

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 7, 1920

Public Reference Library, St  
mber 1907

## WHAT IS AN AMERICAN?

A man with just a bit of common sense,  
Who doesn't act as though he knew it all;  
Who doesn't sit and whittle on the fence  
While waiting for the voice of fame to call.

A man who keeps himself in full control,  
Who counts upon his actions more than words;  
A man who has a conscience and a soul,  
Who doesn't think fine feathers make fine birds.

Who values principle above mere gain,  
With more regard for honor than for pelf;  
Who'll stand a lot of grief and not complain,  
Who isn't always bragging up himself.

Who, while he isn't looking for a fight,  
Will not be bulldozed into doing wrong;  
Who stands square-shouldered for the right,  
And helps to push all worthy things along.

Who loves to aid the needy and the weak,  
Who keeps the faith in all things great and small;  
Who has a voice, is not afraid to speak,  
And favors graft and slackers not at all.

Who's dignified, can take a thrust,  
Whom flattery will never move;  
Who does not veer at every gust,  
Who's satisfied to let his works his purpose prove.

Well-balanced, calm and not in haste,  
A pleasant, earnest sort of man;  
Dead set against all idleness and waste—  
This is what I take to be the true American.

John C. Wright.

# \$1,200.00 Settlement!

**Hartford Business Man Recommends  
Howell Company**

**The Big Mutual Pays Reasonable  
Claims, Promptly**

Hartford, Mich., April 1, 1920.

Citizens' Mutual Automobile Insurance Co.,  
Howell, Michigan.

Gentlemen:

I wish to thank you for the prompt and satisfactory manner in which you settled my claim. I took automobile insurance as I realized that automobile owners were the prey of the automobile thief, and, in many cases, unreasonable damage claims.

On March 4 I had the misfortune to have a traffic accident in which a person was knocked down, suffering serious personal injury. The doctor and hospital bill, together with the serious nature of the case made this quite expensive. One of your officers co-operated immediately in arranging a fair basis of settlement. The people injured assumed a reasonable attitude when they found they could get their pay by making a fair proposition, and the matter was taken care of without litigation or delay.

Some of my friends who are insured in stock Companies were greatly surprised that you can pay your claims so promptly when the cost to the policy-holder for the policy is so small, but I have informed them that a large company gives quantity production at low cost, and I have no hesitation in recommending my friends to insure in your mutual Company which has stood the test of five seasons and has always had sufficient money on hand to pay its claims, promptly, and where the injured parties present a reasonable claim I am sure that it will be promptly paid, and on the other hand, where unreasonable claims are demanded your Company is large enough to contest the claim and appeal, if necessary, to the Supreme Court, so that automobile owners will be treated fairly.

Yours sincerely,

S. M. CARPP.

A great many grocers we know of have greatly increased their sales through the distribution to their customers of the—

**Fleischmann's Compressed Yeast  
and Good Health Booklets**

Why don't you do the same?

**Fleischmann's Yeast**

is a wonderful remedy for boils, pimples, carbuncles, eczema, constipation.

**GRAND RAPIDS SAFE CO.**

Agent for the Celebrated YORK MANGANESE BANK SAFE.  
Taking an insurance rate of 50c per \$1,000 per year. What is your rate?  
Particulars mailed. Safe experts.

TRADESMAN BUILDING

GRAND RAPIDS, MICHIGAN

# Millions Want

These Raisins Every Month

Millions of housewives want Sun-Maid Raisins regularly. We know this because stocks are low despite a large production.

It is our desire to aid in the distribution of this great crop so that no customer of yours need be disappointed.

Are you getting your share of this trade in your neighborhood?

Show the Sun-Maid packages in your window and see that your shelves are always supplied.

*The Nationally  
Advertised Brand  
Of Raisins*



THREE VARIETIES:

- Sun-Maid Seeded  
(seeds removed)
- Sun-Maid Seedless  
(grown without seeds)
- Sun-Maid Clusters  
(on the stem)

**CALIFORNIA ASSOCIATED RAISIN CO.**

Membership 9,000 Growers  
Fresno, California



**FRANKLIN  
GOLDEN SYRUP**  
A Table Syrup of the Finest Quality



For use on griddle 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



# MICHIGAN TRADESMAN

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 7, 1920

Number 1907

## 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.

### TRASON-TEACHERS.

The sob squad is again to the fore, shedding tears over the expulsion of five semi-anarchists from the New York Assembly.

Did the execution of several red-handed anarchists after the Haymarket riot in Chicago and the murder of seven policemen serve to give the cause of the reds a boost? Instead, the men of the red hand, with murder in their hearts, scattered and have fought shy of their deviltry for the last thirty-four years. Just punishment always has a salutary effect, instead of canonizing the assassins as martyrs. Swift, stern punishment has a deterring effect. That anarchistic socialism will increase because of the ousting of those five socialist Assemblymen at Albany is simply bosh.

That these men committed no treason because of not making war upon the United States in time of war, although by word of mouth they lashed their own Government and aided in a backhanded manner the enemies of their country, matters not. They did what they dared to do in discouragement of enlistments, as did the copperheads of Civil War days.

Nor did Clement L. Vallandigham, of Ohio, back in the sixties, levy war against the United States, yet he was banished from his country by President Lincoln because of the treason of his intemperate utterances.

If no man may be punished for what he chooses to speak, then we are riding in dangerous waters. Our last martyred President was made the victim of the assassin's bullet because of intemperate, traitorous speech on the part of political foes and a few dynamic newspaper utterances which served to fire the heart of a hair-brained lunatic to take the life of the lamented McKinley.

We are riding on dangerous waters to-day if the anarchists of America shall be free to give utterance to their venom on every occasion that prompts them to speech.

There is more than one way to

malign our country than by levying war against it. There is more than one way to endanger our free institutions than by shooting our public men and tearing down the flag. For way that are dark and tricks that are not always vain commend us to the sneaking anarchist who fires from ambush, keeping his own skin well protected behind a camouflage of artful words.

The Assembly at Albany did its duty without fear or favor, and Speaker Sweet and the 104 who stood firmly by his side, voting to cast out these dangerous traitors to free government, deserve the thanks of all right thinking Americans.

It is, perhaps, to be deplored that men like Charles Evans Hughes and Theodore Roosevelt chose to take the side of the enemies of American liberty and align themselves alongside the enemies of their country. Sincere no doubt these men are, yet nevertheless woefully in the wrong. Leniency with treason and traitors, with I. W. W.'s, and the Reds who work in the same groove with the redhanded Bolsheviks, has ever been an American characteristic. Some of our biggest men have made mistakes.

It will be remembered how the notorious Molly McGuire flourished in the mining region of Pennsylvania near a generation ago. Many outrages and murders were laid at their door. They seemed to bear charmed lives and to keep themselves well out of the clutches of the law for a considerable time. However, when at length the law-abiding citizens of that community arose in their might, arrested and tried nearly a score of the outlaws, convicting and hanging them, there came an end to the reign of terror that held sway so long in the mining country.

The sob squad is always in evidence, however. One has only to recall the Berger case, and also that of Big Bill Haywood and Mooney, of California. Sympathy with convicted criminals is always in order with a certain class of the American people. It is to be regretted that the son of Theodore Roosevelt so far forgot the teachings of his father as to throw his influence in favor of the ousted socialists at Albany.

### YOU WANT A "RAISE."

The only way to get it is to make yourself worth more to the man who pays you. If you are in the ditch-digging business, you can do this by shoveling more dirt. If you are on the road, behind the counter, or in any mercantile or professional position, you can make yourself worth more to yourself, your employer, and the world in general by using your ability in the most effective manner. Do something! Deliver the goods! Produce!

### BONUS NOT ADVISABLE.

It is high time that the people as a whole should wake up to the real implications of the project for the raising, through loans or taxes, of \$2,000,000,000 to be paid as a bonus to soldiers of the recent war. The plan itself will have to be discussed on its merits. Bad as it is, fair-minded men must admit that, in addition to selfish motives, the soldiers have a certain excuse for making such a demand upon the Government. They have seen its agencies for the care of injured or needy veterans handled with exasperating delay and often with injustice. If the Vocational Board and the War Risk Bureau had functioned as they should have been made to, the agitation for a bonus would not have gained such headway. This does not by any means justify the proposal; it merely hints at a provocation for it. And that many returned soldiers are most unwilling to press Congress for a grant in aid, with a distinct political threat behind the request, is shown by the large minority vote against the bonus in the New York Legion. The scheme ought to be vigorously opposed all along the line.

A not wholly dissimilar measure was vetoed by President Grant, in 1875, on the explicit grounds, first that its passage "is inconsistent with the measures of economy now demanded by the necessities of the country," and second that "I do not believe that any considerable portion of the ex-soldiers who, it is supposed, will be the beneficiaries of the appropriation, are applicants for it."

It is, however, the practical bearing of the proposal on the taxpayer, on the holder of Government bonds, and on the financial position of the Government, to which the people need to give early attention. To the ordinary citizen, "derangement of Treasury finance" makes no very personal appeal. But he will understand the case more readily when he realizes that the floating of two billions more in Government bonds would necessarily mean that all outstanding bonds in the hands of investors, large and small, must automatically fall to a still lower price, that individual taxes must be raised to a still higher level, and that the cost of living could not fail to be affected by both bond issues and taxes.

The Nation, it was remarked by one of the Congressional advocates of the plan, at the recent Ways and Means Committee hearing, "is in a serious condition financially." Nevertheless, so he continued, "if we can collect this money from luxuries such as cold drinks and tobacco, fine clothes and jewelry, and things of that character," the new burden will amount to little. Such indeed ap-

pears to be the idea of the authors of the bills which have been proposed for a bonus in the shape of an outright cash distribution. But the Secretary of the Treasury, when the question was put to him by the committee, replied that "the proposal would mean an addition to the cost of living, whatever method of financing it you employ." Asked what would happen to the price of existing Government bonds if \$2,000,000,000 more were issued, the Governor of the Federal Reserve Board answered that "it would be a very serious depression." Adoption of such a recourse, Assistant Secretary Leffingwell testified, would "directly or indirectly reach the pockets of all of us and tear a piece off the corner of every dollar bill in every pocket."

But even this is not the full condemnation of the exceedingly rash proposal. Our Government emerges from the war with a public debt of \$25,000,000,000 as against \$1,200,000,000 in April, 1917. The mere annual interest on this present debt exceeds the total yearly public expenditure before the war. Taxes have been maintained at the war-time height with the wise purpose of gradually redeeming this indebtedness, in order to relieve the burden on the future. Yet it is under precisely such conditions that Congressional committees are seriously considering an increase of the enormous bonded debt by 10 per cent. This is suggested at a moment when taxes imposed to meet the debt already created are pressing heavily; when inflation of credit is stimulating the rise in prices and cost of living; when the unwieldy public debt at present outstanding intensifies the labor of keeping our currency from depreciation. It is a proposal of which the evil after effects will not be slow in falling upon the "beneficiaries" themselves as part of the public which must bear the consequences of inflation, reckless expenditure and high prices.

If building materials are too high and labor too scarce to permit you to own your own home, try the plan of the farmers of Kingman county, Kansas. They are erecting houses, sheds and barns of sod. Hundreds were put up last fall. The lumber dealer is called upon only for windows, doors and flooring. Ridge poles and other supporters are obtained from native timber. These buildings are very warm in winter and cool in summer, and some of the farmers say that the high cost of lumber has saved them money, for if they had built with lumber, even at prices prevailing before the war, they would have paid a much higher price.

Farming is lots of fun unless you have to do it for a living.

### Organization of the Farm Bureau Elevator Exchange.

The calling of the meeting at Lansing caused a great deal of interest both to the officers and managers of co-operative country point elevators and to other interests outside this work, so that when Chairman James Nichol, of Benton Harbor (a member of the executive committee of the Michigan State Fair Bureau and also President of the Fruit Growers Exchange), called the meeting to order in the ballroom of the Bancroft Hotel at 10 o'clock, more than one hundred were present.

Prominent, some conspicuously, others less so, were C. A. Bingham, of Birmingham, Secretary of the Farm Bureau; Hale Tennant, of the market division of Michigan Agricultural College (Rolland Morrill, President of the Farm Bureau, was absent) Mr. Simpson, manager of the Gleaners Co-operative Market Association, of Detroit, who has been admitted to membership in the Farm Bureau; Geo. B. Horton, of the Grange; Christopher Breisch, from Lansing; J. W. Nicholson, seed manager for the Farm Bureau; two familiar faces from Chatterton's office at Lansing, both boys from Cadillac in the Michigan Potato Growers Exchange; and many others.

After a pleasing introductory speech by Chairman Nichol, followed by a recital of the purpose of the meeting by the Secretary, Professor Tennant of the M. A. C., was introduced. He spoke on the value of a State co-operative elevator association, pointing out that an organization of this kind would have power by having charge of the purchasing, sales and distributing of great volumes. He urged the getting away from individual effort, which he characterized as a liability. He urged the standardization of but few varieties of grains, potatoes, etc., and the mobilization of an immediate financial power which will come through the \$300 payment of every Farm Bureau member, of which there are now 35,000 members, with the slogan of "100,000 members for 1920."

Following the noon recess, Mr. Buell, the "brains of the Michigan Potato Growers Exchange," of Cadillac, was introduced and talked splendidly on the work they were doing and what they were accomplishing. Points brought out in his speech showed that the Potato Growers started in 1918 with twenty-eight stations and that to-day they control more than ninety elevators, warehouses and stations and that each of their members sign a crop delivery agreement and posts a \$500 bond to abide by the by-laws and rules of the exchange. This year, for the first time, they have shipped out "Michigan's Best Potatoes" packed in 100 pound printed new burlap bags. These have met with enthusiastic re-orders by the trade from all markets, the new package being much appreciated by the trade, which formerly used 150 pound bags. Through seed selection and care, they are developing a highly prolific strain of "Petoskey Russets" up around Elmira and will furnish this seed another year to their members. They handle potatoes

on a cost basis per bushel as follows:

5c selling fund (includes office expense, audit, traffic).

2c sinking fund (carries all losses).

1c publicity and education fund (includes advertising, etc.)

The handling of all sales by their Mr. Prater, sales manager at the Cadillac office, was explained in detail. He also explained their methods of storing and selling the grain of members at their points.

George Miller, of Chesaning, then took the floor and rambled through a long discussion of co-operative elevator experiences. Miller is a farmer, socialist, radical, half-baked individual who led the meeting following his talk. He likened the Farm Bureau in the agricultural world to the A. F. of L. in the labor world, showing a remarkable grasp of elevator conditions and problems and announced that he had been instrumental in organizing 32 co-operative non-profit elevators in Michigan and took glory to himself that he had put a large number of "parasitic, big business, elevators" out of business. Being a farmer, radical, quite fluent and understanding "mob psychology" enough to draw in several well-turned stories of the "soap box orator" style, he introduced the motion that the chair appoint a committee of seven to submit a constitution and by-laws to the meeting, which was seconded and carried with a rush. A committee was appointed, a suggested copy of a suggested constitution was passed to them and they left the meeting with instructions to reappear at 7 o'clock for a final vote.

Following a rambling discussion, which amounted to very little the meeting adjourned until evening.

I had opportunity to meet a great number of elevator men—had a dandy visit with the Potato Grower bunch—met practically all of the county agents present through my acquaintance with Nicholson and A. C. Hutchins, agent from St. Joseph county, who was formerly agent of Allen county, Indiana, and through whom Henderson & Co. worked interesting sales to farmers.

The committee on constitution and by-laws reported and the meeting was continued at 8 o'clock. The constitution and by-laws were read through, then discussed, revised and approved, article by article.

The principal features of the constitution include the following:

Name—Michigan Farm Bureau Elevator Exchange, Incorporated.

Place—Main office and warehouse at Lansing.

Object—To sell farm products.

To collect information, crop reports, market quotations, etc., and distribute them.

To study buying power of public.

To control traffic and transportation.

To maintain claims department.

To establish uniform grades on grain, beans, seeds.

To develop carlot markets.

To buy farm necessities in quantity at lowest prices.

To own and operate central warehouse in Lansing.

To own equipment for cleaning and grading grain, beans, seeds, etc.

Membership—Members of local co-operative elevators allowed one representative to each elevator listed.

Directors—Seven in number elected annually, who, in turn elect President, Vice-President, Secretary and Treasurer.

Each elevator becoming a member pays \$200 membership fee and furnishing note for \$500 without interest, as a guarantee of good faith.

Elevators will contract their grain, beans or seeds to central exchange, which, in turn, will find market and furnish billing on cars. Local elevators cannot sell contracted products without consent of Board of Directors but do not have to contract with central exchange if higher prices can be secured elsewhere.

Instead of finally ratifying the constitution, after considerable discussion, it was voted to mail complete minutes of the entire meeting, together with printed copies of the proposed constitution, to all co-operative elevators or farmer-owned elevators in the State immediately, as twenty elevators had signified their willingness to join and assured the Farm Bureau that they would send a representative with authority and the \$200 to a called meeting at Lansing, whereupon the Elevator Exchange would at once come into being.

Interesting remarks were to be heard in quiet groups after adjournment. The promoters were immensely satisfied. A number of unsolicited pledges were made from the floor. Remarks from others less pleased with the spirit of the meeting were:

"It'll be a fat job for the Cadillac potato growers to move down to Lansing and take charge."

"A bunch of robbers—no one will pay \$200."

"Somebody is going to give them a hell of a trimming as soon as they get started."

"I didn't believe they would do it."

"Wait till that bunch of hicks run up against big business."

A meeting of county agents was called at 9 o'clock the next morning for the purpose of lining them all up on this thing, getting them ready to call on all the co-operatives in their counties to "reason the proposition out."

### Late Mercantile News From the Saginaw Valley.

Saginaw, April 6—Roy Hicks, proprietor of the busiest little confectionery store in Bad Axe, is doing some fixing up, preparatory to the establishment of an up-to-date soda fountain. Upon his return from service a year ago, he opened a fruit and confectionery store and it has proved a big success. He is very popular among the young people of Bad Axe and held in esteem by the business men. Mrs. Hicks, a very charming little lady, is always on the job, doing her share toward furthering her husband's business interests.

The Pullman Co. wants to raise the price for sleeping berths. We have it at last—an increase in the price of yawning.

L. H. Wood, general merchant of Cass City, has sold out to C. E. Patterson. Mr. Patterson as a business man is not new to the trade in this hustling little town, having spent the past fifteen years in the implement business, with G. A. Striffler, the firm name being known as Striffler and Patterson. He recently sold out to his partner and bought the above

business. He is well known for miles around Cass City and should prove very popular, especially with the rural patrons, as well as with the consuming trade of the town. S. A. Striffler, who was with Mr. Wood for a long time, will look after the interests of the grocery department to a great extent.

L. Gue, proprietor of Caro's only bakery, is remodeling his place. He has discontinued the soda fountain dainties and lunch counter, owing to pressure in the baking department. He has been in Caro but six months. In that time he has worked up a wonderful trade through his expert knowledge of the baking business. He has gained the confidence of the local merchants who are patronizing him freely. Mrs. Gue has charge of the retail department in baked goods and confections.

Roy Gibbs, manager of the grocery department of Spaulding & Son, Caro, has resigned his position and gone on the road for the Schust Co. covering Caro territory. His home is in Caro.

W. H. Bechtel, former baker of Caro, has opened up a fine up-to-the-minute ice cream parlor and confectionery in connection with his wholesale ice cream business.

It may not cost any more to keep two than one, but the father of a marriageable girl isn't willing to take chances.

The grocery department of Spaulding & Son, Caro, is now looked after by Harold Lewis. He has been in this department since last fall. He is a mighty fine young fellow and we wish him success.

She is a wise wife who pretends to believe everything her husband tells her.

Alston Currier, of Millington, has put in a grocery stock, conducting same in the store adjoining his shoe shop.

Frank Jayne, of Caro, has purchased the grocery stock of George Aldrich. He expects to continue business at the same location. Prior to the war Mr. Jayne was in the grocery business, but when war broke out he answered the call and spent nearly a year overseas. He is well known throughout the community and bids fair to do a nice business. He has the best wish of many of the traveling men and friends.

L. M. Steward.

### Easter Music—April 4, 1920.

Written for the Tradesman.

Like sunlight on the mountain tops  
Like sunbeams through the vale  
Like zephyrs when the starlight drops  
Like echoes in the dale  
The harpist's strings held me entranced  
In those glad Easter hours  
When in their joy the lillies danced  
To tell a Christ was ours.

Nor less aware a Christ was here  
The violin gave forth  
A story true in tone so clear  
It told of all His worth.

Then too rang out the Easter Bells!  
Nor silent were for joy  
The choral host—midst organ swells  
For joy! For joy! For joy!

The solo and the sermon done  
There fell like morning dew  
A "Meditation" on the One  
The horn revealed anew:  
The Loveliness of Love to men  
Once lost to earth awhile  
But now indeed is born again  
And does a world beguile.

Through all the spell had we been led  
Not where was deep despair  
As though we had a Saviour dead  
For He was risen there.

Charles A. Heath.

The Kellogg, Burlingame & Lowe Co. has changed its name to the Kellogg-Burlingame Co.

The Western Electric Products Co. has increased its capital stock from \$6,000 to \$10,000.

The DeLuxe Upholstering Co. has increased its capital stock from \$30,000 to \$60,000.

# Selling a New Account

In opening a New Account the amount of profit is not a large item, but the big question is, Have We Made a Customer?

To the customer an order is simply an order—just one out of the many.

To us an order is an obligation that we have assumed.

We must justify the faith placed in us by the customer. We must Make Good

We must render a Service that will Satisfy, so that the order becomes in a sense an introduction that leads to a Business Friendship.

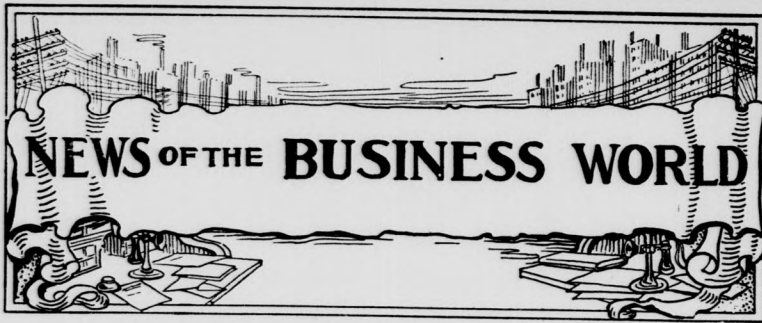
We will not knowingly allow anything to cloud this principle.

We endeavor to ship the best goods the market affords, at a fair price, and by the best service possible, but—occasionally some one makes a mistake—that's human. In such an event you are conferring a favor on us by telling us about it promptly.

**WORDEN GROCER COMPANY**

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



### Movement of Merchants.

Coldwater—Grant Eaton is remodeling and enlarging hotel Grant.

Casnovia—F. C. Vanderbelt succeeds the Kuyers-Longwood Co. in general trade.

Jackson—E. J. Pierce has sold his grocery stock to his brother, Frank Pierce.

Manistee—August G. Heuck succeeds Heuck & Newberg in the grocery business.

Detroit—Heyn's Bazaar Co. has increased its capitalization from \$225,000 to \$250,000.

Whitehall—George H. Nelson has sold his stock of general merchandise to Edward A. Carlson, his clerk for many years.

Kingsley—B. H. Snell succeeds Tony Doneth in the grocery and crockery business.

Sturgis—The Citizens State Bank has increased its capitalization from \$75,000 to \$100,000.

Kalamazoo—The Elam Paper Co. has increased its capital stock from \$150,000 to \$300,000.

Oakwood—The American State Bank has changed its name to the Oakwood State Bank.

Lansing—The Moneyworth Shoe Co. has increased its capital stock from \$3,600 to \$6,000.

Mt. Pleasant—William Stevenson succeeds John Hileman in the bakery and grocery business.

Casnovia—E. C. Nason succeeds O. J. Miller in the grocery, ice cream and confectionery business.

