.
R. B. Cigar (wrapped in tissue) 50s 60 00
Imported Sumatra wrapper Manila Cigars
From Philippine Islands
Lioba, 100s 37 50
Other Brands
Charles the Eighth (Domestic), 50s 70 00
B. L., 50s 56 00
Hemmeter Champions, 50s 59 00
Scarlet Runner, 20s 36 00
El Dependo, 20s 37 50
Court Royal, 50s 60 00
Court Royal, 25 tins 60 00
Qualex, 50s 50 00
Knickerbocker, 50s 56 00
Boston Straight, 50s 56 00
Trans Michigan, 50s 58 00
Templar Perfecto, 50s 95 00
Iriquois, 50s 56 00
Stogies
Tip Top, 50s tins, 2 for 5 19 50
CLOTHES LINE
Hemp, 50 ft. 3 00
Twisted Cotton, 50 ft. 3 25
Twisted Cotton, 60 ft. 3 90
Braided, 50 ft. 4 00
Sash Cord 5 25

- COCOA
Baker's 53
Bunte, 15c size 55
Bunte, 1/2 lb. 50
Cleveland 48
Colonial, 1/4s 41
Colonial, 1/2s 38
Epps 43
Hersheys, 1/4s 42
Hersheys, 1/2s 40
Huyler 36
Lowney, 1/4s 46
Lowney, 1/2s 47
Lowney, 1/4s 47
Lowney, 1/2s 47
Lowney, 5 lb. cans 48
Van Houten 1/4s 12
Van Houten, 1/2s 18
Van Houten, 1/4s 26
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, 1/4s 33
Wilbur, 1/2s 33
COCOANUT
1/2s, 5 lb. case Dunham 46
1/4s, 5 lb. case 45
1/2s & 1/4s, 15 lb. case 45
6 and 12c pkg. in pails 4 75
Bulk, pails 38
Bulk, barrels 35
48 4 oz. pkgs., per case 4 00
48 4 oz. pkgs., per case 7 50
COFFEE ROASTED Bulk
Rio 25@28
Santos 37@40
Maracabo 43
Mexican 43
Gutamura 42
Java 50
Mocha 50
Bogota 43
Peaberry 41
Package Coffee
New York Basis
Arbuckle 38 50
McLaughlin's XXXX
McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.
Coffee Extracts
N. Y., per 100 10 1/2
Frank's 250 packages 14 50
Hummel's 50 1 lb. 10
CONDENSED MILK
Eagle, 4 doz. 11 00
Leader, 4 doz. 8 00
EVAPORATED MILK
Carnation, Tall, 4 doz. 5 50
Carnation, Baby, 8 doz. 5 00
Pet. Tall 5 50
Pet. Baby 3 75
Van Camp, Tall 5 50
Van Camp, Baby 3 75
Dundee, Tall, doz. 5 50
Dundee, Baby, 8 doz. 5 50
Silver Cow, Tall, 4 dz. 5 50
Silver Cow Baby 6 dz. 3 75
MILK COMPOUND
Hebe, Tall, 6 doz. 4 20
Hebe, Baby, 8 doz. 4 00
Carolene, Tall, 4 doz. 4 35
CONFECTIONERY
Stick Candy Pails
Horehound 30
Standard 30
Cases
Jumbo 29
Boston Sugar Stick 36
Mixed Candy Pails
Broken 31
Cut Loaf 31
Grocers 24
Kindergarten 33
Leader 30
Novelty 31
Premio Creams 44
Royal 30
Y. L. O 27
French Creams 32
Specialties Pails
Auto Kisses (baskets) 31
Bonnie Butter Bites 35
Butter Cream Corn 33
Caramel Bon Bons 35
Caramel Croquettes 32
Cocoa Nut Waffles 35
Coffy Toffy 35
Fudge, Walnut 35
Fudge, Walnut Choc. 35
Champion Gum Drops 28
Raspberry Gum Drops 28
Iced Orange Jellies 32
Italian Bon Bons 30
AA Licorice Drops 2 15
Lozenges, Pep. 32
Lozenges, Pink 32
Manchus 31
Nut Butter Puffs 33
Chocolates Pails
Assorted Choc. 37
Champion 35
Honeysuckle Chips 50
Klondike Chocolates 45
Nabobs 45
Nibble Sticks, box 2 60
Nut Wafers 45
Ocoro Choc. Caramels 43
Peanut Clusters 50
Quintette 37
Regina 34
Victoria Caramels 43