Plainwell—The Citizens State Savings Bank has increased its capitalization from \$24,000 to \$50,000.

Morley—Joseph Baxter and brother, of Tustin, will shortly engage in the grocery business at this place.

Port Huron—The Robin-Lawrence Motor Sales Co. has changed its name to the Robin Motor Sales Co.

Muskegon—John Kolkema, grocer at 20 First street, has inaugurated the cash and carry policy in his business.

Rochester—Green's grocery stock has been taken over by a corporation of D. U. R. men, consisting of 250 stockholders.

Carson City—Charles Wellwood has taken possession of the jewelry stock which he recently purchased of George E. Flint.

Prattville—E. D. Towne has sold his stock of general merchandise and groceries to Clinton Holland, who has taken possession.

Lansing—Alex E. Rosenthal has leased the store building at 624 East Michigan avenue and will occupy it April 10, with a stock of automobile accessories, tires and tubes.

Saginaw—The Central Lumber Co. has been incorporated and engaged in business April 1, at the corner of Park avenue and Phelon street.

Jerome—George Moorehouse has sold his store building and stock of general merchandise to Wilmont Cooper, who has taken possession.

Kalamazoo—The M. & T. Battery & Electric Co. has been incorporated with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in in cash.

Bear Lake—E. O. Thompson has consolidated his meat stock with the grocery stock of Gus Schrader and the business will be continued under the style of Thompson & Schrader.

Detroit—The Westminster Fruit, Vegetable, Fish & Poultry Market has been incorporated with an authorized capital stock of \$4,800, all of which has been subscribed and paid in in cash.

Ludington—Quigley & Son, grocers at 519 South James street, have sold their stock to Edward Dutch who will continue the business under the style of E. Dutch & Co. Grocery.

Detroit—The Wolverine Painting & Decorating Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and \$500 paid in in cash.

St. Louis—The Louis Mercantile Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$9,325 paid in in property.

Nashville—C. H. Tuttle, administrator of the estate of V. L. Roe, has sold the meat market outfit to Vernard E. Troxel; formerly of Hastings, who will conduct the business under his own name.

Grand Haven—The Addison & Kilean House Furnishing Co., Inc., has changed its name to the Addison, Pellégrew, Colson House Furnishing Co and increased its capital stock from \$5,500 to \$25,000.

Hillsdale—J. B. Hallock has sold his interest in the drug stock of Goodrich & Hallock to Charles & Leo McSherry and the business will be continued under the style of Goodrich & McSherry.

Detroit—The Royal Heating Co. has been incorporated to deal in heating plants, plumbers' supplies, etc., with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Standard Units Corporation has been organized to deal in automobile parts, accessories and supplies, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Manistee—Lloyd & Smith have

merged their plumbing business into a stock company under the style of Lloyd & Smith, Inc., with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in, \$223.86 in cash and 29,776.14 in property.

Petoskey—The Bump & McCabe Hardware has been merged into a stock company under the style of the McCabe-Boehm Hardware Co., with an authorized capital stock of \$70,000, of which amount \$50,500 has been subscribed and paid in, \$13,479.08 in cash and \$37,020.92 in property.

Mason—J. B. Dean, formerly cashier of the First State and Savings Bank, of Mason, and who for the last year has been connected with a wholesale shoe house in Toledo, has returned to Mason to become a member of the Parsons-Dean Co., automobile and tractor dealer. The company expects to build an addition to its service station this summer.

Tecumseh—Fred Aldrich, senior member of the firm of Aldrich & Son, grocers died April 2 of pneumonia, after a sickness of less than two weeks. Mr. Aldrich was 53 years old. He was born and grew to manhood in Brooklyn, Jackson county, and his life had been spent in Brooklyn, Adrian and Tecumseh. He was a man who was successful in business. While his business and family were always first with him he was a man who made friends with all with whom he came in contact. His hobby, if he had one, was fishing. He and his son owned a cottage at Wamples Lake, where they spent their spare time during the summer season.

### Manufacturing Matters.

Muskegon—The Michigan Bread Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The Triangle Battery Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in, \$637 in cash and \$363 in property.

Detroit—The United States Roofing & Paint Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and \$11,000 paid in in cash.

Highland Park—The Highland Park Creamery Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$32,000 has been subscribed and \$25,000 paid in in cash.

Adrian—The Anderson Ice Cream Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,610 has been subscribed and paid in, \$1,153 in cash and \$6,457 in property.

Detroit—George A. Gloor has merged his tools, dies, patterns and machine shop business into a stock company under the style of the George A. Gloor Co. with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in property.

St. Joseph—W. R. Mathews & Son have merged their foundry and machine shop into a stock company under the style of the Advance Foundry Co. with an authorized capital stock of \$20,000, of which amount \$16,700 has been subscribed and \$16,500 paid in in property.

Kalamazoo—The Kalamazoo Blow Pipe & Sheet Metal Works has merged its business into a stock company under the style of the Kalamazoo Blow Pipe Co., with an authorized capital stock of \$10,000, of which amount \$5,800 has been subscribed, \$100 paid in in cash and \$5,220 in property.

Mt. Clemens—The National Candy Company, which is completing its factory here, expects to be in production by May 1, with a payroll of 300. Equipment from the Detroit plant, which will be abandoned, is being shipped to Mt. Clemens. The Detroit sales branch will be discontinued, the Michigan business to be handled from Mt. Clemens and Grand Rapids.

Lansing—F. W. Redfern, alderman of the Seventh ward, who has been the traveling representative of the International Harvester Co. for the last sixteen years, has resigned and formed a partnership with his son. They have obtained the distributing agency of Transport trucks for the following eleven counties: Ingham, Jackson, Eaton, Calhoun, Kent, Ionia, Clinton, Shiawassee, Livingston, Muskegon and Oceana, with headquarters in Lansing.

Ishpeming—Negotiations have been completed whereby the Marion Toy Co., now operating in Marion, Ohio, will transfer its activities to this city, and the name of the concern will be changed to the Ishpeming Toy Works. John N. Olson, Secretary of the Ishpeming Industrial Association, and Attorney C. B. Randall have been in Marion the past several days attending to the final details of the transaction. A new organization is to be formed to take over the company, with Mr. Emerson, the owner of the Marion company, as manager. Ishpeming residents have taken stock in the Ishpeming Toy Works to the amount of \$40,000.

Allegan—Announcement is made by Burrell Tripp that he is to sell his mercantile business and devote his entire time to manufacturing shock absorbers for ford cars and automobile locks. Mr. Tripp came to Allegan twenty-five years ago and bought the book store of the late George Adams. He at once added a stock of drugs and from time to time has increased the variety of his lines until the store has become one of the largest in Allegan county and western Michigan. His wonderful success is largely due to the unique manner in which he advertised his business. He has been one of the most liberal users of newspaper space and every assertion made over his signature has been backed up with realities. Mr. Tripp is bringing all his interests from Detroit and it is hoped he will be as successful in manufacturing as he has been in merchandising.

S. Ybena succeeds C. F. Her in the grocery business at 955 Division avenue, South.

**Review of the Produce Market.**

Apples—Northern Spy, \$4.50@4.75; 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 steady, prices ranging about the same as a week ago. The make has not increased to any extent during the past week. All grades of fresh butter are selling on arrival and stocks of storage butter are diminishing steadily. The market is in a healthy condition at the moment, but we can look for an increase in the production and slightly lower prices in the near future. 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 33c for packing stock.

Cabbage—\$7 per 100 lbs. for home grown; California, \$5.25 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, \$6.50 per crate of 3, 4 or 6 doz.; \$5.50 per crate for 8 and 10 doz.

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

Cucumbers—Hot house, \$3.25 per doz.

Grape Fruits—Extra Fancy sells as follows:

36 size, per box	\$4.00
46 size, per box	4.25
54 size, per box	4.75
64 size, per box	5.00
70 size, per box	5.00
80 size, per box	5.00
96 size, per box	4.75

Fancy sells as follows:

36 size, per box	\$3.75
46 size, per box	4.00
54 size, per box	4.50
64 size, per box	4.75
70 size, per box	4.75
80 size, per box	4.75
96 size, per box	4.25

Eggs—The market is steady at prices ranging about 3c lower than a week ago, with a demand that equals the receipts. Quality of eggs arriving is very good. Local jobbers pay 40c for fresh, cases included.

Green Onions—Shallots, \$1.40 per doz.

Green Peppers—\$1.60 per basket.

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

Lettuce—Iceberg \$5.50 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 \$4.75 per bu.; yellow, \$4.25 per bu.

Oranges—Fancy California Navals sell as follows:

80	\$4.50
100	5.25
126	6.00
150	7.00
176	7.50
200	7.50

216	7.50
250	7.50
288	7.50

Choice sell as follows:

80	\$4.00
100	4.75
126	5.50
150	6.50
176	7.25
200	7.25
216	7.25
252	7.25
288	7.00

Parsley—75c per doz. bunches.

Pieplant—California, 15c per lb.

Potatoes—Home grown, \$3.75 per bu. Baking from Idaho, \$5 per box.

Radishes—Hot house, 45c per doz. bunches; large bunches, \$1.10.

Spinach—Texas, \$3.25 per bu.

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

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

**The Grocery Market.**

Sugar—The sugar market is reported in detail elsewhere. The situation appears to be firm all along the line. Raws are constantly advancing and at present the demand is in excess of the supply. No relief appears to be in sight. As the weather moderates the demand for refined sugar also increases and refiners are still considerably oversold, as they have large orders for export to take care of. The large consumptive months are approaching and it looks very much as if the scarcity would at least continue to be as bad as it is now and might even get considerably worse. The American Sugar Refining Co. has increased the price from 14c to 15c and Arbuckle has advanced his price to 16c. Neither refiner is accepting orders for immediate shipment, in consequence of which many jobbers are eking out their supplies by paying 18@20c for sugars at second hand. Local jobbers are asking from 16.45@17.60, according to the asking price when they purchased their supplies.

Tea—The demand still continues small, although jobbers and importers all agree that some business is being done every day. The market, however, is inclined to be firmer, partly on account of the stronger news from abroad, meaning particularly the secondary markets. No important changes have occurred in the tea market during the week.

Coffee—The market has been rather weak during the week, owing to the speculative movements in futures, which showed a considerable decline. No decline of any moment occurred either in Rio or Santos, although Rio grades were undoubtedly a trifle easier. Santos grades about unchanged for the week. No change occurred in mild grades during the week, but they continue quiet and not overly strong. The present undertone of the coffee situation is undeniably weak. However, the speculators are now depending on the strike in Brazil to boost the market. Their expectations may or may not be realized.

Canned Fruits—There is very little trading in California pears as stocks are not available. Peaches are want-

ed and several good sized blocks were sold last week. Extra and extra standard No. 2½s and No. 10s were taken, but standards were dull. There are a great many lines which are misbranded as to quality. Apricots are not wanted and pineapples are moving steadily on the best stock, but quiet on poor and average grades. Apples are in better demand, but the difference in price is still blocking trade as buyers and sellers are too far apart to do much business.

Canned Vegetables—Price of fancy Maine corn for future delivery was opened last week at the same price as last year, much to the surprise of the trade, as it is well known that the cost of packing will be increased materially. Sales are being made freely. The Government has given what is definitely believed to be as near their total stock of tomatoes as it is possible for their system of stock-keeping to obtain. The total amount is less than 200,000 cases, and with the light stocks of the jobbers there should be an acute shortage of tomatoes before the new pack, even with the lightest kind of a demand. Beyond this there has been nothing of special interest in the market. Tomatoes at the moment are still cheap and weak and corn only a little less so. Peas are perhaps the most active line at present, fancy peas being about out of the market.

Canned Fish—The situation in salmon shows no change, except perhaps a little speculative buying. Present prices are below the cost of new goods and the trade seem to be taking more interest on that account. There is a great deal of backing and filling in the salmon market, especially in red Alaska, and the trade do not feel sure as to what is going to happen. Chums and pinks are still cheap, with a weak tendency. Red Alaska from the Government's surplus is selling down as low as \$3.30 in a large way, but in regular holders' hands the market is unchanged around 3.50@3.60. There is some demand for Maine sardines, which rule at unchanged prices. Imported sardines are scarce and quiet. Canned tuna fish unchanged and steady.

Dried Fruits—The reports from California that the lack of rain early in the season will lead to a probable shortage of the larger sizes of prunes has tended to add to the value of last year's pack of this type. Following prunes, apricots have improved in tone and demand. The shortage of Bleinheims is becoming more pronounced, causing more demand for Northern packs. Southern are dull, but there is some outlet for them among the buyers for the cheaper trade. Raisins have moved quietly at the reduced prices which followed the receipt of foreign goods and of reshipments from abroad. California packs are moving in a moderate way at the quoted prices. The Coast is about cleaned up and with only light spot stocks distributors do not expect much lower prices. Currants are running parallel to raisins, but easier as stocks are not in such urgent demand. The better grades are

steady while lower grades are inclined toward weakness. There has been little call for peaches and pears. The usual pre-summer call has not made itself apparent as yet. The outlet for figs has increased somewhat, due to the normal growth in demand at the opening of spring. Dates are on a lower basis of prices.

Sauerkraut—There is very little doing at present. Most distributors are reducing their stocks as the period of heavy consumption is over. This applies with especial force to bulk. Imported sauerkraut is not wanted by many buyers. Canned kraut is stagnant and easy.

Pickles—The absence of a surplus of stocks with which to fill orders and the difficulty in making deliveries because of the railroad situation are a handicap to trading. All kinds of sour pickles, especially small and large, are firm. Sweet packs are entirely inadequate on spot and at other points. Salt grades are in sellers' favor. Primary points are all closely cleaned up.

Olive Oil—A firmer tone is accompanying the better movement which set in at the opening of spring, but there have been no radical changes, although holders of good grades are not inclined to sell freely. Spot stocks are light, except of the cheaper grades which are not wanted. The movement from Spain is moderate.

Olives—No large jobbing orders are being placed with importers, but the movement from second hands into retail channels is fair for the season. Prices are held unchanged with a steady tone prevailing. Consumption, which had been somewhat curtailed, is improving. The Seville market is firm.

Cheese—The market is barely steady at prices ranging about the same as a week ago. The stocks in storage are reported to be considerably in excess of anything we have ever had at this season of the year. The season is approaching when they are likely to start making cheese and the prices on old goods is likely to decline.

Provisions — Everything in the smoked meat line is firm. Pure lard is firm at about ½c higher than a week ago, with a light demand. Lard substitute is steady at unchanged prices, with an extremely light demand, owing to the fact that it is being held for sale at a higher price than the pure product. Dried beef, barreled pork and canned meats are all unchanged and in light demand.

Salt Fish—Finer grades of mackerel seem to be comparatively scarce, but the public are not taking them on that account in spite of the prediction of higher prices by holders. The mackerel situation is not overly strong. There is considerable cheap mackerel on the market, but nobody seems to want it.

We cannot be successful in anything these days if we attempt it in a half-hearted way. The battle is too severe; competition too strenuous. There is no success which is not built up of the red blood, the vital force and the compelling personality of the man behind it.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, April 6—Grand Rapids Council was called to order in due form at 7:45 sharp by our worthy Senior Councilor, Joe Vander Meer, this being the first Council meeting after the installation of the new Council officers and with every new council officer in his respective station—a record of which we feel justly proud. We wish to thank each and every one of them for the good work they displayed. A good airing was given the coming Grand Council meeting, to be held at Detroit in June, and from all indications and the lack of enthusiasm this is going to be a very tame and poorly attended affair for Grand Rapids Council, unless there is more pep shown at our next regular meeting. Grand Rapids Council, for the first time, will have to take a back seat. Men, boys, you know we do not want this to happen, so let us all get together and put our shoulders to the wheel, boost this convention to the skies and put Grand Rapids in the running. Upon the suggestion of the chairman of the baseball committee, it was put to a vote to hear suggestions from the brothers present if we are to have a baseball team in the field this year and, after all was said and done, we will not have a baseball team on account of the high cost of baseball equipment. Our initiatory work was interesting and snappy from the very start, especially to the six candidates whose names follow: Joseph T. Stevens, Alfred A. Turner, William H. Morse, Jacob Vander Molen, G. W. Shannon and W. R. Lynn.

Brothers and friends, please bear in mind that next Sunday is Memorial Sunday for Grand Rapids Council at our Council chambers and it is the wish of our worthy Senior Councilor that each and every one of us be present. The officers and the memorial committee are working hard to make this a very impressive gathering, so let us all come who can and pay our respects to our worthy brothers who have passed beyond the Great Divide.

Salesman George Smith deserves an unusual lot of credit for the bravery and nerve he displayed a few weeks ago while he was delayed one day at Trout Lake. This wonderful piece of brain work has just come to light, otherwise, dear friends, you would have been informed before. After spending all day and having a very interesting and enjoyable conversation with a newly-made friend who led George to believe he was a dear friend to the family and very wealthy, also, both George's parents and his having been brought up together in Scotland, along came a big guard and informed George's dear friend it was time he was taking him back to the Newberry asylum. Never mind, George, this is liable to happen in the best regulated families.

Edward Winchester and Terry Barker are in Winter Park, Florida, where they went to join their families. They are all expected to return about April 14.

William G. McKinley, the promising young salesman for the Kent Storage Co., of Grand Rapids, died Tuesday morning of last week at his home, after an illness of only a few days. Mr. McKinley was born at Ridgetown, Ontario, Canada, Jan. 15, 1887. He died Tuesday, March 30. Mack, as we all called him, was one of our bright and promising new members and we all looked forward to the time when he would be in one of the officer's chairs and we are all sure he would have done his best, as he lived the life of this grand order. Judged by the good deeds he did during his short life in Grand Rapids and his sterling character, he will be missed by a host of staunch friends in the grand commercial army of traveling men. His death is a great loss to the U. C. T. fraternity.

Saturday, April 10, will be the last of the winter's dancing parties. Every one of the old standbys should be

sure to come and bring a friend, so we can make this a good old fashioned round-up of fun and mirth.

Mrs. H. A. Gish is spending a few days with her sister, Mrs. E. G. Hamel, at Waukesha, Wis.

From the way it looked last meeting night the penny collection will have to be turned over to a fund to buy some of our members bread, butter and the children new shoes.

W. M. Robinson has been laid up with illness at his home for a short time. He was missed at the piano during the initiation work at the last Council meeting.

Mr. Hansen, of Hansen Bros., Muskegon, was seen one day last week flirting with his trout catching outfit.

"If your baby is undersized, feed it canned tomatoes," says one expert. This will give it, no doubt, a chance to ketchup with the other babies.

A model of cleanliness and properly displayed goods can be seen at the Britton grocery, Muskegon. This, no doubt, can be accounted for by the good judgment of Mr. Britton and his worthy clerk.

Mrs. Guy W. Rouse left Monday for a two months' visit to her uncle in Idaho and her sister in California. Mr. Rouse accompanied her as far as Chicago.

Lee M. Hutchins writes that he is completely captivated by the climate of California.

Harry T. Stanton (Judson Grocer Company) is spending a month with his daughter at Fresno, Calif. Mrs. Stanton preceded him some weeks ago.

Amos C. Smith, President of the Smith Mercantile Co., Plainwell, has purchased the Bellinger residence on Fifth avenue, Plainwell, and will take possession of his new home May 1. At the annual election in Plainwell Monday he was elected President of the village, plainly showing the esteem in which he is held by the citizens of the town.

Ruel Smith (Smith Mercantile Co.), Plainwell, has constructed a new automobile on a ford chassis. It is a rakish looking car and goes like the wind.

Charles Christenson, the Poo Bah retail grocer of Saginaw, and Rudolph Otto, traveling representative for Symons Bros. & Co., wholesale grocers of Saginaw, are in Grand Rapids for a week or ten days, testing the merits of one of our remedial institutions.

Kalamazoo Council, U. C. T., proposes to hold a dance in the Auditorium April 16, for the benefit of the children's summer vacation encampment at Pretty Lake, about eight miles Southwest of Kalamazoo. This encampment was established by Eddie Desenberg and cares for about 100 poor children each summer. It is one of the popular charities of the Celery City.

A. W. Preap has sold his grocery stock at Caledonia to J. S. Peet, formerly of the firm of Stanton & Peet. Mr. Preap will go on the road. He made a good reputation as a retail grocer.

Miss Elsie Helen Berg, daughter of the well-known crockery and glassware salesman, has returned to her home after six weeks' stay at St. Mary's hospital. L. F. Stranahan.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, April 6—The gentle spring brings back to our city D. H. Moloney, the popular clothier, from the Sunny South, where he and Mrs. Moloney spent the winter. He likes the South during the winter, but says that they must go some to beat the beautiful summer in the Soo.

J. R. Kaye, the well-known butcher at Pickford, has sold out to W. Fair, who will continue the business at the old stand. Mr. Kaye has not as yet said what he will do in the future. The store has always done a thriving business and, as Mr. Fair comes highly recommended, his future success seems to be a foregone conclusion.

Pluck loses no time on account of hard luck.

Herman Roe, one of our former meat men, has returned to the city, after spending the winter in various parts of the State, looking for a location. He has accepted a responsible position with the Soo Mercantile Association. Herman says that the Soo looks better to him now than it did when he left.

Escanaba is to have a new million dollar dam to furnish power for the new paper mill. The dam will develop an additional 6,000 h. p. to be placed at the disposal of the Paper Co. and other industries of that city and surrounding district.

Fishing was good at Manistique last week after the dam gave away and the flooded district was covered with water. It was some sight to see the people catching large pike on the streets. Eight pound fish were taken at the street curbs.

Sugar, coal, gasoline and railroad fares are to go higher in price. The only thing that has not advanced in price is the wages of sin.

The new Murray Hill Hotel opened the enlarged new dining room on Monday morning to the public. Bob Craib is in charge of the kitchen, having been employed for the past five years as chef at the Park Hotel. He is regarded one of the best chefs in the business. The office space has been enlarged and changed somewhat and the store adjoining has been added, which will be fitted up as a refreshment parlor, so that the tourists visiting the Soo this summer will find one of the best arranged hotels in Cloverland. Neil McPhee, the popular manager is to be congratulated on the improvements, which enable him to take care of the summer business.

When a man gets to itching for office he should get a place on the ticket and then be scratched.

William G. Tapert.

### Manufacturing Matters.

Zeeland—The Zeeland Canning Co. has increased its capital stock from \$25,000 to \$50,000.

Saginaw—The M. W. Tanner Co. has increased its capital stock from \$150,000 to \$250,000.

Cassopolis—The Peck Milling & Coal Co. has increased its capital stock from \$54,000 to \$75,000.

Hillsdale—The Chapman Alamo Light Co. has increased its capital stock from \$10,000 to \$25,000.

Lansing—The Lansing Auto Parts Co. has changed its name to the Lansing Parts Manufacturing Co.

Albion—The Union Steel Products Co., Ltd., has increased its capital stock from \$200,000 to \$500,000.

Ypsilanti—The Clayton & Lambert Mfg. Co. has increased its capital stock from \$500,000 to \$1,000,000.

Battle Creek—The North & Strong Lumber Co. has changed its name to the North-Fischer Lumber Co.

Kalamazoo—The Gerline Brass Foundry Co. has increased its capital stock from \$20,000 to \$100,000.

Detroit—The Holdtite Insulation Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,000 paid in cash.

Detroit—Frank J. Irwin has merged his shoe business into a stock company under the style of the F. J. & M. A. Irwin, Inc., with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Detroit—The C. B. Talbot Trustee Co., wholesale dealer in lumber and wood products, has merged its business into a stock company under the same style, with an authorized capital stock of \$75,000, \$50,000 of which has been subscribed and paid in in property.

The Peake-Vander-Schoor Electrical Co. has increased its capital stock from \$4,000 to \$15,000.

**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



## BANK THE DIFFERENCE

between the cost of time your clerks spend in selling unknown articles and the few moments required to supply well advertised products of acknowledged superiority.

### Van Duzer's Certified Flavoring Extracts

sell without lengthy sales talks. Your customers know them and accept them without question. But better still they make permanent customers of all who try them. It is more profitable to sell goods of this character. Concentrate on Van Duzer's Certified Flavoring Extracts and increase your profits.



**VAN DUZER EXTRACT COMPANY**  
New York, N. Y.      Springfield, Mass.



**Review of Some of the Principal Hardware Staples.**

**Automobile Accessories**—With the warmer weather we had last week, car owners have been busy preparing their machines for the season's use. Accessory dealers note the increase in trade, for all kinds of repairs and fittings are in demand. The high price of new cars is making it more desirable to put the old machine in shape for another season's use, and spring always finds tires and tubes in poorer condition than they were when the car was put away in the fall. Even with the heavy advance in prices of this class of merchandise, sales are frequent and large. Skid chains have taken a decline in price, with no reason being given for this action.

**Axes**—Sales on axes are reported about normal for this season of the year. Jobbers have instructed their salesmen to make a special effort to have dealers order for their fall requirements as early as possible. It is expected that there will be a shortage later on in the season. Stocks are badly broken. Prices are unchanged.

**Bottles**—No letup in the call for thermos bottles is noted, although it is only fair to state that much stock going out of jobbing houses was ordered some time ago. A number of retail dealers report having trouble with bottles made in Japan. These bottles in some instances are found to be broken, and the general belief is that this is due to the form of construction of the bottle. The American product appears to stand up better in shipment and rehandling.

**Chisels**—One of the prominent manufacturers of a popular priced line of chisels has advanced prices on an average of 12½ per cent. and the jobbing trade have made a similar notation on their lists. The higher prices according to the manufacturer, are not due so much to demand as to inability to secure raw materials in desired quantities except at premiums.

**Cooking Ware (Glass)**—The market for glass cooking ware is on a strong basis. At the moment the demand exceeds the supply, but this is largely due to transportation conditions.

**Cutlery**—There is nothing new to report about the cutlery situation. The demand far exceeds the available supply. Manufacturers are further behind with their orders than ever and jobbers' stocks are very low.

**Files**—It is reported that several of the small manufacturers have advanced their prices on files. However, the local jobbers continue to sell files at the old discount and state that they have good stocks on hand and have no reason to complain about delivery from the manufacturers. Sales on files are very satisfactory. Present prices are held very firm.

**Galvanized Ware**—There is nothing new to report except that the condition, if anything, is getting worse instead of better. Jobbers continue to be out of stock on nearly all of the best selling items. Several of the manufacturers have withdrawn from the market entirely, owing to the shortage of steel sheets.

**Garden Tools**—The demand for garden tools is very heavy just now, and stocks are moving fast. With

the favorable weather now prevailing much work is being planned and dealers everywhere anticipate a big business. Prices are strong, and the recent advance of 5 per cent. is being well maintained.

**Glass**—Labor shortage, lack of coal and raw material, still delays the production of glass. The demand continues to be greater than the available supply. Stocks in general are very low and the completion of a great many buildings are being held up owing to the shortage of window glass. Present prices are held firm.

**Hinges**—These articles are receiving more than the usual amount of attention. During the past week nearly every order that was sent out by large jobbers contained some form of hinge.

**Hose**—Quite a distinct improvement in the movement of rubber hose is noted here. The market is not as active as it probably will be a little later for the average consumer has not entered the market for fresh supplies. The bulk of the buying just now comes from people in the automobile business, according to retail dealers.

**Ice Tongs**—A good deal of buying interest has manifested itself during the past two weeks for ice tongs. Prices are firm since the advance of two weeks ago.

**Nails**—Wire and cut nails continue to come forward slowly from the mills. Jobbers feel that this condition is largely due to railroad transportation and that if better service was given the local trade would get more nails. It is believed here that the export demand has fallen off materially during the past month or so, which leads the jobbers to believe that the mills could do better if the railroads did their share. Prices on nails continue to be governed largely by purchase conditions owing to the large number of back orders in jobbers' hands. The American Steel and Wire Company claims to be manufacturing 35,000 kegs of wire nails per day and are allotting them to customers on back orders according to the relative importance of the work in which the nails are to be used.

**Paper**—There is no change for the better in the paper situation in this market. Red rosin paper, deadening felt and some of the insulating papers are practically off of the market and local paper houses here give no hope whatever when new stock may be expected. They state that due to the scarcity of raw materials it is impossible to continue the manufacturing of many of the items previously handled. Prices, however, are still holding as last quoted.

**Pliers**—The cheaper grades of pliers appear to be a little more plentiful, but the better kinds continue scarce, especially the popular styles. Manufacturers are operating plants at capacity trying to make some headway against orders booked, but labor conditions and the scarcity of raw materials are serious drawbacks to normal manufacturing operations.

**Rivets**—A further increase in the price of rivets will be made shortly. Stocks are in fairly good shape, though there was a heavy demand for small rivets during the past fortnight,

with the result that some jobbers found it necessary, in order to take care of their customers, to have them shipped in by express.

**Rope**—The rope market in this locality is somewhat, apathetic partly because of the recent price advances and also because of the desire on the part of many to hold off awaiting developments. Some factories are reported to have refused to take any more orders until they can catch up on orders already long overdue. It is rather improbable, under present conditions, that there will be any reduction in the price of manila rope for some time.

**Solder**—Price of solder shows a slight decline from price quoted a week ago. Sales so far about normal but stocks are rather light due to the inability to obtain prompt shipments from the mills.

**Stones**—Scythe and similar stones manufactured by the Pike Mfg. Co., Pike, N. H., have been advanced about 20 per cent. This action undoubtedly was necessary because of the impossibility to quarry during the past winter months and to the steady rise in manufacturing costs.

**Wire Cloth and Poultry Netting**—There is a big demand for these items and great difficulty is being experienced in securing deliveries. While

prices remain the same as those last quoted, an advance is scheduled, to be put into effect by the end of this week. This refers more particularly to poultry netting, which is now in big demand with the supply very short.

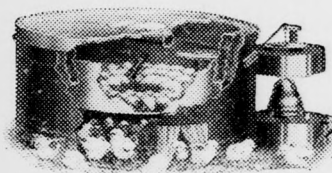
It is a mighty good plan to get people who come into the store to linger long enough to get their eyes on something besides just what they came in to buy.



**Wool Soap**  
Toilet and Bath  
Woolens and Fine Fabrics

**Toilet and Bath**

**Simplicity Incubators**  
"HAVE NO COLD CORNERS"




**DEALERS**  
CAN MAKE A  
**GOOD PROFIT**  
SELLING  
**Simplicity Incubators and Brooders**

We want one dealer in every town to sell SIMPLICITY INCUBATORS. If the SIMPLICITY is not sold in your town you will do well to put in your order and secure exclusive sale in your city.

QUICK TURNOVER and PROFITABLE SALES and you do not need to carry a large stock of machines as we always have them on hand for prompt shipment.

The SIMPLICITY INCUBATOR is a well made machine, dependable and fully guaranteed, easily sold. You get your money back quickly with a nice profit added. No complaints—no comebacks. We co-operate with our agents.



**THE SIMPLICITY BROODER STOVE**  
is not only easier to handle but is positive in action. The Simplicity catalog tells why this all-fuel, airtight, light-weight, long-life, round, steel stove is better. Write for folder catalog to-day.

**THE EDWARDS & CHAMBERLIN**  
HARDWARE COMPANY

**KALAMAZOO MICHIGAN**

**WHEAT MARKET CONJECTURE.**

A great deal of discussion is going on at present in regard to the probable price of wheat after June 1, when the Government's wheat guarantee expires. Conditions are such that nothing more than a guess can be hazarded. There are many factors at work that will have more or less influence. Prices might be \$1.50 or \$2 or \$2.50, or even higher, depending partly upon how the winter wheat crop develops from now on and how the spring wheat crop starts. The acreage question is also a most important consideration. The opening speculative trading in wheat will have its effect and, in fact, be a big influence in price-making.

How soon trading in future contracts is to be resumed on the Chicago Board of Trade no one knows definitely, except, perhaps, Julius H. Barnes, Wheat Director, who is trying to plan definite steps with the proper authorities. All leading exchanges will probably be considered in conferences before final steps are taken.

The size of the carryover of the 1919 crop will be a factor in price making. The quantity of flour held by consumers, and wheat and flour holdings by the Grain Corporation, will also have to be taken into account, so that no one is in a position to predict a price for wheat when normal conditions prevail.

Six months ago many people feared that the Government would lose \$1,000,000,000 because of the size of the wheat crop, which resulted in nearly 1,000,000,000 bushels as the season's supply. The foreign demand was disappointing, and European consumers, for whom the large acreage was planted in the autumn of 1918, turned their buying to Argentina and Australia because they were able to get their supplies in those countries at lower prices. A drop in foreign exchange to unprecedented levels made the outlook very dubious for the Grain Corporation's profits, and Mr. Barnes in a circular sent out in January warned the trade of the possibility of a large carryover, and appealed to the public to buy the large stock of flour that the Grain Corporation had secured.

Reopening of trade with Germany through other countries has helped somewhat, and the move to sell on credit 5,000,000 barrels of the Grain Corporation's flour to Austria, Hungary and the other starving countries in that section of Europe will assist in disposing of the supplies and shift the responsibility for any loss on Congress, so that the Grain Corporation may be able to make a better showing in its wind-up than appeared possible earlier in the season. The Grain Corporation has disposed of its wheat to millers, although a large part of the quantity sold has not been delivered, owing to congested transportation facilities. All these influences combined would hardly have served to keep wheat above the guaranteed price so long, and possibly they would not keep it above that figure long after next June, if related conditions were normal. But wheat, like other commodities, has felt the effect of mone-

tary inflation, high costs and free spending on the part of the public.

Even now the Government is not wholly out of the woods on its wheat venture. In disposing of its wheat to millers the liability of the Grain Corporation was reduced. Instead of taking its loss in wheat, the Grain Corporation will assume it in flour, unless it can dispose of its entire stock now on hand and to be purchased from the millers under the promise given them when they bought the Government's wheat that they would be "protected." Exports of wheat and flour have fallen off materially, as compared with last year, and it is not expected that they will reach anywhere near 200,000,000 bushels, while for the season of 1918-1919 total exports were 287,438,000 bushels. Exports for the present season to March 12 aggregate 144,061,000 bushels, compared with 207,001,000 bushels in the same period last year.

Estimates as to the quantity of wheat to be carried over July 1, 1920, range from 75,000,000 to 200,000,000 bushels. One statistician says that on March 1 there were 260,000,000 bushels available for export and the carryover. On this basis, allowing 20,000,000 bushels a month for export for four months, there would be 180,000,000 bushels left.

Discussing the possibility of a considerable carryover the Government's Market Reporter says: "As a partial offset to the large amount, there is a prospective small spring wheat acreage and poor winter wheat condition, caused by insufficient moisture last fall and winter. Should there be a material shortage in the winter wheat states, the big carryover will not be burdensome as a market factor." At the same time it says: "Owing to an abundance of snow and frost on the ground, soil conditions in the spring wheat States are such that a heavy spring wheat yield may be produced on a decreased acreage."

**THE TRUTH ABOUT EVIDENCE.**

Evidence is that portion of the truth which your lawyer thinks will impress the judge or jury in your favor. Any other portions of the same truth must therefore be irrelevant and immaterial and should not be admitted as evidence. Thus evidence is both part truth and partial truth.

The theoretical purpose of evidence is to bring out the truth, the whole truth and nothing but the truth. In legal practice, however, it is used to emphasize unduly certain portions of the truth, to color other portions so as to imply things that are not the truth and to cover up the rest of the truth.

There are several kinds of evidence. Circumstantial evidence has probably convicted more innocent parties than any other kind. Documentary evidence has no doubt convicted more guilty parties than any other kind. And counter evidence cannot always be made to count.

Truth crushed to earth may rise again, but not if your lawyer's objections are sustained by the Court. Verily, the seeker after truth has no business in a modern courtroom.

**HELP STARVING ARMENIA.**

Two thousand years ago Jesus Christ was betrayed for thirty pieces of silver and crucified, and to-day, two thousand years later, Christ is still being crucified in the plains of Armenia, where the oldest Christian nation in the world, bent but unbroke under centuries of persecution, and still stubbornly refusing to renounce the Master for the heresies of Mohamet, is literally bleeding to death because no nation has yet had the moral courage to rescue her from the unspeakable horrors of Islam. And if the lamentations of Armenia resound more loudly now, it is but her agonies that speak and not her faith that falters, even as Jesus in the unbearable torture of the Cross cried out: My God, My God, Why hast Thou forsaken me!

Crucified in the bodies of her men who prefer the bayonet and the bullet to the alternative of renouncing their faith—crucified in the tortured and outraged bodies of her women, who suffer the unspeakable iniquities of the Turk rather than embrace his creed—crucified most terribly of all in the orphaned and starving condition of her children, Armenia appeals to America for aid, that the last remnants of her people may have a rag for their bodies and a crust for their stomachs to endure their intolerable martyrdom.

The worst enemies of America can never charge her with turning a deaf ear to suffering, within or without her own borders. Two millions of Armenians are alive today because of American generosity. And if American generosity can save starving and stricken Armenia in her greatest hour of peril, it shall be done. But the response must be as immediate as the need is. Every hour is precious in getting succor to the stricken victims of the Turk. Their bodies are racked with hunger and suffering, and their minds numbed with the horror of waiting still another hour for relief.

Colonel William N. Haskell, America's High Commissioner in Armenia, reports that 800,000 people in the Caucasus will perish from starvation before the next harvest unless American relief is unremittently maintained. Mr. Hoover says that in the Near East is the most desperate situation in the world.

In this crisis, we appeal to you to give help to Armenia—we appeal to you in the name of pity and compassion—we appeal to you in the blessed name of little children, helpless, homeless and hungry, orphaned by murder, tortured by starvation and herded like cattle, wandering aimlessly for a place to die.

\$5 per month provides food for one Armenian child.

\$10 per month provides food, clothing and shelter.

\$15 per month provides food, clothes, shelter and school.

Send your money to Near East Relief, 1 Madison avenue, New York.

**THE CLEVELAND PLAN.**

Cleveland, which is not a distant neighbor of Detroit, is now trying to work out a community industrial plan which, it is hoped, will make for

pleasant relations by providing mutually satisfactory conditions. The machinery which is working on the new idea is termed a committee on labor relations, made up of business men, manufacturers and representatives of labor.

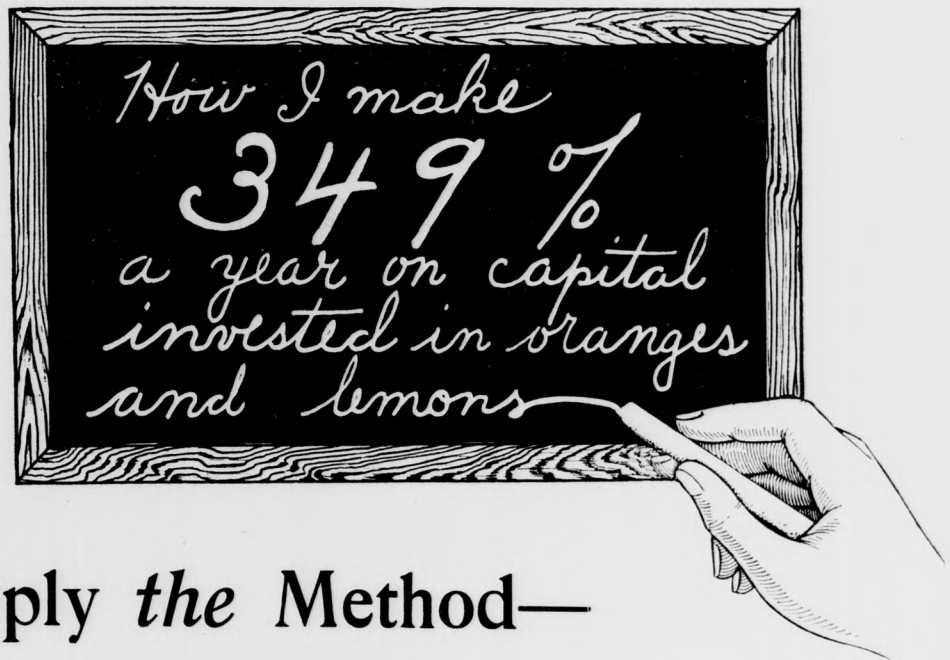
Apparently it has been the purpose to construct a plan which will be equally applicable in organized or unorganized industries. "Representative negotiations" is the term recommended instead of the phrase "collective bargaining," but the actual difference of significance is perhaps not great. The outstanding feature seems to be that differences are to be adjusted by negotiation rather than by ultimatums and strikes. It is a provision of the scheme that employers take employes into their confidence and allow them to understand something of the details of operations.

Other conspicuous features are the recognition of the eight-hour day, acknowledgment of the public's right to continuous service and the absence of anything resembling coercion. Neither open nor closed shop is treated as compulsory, but is left to the mutual agreement of those directly concerned. Details of controversies are to be published for the information of the people. The cost of living is given first place in the consideration of wage adjustments, overtime work is discouraged and the Saturday half holiday favored.

Perhaps the most noteworthy feature of the plan is its suggestion of conciliation and reasoning together. Other provisions may not be so important, but where the get-together spirit prevails it will always be less difficult to adjust possible friction.

**CANNED GOODS SITUATION.**

Judging by the attitude of the average canner, a curtailed production of tinned foods, in some commodities at least, is apt to occur this season as a result of the unsatisfactory sale of last year's pack and the lack of interest in futures. The canner says he will not operate in the face of a possible loss because of the high prices he is forced to pay for raw material and other operating costs, and lacking contracts for futures of the usual volume, he is not in a position to seek financial assistance from his banks. Many canners are already talking of curtailed production, and while the extent of this possible reduction is discounted by the trade here on the ground that it is more or less propaganda in the interest of the canner, still it must be admitted that there is a certain amount of truth in the canner's statements. The situation can best be remedied, many factors think, by improving the spot market for all canned food products. There is only a nominal interest on the part of the purchasing trade. In fact it is and has been for some time a buyer's market. Until spot stocks show more activity and are on a higher price level, futures of all packs will not be traded in freely enough to make the line as a whole show a healthy tone. The problem is in making a more active spot market when the buyer is conservative even when prices are in his favor.



## You Can Apply *the* Method—

**T**HIS is what scores of merchants—small and large—would say if you could ask them about their business in oranges and lemons:

“I make 349% per year on the capital I invest in oranges and lemons, and this is how I do it:

“I buy these fruits only in such quantities as I can *sell out clean* each week.

“I work on a margin of 25% on sales, or 33 $\frac{1}{3}$ % on the invoice cost.

“I figure my operating expense at 16 $\frac{2}{3}$ % on sales, and add 3 $\frac{1}{3}$ % for shrinkage, even though shrinkage is reduced to practically nothing when the goods are turned 52 times a year.

“This allows me an absolute 5% net profit on sales each week.

“But 5% net on sales each week on a weekly turnover basis, is nearly 349% on the invested capital per year.

“Sometimes I buy a little short each week, making a more rapid turnover and, thus, more than 350%. But as a usual rule I plan on 52 turnovers, always figuring to get that weekly 5% net on sales.

“Note that I do *all* my figuring on the *selling price* and never on the *cost*.” Most retailers who fail—and we believe this is a conservative estimate—fail because they figure the other way.

You will succeed if you display oranges and lemons, place your margin at 25% on the selling price, and *sell out each week* or oftener. That margin permits reasonable retail prices which tend to increase the consumption of these fruits.

These are the simple rules that scores of retail merchants follow, and with marked success. They are not our own ideas, merely, but are the figures of expert retailers who have given them to us. They are set down here for your benefit.

## Write for Free Display Material

We send highly colored display material free to retailers who request it. We also answer any questions as to retailing methods that a dealer may care to ask.



Mail the coupon for an interesting new book about fruit displays—we include also our “Display Material Option List,” which permits the selection of attractive cards for counters and windows and other selling helps. Send it now while you think of it.

### California Fruit Growers Exchange

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

### California Fruit Growers Exchange Dealer Service Dept.

Los Angeles, California.

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

Name .....

Street .....

City ..... State .....

**Study of Human Nature Necessary to Shoe Merchant.**

A store's success and growth depends on the percentage of customers pleased with the service and merchandise, and who go out satisfied.

It is essential that there be an atmosphere of hominess to the store itself, but almost one hundred per cent. of a store's success depends on the spirit of sincere friendliness and alert desire to serve on the part of the salespeople and the management.

It is important to keep in mind that no store is standing still or just holding its own, and no person is neutral. A store is either making progress or slipping back. The moment you or I enter a store we either like the store or we do not like it, and it is the same with every customer. A sale is either made or lost in two minutes from the time the customer enters the store.

If 85 to 90 per cent. of the customers leave a store satisfied, the store has a wonderful future. No store can please every customer. If 70 per cent. are satisfied, the store will enjoy a fair growth, but if 50 to 60 per cent. only leave the store pleased—LOOK OUT.

The store owners who will impress the salespeople with the fact, and keep in mind every minute of every day that every dollar that pays for every luxury, comfort and the daily necessities that the sales people and the store owners enjoy comes from the customer, that the customer pays them all their salaries, that the customer is the person they are all working for, that their success depends en-

tirely on the customer, will build a wonderful business.

Confidence is one of the greatest factors in making sales. People form their opinions and place confidence very largely from the personal appearance of the salesperson. The salesman whose hair is neatly cut, whose collar fits and is up-to-date, whose clothes fit well and whose shoes are carefully brushed, says by his appearance: "I know my business," and he will have more and larger sales when the day is over. Customers will stall and say: "I am just looking around," when in reality they have sized up the salesforce and are waiting for the salesman who looks like he knew his business.

It is very important and essential to know the merchandise you sell and to know all about it, but it is more important to know people.

The salesman who knows his merchandise but does not know human nature will not be much of a salesman. The salesman who knows people and not much about the merchandise will do much better, but the salesman who knows both is a real salesman. When we consider the fact that selling is a salesman's business, that his success depends on his ability to sell, that the home his family lives in and the clothes they wear depend so largely on his ability to judge human nature, which is easy and only a matter of thought and observation, we can see how important it is to the success of the salesman and to the success of a store that the salesman KNOW PEOPLE.

**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

**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.**

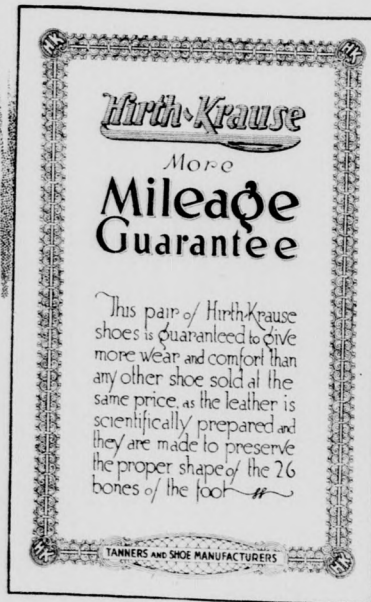
**Here is a line that is an all year round seller, with extra quality and extra value throughout.**

**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.



This more miles per dollar, more smiles per mile campaign in all of the state's newspapers and popular magazines is making Hirth-Krause shoes the most popular seller.

Get in, phone, write or wire.

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

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

There are several books on "Judging Human Nature" written by men who have given the above topic much study, and these books are available to salespeople. In summing them all up we will find there are about five types of people to be dealt with, and the salesman comes in contact with most of them every day. How important it is and how much it would mean to the success of the salespeople and a store if monthly meetings were held to discuss this most interesting topic: "KNOWING PEOPLE."

The management and salespeople whose desire is to make progress should know that sales must be made quickly, and that it should be made easy for the customer to buy. Confusing the customer is a most common fault in most stores. The salesperson who pulls down fifteen garments is making it hard for the customer to make a selection, and it is a long chance whether a sale will be made. A shoe salesman who has ten styles of shoes piled around a customer is in trouble and needs instruction in selling, for the good of himself the store and the customers. The salesman who knows how to size up people will show three styles, talk one and make sales quickly to the satisfaction of the customer and the benefit of himself and the store.