- Gum Drops
Champion 28
Raspberry 28
Favorite 30
Superior 29
Orange Jellies 32
Lozenges
A A Pep. Lozenges 32
A A Pinn Lozenges 32
A A Choc. Lozenges 32
Motto Lozenges 34
Motto Hearts 34
Hard Goods
Lemon Drops 32
O. F. Horehound Drps 32
Anise Squares 32
Peanut Squares 32
Rock Candy 40
Sunshine Asst. 43
Pop Corn Goods
Cracker-Jack Prize 7 00
Checkers Prize 7 00
Cough Drops Boxes
Putnam Menthol 1 65
Smith Bros. 1 65
COOKING COMPOUNDS
Mazola
Pints, tin, 2 doz. 7 75
Quarts, tin, 1 doz. 7 25
1/2 Gal. tins, 1 doz. 13 75
Gal. tins, 1/2 doz. 13 50
5 Gal. tins, 1/2 doz. 20 50
CUPON BOOKS
50 Economic grade 2 25
100 Economic grade 3 75
500 Economic grade 17 00
1000 Economic grade 30 00
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.
CREAM OF TARTAR
6 lb. boxes 75
3 lb. boxes 75
DRIED FRUITS
Apples
Evap'd, Choice, blk 22
Apricots
Evaporated, Choice 35
Evaporated, Fancy 43
Citron
10 lb. box 60
Currants
Packages, 12 oz. 20
Boxes, Bulk, per lb. 23@27
Peaches
Evap. Choice, Unpeeled 22
Evap. Fancy, Unpeeled 24
Evap. Choice, Peeled 23
Evap. Fancy, Peeled 25
Peel
Lemon, American 35
Orange, American 36
Raisins
Choice S'ded 1 lb. pkg. 24
Fancy S'ded, 1 lb. pkg. 25
Thompson Seedless, 1 lb. pkg. 25
Thompson Seedless, bulk 22
California Prunes
80-90 25 lb. boxes @18 1/2
70-80 25 lb. boxes @19
60-70 25 lb. boxes @20
50-60 25 lb. boxes @21 1/2
40-50 25 lb. boxes @25
30-40 25 lb. boxes @28
FARINACEOUS GOODS
Beans
Med. Hand Picked 8 1/2
California Limas 16 1/2
Brown, Holland 6 1/2
Farina
25 1 lb. packages 2 80
Bulk, per 100 lbs. 2 50
Hominy
Pearl, 100 lb. sack 5 25
Macaroni
Domestic, 10 lb. box 1 10
Domestic, broken bbls. 8 1/2
Skinner's 24s, case 1 37 1/2
Golden Age, 2 doz. 1 90
Fould's, 2 doz. 1 90
Pearl Barley
Chester 6 50
Peas
Scotch, lb. 7
Split, lb. 9
Sago
East India 11
Tapioca
Pearl, 100 lb. sacks 11
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant, 3 doz., per case 2 70