I would estimate that women buy 80 per cent. of all shoes purchased, and in a great many stores such as department stores, the average is larger. If knowing people is important in the success of a store, how very important it is then that a store's policy, its advertising and its salespeople should make the right appeal to women.

It is a proven fact that quality, durability and the practical selling argument is not the selling appeal that influences women to buy. Women take these things for granted. They expect quality and durability. They demand them and if they don't get them, there is trouble. A woman is not so much a judge of quality as she is a judge of human nature. She buys of a store that she has confidence in and a sales person she has confidence in, and she is rarely mistaken.

I am greatly concerned when I think of how many stores have for so many years advertised smart styles with the selling appeal of comfort and service and for so many more years sales people will continue to use selling arguments to women that are as foolish as it is for a salesman to tell a man that a pair of eighteen-dollar shoes has sewed soles.

No better proof is needed than the incident which transpired in one of our large and well-known concerns, that spent thousands of dollars in drawings, plates and advertising of household utensils, with the selling appeal of utility and convenience. They discovered to their dismay that women knew all the things they were trying to tell them, but that this selling appeal did not make sales. After destroying all their handiwork, they made other drawings and started over again with illustrations and advertising that convinced women how

pretty said toaster would look on their dining room table and said something else would enhance their kitchens and they bought.

The store that would get the lion's share of the women's dollars should know that women trade with the salesman who is sincere, courteous, who shows interest in her problems and is anxiously desirous to please her.

Don't think that I would infer that women are not good buyers, for they are, but women have an inborn love of things beautiful, things pleasant and artistic. Walter Arant.

Mint plantations pay as well as in more julepic times. Since 1814 the country around Lyons, N. Y., has been heavily planted to mint, and now that prices for peppermint oil have advanced to \$8 a pound efforts are being made to cultivate the herb systematically there. Contracts have been let for two large distilleries, and the farmers plan to devote more acres than ever before to raising mint.

**Why Johnny Failed to Make a Profit.**

Johnny was a mighty good fellow—too good for his own welfare, we might say; for one day the sheriff walked in and Johnny had to walk out, leaving behind his own savings and the savings of some of his friends.

It was the same old story. Johnny had more debts than he had money to pay and so he passed on into the ranks of those who had gone before him.

There were four good reasons why Johnny Smith failed to make a profit, but if you should ask him to-day he probably couldn't tell you what they were. He might say perhaps he trusted too much in the honesty of others. Johnny Smith's troubles, however, lay further back than that.

At no time while in business could he tell at the end of the day or the week what his sales had been.

Nor could he tell positively what his operating expenses were—not even at the end of the month.

Johnny never knew positively how much stock he had on hand at any

one time while he was busy dodging the sheriff.

Furthermore, he never could tell exactly whether his mark-up provided him with a fair margin of profit.

What Johnny Smith needed more than good fellowship to assist him on the road to success was accurately figured knowledge about his business. If he had had such information he could have adjusted his business in such a way that it would have netted him the profit needed for successful operation.

**Got The Chocolates.**

Little sister was telling the next-door little girl all about it.

"My sister Beatrice is awfully lucky."

"Why?"

"She went to a party last night where they played a game in which the men either had to kiss a girl or pay a forfeit of a box of chocolates."

"Well, how was Beatrice lucky?"

"She came home with thirteen boxes of chocolates."

# BUY OXFORDS

THEY'RE GOING TO BE THE BIGGEST SELLERS  
AND THE QUICKEST PROFIT MAKERS IN  
YOUR ENTIRE LINE. THIS IS A REAL  
TIP. TAKE ADVANTAGE OF IT.



GET YOUR ORDER IN EARLY.  
DON'T HESITATE. DO IT NOW.

- 8762—Mahogany Calf Bal. Oxford, City Last, A-B-C-D..... \$8.55
- 8763—Mahogany Full Grain Side Bal. Oxford, City Last, B-C-D-E.. 7.30
- 8749—Gun Metal Veal Bal. Oxford, Tremont Last, C-D-E..... 7.35

**RINDGE, KALMBACH, LOGIE CO.**  
10 to 22 Ionia Avenue. N. W.  
**GRAND RAPIDS, MICHIGAN**



**Why Retailers Should Use Bank Credit.**

The wave of prosperity upon which this country has been riding during the last several years has carried the average retail grocer out of the almost age-long and perilous habit of extending excessive credit to consumers into the safe harbor of short-time credit and cash over the counter. In consequence to-day we find the retailer occupying a financial standing never attained before.

This relatively sound financial position is directly attributable, in part, to three influences:

1. The governmental conservation plans in the war period.
2. The additional earning power of the people—the retail grocers' customers.
3. The urgings of the wholesale grocer that the retailer put his house in order in the day of opportunity.

It is safe to say that while formerly the retailer's business represented approximately 75 per cent. credit and 25 per cent. cash to-day we observe an almost absolute reversal of this order; to be more specific—70 per cent. of his business is cash over the counter and 30 per cent. credit—and the latter risks are negligible through a credit limitation of pay day to pay day. And to this most commendable change must be added the installation of a delivery system that has removed from this branch of the grocer's business the odious term of unprofitable.

So much for the improved financial standing of the retailer!

The question naturally arises: "What benefit has the jobber derived? Has he perceived a reduction in his bills and accounts receivable? Can he boast of a material betterment in the time taken by the retail dealer?"

It is doubtless beyond dispute that no appreciable improvements have been noted in these connections, and the percentage of retail grocers who discount their bills does not exceed 30 to 35 per cent.

Remarkable as it may appear, the jobber, while impressing upon the retailer the wisdom of effecting long needed reforms, has not availed himself of the unprecedented opportunity of changing his own faulty credit system, which is perhaps of greater antiquity than the horse drawn street car. If the wholesaler ever intends and there can be no question but what he does some time, to revise this department the time is now, when most merchandisers of moment are engaged in constructive planning.

Wherein is the cure? The banks.

A new and unique relationship is springing up between the small merchant and the banker, and this at the invitation of the banker, who at last

has divested himself of his ultra-conservatism, and, in street parlance, is "out for business." Just as inefficient production methods are extraneous to the successful 20th century industrial so exclusiveness is now irrelevant to our financial institutions. This remarkable change presages great things for the merchants keen visioned enough to avail themselves of their opportunity for financing. Large operatives learned long ago the inestimable value of close connection with financial interests, and the small merchant must soon or late awake to his possibilities in this direction.

The banks may not have funds—especially in this abnormal and uncertain period—for purely speculative purposes. And it is hardly probable that a retail grocer could induce a banker to finance the purchase of an automobile for pleasure purposes, even though he should present a very acceptable statement of condition. But a request for assistance in carrying on or expanding business would be accorded merited consideration. It must be remembered, too, that if required, a surprisingly large number of retailers could furnish their banks with acceptable collateral Liberty and Victory bonds and other high grade securities.

The banker's attitude toward the dealer of small means and the benefits accruing therefrom are clear. It now devolves upon the wholesale grocer to ally himself with a movement to divorce the jobbing business from a policy of credit extension which is diametrically opposed to sound merchandising. Many jobbers, to maintain the existing system, are doubt-

**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

**A Financial Secretary**

How we can act as your financial secretary, relieving you of cares and worries, is indicated in the April number of

**You and Yours**

our monthly trust letter. A request will place you upon our mailing list without charge. Every number contains facts you should know.

**GRAND RAPIDS TRUST COMPANY**

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

**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	12,157,100.00

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

less compelled to become borrowers and this expense must enter the cost of operating.

So, irrespective of the angle from which the situation is viewed, the jobber and the retailer suffer. Both could sell their products on a lower base and enjoy a larger profit were the retailer taught to look upon the banker as his ally in good merchandising. Whatever satisfaction the jobber derives from his co-title of "banker" it is indisputably profitless. He has enough burdens to bear in his office as wholesaler to permit men who make financing their business fulfill one of the missions for which they are organized. A credit system having for its sole object the discounting of his bills by the retailer, will be so far-reaching in its influence that merchandisers will supplant mere storekeepers, and that to the advantage of all concerned.

Retailers can borrow money from their banks, discount their bills and reap marked benefits. They do not realize this because they have not been educated along this line. The wholesale grocers, individually, or, better still, collectively, through the educational and publicity department of their National Association, can well afford to give the retail grocer a motto such as "Know Your Banker" and, incidentally, show him the way.

D. Arthur Johns.

**Teachers Who Put Self Before Pupils**

I am utterly wearied and disgusted with the unintermittent plea of school teachers for more money. Agur, the son of Jakeh, says: "The horseleach hath two daughters, crying 'Give, give!'" The male and female descendants of these clamorous women, now employed as teachers in the schools, make the air nauseating with their incessant demands for higher wages. With numerous honorable exceptions, the teachers of to-day are obsessed with a mad idea of their personal importance and value to the public. They claim to belong to a profession, but their strike threat and labor union tactics savor of nothing resembling one of the learned professions.

They demand in the one breath the privileges of the learned and the dread awe that a howling mob of viragoes would inspire. I have attended meetings of their salary-raising campaign, and I have never witnessed more vulgar affairs; a noisy intolerance shown by hisses and shouts and a childish line of reasoning characterize all meetings of this so-called educated class.

One asks oneself: Are they educated? St. John Ervine in a recent article says of teachers: "They are in my experience dull people, sluggardly in mind and pompous and set in manner." He ungrammatically but possibly truthfully adds: "They neither read new books nor old ones." I am sure this is too black a picture; but from my personal observation, I should rate fully 50 per cent. of them as of the upper nursemaid class of the Yiddish peddler group—kindly and patient, mayhap, with the children, but dull and ox-like in their intellectual processes. To say that such people are indispensable and that

their places could not readily be filled is absurd. Abolish the certificate qualification which gives such beings a hieratic hold on the schools, and place these on a business basis of merit, and the teacher shortage will vanish.

Are the teachers of the country under-paid? Yes, if they must attire themselves in fashion's latest garb and spend the summer in idleness. For their station in life they are well paid. As a citizen, I demand that these pampered individuals posing as teachers think more of their real duties and less of their imaginary grievances. If the hot-headed Socialistic members of the teaching trade wish to strike, I should feel their loss a gain to the schools, were I the board.

The rank and file of the teacher-hood will pause to reflect, however, and they will certainly realize that public support would surely vanish before any plan of campaign that would use the child's welfare as a lever to pry open the city's treasury. Let them remember what Ernest Oldmeadow says in "Coggin": "Boys and girls are living souls—not mere cards to play or pawns to move." Woe to the teachers who would sacrifice by a reckless strike the age-long respect for teaching that the faithful devoted toil of real teachers, not hireling shepherds of the sheep, has built up. Let them break down this wall of respect by such folly and the waters of scorn and contempt will engulf them.

Geo. F. Baker.

**Excellencies of a Sunny Disposition.**

The merchant, manufacturer or other man of business who is the fortunate possessor of a happy disposition finds it an asset that makes hardships endurable, that turns obstacles into trifles and transforms the raging rival into a fast friend.

Life is such a serious proposition to most of us that we are grateful for the relief of seasonable humor; the persistently cheerful man who is neither a grouch nor a professional jester is made welcome everywhere. The habit of the cheerful visage has a high medicinal value, both for its owner and for those with whom he is brought in contact.

An even temper should be cultivated just as assiduously as any other business asset. Smiles help more, when things go wrong, than many things which cost more in effort and time.

A good disposition makes living so much more comfortable and joyous. The man with a naturally happy expression is always sure of a welcome and a hearing.—The Optimist.

**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

**For April Investment**

Our Bond Department submits the following carefully selected list of securities as typical of our offerings, and desirable for April investment. All are well secured, with attractive interest yield. Complete details of any issue gladly supplied on request.

**MUNICIPAL BONDS**

- St. Lucie County, Florida  
6% Highway Bond  
To yield 5.94%
- Sheridan County, Montana  
5 3/4% Funding Bond  
To yield 5.20%
- Nuces County, Texas  
5 1/2% Road Bonds  
To yield 5.10%
- Ashe County, North Carolina  
5 1/2% Road Bonds  
To yield 5.15%
- Hillsboro, Illinois  
5 1/2% School Bonds  
To yield 5.10%
- Canadian Northern Railway  
5 1/2% Gold Notes  
Guaranteed by Dominion of Canada  
To yield 6.90%
- Downey Shipbuilding Corporation  
First Mortgage 7% Gold Bonds  
To yield 7 1/2%
- Continental Motors Corporation  
7% Serial Gold Notes  
To yield 7%
- Toledo Traction Light & Power Co.  
7% Debenture Bonds  
To yield 8%
- Packard Motor Car Co.  
7% Preferred Stock  
To yield 7.4%

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

2nd Floor Michigan Trust Building  
GRAND RAPIDS

Private Wires to Leading Bond and Stock Markets

**OFFICE OUTFITTERS  
LOOSE LEAF SPECIALISTS**

*The Tisch-Hine Co.*

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

**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.

**An Important  
Extension**

Corporations now have until May 15, 1920, to file FINAL TAX RETURNS.

Those unable to assemble complete data on the TENTATIVE RETURN, already filed, should improve this chance. Anything overlooked may be supplied.

The professional accountant who has had diversified experience in TAX MATTERS, is best able to straighten out these problems. He brings to their solution the benefit of comparison. His work is analytical.

He does it with the minimum expenditure of time. It is economical, as well as advisable, to have a specially trained accountant go over your figures. He will honor your confidence.

Our Public Accounting and Federal Tax Department is strongly organized to help the Business Executive in the solution of his TAX and ACCOUNTING problems.

Let us serve you.

**The  
Michigan Trust  
Company**

**Infamous Methods Pursued by Labor Union Leaders.**

Those who keep posted are familiar with the action taken several days ago by the executive officers of the American federation of labor in Washington to launch a campaign to elect to office, both in the Federal and state governments, only such men as are favorable to the cause of organized labor. Now from this bold statement I gather that any congressman or Senator who votes negatively on any proposed legislation offered by organized labor will be headed for the discard and that it seems to be an aim of these labor leaders to have a Senate and a Congress composed of outomats, whose strings will be operated from the American Federation of Labor headquarters. I can't figure any other conclusion.

It appears to be an absolutely selfish attitude, and disregards the rights of all other classes. Is this to be the proposed basis of our government by an organization that has been so strongly opposed to so-called "class legislation?" As Representative Blanton, of Texas, stated yesterday, "Is less than 5 per cent. of the population of this country going to control our Government?" Let us hope not. Do the people of the United States realize what this means? It is a National crisis that threatens the foundations of our great republic.

In the first place, I am not opposed to union labor, and I believe that the worker is entitled to a wage that will enable him to live decently, educate his children, enjoy some of the pleasures of life and be enabled to save some money, so that he will not be a dependent in his old age; but I also believe that the salaried men, unorganized labor and men who are classed as capital also have some rights in this country and are entitled to representation in their government. Organized labor may claim that they can't meet living expenses and save anything on their present wages. Well, there are mighty few in what is known as the middle class who are any better situated, and lots of them are in worse circumstances than the organized worker.

The American federation of labor is trying to control our railroads, coal mines, steel, clothing, shoe and packing industries, and I will admit that they have had considerable success,

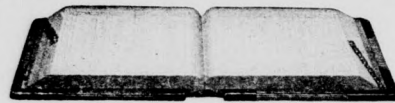
and have forced the present administration to accede to their demands on a number of occasions. I mention as an instance the passing of the Adamson law. Now they take another step and want to control the whole Government.

Labor unions are continually demanding more money and shorter hours, and I have read statements by a number of employers that even the granting of these demands does not produce an incentive to increase production. Some unions have even gone so far as to advocate the curtailment of individual production in order to give work to more members of those particular unions. Will these methods tend to increase our production and help bring this country and the rest of the world back to normal living conditions? We should all be interested in this phase of the proposition.

Organized labor during the last few years has been paid higher wages than any other class of workers in this country. Figures are available to prove this assertion. I just mention an incident that will probably be interesting. A man told me the other day that he paid an employe in his factory \$75 per week for pressing neckties. He had to. He was a union man. For instance, take college professors, the salaried man, preachers, school teachers and that great body of toilers not included in union organization. Many of them are working for half as much and less than this ties presser.

The reduction of the H. C. L. is in the hands of the people, union men as well as the rest of us, and the solution is to increase production, cut out our extravagances, buy only necessities and make an effort to save. Prices won't be reduced so long as there is a continuous demand for more wages and shorter hours and an inclination to wear silk shirts at \$15 each and to have only the highest grades of cloth in our clothing and the best of everything in the way of food.

We are confronted with a shertage of homes all over the country. This was partially due to war conditions. Now that the war is over, we still have the same condition, and will continue to have it so long as building materials and skilled labor remain at their present cost level. No man with any



**Flat Opening Loose Leaf Devices**

We carry in stock and manufacture all styles and sizes in Loose Leaf Devices. We sell direct to you.



GRAND RAPIDS, MICHIGAN



**Fourth National Bank**

United States Depository

**Savings Deposits**

**Commercial Deposits**

**3**  
Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

**3 1/2**  
Per Cent Interest Paid on Certificates of Deposit Left One Year

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

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

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

**Cadillac State Bank**  
Cadillac, Mich.

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

**4%**

ON

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

**Reserve for State Banks**

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

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

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 F. OLDS, Chairman of Board

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



money to invest can build homes for the working class under these conditions and realize in rent what he can secure from a savings bank in interest, and the man with a few thousand dollars isn't going to take the risk.

Another condition to consider is the present condition of foreign exchange. Europe isn't going to purchase our products except absolute necessities and pay for them at the present basis of exchange. This will naturally cause a decrease in our exports, and the demand will have to originate in our own country, and this will not be possible even at present costs. It isn't a question of whether the ordinary unorganized workingman or his family needs shoes or clothing; he can't buy them to-day. Now, one does not have to do a great deal of figuring to see where that will lead us.

Let us have a Government of the people, by the people; a square deal for every one, regardless of class, and let the intelligent voters realize that they must take time to vote and help realize this condition. The American voter will not be dictated to and will mark his own ballot. President Wilson found this out in 1918, and the American Federation of Labor had better profit by this experience.

J. M. Keally.

Clear vision comes from clear thinking and clear thinking comes only from accurate knowledge.

Having a good thing and telling the people about it is the way to build up business.

**Preventing Fires.**

These are unpleasant days for the Fire Prevention movement, in some of its aspects. It is being investigated. Always more or less vague and suspicious, it now turns out that in some instances it has been made a stalking-horse for questionable people and motives.

Of course our old friend the Fire Insurance Trust is mixed up with it, for if fires could be prevented its profits would be enormously increased, especially if the prevention was done at the expense of the general public.

At the same time it would not be to the interest of the Trust in the long run to prevent all fires, for then nobody would take out fire insurance. Just how many fires the Trust wants to occur in the separate localities has not yet been determined, but it is said to be certain that it is in favor of fires, "in moderation."

A few "good fires" are said to greatly increase the rush for fire insurance policies, but if the fires are too good the Trust may lose a lot of money. No fires, no insurance; big conflagrations, and the Trust may have to "lay down" on its payments. Perhaps some "actual bureau" may let us know just where the line of demarkation lies.—Fireman's Herald.

**Friend or Enemy?**

Who am I?

Listen!

In cellars, closets, attics—everywhere—I am conceived.

Born of a touch, I become a tornado. Before my fury man is helpless.

I cheer the heart of the shivering and destroy the millionaire in his home.

In the United States each year I claim a sacrifice of 9,000 innocent lives.

Without me the world would stop—never have been born in fact.

I turn the wheel of commerce.

Each year upon my altar, carelessness lays a quarter billion dollars of the fruits of man's industry.

He who controls me will find the Midas touch.

When I stalk, behind me lies desolation.

My breath gives life; yet in my embrace all things die.

I am relentless. My rule is absolute, and yet an abject subject am I.

I leap to do man's slightest bidding.

Without my aid he would be powerless.

Men worship me, curse me, love me, fear me, hate me, marvel at my works.

All have been warned against me, yet they heed not.

Who am I—?

I am man's best friend—and bitterest enemy.

I am—FIRE.

If there is nothing in your advertisement, a reader will not get anything out of it. It takes time and thought to put into it what you want taken out.

Every day lost on strike decreases the supply of the necessities of life. Can't we find a sane method of settling industrial disputes?

**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

**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

**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

**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

### Some Early Friends of the Pomological Society.

Written for the Tradesman.

In the year 1876 Hon. Theodatus T. Lyon was elected to the presidency of the State Horticultural Society and continued to be the commanding figure in its activities until his death. Mr. Lyon's contributions to the literature of Michigan horticulture were masterpieces of diction and his counsel upon all matters connected with the culture of fruits was able and thoroughly practical. No one ever connected with the society had such perfect technical knowledge of varieties and their adaptation to diverse soils and conditions.

Mr. Lyon at once upon entering the duties of the executive office began the plan of cataloguing the fruits grown in the State, recognizing the varying conditions of the different sections and giving comparative values to the different varieties, making a condensed catalogue of advice to planters. This was issued in the annual reports of the society and reprints in large quantities were distributed, thus carrying to all parts of the State the best counsel in the choice of varieties for planting. This educational propaganda was invaluable during the quarter century when the planting of orchards was at its height in the State. This was pioneer work of the highest significance and Mr. Lyon's intimate relationship with the leaders in American pomology gave him an advantage that he utilized in the interest of his State. It was during these years of experience that he formulated the "code" which was adopted by the American Pomological Society and which is the standard to-day for all America in the nomenclature and comparative values of the varieties of fruit.

There are some names of men who, about this period, brought great strength and influence to the society that I recall with great pleasure. E. H. Reynolds, of Monroe, was a successful nurseryman and wise counselor; W. K. Gibson, of Jackson, a leading lawyer who engaged in horticulture as an avocation; Nathaniel Chilson, of Battle Creek, a nurseryman and grower of small fruits for market; E. F. Guild, an amateur of Saginaw; J. N. Stearns, of Kalamazoo, a nurseryman and peach grower; A. G. Gulley and Charles J. Monroe, of South Haven, orchardists and educators; S. B. Peck, of Muskegon, a valued contributor of experimental work with fruits; B. G. and Emmons Buel, orchardists of high standing and wide observation, of Little Prairie Ronde; Asa C. Glidden and Columbus Engle, of Paw Paw, grape and peach growers; James Satterlee, a farmer and fruit grower of Greenville; J. J. Hubbell, an engineer of Benzie county, was very active in pushing orchard planting; Rev. J. F. Taylor, of Allegan county, made learned and thoroughly practical contributions to the meetings; J. Austin Scott, of Ann Arbor, was an enthusiastic lover of trees and took a deep interest in broadening the discussions to include arboriculture and landscape gardening.

During the later years of the 70's unusual attention was given to re-

porting the exact statements of the men who discussed the topic on the programs of the quarterly meetings and the discussions were given very fully in the annual volumes. These volumes were issued very promptly, following the closing of each year, so the membership had the advantage of fresh literature which was greatly appreciated. Often during these years pamphlets were issued within a few weeks after each meeting, so the membership could utilize at once the valuable facts brought out in discussions.

A new feature which was greatly appreciated was brought into the contents of the annual volumes called the Secretary's portfolio which epitomized and reproduced the best contributions to horticultural literature during the current year. It was thoroughly analyzed and indexed and became a very useful compendium.

The quarterly conventions were largely attended and all the railroads of the State, appreciating the value of increasing this attendance made liberal concessions without importunity. A distinguishing feature of the meetings inaugurated during this period was one evening given up to short, crisp platform speeches, covering the field of horticulture, interspersed with music and recitations germane to the occasion. This gave an opportunity to call out the best things from visiting delegates from other states and brief statements of experiences from the growers in the locality of the meetings. These evenings became so popular that standing room was at a premium and were the crowning events of the quarterly conventions.

Another very valuable feature of the annual conventions in December instituted in these years, was complete reports of the officials who had in charge the exhibits at the State Fair. This fresh material from the exhibitions brought out more important discussions, rendering the lessons of the Fair immediately valuable and often graphic because specimens of new fruits shown at the fairs were preserved and used to add emphasis to the carefully prepared reports. The cities honored by these closing years of the 70's by securing the conventions were Pontiac, South Haven, Jackson, Grand Rapids, Allegan, Paw Paw, Lansing, Muskegon and Detroit.

The was the epoch for organizing local societies in the various counties which became auxiliary to the State Society. It was a period of rapid growth and the boosters were everywhere in evidence. The State Board of Agriculture and the officials of the State Agricultural Society gave sympathetic recognition to this movement and volunteered cordial and effective co-operation. Large nursery firms in the East, recognizing the advertising value of Michigan's rapid advancement in horticulture, sent beautiful exhibits to our conventions and offered liberal premiums at our fairs.

The correspondence in the Secretary's office became the most continuously active function of the Society, because prompt attention was given to every enquiry and to the usefulness of this feature the Agricultural

College made the most valued contributions, because a large percentage of the enquiries touched upon insects, plants, fertilizers and weather statistics, all of which were referred to the various departments of the College and received immediate attention.

Now that we review in retrospect the active operations of the State Horticultural Society in the 70's in which Dr. Kedzie and Dr. Beal, Prof. Tracy and Prof. Cook took a partisan interest, we can see that the idea of carrying the usefulness of the Agricultural College to the people originated in these enthusiastic meetings and led to the farmers' institute and general college extension work which together have multiplied the College's value to the producers of the State and popularized the financial aid required to make this great farmers' institution an educator of all the people. Charles W. Garfield.

### Started With High Ideals and Reached Top.

Amherst, Mass., April 1—In 1877 Charles W. Garfield was elected Secretary of the Michigan Pomological Society and continued in this position for ten years, even though the name of the Society was changed from Pomological to Horticultural. Under either name the nature of the work was the same. Mr. Garfield was thorough, systematic, enthusiastic, always doing his very best to make his reports the best of their kind.

Toward the close of his service he expressed to the writer his disappointment at not making his reports as good as they ought to have been. My reply was about like this: "Why, my dear Garfield. You started out with high ideals and now, since you have reached the top, it does not seem to be much of an eminence after all. Your reports are marvels of excellence and have not been equalled by any others in this country."

William James Beal,  
Emeritus Prof. Botany, Michigan  
Agricultural College.

Third parties never thrive in the United States, but there have been times when there was so clear and distinct a difference between the two great parties that men at different times simply had to express their feelings by voting a third ticket. It made no difference whether it was a movement of Forty-eighters and Civil Service reformers in 1872, a sound money Democratic Palmer and Buckner movement in 1896, an eruption of the Populists under Weaver in 1892, or a personally led secession from the Republican Party under the spell

of a brilliant personality in 1912; in each case, good, bad or indifferent, there was an uncontrollable impulse to expression. This applies as much to the wild movement of the Farmers' Alliance and the Populists in 1891, when "Sockless" Jerry, Mary Elizabeth Lease and Senator Peffer came to the front, as it does to the really patriotic movement of the Gold Democrats in 1896.

### SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, } ss.  
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.  
Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)  
E. A. Stowe, Grand Rapids.  
S. F. Stevens, Grand Rapids.  
F. E. Stowe, Grand Rapids.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.  
Sworn to and subscribed before me this 2nd day of April, 1920.

(SEAL) Florence E. Stowe,  
Notary Public in and for Kent Co., Mich.  
(My commission expires Jan. 26, 1923.)

## 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

HANES "goes" readily because it is the greatest value at the price!



ELASTIC KNIT  
UNDERWEAR

**Guarantee** "We guarantee Hanes Underwear absolutely—every thread, stitch and button. We guarantee to return your money or give you a new garment if any seam breaks."

DEALERS who sell HANES winter weight Union Suits and Shirts and Drawers for Men and Union Suits for Boys win steady and increasing sales and an assured profit! HANES eliminates chance! To stock this line liberally is like putting your money in bank because Hanes is nationally advertised and nationally worn.

HANES is wonderful value—in quality, in workmanship, in service. It frees your store from comebacks, because every garment is carefully inspected before it leaves the factory. Yet, behind that assurance stands HANES guarantee that protects both dealer and customer.

HANES stands up against the closest inspection. We welcome comparison with any underwear anywhere near its price!

HANES for Boys—HANES Union Suits for boys exceeds in real price value any boys underwear you ever laid hands on. It is a revelation in quality and workmanship!

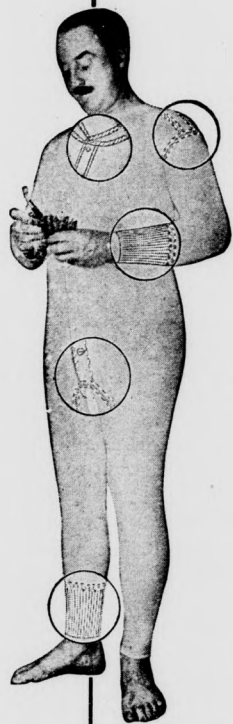
Your jobber can show you HANES samples—or can get them for you. Don't delay getting a line on HANES!

The "HANES" Labels. Each Hanes garment bears a Hanes label, a duplicate of the trade mark printed above, either in red, blue or yellow. The Hanes blue label on Shirts and Drawers means 10-lb. weight; the blue label on Men's Double Carded Union Suits (new weight) means 13-lb. weight; the blue label appears on Boys' Double Carded Union Suits. The red label on Men's Shirts and Drawers means 11-lb. weight; the red label on Men's Double Carded Union Suits means 16-lb. weight. The yellow label on Men's combed yarn, silk trimmed Union Suits means the new 10-lb. weight.

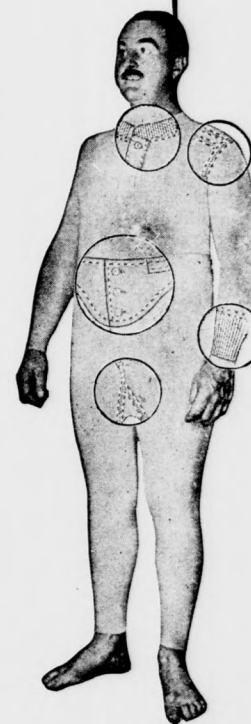
P. H. HANES KNITTING CO., Winston-Salem, N. C.

New York Office: 366 Broadway

Agents for Export: AMORY, BROWNE & CO., 62 Worth Street, New York



Hanes Men's Union Suits



Hanes Men's Shirts and Drawers

## LAND OF THE GOLDEN WEST.

### How It Looks to Ex-Congressman, Charles E. Belknap.

Monrovia, Cal., March 24—I know the busy people you are, and hesitate in taking your time with any letters of mine which often run into pages of wonder, not mystery, tales. Even a man of my temperament (and a sour stomach) cannot write of this corner of God's country without saying something.

I am but one of the million from the North and East who come here for the winter, with my mouth, ears and eyes open, with nostrils like a race horse, drinking in the odors of this semi-tropical land. I have put in four most delightful months in this land of the blessed and home of happiness and have another one left before we start overland for Michigan. I really cannot describe to you the good time I have had. Besides a Packard and a man to drive it who knows all the roads, I have a fine pair of legs and when the wheels are not rolling, those legs have carried my machinery over many miles of mountain trails, where I have found the fountain of youth.

I am coming back to Grand Rapids fit to fight another war. If my Uncle Sam wants a new recruit, I am the man for the job.

Monrovia is a quiet town. The movies are the exciting feature of the evenings, but it is some place for fine homes. It is not a millionaire city, like Pasadena, nine miles West. It is in the valley with the Sierra Madre mountains all about and countless acres of citrus fruits. From any one of the foothill tops you look upon mountains, valleys, orchards, homes, flowers—just a look into the fairy land of my boyhood days. The word "scenery" is a submerged saying that can be applied to a fish house on the bank of the river, but not to the valley of the Los Angeles. I hope or wish some of you printer people would invent a new word with more emphasis in it. It is also famous for its chicken ranches and were it not for the red roosters which are countless in number, I would sleep away many morning hours. These roosters have a labor union. The rule most observed is six hours every morning—all crow—no work—just agitators and boasters.

Writing of agitators, they have once in a while one here. They come down from San Francisco. I was on the street one evening in December, when one of those soap box bums began his squeal to get a strike on at the packing house. The packing house boys and girls were ready for some fun. Every one of them seemed to have a basket of over ripe tomatoes. I've read somewhere that a woman could not hit the side of a barn. It is not a true saying. I saw one sweet faced, red headed girl hit that fellow plumb in the mouth. In two minutes that labor union orator was a two legged bottle of ketchup. Every garment from peak to foundation was ripe tomato. About this time a tin lizzie finished the show by giving him or it a ten mile ride up the boulevard drive to a roosting place in the sage and cactus. He never came back. However, men with muskets guard every packing house and factory in the country. It is said that hell is so full of sinners that their feet are sticking out the windows. All the overflow are branded I. W. W. and are cast back to earth until an addition can be built. I'm not in a position to deny this.

In one of my auto trips we took in San Diego, about 150 miles South, a wonderful drive by the ocean side. If well told the trip would make a book. From there we kept within the speed limit over three mountains, about 150 miles to the Imperial Valley. The last one of these mountain driveways leads through the Devil's Canyon. I need not tell you, as you know me some, it is the first time I ever had any respect for the old sin-

ner. After seeing his work a while I felt it was time for me to buy a church. Some day some man with nerve will paint this canyon. Then all the world will call him a liar. Anyway, when we emerged from this canyon into the valley, a concrete road led straight away to El Centro, forty miles. A sign post read "speed limit, 50 miles." We broke the limit and were not caught.

Most of the reading world knows the story of the Imperial Valley, but every day adds a new chapter. Twenty years ago one cent an acre was a big price. Now it is the most valuable farm land in America. El Centro is a county seat. Thirteen years ago it was nothing but a sage desert. Now, with ten thousand people, fine hotels, homes, school houses, churches, paved streets, fine streets where old coons like me must watch out, look every way, then fly over. All it needed was water. The Colorado River was turned in upon it. In two days, while I was there, 180 car loads of head lettuce were shipped East. That is but one of the items. They raised cotton enough last year to make every man in America a change of shirts. I sat down in the evening to a feast of strawberries and cream, sliced tomatoes just off the vines with a French roll and iced tea—45 cents. The waiter was a handsome American girl with an honest way that gave me confidence in what she told me. "Yes, it is hot in the summer. When any of the old residents pass over the divide, they send right back for their overcoats and blankets. Tourists sweat some when it goes up to 120 in the shade and stays there 90 days, just like a note in the bank, growing a little interest every day. Fat folks look like an empty stocking on a clothesline. All the time folks are sweating things are growing. None of the money they made is invested in snow shovels and furnace coal."

From El Centro we drove to Calexico, on the border line, 14 miles, on a concrete road through great herds of cattle, sheep, mules, orchards of citrus fruits and a Christmas turkey for every family in the land. Then, with an old army friend, now a customs officer, we drove into the town of Mexicoco, Mex. An imaginary line divides the country from paved streets to mud, fine buildings to shacks, rum and whiskey gambling places, half clad children, barefooted women and drunken men sleeping in the sun. All this is a story often told, so I should not repeat it; but the Imperial Valley will provide the material for greater tales than that of Alladin's lamp. They are going to turn all the water of the Colorado onto this desert. Then the long-time dry country will feed the world.

Don't believe all they print about the general cussedness of the Japs and Mexicans. Without them the tourists in the Golden West would starve, but that's another story.

Charles E. Belknap.

### Spurring Him On.

A country gentleman was taking a stroll early one morning when he came upon a young man who was trying his best to get a horse to jump a fence. After watching the greenhorn for some time the gentleman said: "How do you expect that horse to go when you've only got one spur on?" The young man looked down at his boot and said: "Well, sir, if I can only get that side of the horse to go, the other side is bound to keep up with it!"

If college life did nothing else but to show the student that there is something better in life than mere money making, than the pursuit of a sordid aim and piling up dollars, it would justify its existence a thousand times over.

### Palmer's Radicalism Strikes a Hornet's Nest.

While it may be somewhat early to form tangible opinions as to the full purposes of the United States regarding trade association exchange of information, especially in the absence of a definite declaration of principles, such announcement as has been made tends to challenge the legality of scores of well known trade organizations, heretofore in the best of standing. In fact, some very prominent bodies are reported not free from panicky tendencies.

The Attorney General holds that the recent hardwood lumber decision challenges the whole scheme of "open shop" organization; not only those designed for that purpose but those which merely exchange information. If this be carried into effect as stated in Washington dispatches, it would mean that the Produce Exchange, the Mercantile Exchange, the National Cannery Association, the United States Department of Agriculture Market Bureau and hundreds of market reporting and statistical agencies and publications may logically be assailed and suppressed. They all exchange trade facts, quote prevailing prices, gather statistics of stocks, production and sales and generally cooperate to inform members of conditions, in order that they may act with true knowledge of the facts.

This attitude of the Government is startling, though quite in keeping with the absurd, grotesque ideas of innumerable reformers of recent years, who think that blindness and ignorance are desirable factors of mercantile competition. Of course, they are no more desirable than ignorance in any other field and would not long result in low prices or mercantile efficiency. But half-baked observers never pause to think of that. If such a policy influences Government jurisprudence there will result something strangely like calamity.

The "open price" association has never invaded the grocery trade and none of the accredited grocery associations undertakes to involve members in business transactions through the organizations. But in other fields the "open price" plan has made rapid strides—members reporting their sales and prices and purchases and stocks through a secretary who listed them all on boards, where all who cared might look, think and act on the information presented. It may be—as in the lumber association—that some went further in their cooperation, but why that should challenge the propriety of the information is not clear thus far. The dispatches seem to indicate that assembling such information is in itself illegal. Yet that is exactly what happens daily on the Produce and Mercantile and Stock and other exchanges. The United States Market Bureau collects data, as to prices, stocks, etc., daily and serves it up to farmers, brokers, commission men and merchants as the basis for trading. Market reporters in this and other papers gather and print similar data and men trade on it as a basis.

It is pretty late in the day to declare it all illegal or in the nature of

Sherman law conspiracy. As well assert that a weather report, or general public newspaper information, or public school education are conspiracy. They are necessary to common sense and intelligence and the Attorney General will find a hornets' nest if he undertakes such radicalism.

### How Michigan Merchants Regard the Tradesman.

M. C. Lathrop, general merchandise, Shepherd: "I am so busy I neglected to send check before this time. I could not do business without the Tradesman."

W. M. VanderVeen, 1134 Leonard, W., Grand Rapids: "I like the Tradesman. It is a fine paper and is worth many times what it costs. It is each week full of valuable information for any business man. The Tradesman is always welcome and we look for it each week and it never disappoints us. We say, long live Mr. Stowe and the Michigan Tradesman."

Charles P. Matteson, general merchandise, Arcadia: "I do not know how we could keep store without it."

W. H. Wood, drugs, books and stationery, Sheridan: "We should greatly miss its weekly visits with its interesting helpful items of news."

Anton Oliva, tailor, Frankfort: "The Tradesman is a splendid magazine and we enjoy it very much."

Peter Koning, 1133 Logan street, Grand Rapids: "We are very much pleased with the Tradesman and very willing to renew our subscription. There are so many good things in it each week that we would hate to be without it."

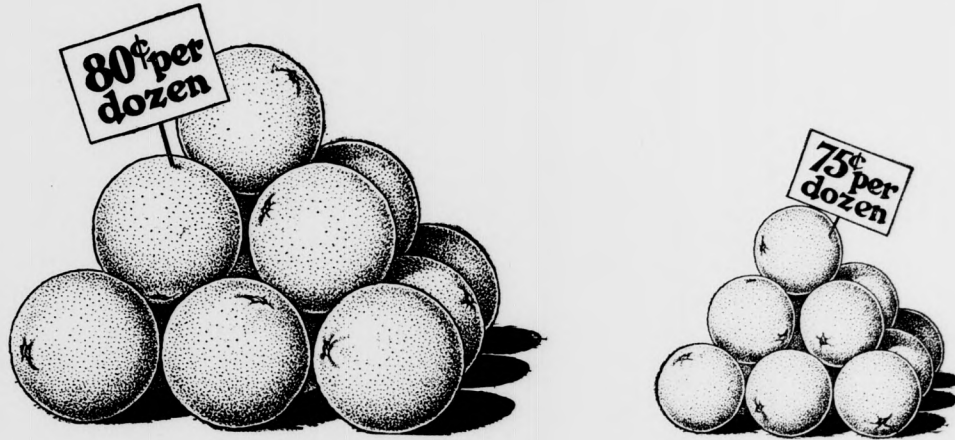
C. J. Appel, 717 Cherry street, Grand Rapids: "Sure, I'll renew my subscription for the Tradesman. I would not be without it. No one can be too well posted in regard to his own business and the Tradesman goes a long way in keeping any one posted who will read it each week. It is the best trade paper I ever read. I am pleased to get it each week."

N. Hecht, 414 Bridge street, Grand Rapids: "Sure I'll renew, I like the Tradesman for the many good points I get out of it. I find the prices it quotes are fine and there is much good information all the way through it. It reaches me every week and is always very welcome."

A. Dykstra, 934 Eleventh street, Grand Rapids: "I like the Tradesman. It is full of valuable information each week. I would not dare to keep store without it."

Every industrious person should try his hand at something, and, if he does not succeed, he should try both hands.

**COLEMAN (Brand)**  
Terpeneless  
**LEMON**  
and Pure High Grade  
**VANILLA EXTRACTS**  
Made only by  
**FOOTE & JENKS**  
Jackson, Mich.



## Which Could You Sell Best?

**R**IGHT now you can retail big oranges at almost the same price as small ones. Warm rains in California, with a relatively light crop on the trees, have produced an excess of large-sized fruit.

You can now sell oranges of grapefruit size at practically the same price as the medium sizes and make the same profit. Between the price per dozen on 80's and 150's there need be only a nickel's difference.

Here is an unusual opportunity. Buy the large sizes and make a special display. Give your customers the benefit of low prices on big fruit and win new profits for your store. California Navels are at their best. Large sizes are cheap.

This chance will be gone in a few weeks. Concentrate on big California Navels while they are plentiful—and low in price.

Be the first to take advantage of this unusual condition. Ask your jobber for quotations on large sizes. Who today doesn't want more for their money?

**California Fruit Growers Exchange**  
Los Angeles, California

## GOOD ROADS SITUATION.

### How It Is Being Handled in Michigan.\*

From 1906 to July, 1919, the activities of the State Highway Department were limited to advisory inspection of roads built under state reward and the payment of a flat rate per mile according to the kind of road built.

This was originally fixed at \$250 per mile for sand, clay, and gravel of poorer quality, and \$500 per mile for Class B or higher test gravel. In 1913 provision was made for a state trunk line system on which double State aid could be secured. Further amendments have been made from time to time, increasing the amount to be paid for higher types of surfacing and for widths of surfacing greater than the original 9 ft.

Previous to June, 1919, the amount of State reward which could be paid varied from \$250 per mile for 9 foot sand, clay or lean gravel off the trunk line system, to \$8,400 per mile for a pavement on a trunk line having a width of 20 feet. At the 1919 session provision was made to have rewards on non-trunk line roads paid on the basis of a percentage of the cost, and an entirely new method was provided for handling construction and maintenance on the trunk line system.

Under existing laws the State Highway Commissioner is given entire charge of construction and maintenance of the trunk line system of the State, although the counties are required to pay a part of the cost, the richer counties paying more than the poorer counties in accordance with a schedule based on the valuation per trunk line mile of the several counties. Counties where the valuation is more than five hundred thousand dollars per trunk line mile pay 25 per cent. of the cost of new construction, while counties with a valuation of less than fifty thousand dollars per line mile pay only 5 per cent. of the cost of new construction. Counties with other valuations per trunk line mile range in between these two extremes. It is interesting to note that but two counties, Oscoda and Roscommon, are in the 5 per cent. class, while thirty-seven of the richer counties are in the 25 per cent. class. The average county contribution to the State on this schedule is about 20 per cent.

While the above schedule applies to new construction, the counties are required to pay double these amounts for maintenance. The same schedule of rates for new construction and maintenance applies to Federal Aided roads as is provided for trunk line roads under the Aldrich Act, whether the same be on a trunk line or not.

The State still continues to aid in the construction of non-trunk line roads, but instead of a flat rate per mile, as heretofore, the reward is paid on a percentage basis, the State paying 25 per cent. of the cost of construction up to, but not exceeding, \$3,000 a mile for roads of Class A, \$5,000 a mile for roads of Classes B, C, D and E, and not more than \$7,000

a mile for Classes F and G. The latter classes cover cement, concrete, asphaltic concrete and brick, while the former classes cover the various gravel and macadam road surfaces. The State pays a maintenance reward on non-trunk line roads, based on 6 per cent. of the amount of reward paid up to, but not exceeding, \$100 a mile a year.

The records show that 7,063 miles of road have been improved and received State reward amounting to \$8,451,312.65, up to Jan. 1, 1920. Of these roads, 2,272 miles are on trunk lines, and the remainder on non-trunk lines, but the latter may truly be called "farm to market roads," many of them being of almost as much importance as some of the trunk lines.

In February of last year a second Federal Aid Appropriation amounting to \$200,000,000 was made, of which Michigan's share should be \$5,783,355.92. This will give to Michigan a total amount of Federal Aid from the two appropriations of \$7,952,106.90.

On March 6 the total Federal Aid contracts lot amounted to \$3,196,900.84, covering 250 miles. These roads are included in thirty-one different projects, but many of the projects are subdivided into two or more sections, either for the purpose of letting contracts or because there were pieces of road intervening which had heretofore been improved for State reward. Six of the above contracts have been fully completed (some twenty-seven miles) at a total cost of \$475,856.18. Many of the other contracts are in various stages of construction and, to date, the State has received from the United States Government on account of this work, \$863,864.22.

It is interesting to note in the Bureau of Public Roads report Dec. 31, 1919, that only two states, Ohio and Pennsylvania, had received more money for completed Federal Aid work than Michigan.

Work still continues under the Covert Act and the State has awarded contracts under this law amounting to \$3,545,065.71, covering almost 338 miles. To carry on this work, the State has sold bonds for \$3,072,700. The State deposits these funds, as required by this act, with the various county treasurers in whose counties the roads are located. On Feb. 1, the State had on deposit in twenty-five counties \$1,059,753.79, which money, in turn, has been redeposited in sixty-seven banks.

Since the State's activities under this law are now confined to inter-county roads (unless the county's portion of State trunk lines and Federal Aid roads is raised by local assessment) it has been able to turn back to counties which adopted the county road system in 1919, petitions covering approximately 700 miles of roads which will now be constructed by the several county road commissioners, thus relieving the State of the necessity of building a large number of miles of roads, many of which it could not possibly have reached for several years to come. In this connection, it is of interest to know that fifteen counties adopted the county road system in 1919, mak-

ing seventy-eight that are now under the system, while the remaining five which have not heretofore adopted this plan, will vote on the question at the coming spring election.

Michigan's trunk line embraces some 5,500 miles, of which something over 2,000 miles have already been improved or are now under construction. During the last few years, under the stimulus of double State reward, the progress has been so rapid that, on some of the more important roads, the unimproved gaps are very much in the minority and consequently, very conspicuous. How to remedy this condition had become a very serious problem before the last legislature convened, and the law above referred to, placing the construction and maintenance of these roads in the hands of the State Highway Commissioner, was the Legislature's best endeavor to provide a remedy.

From the foregoing, it will be noted that the State Highway Commissioner now has charge of the construction and maintenance of trunk line roads, the construction and maintenance of Federal Aid roads, the design, construction and maintenance of trunk line bridges, in addition to the inspection and assistance on non-trunk line roads which are being built for state aid by the several townships and counties of the State.

A further Act provides that the State shall assist the counties and townships in the building of non-trunk line bridges of more than 30 ft. clear span, on a fifty-fifty basis, providing the township or county shall build not less than three miles of state aided roads including the bridge. Eight bridges have been placed under construction by reason of this Act at a total cost of \$51,076.80.