- FISHING TACKLE
Cotton Lines
No. 2, 15 feet 1 45
No. 3, 15 feet 1 70
No. 4, 15 feet 1 85
No. 5, 15 feet 2 15
No. 6, 15 feet 2 45
Linen Lines
Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00
Floats
No. 1 1/2, per gross 1 50
No. 2, per gross 1 75
No. 2 1/2, per gross 2 25
Hooks—Kirby
Size 1-12, per 1,000 84
Size 1-0, per 1,000 96
Size 2-0, per 1,000 1 15
Size 3-0, per 1,000 1 32
Size 4-0, per 1,000 1 65
Size 5-0, per 1,000 1 95
SINKERS
No. 1, per gross 65
No. 2, per gross 72
No. 3, per gross 85
No. 4, per gross 1 10
No. 5, per gross 1 45
No. 6, per gross 1 85
No. 7, per gross 2 50
No. 8, per gross 3 35
No. 9, per gross 4 65
FLAVORING EXTRACTS
Jennings
Pure Food Vanilla Terpenless
Pure Food Lemon
7 Dram 17 Cent 1 40
1 1/4 Ounce 25 Cent 2 00
2 Ounce, 37 Cent 3 00
2 1/2 Ounce, 45 Cent 3 20
4 Ounce, 65 Cent 3 40
8 Ounce \$1.00 5 50
7 Dram, 17 Assorted 1 40
1 1/4 Ounce, 25 Assorted 2 00
WATSON HIGGINS MILLING CO.
New Perfection, 1/4s 14 40
Meal
Gr. Grain M. Co.
Bolted 5 20
Golden Granulated 5 40
Wheat
No. 1 Red 2 35
No. 1 White 2 33
Oats
Michigan Carlots 97
Less than Carlots 1 02
Corn
Carlots 1 65
Less than Carlots 1 70
Hay
Carlots 34 00
Less than Carlots 36 00
Feed
Street Car Feed 65 00
No. 1 Corn & Oat Fd 65 00
Cracked Corn 65 00
Coarse Corn Meal 65 00
FRUIT JARS
Mason, 1/2 pints, gro 8 00
Mason, pts., per gross 8 40
Mason, qts., per gross 8 75
Mason, 1/2 gal., gro 11 00
Mason, can tops, gro 2 85
Ideal Glass Top, pts. 9 50
Ideal Glass Top, qts. 9 90
Ideal Glass Top 1/2 gallon 12 00
GELATINE
Cox's 1 doz. large 1 45
Cox's 1 doz. small 90
Knox's Sparkling doz. 2 25
Knox's Acid'd doz. 2 25
Minute, 1 doz. 1 35
Minute, 3 doz. 4 05
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 55
Plymouth Rock, Plain 1 35
Waukesha 1 60
HIDES AND PELTS
Hides
Green, No. 1 20
Green, No. 2 19
Cured, No. 1 22
Cured, No. 2 21
Calfskin, green, No. 1 45
Calfskin, green, No. 2 43 1/2
Calfskin, cured, No. 1 47
Calfskin, cured, No. 2 45 1/2
Horse, No. 1 10 00
Horse, No. 2 9 00

TAKE YOUR CHOICE.

The Irish Question From Two Different Viewpoints.

Merrill, March 26—You will have to show me why in your statement in this week's issue, that DeValera is of the bogus Irish republic. He is pleading for one of the greatest causes ever put before the world. Yes, one of the most essential reasons why this good old United States went into this world conflict was to preserve the rights of small nations and see that not might but right should be exemplified. I don't like to cast any reflections upon nationality, but I really believe you are of the John Bull type of an American from the different editorials I have read the past year regarding the way you are handing it out about Ireland. If ever there was a country on the face of this world who needed a boost it is Ireland. Instead of knocking, as you are doing in your enterprising paper, you are at a loss to know the truth of the situation or else you are just making known that you still have some of that John Bull left.

Why is there so much disturbance in Ireland at the present time? Tell me where there is more trouble today. How about our own United States? How about Germany? How about our other countries? Not one country on the face of this old globe is there less freedom exercised than in Ireland. She is suppressed by England. She wants to govern by might, not right. She has done it for the last 700 years. She wants to do it for 700 years more. But, thank God, we have a man who like DeValera—and I only wish we had some more like him here in the United States—to explain the condition now existing in Ireland. England has executed, imprisoned and killed more Irish than she can ever account for.

Yes, kick him out of America. Nobody but a cussed Englishman would make this statement—not a true blue

American. DeValera has come as a Saviour to save Ireland. Just as W. Wilson came as a Saviour with the American army to save old England's scalp from being taken. Now you come out with your rotten statements in a business paper to let us know what a big John Bull you are. I will be willing to bet you \$100 that our John Bull has put it over on W. W., just as you are trying to put it over on us 100 per cent. Americans. DeValera is a gentleman in every respect. If he was not, he could not cement the Roman Catholic people of America as he has succeeded in doing.

England has robbed Ireland of all she ever had. Now she is not satisfied. She was saved by America. Now listen to hear what she has done. She won this war. England won this war. Do you get that? DeValera and his dynamiting trouble makers should return to Ireland, so England might throw them into prison like she has every other Irishman who ever tried to stand up for his rights. Thank God, it takes an Irishman to do it, so don't worry over DeValera. He is one of the best types of manhood ever produced to plea for righteousness and, don't worry, we are going to make old England look sick before this peace treaty is settled yet. Please keep your John Bull under cover or else one of these Irishmen that go over the top might show you how.

J. J. O'Toole.

The Other Viewpoint.

Grand Rapids, March 26—I wish to thank you for your article on DeValera in this week's issue of the Tradesman.

I do not know of anything more mischievous than the propaganda now being so unwisely disseminated by Irish of a certain type in the country, which we have as a result of the war,

If there is any really big asset it is the growing friendship between Great Britain and the United States.

Before we got into the war the British were fighting our battle, doing it with a heroism and a sacrifice of her best blood, for which we can never be too grateful. The Sinn Finners, the cowardly curs, not only refused to help in the hour of humanity's great peril, but plotted with the foe and against those who were fighting our battles.

Thank you again for that article. I wish the country had more editors of your caliber and courage.

A. E. Driscoll.

The Tradesman is perfectly willing to leave the question of its Americanism to the readers of this publication. Mr. O'Toole assumes that a man cannot be a good American unless he is a partisan of the cheap assassins and dynamiters who seek to secure the so-called freedom of Ireland by the torch of the incendiary and the bludgeon of the assassin. England stands ready to accord Ireland any reason-

able form of government whenever the Irish people can agree among themselves. Could anything be more reasonable? Could any reasonable man ask more? The Tradesman feels no hesitation in stating that any man who seeks to foment trouble between this country and the homeland across the seas is not a good American. He should wash the dust of America from his feet and cast his fortunes with the cheap assassins of Dublin. The cheap Spaniard who pretends to be president of the bogus Irish republic is abusing his privileges in this country by belching forth treason to England and America and ought to be turned over to England for trial and punishment.

The more the customer tries your patience the better it will be to keep in the right humor yourself. Good-tempered reasoning is better than warm argument.

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

Listen! Don't let your local insurance man lead you to believe that your protection and prosperity depends on his trade—

Jones increased his business 50% in six months after making a clean saving of 25% on cost of his fire insurance

It Don't!

Yes Sir! It got him out of that rut. Try it, it will prove itself.

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

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 \$3,600,000.

Surplus larger than average stock company.

**MICHIGAN SHOE DEALERS MUTUAL
FIRE INSURANCE COMPANY**

FREMONT, MICH.

One of the Strongest Companies in the State

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$5 per inch. Payment with order is required, as amounts are too small to open accounts.

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

If you want to sell or exchange your business, no matter where located, write me. John J. Black, 130th St., Chippewa Falls, Wisconsin. 725

For Rent—Splendidly equipped brick stone building in Nashville, Michigan. Fitted for dry goods or general store. Fine location and reasonable rent. Len W. Feighner. 785

For Sale—Meat market, grocer, notion, dry goods stock and fixtures. Doing good business but wish to change. Wish to sell within 30 or 60 days. Write No. 792 care Michigan Tradesman. 792

For Sale—One Ligonier grocer refrigerator, one Ligonier display refrigerator. First-class condition. One Toledo butcher scale. Cash only. R. S. Knepp, Schoolcraft, Mich. 793

Wanted—A good combination man to do plumbing and furnace work. Steady work for the right man. \$30 per week. Address Edward Kelly, Carthage, Ill. 794

WANTED—Lady clerk for general store. References required, good wages. Wm. P. McGregor, Birch Run, Mich. 796

For Sale—Cash and Carry general stock. Big money maker. Stock and fixtures about \$8,500 at February inventory. 1919 business \$24,400. Factory town, in fine farming country. Stock owned at 10 to 50 per cent. below market. Will sell right price. Best of reasons. Address No. 798 care Michigan Tradesman. 798