Under the trunk line act of 1913, during the last six months of 1919, more than seven hundred thousand dollars worth of trunk line bridges were placed under construction, the exact amount being \$703,884.42.

To speed up construction so that the main roads of the State might be improved in the near future, the legislature submitted to the people a fifty million dollar bond issue, which they approved by a large majority at the poles, to become available at the rate of five millions a year. This money together with the Federal Aid money and the money contributed by the several counties, makes available for trunk line construction approximately \$70,000,000, which should be enough to close the gaps (amounting to something over 3,000 miles) with roads equal to the best road at either end of the gap; but it will not be enough to rebuild a very large mileage of existing trunk lines near the large towns where many miles are now surfaced with gravel or macadam, and which are already stressed with present traffic conditions almost to the breaking point. At least it may be said, that the maintenance cost on these roads is very high and the work required so continuous that it is a considerable annoyance to travel.

It was the writer's hope that enough co-operation with the counties would be provided to raise approximately \$100,000,000 instead of about \$70,000,-

000 as provided. In other words it was suggested that the counties should contribute from ten per cent. to fifty per cent. of the cost of new construction on the trunk line roads instead of from five per cent. to twenty-five per cent. as now provided. A large amount of additional Federal Aid is our present hope for supplying the deficiency.

I am pleased to report that the Legislature provided an ample budget for the State Highway Department, covering such items of expense as could not be directly charged to any particular road project. The Department has expanded so as to take on the enlarged programme and placed under construction roads and bridges, as rapidly as funds become available.

From eight to ten surveying parties were kept busy during the summer and during the fall and winter, plans have been and are being prepared as rapidly as possible.

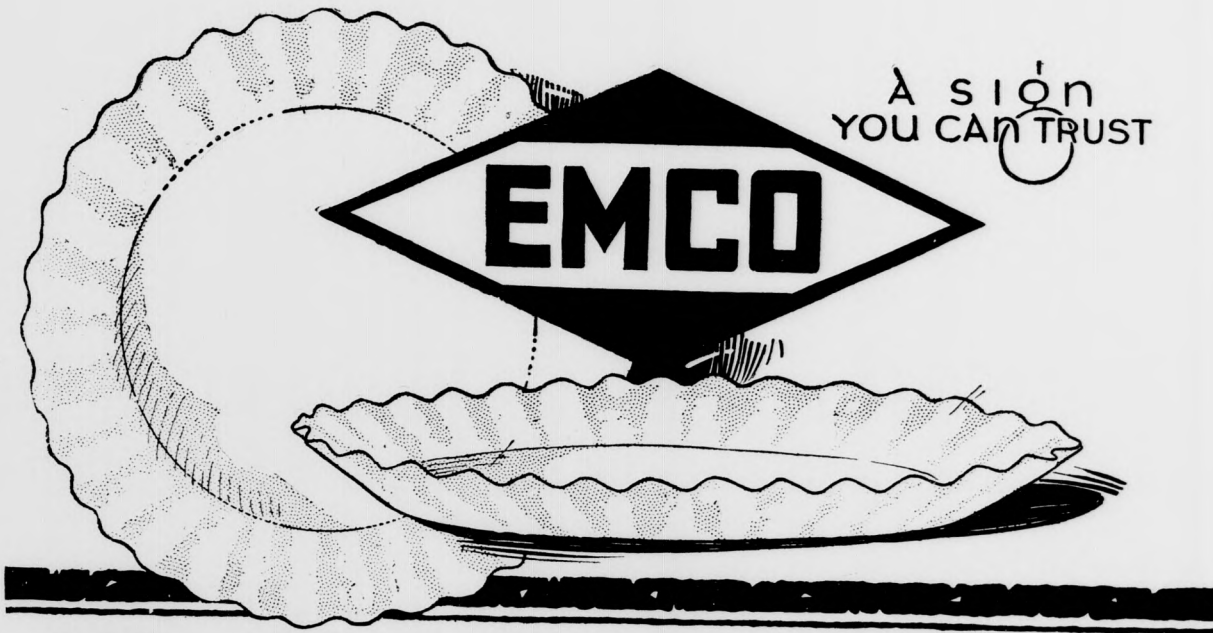
Up to March 6 contracts had been let by the State for building 419 miles of trunk line roads at a total cost of \$5,718,999.49. Of these some 359 miles included surfacing, while about sixty miles of the contracts were for grading and drainage structures only. In addition to the above, the programme for this year includes the letting, if possible, of at least 350 miles of hard surfaced roads, 150 miles of macadam and, approximately, 300 miles of gravel. In the main, this mileage covers trunk line gaps which are much needed, but it may be impossible to start so large an amount of work in addition to what has been carried over from 1919. While the Department will use every endeavor to have the contracts which are now being let, completed in 1920, judging from the past, it is inevitable that many of these roads will run over into 1921.

It is a matter of much interest that this State is extending the trunk lines into, and through, villages and cities. The State however, can participate in this work only to a width of twenty feet but suitable arrangements are made so that the villages and cities may widen these pavements when desired, to any reasonable width—they paying the entire cost of the extra width. You may be surprised to note that the State already has been requested to build streets in 149 villages and cities.

Realizing that no system of roads will last long or be at all satisfactory without adequate system of maintenance, the legislature placed the maintenance of all trunk line roads in the State Highway Department, and provided that a system of patrol maintenance should be inaugurated in the counties and townships of the State, covering not only the trunk lines, but all State aided roads.

An engineer has been placed in charge of maintenance and the counties and townships are being organized as rapidly as possible for this work. In 1919, owing to the late start, the results were about all that could have been expected, as it was the latter part of June before the legislature adjourned. The organization is now nearly complete, and by getting an early start when spring opens, it is hoped that the roads will enter

\*Paper read at annual convention Michigan Retail Dry Goods Association by Frank F. Rogers, State Highway Commissioner.



# PLATES

## HAVE YOU GOT YOURS?

Retailers everywhere recognize the EMCO Plate as the identical thing for which they have sought in vain in previous years.



The EMCO Plate is "going over big." Get yours now.

The EMCO Plate is a dinner plate made of extra heavy selected sugar maple. Every housewife wants it for kitchen use and for serving informal meals in the home.

Folks who live in furnished rooms and flats can't get along without the EMCO Plate.

Sportsmen, picnickers, autoists, outdoor folks generally want the EMCO Plate for wayside lunches.

### THE EMCO PLATE

Doesn't leak, break, or fall to pieces. Carries any food hot and cold, moist and dry. It's made of wood.

Eight cartons each containing 50 plates. Sell them by the carton or by the dozen. Ask your jobber.

**Escanaba Manufacturing Co.**  
ESCANABA, MICHIGAN

the summer of 1920 in better condition for travel than ever before in the history of the State.

The Legislature also provided for marking the entire trunk line system with standard design. The trunk line routes have already been numbered and a map is being published which will serve as a guide to the entire system. In fact, it will be very easy to travel all over Michigan on the trunk lines as soon as the markers are up and this road map available. The plan is very similar to that adopted by Wisconsin two years ago, and any one who has seen that plan will recognize its completeness.

In accordance with an act of Congress, some of the surplus equipment suitable for road building was turned to the Secretary of Agriculture, who has distributed it among the various states in the same ratio that Federal Aid is distributed. Michigan has received upwards of one million dollars worth of this material, consisting of 313 trucks, some road machinery, office equipment, drafting and engineering instruments, 126 of these trucks have been distributed to seventy-one counties and more trucks are now ready for delivery. Most of these trucks, before being turned over to the counties, were equipped with automatic dump boxes, better fitting them for handling road materials. This work is being done at the old Duplex plant at Charlotte which has been rented by the State and equipped for that purpose.

Ever since the passage of the fifty million bond issue, there has been more or less discussion in the State regarding the types of roads which should be built with this money. Some people have honestly thought that this money should all be expended on paved highways; while others have taken a broader view and have readily seen that the State has not money enough in sight to make all the highways of the so-called permanent type. In fact, to attempt to pave all the roads in the State would mean that the important ones, nearly all in the populous sections of the lower peninsula, would necessarily be paved first, leaving other roads unimproved for years.

The Advisory Highway Board at its last meeting, after a very full discussion of this subject, passed the following resolution:

"The Advisory Board approves of the policy of the State Highway Department in carrying out the object of the Aldrich and other Acts to complete the trunk line systems throughout the State, as hitherto approved by the Board, with such types of roads, including gravel, macadam, concrete, and other pavements as are appropriate and suitable for the character of the traffic which these roads are expected to carry."

To speak specifically, as already noted, there are at present something over 3,000 miles of trunk line gaps to be closed in. If they are to be gravel, the average cost would not be less than \$30,000 a mile, requiring in the neighborhood of \$100,000,000 to close the gaps alone; but it has already been made plain that the problem which confronts Michigan is not only

to close the gaps, but to rebuild some of the old trunk lines which have been surfaced with gravel and macadam, and which are now no longer able to carry, with reasonable maintenance cost or satisfaction to the traveling public, the traffic imposed upon them.

#### The Apple.

Eve corrupted Adam with it.

William Tell set a world's record with it.

The small boy risked a whipping for it.

The American people extracted the juice of it.

Nature put a kick in it.

Congress took the joy out of it.

He's a mean father who has his whiskers amputated just because the baby likes to pull them.

#### Problem of Living Within One's Income.

Written for the Tradesman.

We lay great stress in our educational system upon the study of mathematics. Very early in his school course the child begins to struggle with arithmetic; before you know it he is deep in algebra, and even trigonometry clouds his daily life while you are still thinking of him as little more than an infant. But he—and still more she—is married and in the toils of household expenses without having learned as a matter of inexorable fact that two dollars added to two dollars make only four dollars, or that eleven dollars spent out of a total of ten dollars leaves one dollar less than nothing.

All the jokes about the income tax

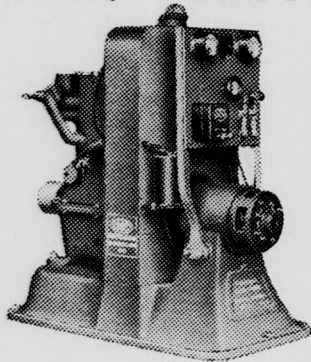
all the preaching and complaining about governmental expenses, all the average person's bewilderment in the presence of financial complications on a large scale, go back at last to the fact that our study of mathematics does not teach us that we cannot make something out of nothing, or that the figures that follow the minus sign—what the bookkeeper would call the "red side of the ledger"—represent something that belongs to somebody else; debts that have to be paid sooner or later in actual labor or deprivation or self-denial by us or by some other person.

It comes to us now in very concrete form; for we are having to confront constantly the higher rents higher cost of food, clothing, greater expense of travel and of every form

## Do You Know That During 1919 Alone 100,000 Individual Electric Light and Power Plants Were Sold to American Farmers?

**T**HIS is the oil age. The oil fuel engine has taken the place of horses—a single small tractor doing the work of many horses at the maintenance cost of one—enabling four men to accomplish today what fourteen men could not do in 1894. And the end is not yet. Oil fuel power, having proved essential in the farmer's field, has invaded his barn and home. Farm lighting plants which furnish electricity for motor driven machinery and mechanically transmitted power for belt driven machinery are in immediate demand. With the farmer's adoption of farm lighting equipment we are witnessing a repetition of the history of the motor car, truck and tractor winning the American farmer's endorsement.

**T**HE Litscher Lite plant is designed to be of greater use to the farmer than previous equipment which the Litscher Lite replaces. It is identified by the fact that it supplies not only electric current to operate from 50 to 100 electric lamps, or their equivalent, in electrical operated machinery, but also, it supplies from 2 to 4 H. P. to operate belt driven machinery directly. Moreover, Litscher Lite designers had the farmer in mind when they planned this light and power plant. After they had evolved a power plant which would completely fill the requirements of the farm, they constructed it so that any owner could keep it in good running order. The Litscher Lite plant is built for the farmer's work and to be operated by the farmer.



The future of the Litscher Lite is assured by the endorsement which it is receiving. Orders are coming in faster than we can fill them unless we multiply our present production capacity. We must

expand; we must have more capital. We offer as security to the investor a farm light and power plant which is ahead of its time in usefulness and value to the farmer; a good business with an established trade and wide distribution; a product well advertised and sold to the jobber, retailer and user on the right basis; a modern factory filled to capacity, and the assurance of such prominent Grand Rapids business men as our officers and directors.



We offer you the opportunity to become Litscher Lite Corporation stockholders. We will share in the benefits which this company is bound to derive because of its prominent position in the youngest of all oil fuel industries, destined to become as great as its automobile, tractor and truck sister-industries.

**Write Us for Complete Data on This First Public Litscher Lite Stock Issue, or Send the Attached Coupon. You Owe This Condition to Yourself.**

### 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.

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

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

LEWIS W. HEATH—General Manager Litscher Lite Corporation.

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

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

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

DR. W. M. NORTHROP—Director Litscher Lite Corporation.

Litscher Lite Corporation,  
Grand Rapids, Michigan.

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

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City and State \_\_\_\_\_



of recreation—to say nothing of the innumerable “drives” for the endowment and support of educational and philanthropic institutions. All this is due not simply to the increased extravagance of our people and the vast destruction and waste of life and labor during the war; back of that it is attributable in considerable part to our lack of the old-fashioned training in personal and household economy, the nearly extinct habit of remembering that there are but 100 cents in a dollar, that every cent spent leaves one cent less, and that when the cent is spent it is gone.

It begins at the beginning, like anything else. If a child never learns the rudiments of personal responsibility about money and the practical facts about money, how is he or she to apply such knowledge to the use of a family education?

A while ago a father told me with a kind of pride that his daughter knew nothing about money; he gave her a generous allowance, but she never knew whether she had spent all of it or not. He sent a check regularly to the bank in the place where she was at school and she drew checks against the deposit without any notion as to whether she was overdrawing or not. Another girl I know is always “flush” at the beginning of the month and poor as a church mouse, borrowing from her friends at the end of it. Every little while her father has to send her money to get her out of a bankruptcy which he would regard as a disgrace if he brought it upon himself.

In still a third case, the father suddenly came to realize what all this meant, and took his daughter in hand. He found that although he supplied her with funds ample for her legitimate uses she was going without things she really needed because she “blew in” her money as soon as she received it, without intelligent foresight or consideration of real values.

“It is my fault,” he said to her. “Let me show you how to make your money go farther. You must make out a budget for yourself. I would have a miserable time if I spent my salary the way you spend your allowance. You must establish a limit of the amount you can afford for sodas, candy, lunches, movie parties and so on, and keep within it. Such luxuries have their place, but they do not come first.”

So he increased her allowance, and helped her to make out a list of her needs and legitimate luxuries, and then insisted upon her keeping a simple account of expenditures. The effect of it was, not only that she began to live within her income, but that she got that kind of responsibility and self-respect that comes with a reasonable self-control and appreciation of the value of the labor that stands behind money.

This sort of guidance should begin very early in the life of a child. Even a little boy or girl can be taught to manage an allowance of five or ten cents a week; to establish limits of expenditure, to understand about income and earnings, fixed charges, deficits, balances and savings. The great figures that represent the work and

transactions of vast corporations are, after all, quite the same in principle as the little figures that represent the financial affairs of a child.

As soon as a child begins to spend even a few cents he should be taught the underlying facts. As soon as he can count he can begin to see that the counting applies to the pennies in his chubby hand. He can be taught to spend them wisely and carefully, to keep track of them, to save them for something that he will want to do to-morrow. By no means let him become a little miser—that is as bad as reckless spending—but encourage him to understand the limits of what he has and can have, and to know that when he spends it all there isn't any left. This simple fact lies at the basis of economics, but seems very hard for the average person to learn, unless they learn it in childhood.

Prudence Bradish.

(Copyrighted 1920.)

Another link in the chain of trade will be forged when a steamer from the Orient reaches Galveston with a cargo of peanuts the latter part of this month. There is an abundant supply of peanuts in China and other Oriental countries, and in Texas there are more than 200 oil mills for the crushing of seed and beans, which, with the mills in Arkansas and Oklahoma, would consume thousands of tons of oil-bearing nuts if these could be brought to the Southwest in sufficient quantities to enable the mills to operate twelve months a year.

Two Canadian buyers have returned to San Francisco from Japan with only half the quantity of toys they were instructed to bring back. They declare that our toy and novelty manufacturers are losing an opportunity to develop a big market in Canada. “We learned that the price of toys in Japan has doubled in a year. Before leaving we attempted to place orders for what was needed in the United States, but could not do so. We had to go to Japan, as we will not trade with Germany,” they said.

## COFFEE WEEK A SUCCESS

From every part of the country photographs of window displays have been pouring in to the Committee, showing that grocers gave Coffee Week their whole-hearted support.

The judges are busily engaged judging these photographs.

Every display will receive careful consideration, and winners of the \$2,000 in prizes will be selected with utmost fairness.

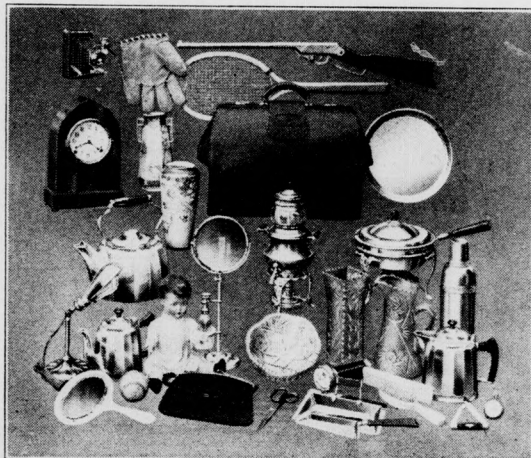
*Winners will be announced  
in this paper*

Coffee Week is merely one of the high spots of the COFFEE advertising campaign.

*Watch the magazines!*

JOINT COFFEE TRADE PUBLICITY COMMITTEE  
74 Wall Street, New York

## The Retail Power of Premiums



is testified by such mighty successes as Wm. Wrigley, United Cigar Stores, Larkin Co., and many others.

The “Hilco” Profit Sharing System is a co-operative Premium Plan accomplishing *great things* for small retailers throughout the United States—gets the cash, keeps the trade at home and kills the mail order house menace.

Information upon request. No obligation incurred.

HINKLE-LEADSTONE CO.  
180 N. Wabash Ave. Chicago, Ill.

### Twenty-Seventh Anniversary of Saginaw Council.

Saginaw, April 3—Just twenty-seven years ago a band of men who had at heart the interest of all commercial travelers came to Saginaw from our sister city, Flint and helped to organize what is now Saginaw Council.

As the parent organization, Flint has never had to feel ashamed of her foster child. On the contrary, she can justly feel proud of the work she started and can look with pride upon Saginaw Council. Starting with a membership of twenty-nine men Saginaw to-day boasts of one of the finest U. C. T. organizations in Michigan, with a membership not far from the half thousand mark.

Great honor and praise is due that little squad of twenty-nine charter members who through their untiring efforts put No. 43 where she stands to-day. Of that little army of commercial men, there still remains five who look with pride upon the accomplishments attained during the past quarter of a century.

Saginaw expects to go to Detroit in June and announce a 500 membership for our Council. What joy such an announcement will bring to the hearts of the five living charter members. To think that in April, 1893, they were a part in helping organizing what is now a pride to them—A real live Council. Following are the names of those honored gentlemen:

M. V. Foley.

John Sonnenberg.

M. S. Brown.

E. J. Fritz Harris.

Thomas Watson.

Long may they live!

No set of officers in any U. C. T. Council in the United States or Canada had greater reason for exultation than those of Saginaw Council Saturday night. No greater harmony ever reigned in business or fraternal circles than existed between officers and councilmen the past year. Truly, it was an example of what can be accomplished when all heads and hands work as one. Every man, from the Senior Counselor down, proved himself to be a worthy commander of his position and was held in high esteem by brother officers and councilmen. In all, it was an epoch-making year for Saginaw and the interest aroused the past twelve months will serve to inspire everyone on to greater things the coming year, and unless some great catastrophe hits our booming city, Saginaw Council by March 31, 1921, will be the largest council in Michigan. We realize the mark is set high, but nothing aimed at, nothing gained. We have the men, we have the material and though striving for numerical strength, there is a greater goal toward which we should all work and that is the good we can do and are doing for our fellowmen and humanity.

From a fraternal standpoint we are to be reckoned with, and of our great widows and orphans' feature, such work cannot be measured by dollars and cents. What of the burial fund within our own circle? Most commendable. What of the legislation sponsored by and put through by the United Commercial Travelers of America for the welfare of the traveling public at large? What of the many acts of charity done toward relieving the needy and helpless, never confining such acts of mercy within the circle of our own number. For charity availeth much. What of our insurance feature? No better in the world at any price.

The attendance the past year will average higher than any time during the existence of No. 43. At times our hall was not large enough for us. With the ending of our fiscal year (March 31) we had initiated better than 150 men, good and true. The banner class was put over in November, at which time fifty-three names were entered on our honor roll.

From a social standpoint we did not do so much, owing to the influenza epidemic, however, several dances

and entertainments were given and well attended.

It would not be fair for me to go on telling of our great achievements during 1919 and say nothing of our greatest asset, the Ladies' Auxiliary. Not like the people who crossed over and passed by the man who had been cut down ruthlessly by the thieves and left dying in the by-way, but they, like the good Samaritan, were ever-ready to lend a helping hand. They, too, rounded out a most successful year, ending with a membership of eighty-eight, a gain of twenty-two members over 1918. Their social functions were numerous and highly entertaining. The President of the Ladies' Auxiliary the past year was Mrs. Joe Rabe, 1600 North Lafayette street. She and her co-workers deserve much praise for their untiring efforts. Mrs. A. LaFevre was elected President of the Ladies' organization for 1920 at their annual meeting, March 18, with Mrs. C. N. Smith, 721 West Genesee avenue, Vice-President, Mrs. Otto Kessel, 516 Cooper street, Secretary and Mrs. C. W. Adams, 428 South Park avenue, Treasurer. Let us hope that they, too, may set their aim high for the coming year and make a mark.

The work of our executive committee, composed of men whose ability can not be questioned, was praiseworthy. At this point I feel it a splendid opportunity to suggest that they make an effort to be more regular in attendance. We need you and you need us. We know the past year had its many disadvantages, but let us pledge our presence at every meeting the coming year and fruitful will be the outcome.

Our annual meeting, held in the Elks Temple March 10, was a success. It was Rutherford night a splendid turnout. There were twelve men added to our number:

Wm C. Conghlin, 330 Jefferson avenue, Saginaw, representing Saginaw Shipbuilding Co.

Roy P. Fitzpatrick, 922 Hoyt avenue Saginaw, representing Standard Oil Company.

David Getaz, 710 South Weadock avenue, Saginaw, representing Ralph Ainsworth Co. Detroit.

Frank M. Healey, 128 North Jefferson avenue, Saginaw, representing Erickson Co., Des Moines, Ia.

H. J. Hillman, Saginaw, W. S. R. R. 3, representing Melze-Alderton Shoe Co., Saginaw.

L. R. Joslin, 636 North Second street, Saginaw, representing D. J. and John Carroll, Bay City.

J. J. Pipoly, 1424 North Bond street, Saginaw, representing H. Watson & Company, Saginaw.

Michael Shrems, 1909 Janes avenue, Saginaw, representing Hart Brothers.

David L. Simmons, 815 South Jefferson avenue, Saginaw, representing Bay State Milling Co.

R. A. Smith, 626 South Park avenue, Saginaw, representing Morley Brothers, Saginaw.

Donald C. Wayne, 626 South Park avenue, Saginaw, representing Morley Brothers.

Clarence Price, 417 Fayette street, Saginaw, representing G. A. Alderton & Co, Saginaw.

After the regular routine of business the election of officers was held with the following results:

Senior Counselor—B. L. Rutherford.

Junior Counselor—Oren Leidlein.

Past Senior Counselor—Daniel McArthur.

Secretary and Treasurer—Geo. S. Pitts.

Conductor—Archie Dorman.

Page—Albert Munger.

Sentinel—Clayton N. Smith.

Chaplain—M. V. Foley.

Executive Committee.

Ed. Knoop (Hanchett street.)

Ed. Blank (124 North Porter)

Horace Fox (South Warren avenue)

Ora Lynch (1014 West Genesee avenue)

Clayton N. Smith, the newly elected Sentinel, was the unanimous choice.

He has done much for No. 43. No man is held in higher esteem by his brethren than he, and while entering the official circle at its lowest point, it is but a stepping stone to the highest chair to be held in the Council and we believe him to be equivalent to all future positions, holding same with honor to himself and Council.

Yours Truly was elected Press Agent. I have endeavored the past two years to place U. C. Tism and the cause for which we stand before the public eye, and while I have missed my mark at times, possibly, I grant you my work was always in good faith.

At the close of the election, the officers were installed by Grand Junior Counselor Herbert D. Ranney, with Joseph Rabe acting as Conductor. As each officer was installed, he was presented with a beautiful silk cap, the gift of our new Senior Counselor, B. L. Rutherford, to his fellow workers. The latter entered the duties of his office just as if he had held it for many years. In a talk to the Council he pleaded for harmony and fired, as it were, every man present with the fighting spirit for bigger and greater things for 1920.

Saginaw has been honored by having the following men elected to grand offices:

Mark S. Brown, now a Past-Counselor, has also been sent to Supreme Headquarters and placed on many important committees. He carries a greater power on the Supreme floor than any man ever delegated from Michigan.

H. D. Ranney, our present Grand Junior Counselor, a product of old No. 43. His work he has done with credit to himself and the Council at large.

B. L. Rutherford, our new Senior Counselor, is chairman of the Grand Legislative Committee and the work he has accomplished the past year in conjunction with his worthy colleagues has won the admiration of the Grand officers and subordinate councils.

With all the earnestness and vim with which we worked the past year, it was not all sunshine and happiness, for from among us was taken by the grim hand of death, eight brothers who have passed to their final resting place, leaving to our memories fine examples of men good and true. Following are those whose memories we cherish: Brothers O. C. Gould, W. Parke Warner, our old faithful Secretary and charter member, Herman Vasold, Graham Morehouse, Tony Sazone, Henry Balhoff, William Guider and C. E. Cornwell.

Memorial services will be held for them in April. The committee in charge of same is M. S. Brown and H. D. Ranney.

Let each and every one of us rally round the flag and give our officers every possible aid. Our very presence serves as an inspiration to them, to be up and doing, and if we will do nothing more than turn out we will be doing them a favor, and each and every one alike will profit by the intermingling and form a closer fellowship which in turn will spell "success" for Saginaw Council No. 43 for 1920.

In appreciation for the things done for Saginaw Council by Flint Council, our officers journeyed to Flint, March 13, and put on the work, at which time a splendid class was initiated. The men who successfully passed through the work were:

E. A. Woods, 612 East Fifth avenue.

R. N. Larmor, 218 Hamilton street

James G. McLeod, 1517 Smith street

Fred C. Willey, 2907 Park B.

Pierce F. Boyer, 512 North Saginaw street.

Clarence E. Swartz, 727 Louisa avenue.

H. C. Simmons, 822 Detroit street.

Leo. Thomas Burns, 324 East First avenue.

George R. Lovegrove, 711 North Saginaw street.

The Saginaw party, upon its arrival

was immediately ushered to the banquet hall, where the good U. C. T. ladies had prepared a fine supper, during which time a five piece orchestra furnished the kind of music that made one forget his troubles. After the abdominal regions had been thoroughly satisfied, everyone repaired to the hall, where dancing was indulged in, until all seemed satisfied.

Richard Brown, of Saginaw, then sang several pleasing numbers and Charles Hillman, of Saginaw, always a headliner when it comes to entertaining, gave a splendid account of himself. His Italian "Funny Logs" made a particular hit and he was called on several times. "The Alfalfa Trio" must necessarily come in also for their share of the evening's entertainment. All in all it was a great trip and from the looks of things, Flint Council will have to be reckoned with the coming year, from the point of numerical growth. She has a great field to work in and much is to be expected of her. At her annual election the following officers were named:

Senior Counselor—William Tracy.

Junior Counselor—Herbert Choate.

Past Senior Counselor—Claude Armstrong.

Secretary and Treasurer—E. C. Spaulding.

Conductor—William Setchfield.

Page—G. W. M. Garrett.

Sentinel—Ed. Woods.

Executive Committee—Rodney Eaton, C. R. Buchanan, R. W. Wright, A. E. Hazel.

Immediately after the election of officers the installation took place, the installing officer being Past Counselor, Mark S. Brown, of Saginaw. Here is wishing the Flint boys a wonderful 1920. We extend them an invitation to come to Saginaw any third Saturday night of any month and meet with us at the Elks Temple.

L. M. Steward.

One of the best ways to get the other fellow's regular customers away from him is always to have the goods. If people have to come to you occasionally, they are going to come with increasing frequency.

Never borrow if you can possibly avoid it.

# SAUER'S



PURE FRUIT

## FLAVORING EXTRACTS

FOR  
PURITY STRENGTH  
AND FINE FLAVOR

WINNER OF  
17 HIGHEST AWARDS  
AT AMERICAN AND  
EUROPEAN  
EXPOSITIONS

LARGEST SELLING BRAND  
IN THE UNITED STATES

32 FLAVORS AND  
OLD VIRGINIA  
FRUIT-PUNCH

# \$3.50 While They Last



No. P930—Black English Grain  
Blucher, Tip, Bellows Tongue,  
½ Double Sole, Clinch Nailed,  
E, Men's 6-11, \$3.50.

THESE splendid shoes are packed 12 pairs  
to the case and in the following run of sizes:

Men's 6-10, 6-11, 7-10, 7-11

While the present limited stock lasts, orders on  
this shoe will be filled in accordance with time  
of arrival at this office.

Orders will be accepted for regular cases only.

*Here is your opportunity to get a splendid shoe value if you act promptly.*



## F. Mayer Boot & Shoe Co., Milwaukee Wisconsin

EXPORT DEPARTMENT: Bush Terminal Sales Bldg., 130 W. 42nd St., New York City



### The Averaging of Prices on Garments

The National Garment Retailers' Association has notified its members of a ruling by Howard Figg, Special Assistant to Attorney General Palmer dealing with the question of averaging prices on old stock and merchandise received at new market values. The main point in the ruling is that prices cannot be averaged unless new merchandise is actually received, regardless of the amount of goods on order. This makes it necessary for merchants to average their prices, as each shipment of new merchandise at new prices, is received. Old stock, the association warns its members, cannot be marked up on replacement values.

According to Mr. Figg's interpretation, the prices of old stock and those of the new stock must be averaged not only in relation to prices, but the quantity of new stock added to old stock, must be taken into consideration before establishing a new wholesale price on the combined quantities from which the mark-up is taken. John Hahn, Secretary of the retail organization, explains that the simplest way to comply with the ruling of the Department of Justice is to total the aggregate cost of the old stock and the aggregate cost of the new stock, added at the new price and divide the total by the quantity involved. Thus, if fifty shoes in stock cost \$10 a pair, totaling \$500, and twenty-five pairs at \$15 were added, bringing the sum to \$875, the latter figure, divided by seventy-five pairs, makes the average \$11.67 a pair. Mr. Hahn emphasizes the point that the averaging of prices is permitted only where the new stock added is of the same number and style as the old stock on hand.

The association put before the Department of Justice the proposition of averaging prices of merchandise on order, raising the point that to average only on merchandise received would mean daily averaging by the retailer. It was pointed out that by this method under the present market conditions, the ultimate consumer would benefit in the way of lower prices on merchandise on order. The department, however, through Mr. Figg, refused to permit the merchants to average prices on bona fide orders unless the merchandise is received and placed in stock. Therefore, merchandise on order and received in installments must be averaged as the merchandise is received.

In his letter Mr. Figg writes:

"You will note that I have already answered your query as to whether the merchant must average only on the new merchandise received, regardless of the quantity ordered. Under present conditions, all merchandise orders, regardless of whether the price is stipulated or otherwise, are practically open contract, prices being revised at the demand of the jobber or manufacturer at will. Under these conditions, it is out of the question to permit the averaging cost of stock on hand with the total amount of an order which is being delivered in installments; also, if we are on the verge of a falling market, as there is some

reason to believe, to average with basis of the order at contract price would tend to deprive the public of the benefit of such falling market.

### Cotton Supplies and Fabrics.

It was the speculative fever rather than any change in the statistical position of cotton which sent up quotations with a big jump during the past week. But those for the new crop were presumed to be based on the weather conditions in the growing districts. In some places comparatively light rains were regarded as a favorable sign, but in others heavy storms delayed the work of preparing the ground for planting. Sales for export seemed to be slackening, but there have been some, especially of low grade cotton, to Southern spinners. A preliminary report from the Census Bureau indicates a total supply of 4,000,000 bales of American cotton, an indeterminate amount of which is declared to be unspinnable. What the real facts are, however, will not appear until the bureau's full report is made, which will probably be about the middle of the month. The goods market went on a rising scale during the week, especially in regard to printcloths, although the mills showed no disposition to push business for late delivery. There seems to be too small a margin between the prices at which gray goods are selling and those asked for finished fabrics, and this seems likely to cause some readjustment. Delays in deliveries are still complained of. Transportation difficulties have had much to do with bringing about this state of affairs, but the tangles are being straightened out gradually. Retailers are taking goods on old orders, though they are rather slow in putting in new ones. Imports of cottons, especially from Great Britain, are beginning to make an impression on the market. Some goods, also, which had been taken for export are being thrown back for sale here. In knit wear the situation remains virtually unchanged.

Freak shows in the windows, live animals, etc., may attract a crowd, but will they bring people in to buy? Your window display should be the sort to make sales.

Neat Collar  
Buttons Riveted  
Convenient side opening to reach inside trousers pockets  
Special Pocket for Pliers  
Roomy and Cool in Summer  
Guaranteed Fast Colors  
Cutral  
The Economy Garment

No suspenders to bind  
Large Brass Buttons  
Yardage in Right Place  
Roomy Crotch and Seat  
Reinforced Strain Points  
Deep Swing Pockets

**MICHIGAN MOTOR GARMENT CO.**  
GREENVILLE, MICHIGAN—4 Factories—8 Branches

## Work Shirts and Overalls

We have a good stock of Men's, Boys' and Youths' overalls in several different patterns. Also show a complete line of Work Shirts, Rompers and Slip-overs. These are very desirable lines to handle as they pay you a good profit.

Write for samples.

Quality Merchandise—Right Prices—Prompt Service

**Paul Steketee & Sons**

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH

Mr. Man

always likes to trade in a

**MAN'S STORE**

Mr. Dealer in Men's Wear

knows the advantages of doing so too.

That's why there is a need for a *Men's Wear House* in the wholesale market of Grand Rapids.

That's why you will want to keep in touch with

**Daniel T. Patton & Company**

The Wholesale Men's Furnishing Goods House of Michigan

# DICKINSON'S



## SEEDS

The Albert Dickinson Co.  
MINNEAPOLIS CHICAGO

**As to Wool and Woolens.**

Wool markets are for the time being rather quiescent and devoid of feature. But there is no evidence from any quarter of any recession in prices, particularly for the finer varieties. The consumption in domestic mills in February was 63,700,000 pounds, grease equivalent, which is 9,000,000 pounds less than in the month before, the decrease being ascribed in great part to the crippling of transportation facilities in New England. This is shown also in the greater number of idle looms, sets of cards, combs and spinning spindles in all except the carpet mills. On Thursday the next auction sale of Government-owned wool will be held at Boston. In Great Britain a long list of auction sales has been announced for the near future, the Government there being anxious to get rid of its very large holdings as soon as possible. In the goods market the mills profess to be satisfied with the business on hand and the orders put in for the next heavyweight season, despite the cancellations that have been put in. Imports of woollen fabrics and dress goods from abroad, and particularly from Great Britain, are beginning to make a good showing. In January 667,461 square yards of woolens and 363,893 square yards of dress goods came in, nearly all from the United Kingdom, which is trying its best to push its exports of these goods. Sales of women's wear have not been quite up to the mark, but an improvement in this respect is expected with the settling of the weather.

**More About Reworked Wool.**

Among those who have ranged themselves in opposition to the passage by Congress of the French bill, otherwise called the Truth in Fabric bill, are the Director of the Bureau of Standards and the Chief of the Textile Division of that bureau. Both of them gave testimony the other day before the committee on the subject Mr. McGowan, the Textile Division Chief, said in answer to questions that there was no test whereby the amount of virgin wool and shoddy in a fabric could be determined and that the labeling called for in the French bill would mislead because it would be in the public mind tantamount to an official statement that virgin wool cloth was better than cloth containing reworked wool, which is not true. Dr. Stratton, the Director of the bureau, said that the marking of fabrics as provided for in the bill would be giving the public only a half truth. He thought no greater mistake could be made than basing legislation on the assumption that virgin wool goods are better than those containing reworked wool. The value of the testimony thus adduced is enhanced by the fact that those giving it are experts who are in no way personally interested in the outcome and have no reason to be otherwise than unbiased. Another point brought out in the hearing which is not without value is that the adoption of a measure like the French bill could not affect imported goods. Such might come in, made wholly or partly of shoddy,

without being branded, and there is no way of telling whether they were properly labeled or not. With this advantage they could be sold at prices lower than the domestic goods which were branded.

**Waist Outlook Good.**

In behalf of the membership of the United Waist League of America, of which he is President, Samuel A. Lerner, head of the Lerner Waist Company, has made a comprehensive survey of the conditions affecting the trade. What he has found is embodied in part in the following report:

"Retail Trade—The retail business, since the settling of weather conditions, is phenomenal, and all indications show that the country will enjoy the best retail business in its history. Reports from ninety-three stores in various parts of the country state that stocks are being rapidly depleted, due to an unprecedented consumer demand.

Finances—Collections are good, but not altogether normal. As the season advances improvement is looked for. The banks are evidencing more confidence in conditions. The Federal Reserve Bank is backing a bill before Congress which will aid member banks most materially in the accommodation of their accounts.

Blouses—It is my firm belief that kimono sleeves and short sleeve blouses will be in vogue at least for the next five months. In fact, there will be a consumer demand for merchandise with sleeves of this length for at least that period. I do not care to make further prediction."

Put posters or signs on your window glass in front of the goods if you want to, but don't do it unless you think the poster is more important than the goods behind it.



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.

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

**Opportunity is Still  
Knocking at Your Door---  
But Not for Long**

Two weeks ago we advertised the offering of our Preferred and Common stock on a very exceptional basis, stating that we desired particularly to sell this stock to good merchants in this territory. Following our incorporation as a Million Dollar concern and the authorization of the sale of \$200,000 of this stock at this time, we are glad to report that over \$150,000 of this \$200,000 has been sold and paid for and the balance is going rapidly.

There are certain merchants who have not gotten in on this proposition whom we desire to have interested in our business and this notice is directed to them. We want you interested if only to the extent of \$100.00. **JUST THINK**—here is your opportunity to buy stock, half in 7% cumulative Preferred stock and half in Common stock paying 12% annually and extras. The Preferred stock is secured by net assets in excess of double the entire issue of Preferred stock and the book value of the Common stock is in excess of \$12.50 per share, par value of which is \$10.00, which is what you are asked to pay for it. The dividends on the Common stock have averaged over 12% per annum during the last five years.

If you take this stock it means that you will be much more interested in our business and from time to time you can undoubtedly secure valuable assistance from us, as well as a big return on your investment and you will also be a booster for us, which will help to make us continue to grow and pay big dividends.

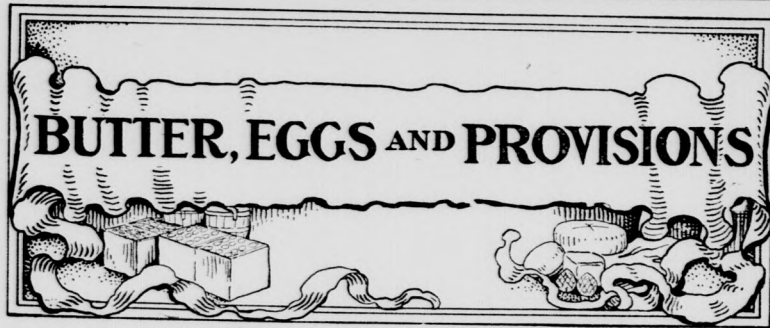
We cannot make a personal call on every merchant, but we want you to take this as a personal invitation and remember that we want you interested, if only for \$100.00.

Don't put it off but sit right down and send in your check and you will get your stock certificates by return mail.

**GRAND RAPIDS DRY GOODS CO.**  
Grand Rapids, Mich.

Exclusively Wholesale

No Retail Connections.



### Some Egg Price Factors.

A survey of the price of eggs as put in storage at New York and the price at which they sold during the past five years shows that only one year in that period was profitable to the wholesalers who stored eggs. This, then is a very hazardous branch of our agricultural commerce and all who attempt to trade therein should study the price factors from all angles.

First, there is the factor of the hen. When our country entered the war and the price of feed rose, the poultry-raiser was stampeded and sold off his stock in large numbers. But, with the large exportations during the past twenty-four months and the consequent rise in the price per dozen poultry has again found its place on the farms of the land. In fact, these high prices have seemed to emphasize this branch of farming and the farmers are discarding the hen that only laid 80 or 90 eggs a year, and are looking for the 200-egg year, the 300-egg per annum hen. From this condition, it is assumed that the egg production this spring and summer will exceed last year, even though the census report may show that there are fewer hens on farms to-day than ever before.

The hen's production is affected by the weather and this spring, so far in most sections, has not been as favorable to egg production as last spring hence there has not been as many eggs sent to market this year as last, but many in the trade expect April to show a marked increase.

The next factor is the demand and this is divided into the demand at home, and the demand abroad. There is hardly a question but that the demand for eggs in the United States to-day exceeds that of any time in our history. The average man is working and nothing will sustain him in his hard work like eggs—they are the most nutritious and invigorating food for adults obtainable. Further a canvass of the market reveals the fact that the consumption of eggs at the soft drink counters will almost reach our previous total consumption.

The foreign demand is still doubtful. For the seven months ending with January we exported eggs as per the following figures:

1918—12,843,741 dozen.  
1919—15,836,957 dozen.  
1920—26,765,682 dozen.

Thus, we see that this business has been growing with splendid proportions. But, this year we are confronted with the problem of exchange, especially so as Great Britain is our largest customer. Under ordinary circumstances the pound Sterling is worth in American money \$4.8665,

but within a week it has been as low as \$3.75 and a few months ago it was even lower. This means that the Englishman must add one-third to his price of eggs in order to be able to buy them with his money at the present standard. The question then is, with one-third added to the cost will they still buy them from us; or will they buy them from some other country?

If Russia would settle down, it would be easy to answer this question as Russia usually produces a big surplus of eggs. Recent news reports indicate that some merchants are in China gathering up eggs for sale in Europe. Just how successful they will be is too early to estimate.

These are the general conditions as they confront us to-day, and in reviewing them we see that should England continue to buy the price will be high; but should she remain out of the market, there is still the encouraging feature of a much larger demand at home and a possible chance that an unfavorable weather condition through April may greatly reduce the supply, which would keep up prices. But, should any of these conditions change, then there would be a similar change in prices.

### Not Exchangeable.

"I hear you have a little sister at your house," said a Chicago grocer to a small boy.

"Yes, sir," said Johnny.

"Do you like that?" was queried.

"I wish it was a boy," said Johnny, "so I could play marbles with him, an' baseball."

"Well," said the storekeeper, "why don't you exchange your little sister for a boy?"

Johnny reflected for a minute, then he said rather sorrowfully: "We can't now. It's too late. We've used her four days."

You Make  
Satisfied Customers  
when you sell

**"SUNSHINE"  
FLOUR**

BLENDED 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

### WE BUY AND SELL

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

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



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

M. J. Dark & Sons  
Wholesale  
Fruits and Produce

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

Grand Rapids, Michigan

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

## 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

## MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building  
Grand Rapids, Michigan

**Death of a Most Remarkable Man.**  
Olney Hoffman Richmond, grand master of the Order of the Magi, was buried Monday, in the grave prepared by his widow, Mrs. Verona Richmond of 509 South Marshfield avenue, Chicago.

Mrs. Richmond was of the opinion that there was "something suspicious" about her husband's death and asked the coroner for a post-mortem examination. The coroner stopped the funeral, which was to be held by the Magi under the leadership of Miss Arline Richmond, the grand master's adopted daughter.

When the post-mortem showed that death was the result of natural causes the widow's fears were quieted. A death certificate was issued. The coroner decided not to hold an inquest and Mrs. Richmond then arranged for the funeral and interment.

Thus ended the earthly career of one of the most remarkable characters the world has ever seen.

When the Tradesman was established in 1883 Mr. Richmond was engaged in the retail drug business at Pierson. He immediately became a regular contributor to the paper under the name of Solomon Snooks, who purported to be a general merchant engaged in trade at Cant Hook Corners. The Snooks articles were features of the Tradesman for many years and were more widely quoted and commented on than any similar contributions which ever appeared in the trade press. One of the articles, embodying a "take off" on Masonry, is still going the rounds of the press. Only last year the Tradesman received a newspaper from Australia containing the travesty reproduced word for word from the original publication thirty-six years ago. In the meantime Mr. Richmond got up the ritual of a bogus Masonic order, the Knights of Malta, which created no end of amusement for the wags who instituted "lodges" in various parts of Michigan and other states. Mr. Richmond was for many years the champion checker player of the world, playing matched games by mail with experts in all parts of America and Europe. He invariably came out victorious.

About 1885 he removed his drug stock to Grand Rapids, locating on South Division street. While here he developed a branch of psychic science as the result of an occult study of the stars, which enabled him to accomplish unheard of things and solve many problems off hand which astronomers of the old school required hours to work out. He could look at the stars a moment and tell the exact time it was by the clock. Wonder over the accuracy of his prognostications was so great that he decided to develop an organization for the further study of the stellar world. He sold out his drug stock in 1892 and removed to Chicago, where he leased a large residence, developing a lodge room on the upper story. He called his creation the Order of the Magi and during the world's fair in 1893 he reaped a rich harvest initiating members into the secrets of his order at \$100 per head. He subsequently got into some trouble with the Fed-

eral Government over the legitimacy of his alleged discovery, but appears to have come out victorious and kept up the work of initiating new members—and raking in the \$100 membership fees—until he passed away last week.

**Duty of Nation to Retail Merchant.**

Clare, April 6—The Federation of the Retail Merchants of Michigan, to my mind, is one of the greatest moves in the right direction ever made for the perpetuation of the retail business. Our profession, if we may call it such, is just as honorable and as necessary to the highest interests of the country's well being as any of the other pursuits of her citizenship.

When our Nation was plunged into the greatest war the world has ever known and the Nation needed men with steel nerve, men who would not fail, men who were true blue to Americanism, she found the retail merchants of the land ready, almost to a man, to adjust his business to suit the demands of the country's call, necessitating many sacrifices at times, but they did their duty willingly.

Not only this, but the retail merchants all over the land were among the most progressive in every war activity, selling Liberty bonds, raising Red Cross funds, Y. M. C. A. funds, giving talks in school houses town halls and churches, stimulating American patriotism and keeping the home fires burning. Our Nation was victorious.


So to-day as retailers of merchandise in Michigan during this reconstruction period we ask that our business be protected and fostered by the great country of which we stood in defense.

The law of supply and demand will adjust every abnormal condition if every citizen of our land will exercise true American judgment.

Beware of the agitators who are traveling the country in all directions for personal gain or political popularity trying to tear down or destroy the established system of distribution of every commodity of our Nation, which is the best known system in the world.  
J. F. Tatman.

**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

**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



**Bel-Car-Mo**  
Peanut Butter

Make a display of these attractive Tins of "Bel-Car-Mo." Show your customers that your store is "up on its toes" to please with the better food qualities. Its quality is guaranteed—tell the customers.