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, Mich. 799

For Sale—A ten year established cash business; county seat; population 1000; inventories \$4,000, consisting mostly of dry goods, millinery, women's and children's wear. Reason for selling, death in family. Address I. C. Crusoe, Mora, Minnesota. 799

JEWELRY STORE—For sale, well located in a booming oil town of 3,000 population; good business and plenty of work; have reasons for wanting to sell. Will trade for farm about same value. Write W. W. Spaulding, Peabody, Kansas. 800

For Sale—Up-to-date, well-equipped drug store, soda fountain, exclusive Eastman Kodak and Columbia Grafanola agency. Town of 900, forty miles from Detroit, on trunk lines in popular resort section. Gross sales over \$15,000. Big opportunity for right man. Address No. 801 care Michigan Tradesman. 801

GROCERY stock and fixtures: will invoice \$20,000; profits \$1,000 monthly. O. G. Maurer, 604 Kansas Ave., Kansas City, Kansas. 803

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

WHY TAKE CHANCES when you can have our guaranteed check protector for only one dollar. Eddo Specialty Co., Saginaw, Mich. 804

WANTED—An all-round salesman who understands the clothing, shoes and furnishing business thoroughly. Must be able to trim windows. Good steady position and good wages to the right party. Write full particulars in first letter. Address A. Lowenberg, Battle Creek, Mich. 806

For Sale—General store house adjoining resort town. \$5,000. V. Powell, Oden, Mich. 807

MERCHANTS—FOR REDUCTION or CLOSING OUT sales write Arthur E. Greene, Jackson, Mich. 808

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. 808

FOR SALE—A wholesome and retail bakery in Turtle Creek, Pa., near the Westinghouse Electric Works, where 20,000 men are employed. Have good business location. Bake shop fully equipped with modern machinery. Also have auto truck. Good reason for selling. For particulars write to R. Letham, 918 Penn Ave., Turtle Creek, Allegheny Co., Pennsylvania. 778

For Sale—Grocery business in Battle Creek doing \$50,000 business last year. Invoice about \$4,500. Reason for selling, leaving city. Terms cash. No. 771, care Michigan Tradesman. 771

Grocery For Sale—Bargain if taken at once. Small country town in Southern Michigan, close to Toledo. Good farming country. Near three Michigan plants. Address No. 776, Michigan Tradesman. 776

Silko Typewriter Ribbons—Last longer, will not fill type or dry out. Regular \$1—each grade, 2 for \$1; dozen, \$5. Full length sample, 60 cents, postpaid. Guaranteed to please or money back. State typewriter used. Office Specialty Co., Dept. MT, Birmingham, Alabama. 810

For Sale—Restaurant and pool room combined. Old est blished business. Everything first class. Will invoice close to \$3,000. Located in city in 2,000, surrounded by strong farming country. A chance for someone to make good. Must sell, owing to poor health. Address No. 811 c-o Michigan Tradesman. 811

FOR SALE—Good clean stock of groceries located in Southern Michigan. Stock and fixtures invoice about \$3,500. Cream station in connection pays about \$75 a month profit. Address No. 812, care Michigan Tradesman. 812

For Sale in Detroit—Clean staple stock of men's and ladies' furnishing goods and shoes. \$15,000 and fixtures. Excellent location, within one-mile from city hall. Established nine years. Must sell at once. Address No. 813, care Michigan Tradesman. 813

For Sale or Lease—New modern brick building centrally located in Grand Rapids. 10,000 sq. ft. Good elevator. Mercer Real Estate Co., 203 Ashten Building. 814

WANTED—Experienced man or woman as buyer of laces, trimmings, leather goods, neckwear, jewelry, etc. In answering give details of business experience, present position, and expected salary. Charles Trankla & Co., Grand Rapids, Michigan. 815

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 Sale—Grocery stock and fixtures in best country town in Michigan, or will hire manager. Stock will invoice about \$5,000; fixtures about \$800. Doing big business at small expense. Must sell or secure services of good manager. Address E. O. Spaulding & Son, Caro, Mich. 816

For Sale—A patent on a combination belt loop and button. Reasonable if sold at once. Patent No. 1,315,816. Write for particulars to Jas. H. Otto, Kellogg, Idaho. 817

For Sale—One account register, and one meat cooler size 8 x 10 feet. O. M. Reigle, Gobleville, Mich. 818

For Sale—Groceries and fixtures; one of best locations in Kalamazoo. Invoice \$1,000. On account of sickness will sacrifice for cost. Address No. 819 care Michigan Tradesman. 819

For Sale—Clean stock of general merchandise invoicing \$16,000; fixtures \$1,400; will sell or rent building; did \$50,000 business in 1919. Reason for selling, poor health. This can't be beaten if looking for a business. Act quickly. Address Alcid Morrissette, Plummer, Minn. 820

For Sale—Good retail bakery, fully equipped with good machinery, in bustling town of 10,000. Good business location. Excellent for window bakery. Did 20,000 business last year. Invoice stock about \$1,500. Terms cash. Reason for selling, ill health. Address No. 821 care Michigan Tradesman. 821

For Sale—My stock of groceries, hardware and shoes. Good stock on hand—good business. Write Chris Ebels, Modersville, Mich. 822

Drug Store for Sale, in country town with truck line, in central Michigan. Splendid farming community, good business. Will take \$3,500 for stock, fixtures and building, or \$2,500 and rent building if sold by April 15, 1920. Must be seen to be appreciated. Address No. 823 care Michigan Tradesman. 823

I'LL BUY THE TAIL END OF YOUR STOCK OR any junk you have in stock and pay cash. Or I'll buy the whole store. What have you? J. H. Boyer, Farina, Illinois. 760

For Sale—Good live established grocery, stock and fixtures, doing better than \$50,000 business annually. Address No. 764, care Michigan Tradesman. 764

For Sale—Old established business, hardware, plumbing and heating business, only one of its kind in town of 700 population. A real money maker for someone. Address No. 766, care Michigan Tradesman. 766

For Sale—In Business Section of Main St., Flint, Mich. An A-1 grocery store and meat market. Ideal location and every day money maker. Owner must sell within 30 days and will make excellent proposition for cash. Direct correspondence to Market, 811 South Saginaw St., Flint, Michigan. 726

Wanted—Second-hand safes Will pay spot cash for any safe, if in reasonably good condition. Grand Rapids Safe Co., Grand Rapids. 726

Cash Registers (all makes) bought, sold, exchanged and repaired. REBUILT CASH REGISTER CO., Incorporated, 122 North Washington Ave., Saginaw, Michigan. 123

FOR RENT—Second floor of a successful ready to wear and millinery specialty shop on the leading street in a prosperous city of 110,000 population. Size of room 40 x 80 feet. Well lighted and heated and all modern improvements. Apply Chas. Rosenthal, Chattanooga, Tennessee. 783

For Sale—Clean stock Hardware and Implements well located in village surrounded by good farms, in Southern Michigan. Would take some land in part exchange, other business in view. Address No. 789 care Michigan Tradesman. 789

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants



New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

CANDY



The "DOUBLE A" Kind

Made by

People Who Know How

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

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

The Sign of  Good Candy

Made in Grand Rapids by

NATIONAL CANDY CO.
PUTNAM FACTORY
Grand Rapids, Michigan

Ask for a copy of our latest price list.

We are agents for LOWNEY'S in Western Michigan.

Puritan Flour

Made at Schuyler, Nebraska. A strictly Short Patent Flour with a Positive Guarantee on each sack.

Mr. William J. Augst, the Puritan Salesman, who has a special advertising features, will call on you soon.

JUDSON GROCER CO.

Wholesale Distributors

GRAND RAPIDS MICHIGAN

Review of Some of the Principal Hardware Staples.

Alarm Clocks—There has been no change in the situation as to alarm clocks since last reported. The shortage is just as acute as ever and the demand far exceeds the available supply. Manufacturers are from four to six months behind with their orders and can make no promises as to deliveries. Jobbers report that they are receiving a few alarm clocks from the manufacturers, but as soon as they reach the shipping platform, they are immediately portioned out to the trade, with results that they have been unable to accumulate stocks of any kind.

Axes—Jobbers report that their salesmen are sending in a great many orders for future shipment. Jobbers state that their stocks are badly broken and have very few axes on hand for immediate requirements. Prices have held firm.

Baseball Goods—Judging from the orders being received by jobbers from retail hardware dealers for baseball goods it will be the biggest season on record for such merchandise. The jobbers are fairly well stocked up or will be within a month, provided the New England railroad transportation systems do not become tied up again with snow and ice, and there is no reason why the retail dealer should not get his baseball goods requirements.

Eaves Trough and Conductor Pipe—As expected at this time of the year, the demand would be unusually heavy. Jobbers state that their sales are better than normal and while deliveries from the manufacturers are slow, they were able to accumulate stocks earlier in the season, with the result that they have been able to fill orders promptly.

Files—Prices continue to be very firm. Sales are reported excellent with heavy demand from the manufacturing districts. Jobbers state that they are securing very satisfactory deliveries from the manufacturers and on all standard sizes are able to make prompt deliveries.

Fly Traps and Swatters—These items are developing somewhat more than their fair share of interest in the spring buying orders that jobbers are receiving and much more attention is expected as warmer weather approaches.

Galvanized Ware—The situation is about the same as last reported. Jobbers are out of stock on nearly all of the best selling items, and have not been able to replenish them from the manufacturer. Several manufacturers have withdrawn from the market entirely, owing to the shortage of steel sheets. Jobbers continue to limit the quantity of one dozen to a customer.

Glass—There is a serious shortage and shipments from the manufacturers are not ample to meet the present requirements, say nothing about enabling the jobbers to accumulate a stock. Present prices are held firm.

Hammers—Some of the manufacturers of heavy hammers and crow-bars have advanced their price lists approximately 15 per cent. The advance was made necessary by the increasing costs of raw material.

Hangers and Tracks—One of the manufacturers of the most popular lines of barn door hangers and tracks has advanced prices about 7½ per cent., which is simply in line with the general trend of hardware values. That the advance did not come sooner, is surprising to the trade here.

Lanterns—Dealers who have not sent in specifications for future shipments should do so at once, as there no doubt will be a shortage later on in the season. Jobbers state that a great many dealers have taken advantage of their terms which are for shipment at their option after July 1, invoice to date Sept. 1. Sales on lanterns for this season are expected to be heavier than ever.

Nuts and Bolts—There continues to be a shortage and jobbers state that they are out of stock on nearly all of the standard sizes and are not able to get much encouragement from the manufacturers as to deliveries. The demand continues to be very heavy and at present prices are well maintained.

Paints and Oils—The outlook for Spring and Summer paint and varnish business was never brighter. Manufacturers state that their business is good at this time and is getting better each day. The market price on linseed oil has jumped 5c. per gallon in response to the general demand and unsatisfactory immediate supply of seed. White lead continues to be in very good demand and there is not much new to report, unless it is that conditions, so far as manufactured products are concerned, is becoming more complexed as the season advances. The turpentine market is very firm and an advance of 12c per gallon was noted this week. There has been no change in the price of shellac, manufacturers have offered lower prices for the last half of the year and there are indications of a movement towards a lower market.

Picks and Mattocks—A further advance in railroad picks and mattocks amounting to about 10 per cent. is announced here. The demand is not especially active, but stocks from the makers are coming forward slowly and those in jobbing hands are broken.

Roofing Paper—There has been very little, if any roofing paper shipped into this market during the week. Jobbers and retailers' stocks are very low and all orders are taken subject to stock on hand. Prices on tarred felt advanced 50c per hundred; other prices are same as last quoted.

Rope—The expected advance in price on rope was put into effect last week. This new advance shows an increase of 3c per pound on manila rope only. Price on sisal remains the same. Jobbers state that their sales on rope are very satisfactory and they report fair deliveries from manufacturer.

Screws—For some unknown reason, the demand for round head blued screws far exceeds the available supply. Jobbers report that they have fair stocks of flat head bright on hand, but are unable to supply the trade, say nothing of accumulating a stock of blued screws. There has been no change in price since last reported.

Scythes and Snathes—Some of the leading manufacturers of scythes have advanced their prices about \$1 per dozen, and those on snathes about \$3. Orders for such farm tools are not coming in very fast and it is believed in some quarters the new prices possibly may restrict buying to smallest possible quantities.

Spark Plugs—Sales are very heavy. Both retailers and jobbers report that their business during the past ten days shows a great improvement. A great many cars which were laid up for the winter were put into service during the past two weeks. Retailers should check up their stocks very carefully and see that they are amply supplied with all sizes, as the sale of plugs should prove very profitable.

Springs—Jobbers report a better call for wagon and carriage springs, with prices on common kinds unchanged, but those on malleable higher.

Stove Board—Orders are being placed very freely by retailers for future delivery. Jobbers state that they have more orders booked than ever before. Dealers should order now for their fall requirements, as there no doubt will be a shortage later in the season.

Stoves—The leading manufacturers of oil cook stoves have advanced

prices approximately 10 per cent. Local jobbing lists have been revised correspondingly.

Wire Cloth and Poultry Netting—Jobbers state that their stocks are about exhausted and as they cannot get any positive information from the factory regarding future shipments, they therefore do not want to take more orders until they have the netting in sight. They have, therefore, withdrawn their prices from the catalog. The same situation practically applies to wire cloth. Manufacturers have withdrawn from the market stating that they have all the wire cloth sold that they possibly can deliver.

Wire Nails—There is very little, if any improvement in deliveries from the mills and the shortage of nails continues to be very acute. While several firms have adopted the new nail card, the larger jobbers are still basing their prices on the old card.

Stock shoes and dry goods, inventory \$4,500 (old cost). Sacrifice account sickness. Established business in good town. Particulars, Butler & Butler, Lake View, Mich. 824

For Sale—The McNulty stock at Big Rapids, Wednesday, April 14, at 11:00 o'clock. Stock consisting of dry goods hardware, shoes, groceries, ladies' ready-to-wear, furniture, fixtures and delivery outfit. Approximating \$64,000. Stock can be seen at any time. The trustee reserves the right to accept or reject bids. A. B. Young, Trustee, Big Rapids, Mich. 825

We offer and recommend our participation in

\$15,000,000

Anglo-American Oil Company, Ltd.

5-Year 7½% Notes

Due April 1, 1925.

PRICE 100 and Interest TO NET 7½%

The ANGLO-AMERICAN OIL COMPANY, LTD., represents the Standard Oil interests in the United Kingdom and is generally recognized as the British branch of the so-called Standard Oil Company.

The Company is the largest distributor of petroleum products in the United Kingdom.

These notes will be a direct obligation of the ANGLO-AMERICAN OIL COMPANY and its only funded debt.

Profits available for interest during last three years at parity of exchange average over \$7,500,000 as against annual interest charges of \$1,125,000. The profit available for interest in 1919, partly estimated, amount, at parity of exchange, to over \$8,700,000 and at current exchange rates are equivalent to \$7,200,000.

The stock following these notes at present has a market value of \$85,000,000, and has paid dividends of not less than 25% since the dissolution of the Old Standard Oil Company and 30% since 1914.

Proceeds of these notes will be used to increase and develop distributing facilities.

The underwriting syndicate is composed of J. P. Morgan & Co.; First National Bank, N. Y.; National City Company, N. Y.; Guaranty Trust Company, N. Y.

In view of the fact that these notes constitute the only funded obligation of one of the Standard Oil groups of companies, whose exceptionally high financial standing is recognized throughout the world, we highly recommend them and believe them to be especially attractive on a basis to net 7½%.

They should be highly marketable in view of the strong underwriting and distributing syndicate.

It should also be noted in connection with this issue that it is generally acknowledged that the oil business is entering into a period of tremendous demands and expansion.

Wire or telephone orders at our expense.

PRICE 100—TO NET 7½%

HOWE, SNOW, CORRIGAN & BERTLES
INVESTMENT BANKERS

Grand Rapids Savings Bank Bldg.

Grand Rapids, Mich.