Order from  
Your Jobber

In all size Sanitary Tins from 8 oz. to 100 lbs.

Improved  
*"Taylor-Made"*  
Honey Comb Chocolate Chips



You've tried the rest  
Now Buy  
the Best

W. E. TAYLOR, Maker  
Battle Creek, Michigan


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

**Vinkemulder Company**  
GRAND RAPIDS :: MICHIGAN



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.

### Remember the Fly to Swat Him Hard

Written for the Tradesman.

The time to put on an aggressive "Swat the Fly" campaign is early in the season, when prevention is still possible. Thus, later say in August, when flies are thick, you can—by way of saying "We told you so"—put on a repeat display. Some people will buy goods early with the prevention idea in mind. There are others who never buy anything until too late. You can and should cater to both classes.

Some time in April is a good time for your first display.

The fly is not a joke, by any means. The seriousness of this menace to the public health has been understood and appreciated for many years. Not all the means of coping with the menace have been adequate, satisfactory or even intelligent; but the public has been gradually educated to hate and fight the fly which it once placidly tolerated. Therein rests the hardware dealer's opportunity to push certain lines very effectively at the proper season.

Most hardware stores carry practically everything necessary to a Swat the Fly campaign in the home. Screen doors and window screens, to keep the fly out of the house; garbage cans, to shut him out of his usual breeding grounds; scrubbing brushes and paints, to clean up and render sanitary the dirty corners where he loves to lurk; fly swatters, to end his prolific and dangerous career—these and many other articles are in practically every hardware stock.

The "Swat the Fly" display is a logical sequel to the display of regular housecleaning lines. Following the regular spring cleanup, the next thing in order is to take preventive measures against the inroad of the fly.

Some very effective displays can be put on. The feature in a swat the fly display is not so much the spectacular showing of the goods themselves as the ingenious and striking use of known scientific facts regarding the fly peril. These can be embodied in striking show cards, and will serve to rivet attention on the subject.

In the writing of a magazine story, one of the prime tasks of the author is to arouse the reader's virulent hatred against the black-browed villain. In the same way, in a Swat the Fly display, the hardware dealer's great objective is to induce the passerby to hate and fear the fly and to hit him hard. Here is where showcards and incidental pictures can be utilized to advantage.

In some communities the local boards of health and the public health departments have illustrated literature dealing with the fly menace. The pictures of the fly, first on the dirty uncovered garbage can, then hovering over baby's crib, are familiar instances. If you can get half a dozen or more of the most striking of these pictures, they will serve to give point to your display, and to help the sale of covered garbage cans and window screens.

These pictures can be pasted up in your window; or they can be pasted on large sheets of cardboard and the moral further driven home by appropriate lettering.

Here are some figures that can be used. Embody them in a showcard, or in a typewritten bulletin posted in your window.

A female fly lays 150 eggs in 10 days. That means, say, 75 more female flies each with the power of laying 150 eggs in 10 days more. Figure it out and you find that in 40 days the number has increased from one to 64,136,401.

Head your statement with the question:

**WHY SO MANY FLIES?**

Add at the bottom:

**SWAT HIM NOW.**

A good show card can be made with a crude cartoon of a man using a fly swatter. A good combination is to draw the figure on the card, and attach a real fly swatter to the outstretched hand. Then paste a dead fly to the card. Have these words issuing from the mouth of your picture:

"Hurrah! There'll be 64,136,401 less flies 40 days hence because I swatted that fly NOW."

Here is a statement by Prof. Hodge who conducted one of the early Swat the Fly campaigns at Worcester, Mass. some eight or ten years ago. It will lend point to your display of covered garbage cans:

"If the people of— will arise to the situation and adopt my method of killing the flies at the garbage pail, in two weeks there will be but few left, and during the summer if precautions are carefully followed by ALL housekeepers the community should be practically free from the germ-spreading fly pest."

There are various incidental stunts which are sometimes used by enterprising dealers to stimulate activities along this line. In some places fly-killing contests have been held. In the three weeks campaign referred to at Worcester, Mass. a number of years ago forty bushels of flies were killed—in all, 16,267,088 of the pests. Newspapers in some places when the fly menace was first realized offered prizes for the boys and girls making the biggest bag of dead flies. In other communities the local Council of Women, and similar organizations, have taken an active part in such movements. The dealer can often cooperate with such movements in effective fashion.

Latterly, however, the fly menace is generally so well understood that

## Foster, Stevens & Co.

### Wholesale Hardware



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

Grand Rapids, Mich.

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

## Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

### HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS, MICHIGAN

## PAPER

All Kinds

For  
Wrapping

For  
Printing

TRY US

The Dudley Paper Co.  
Lansing, Mich.

## McCRAY

SANITARY  
REFRIGERATORS

For All Purposes  
Send for Catalog

McCRAY REFRIGERATOR  
CO.

944 Lake St. Kendallville, Ind.

## BOWSER OIL STORAGE OUTFITS

keep oils without loss,  
measure accurate  
quantities. Write for  
descriptive bulletins.

S. F. Bowser & Co., Inc.  
Ft. Wayne, Indiana, U. S. A.



little of an educative nature is required, outside the window display involving the effective use of show cards.

A recapitulation of the saleable lines may be worth while. On the one hand we have preventive equipment, designed to keep the fly from breeding and to keep him out of the house. On the other we have fly-killing devices of various sorts.

In the way of prevention, there are screen doors and window screens, to keep the fly out of the house; and covered garbage cans to keep him from breeding. On the farm, the fly pest, always a nuisance to animals can be somewhat mitigated by the use of concrete troughs and concrete flooring and gutters in the pens and stables. This is worth remembering when pushing the sale of cement. For stables in towns, lined and covered manure boxes are usually required by health regulations; this means business for the tinshop. Disinfectants can also be used to prevent flies breeding; and good commercial disinfectants are handled in most hardware stores.

On the other hand, fly killing devices are now hardware staples. The commonest of these is the ordinary fly swatter. The fly swatter seems, from what druggists tell me, to have displaced the poison and sticky fly papers. A few minutes with a fly swatter can wreak more havoc than any number of papers and fly traps. However, there is a market also for balloon fly traps; and there is a steady sale for both types of fly paper, in case the hardware dealer handles them. All that is necessary is to feature these lines, in connection with your general display early in the spring when prevention is in order; and once or twice later in the season, when a lot of people will wake at last to the fact that the fly ought to have been dealt with earlier.

The Swat the Fly idea can be linked up with other lines. It can give added force to housecleaning, since cleanliness leaves no room for the fly to breed. Paint is also an excellent fly-preventative, since it covers up the cracks in which flies hide throughout the winter and where they often breed, and is also a disinfectant to some extent.

While you are at it, keep your own store clean and free from flies. Put on your screen doors early; and if any flies appear, hunt them down. Business, like charity, begins at home.

Victor Lauriston.

Sales promotion has reached such a stage that buyers know that advertising is the cheapest way a merchant has to tell what he has to sell.

### Harness Factory

Business wholesale and retail. Sales about \$500 per day. Conditions and prospects first class. Owes no borrowed money. Discounts all bills. Death of sole owner reason for selling.

**La Porte Loan and Trust Co.**  
La Porte, Ind.

### 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

*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**

### 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.



### Running on Three Wheels

It is easier to pull a loaded wagon that has only three wheels than it is to run a business without sufficient income to meet expenses. Each may struggle along for a time but neither can travel fast or far, and the strain is sure to be great.

A business that lacks the revenue to pay for the best material and workers can not give the best service. When the service suffers all users of the service also suffer.

That is the problem now facing your telephone company. Unless it secures rates that make it possible to purchase necessary material and pay wages that will hold good employees, it can not give

you good service.

The future of your telephone service rests on the securing of fair rates. The public must decide.

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

MICHIGAN STATE



TELEPHONE COMPANY



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

**Time to Call a Halt on Plundering.**  
 Grandville, April 6—Is there to be no end to this mania for strikes and demands of organized labor for increase of wages?

Plainly not so long as employers give in to the unjust demands of these labor organizations which are taking American freemen by the throat, regardless of the rights of anybody but their own barbarous horde of place seekers, who have no mercy on the consuming classes of our land.

The coal diggers get a substantial raise—not out of the pockets of the mine owners, but from the pockets of the men who buy coal. Prices of every last thing, from a spud to a ton of coal, have continued their upward flight until it is fast becoming a question of how ordinary humans are going to longer live in this land of the free and the home of the brave.

Was it for this the boys in khaki went across seas to thrash the murdering Hun? What has America gained in beating the German scorpion only to finally surrender to the price-raising union outlaws who continue to demand more than they earn, said extra wage being passed along to the man who buys his supplies for household use in the open market?

This question of the rights and wrongs of the matter will not down. There is nothing meaner, more degrading, more villainous than this continual boosting of wages that the selfish interests of union labor may be glutted. These men who lead the unions into strike after strike until every necessary of life has gone beyond the reach of most purses have hearts of stone, with no regard for the little children who must be fed; no regard for those who have not the wherewithal to meet the outrageous demands of the looting gang.

The stockyards employes are again out. Thousands of men are thrown out of employment to meet the demands of selfish union gangsters. We read that the firemen are about to strike in Chicago, with preposterous demands for increases in wages. The safety of the city is to be jeopardized at the beck and call of these supposed protectors against fire. This is on a par with the strike of the policemen at Boston some time ago. Neither strike can be justified, nor can we condone the weakness of those employers city or otherwise, who yield to these insolent demands.

The United States was never in all its history more nearly in the clutches of a tyrannical oligarchy than it is to-day.

There is a duty employers of labor, city or otherwise, owe to society, and that duty is to sit down hard on every new attempt to hold up the public, making said public pay tribute to these soulless organizations known as labor unions. Gentlemen in business, you of the stockyards, you who have

official power over the city administrations, refuse to yield another inch to the demands of these robbers of the people.

Sink or swim, live or die, it is your duty to stand firm and refuse to longer pay tribute to the unjust demands of the closed shop. The sooner this iniquity is brought to a head the better. Not all the tragedy of life is met on the battle field. There are tragedies being enacted every day right in this homeland of ours because of injustice, crime and infinite disregard of honor that stalks abroad, nurtured by soulless union labor leaders and permitted to flourish and wax fat at the expense of the very life blood of many of our best citizens.

This unbearable condition must not be permitted to continue. Revolutions, bloodshed and rebellion have been inaugurated in other lands for half the cause that exists in America to-day. The blame for the present shameful condition does not lie wholly with the labor agitators, although heaven knows they have enough to answer for. Employers of labor, whether private corporations or city governments, are in a way blamable, since every new demand made by the blood-sucking oligarchists has been met with an acquiescence that gives these sinister groups cause to believe that the practice of strikes, wage raises and the like is to continue indefinitely.

There can be no diminution of high prices for foodstuffs while such reprehensible practices continue. Someone must put his foot down as Old Abe did in '63 on the slavery question—and that someone is the employer. The sooner this is done the better. Once give these looters of the public to understand that their bluff is met and defied, the sooner will the American people be rid of this oligarchy of octopuses banded together under various union labor organization names for purposes of "doing" the long suffering consumer.

Let the employer stand out. Some people seem to imagine the words "stand pater" are opprobrious, but right now that is the position every employer of labor in this land should occupy. Stand pat to the idea that irrational, unrighteous, mendacious plundering of the American consumer has got to the length of its tether.

Stand pat to the idea that other men have rights, as well as the infamous advocates of the closed shop. Stand pat to the idea that the great American commoner has been trodden in the mire long enough by secret organizations under the plea of betterment to the poor laboring man!

Let every employer hereafter resolve that, come what will, the end of the string has been reached. Let him sacrifice much in a property way, if need be, to shut down on this everlasting strike tyranny. Now is the time to say thus far and no farther to the looters of the American consumer. Old Timer.

You, as manager of the selling force, can do a good deal toward making them high class people if you will do your preaching in such a way that it won't be recognized as preaching.

**Livingston Hotel and Cafeteria**  
**GRAND RAPIDS**

Nearer than anything to everything.  
 Opposite Monument Square.  
 New progressive management.

Rates \$1.00 to \$2.50

BERT A. HAYES, Propr.

Bell Phone 596 Citz. Phone 61366

**Lynch Brothers Sales Co.**

Special Sale Experts

Expert Advertising  
 Export Merchandising

209-210-211 Murray Bldg  
 GRAND RAPIDS, MICHIGAN

**Boston Straight and Trans Michigan Cigars**

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

**Jobbers in All Kinds of BITUMINOUS COALS AND COKE**

A. B. Knowlson Co.  
 203-207 Powers Theatre Bldg., Grand Rapids, Mich.

**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 Michigán

**Beach's Restaurant**

Four doors from Tradesman office

QUALITY THE BEST



**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.

**New Hotel Mertens**

GRAND RAPIDS

ROOMS WITHOUT BATH \$1.25

WITH BATH (shower or tub) \$1.70

MEALS 65-70 CENTS

Union Station



75 Steps East

Fire Proof

**CODY HOTEL**



IN THE HEART OF THE CITY  
 Division and Fulton

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

CODY CAFETERIA IN CONNECTION

### Late News From Michigan's Metropolis.

Detroit, April 6—Glen M. Begole, who has represented Burnham, Stoepel & Co. in Ohio since his return from France, has resigned to become a partner and manager of the Eaton Rapids dry goods store of H. L. Proper & Co. For a number of years previous to the entry of the U. S. in the late war, Mr. Begole represented the firm in Michigan as a special salesman and was counted as one of the most successful of their large selling organization. His pleasing personality and innate knowledge of the dry goods business was responsible in a large measure for his success. That he will make his mark in the retail merchandising field is the foregone conclusion of his friends and while his removal from Detroit will occasion regret it will be a distinct gain for Eaton Rapids. The new organization, which includes H. L. Proper and P. C. Palmer, plan on opening stores in various parts of the State. They now own stores in Eaton Rapids, Detroit and Windsor, Ont.

Competition among the shoe retailers is becoming keener. Not only has the number of exclusive shoe stores increased during the past two years, but every department store handling shoes, and devoting a great deal of space to them. Besides, the women's wear stores and the men's wear stores have shoe departments. There must be at least fifty places where one can buy shoes in the downtown section of Detroit, yet they are all enjoying a good business, and reporting an increase from month to month.

J. E. Wilson, of the Wilson-Walk-Over Shoe Store, and president of the Retail Merchants Bureau, is working with committees from his organization, and that of the Wholesale Merchants Bureau, to relieve the downtown delivery congestion. Mr. Wilson has suggested to downtown retailers that they have signs placed on the rear of their stores giving the name of the firm, and also signs designating the doors for receiving merchandise. It was also suggested to retailers that they investigate their receiving departments, and make efforts to facilitate the unloading of trucks delivering goods to them.

Appointment of William J. Cusick, President both of the Retail Grocers' Association and the Superior Grocery, completes the Federal fair-priced board of the Lever act in the Eastern part of Michigan. At a recent meeting chairman William F. Connolly announced that Mr. Cusick's commission is on the way, and he sat with the committee. Mrs. Frances E. Burns, of St. Louis, was the only member absent. Recommendation that milk, butter and egg prices should be first considered came after several retail grocers present, stated that, in their judgment, the time for lower quotations for these commodities might reasonably be expected. Prices of canned milk were said to have fallen from \$6.75 to \$5.50 for 48 cans of 16-ounces each, with a further drop of 50 cents reported on the way.

### Live Notes From a Live Town.

Owosso, April 6—There seems to be quite a discourse in our little burg regarding the adoption of daylight saving time. Some want the present standard, while others prefer the old fashion sun time and quite a number who are more ambitious than the rest of us are for the daylight saving time, as it will give them more time to work in their gardens. Among the latter is Fred Hanifan and J. D. Royce. We have about settled the matter to our own satisfaction. We will set our family clock on sun time schedule, our watch on railroad time and tie a wrist watch on the hoe handle for hoeing onions before sunrise.

Art Roussin, meat dealer and grocer at Durand, had his usual tranquility disturbed the other morning

by the explosion of his electric coffee mill, which cost about 150 plunks, and to all appearances would now bring about three cents per pound at the junk dealers. Art, as usual, was trying to be a good fellow and was grinding a quantity of coffee for a customer who buys his coffee of mail order houses which, on close inspection, contained a few cartridges of peculiar construction that probably never were intended for coffee in the first place. Art admonished the owner of the coffee in the vernacular of an ancient mariner that when he had paid for the coffee mill and would buy his coffee in his home town, that he would be more of a shining light in that particular community.

George Maxted, of the Maxted & Pentery store, at New Haven, which was recently sold to Everest & Everest, has purchased the general stock at Brice of B. J. Stonebrook, and takes possession this week. George is a good mixer and one of the best country merchants we have ever met. Failure is not on his catalogue of business transactions and never will be. George Maxted is a winner.

Floyd Burrett, one of Corunna's oldest business men, is closing out his stock of general merchandise on account of poor health. The brick store will also be sold.

Owosso stores closed from 12 to 3 on Good Friday.

Quite a number of people from Bannister, Ashley and Pompeii drove over to St. Johns to see where the Grand Trunk depot isn't.

Honest Groceryman.

### Grocers Up in Arms About Corporation Stores.

The retail grocery organizations are up in arms just now over the rapid multiplication of "employers' stores;" almost as much a thorn in the flesh as the much-discussed chain stores and co-operatives. Probably the most striking bit of annoyance in this respect is the recently organized store of the Bethlehem Shipbuilding Corporation at the Union Iron Works, San Francisco. Both wholesale and retail grocery associations are out against them with strong condemnation, and many manufacturers are refusing to sell them because of the unpopularity that attaches to such mixed selling.

At a recent meeting of the San Francisco retailers a campaign against the scheme was started and the wholesalers have endorsed the efforts of the retailers, although probably some of the members are supplying the store. Here is the way the retailers view the store, as expressed in their official organ:

The short-sighted wholesalers, packers, flour millers, coffee roasters and produce houses who are furnishing these goods to this store are not only traitors to the retail grocers' cause, but are furnishing the enemy ammunition with which to destroy and drive out of business many struggling retailers, some of whom have depended largely on these shipbuilders' trade.

"How long will the Bethlehem corporation continue this company store after shipbuilding returns to normal and wage demands are no longer a factor? Of what advantage will it be then for those manufacturers and wholesalers who, lacking principle and devoid of loyalty to their retail distributing trade, to furnish a shipbuilding store, a co-operative buying club in the basement, of

a handful of employes attempting to buy in a wholesale way, and eliminating the retailer from the field?

"The retail grocery trade throughout the city and over in Alameda county, where a similar store is operated in the Bethlehem plant, are giving the wholesalers' representatives to understand that they must choose between the legitimate retail trade and these company stores, factory commissaries, bank clerks' clubs and Federal employes' purchasing groups engaged in unfair competition."

Secretary R. H. Bennett, of the California wholesalers, has issued a bulletin to members in which he says:

"This is a blind man's way of attempting to reduce the high cost of living. It places the cart before the horse—the effect is treated, not the cause. Why not try a factory farm as the true point of beginning?"

"There is either a spirit of mean encroachment or of pitiable ignorance (which always follows some false theory) in these attempts to place the onus of high costs upon the retailer, the final distributor—who is the helpless victim of many contributing causes.

"Do not these factories and institutions know that the ethics of distribution would prevent any legitimate and self-respecting wholesaler from selling to them? What greater injustice could be done to the real customers—the retail trade, than sales to consumers of these consumers' combinations?"

"There is altogether too much of this combination buying. It is unjust, as it is directly opposed to a live-and-let-live policy. It is a policy which is mutually destructive.

"Let the shoemaker stick to his last!"

### Late News From Cereal City.

Battle Creek, April 6—George A. Frye, salesman for Dwinell, Wright Co., of Boston, has sold his home in Battle Creek and moved to Grand Rapids. George, success and good luck to you. The boys will miss you. The value of our school houses is now \$1,450,000.

Good news came to Battle Creek when it was known that Lieut. Amar Niergarth, a Battle Creek boy, was found in a swamp in Florida after being lost six days and without food or water.

The coal mine at Albion, which has been shut down for a month, started up Saturday. C. Sellars, the owner, is building coal sheds on South Washington avenue, from which place he will sell the coal at retail. Jack.

The Gillard Auto Lock Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,500 paid in in cash.

National prohibition will not bring national happiness right away, but it will go a long way toward abolishing misery.

Frank Vogue succeeds J. P. Jensen in the grocery business at the corner of Third and Pine streets.

Arnold Cleaver succeeds Mrs. A. Nagengast in the grocery business at 674 Leonard street.

We offer and recommend our participation in

**\$5,500,000**

**The Bell Telephone Co. of Canada**

**5 Year 7% Bonds**

Dated April 1, 1920.

Principal and interest payable in United States gold coin in New York.

Due April 1, 1925.

Price 98 and interest, to net about 7½%.

These bonds, together with \$11,000,000 additional bonds, are a **first charge** upon the whole lines, works and plants of the Company other than real estate. The **real estate is unencumbered** and the Bonds will contain the covenant of the Company not to create any mortgage or lien upon its real estate ranking equal or prior to these Bonds.

**Value of plant account is three times the amount of Bonds outstanding, including this issue.**

Net earnings last five years have averaged over four times bond interest charges.

The average net earnings last five years were approximately **2½ times net charges, plus interest on this issue.** Net earnings should be materially increased through the proceeds of these bonds.

The company has paid **dividends of not less than \$8 per share annually since 1886** on \$22,000,000 capital stock. The charter of the Company provides that the **bonded indebtedness can never exceed 75% of the outstanding stock**, all of which stock must be sold for not less than par.

The present quotation for the Company's Capital Stock is about 109.

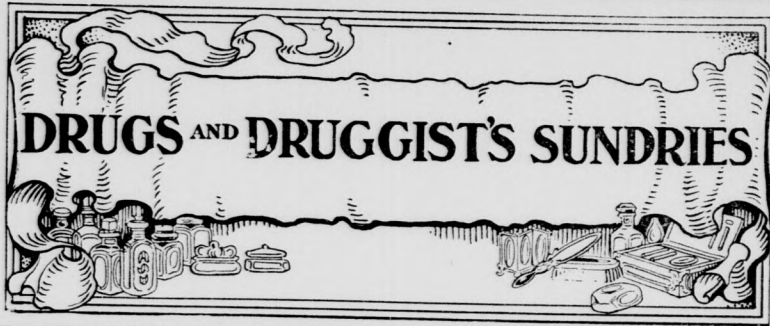
We consider these bonds well secured and the interest rate and maturity date attractive and in view of the large underwriting syndicate consisting of Lee, Higginson & Co., the Harris Trust & Savings Bank and the Royal Securities Corporation of Toronto, we believe the notes should enjoy a ready market.

Wire or telephone orders at our expense.

**HOWE, SNOW, CORRIGAN & BERTLES**  
INVESTMENT BANKERS

Grand Rapids Savings Bank Bldg.

Grand Rapids, Mich.



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

#### Stores That Handle Paint Should Push It.

"I suppose you will be getting out your paint display soon," I said to a druggist on a certain day in February. "Many drug stores handle paint, and the paint season is coming on."

"Oh, we have a paint display at least once every month, season or no season," my friend replied. "In fact, the time to sell paint is from January the first until January the first. We talk paint right along all the year. Naturally the outside work practically quits along about the last of October but there is such a wide range of interior decorative finishes and paints for other purposes that we go right along and sell paint."

On the same day I mentioned paints to another drug-store proprietor.

"It is a little early yet," he told me. "Folks don't begin to do much painting until housecleaning time. From then on until the close of outside work in the fall we do a good business."

This man looked on paint as a seasonable commodity and he was steadily losing sales. Not because a competitor was getting the business, for he virtually had no competition in his own town. But because he was not taking the trouble to keep paint and its appeal before his public. His customers simply forgot that paint existed from the close of fall until the advent of spring.

I went back to the first drug store to see how they did it.

"We put considerable stress on interior decoration," my friend told me. "We usually urge folks to redecorate before Christmas. Then, you see, a big percentage of my trade lies among farmers. I keep posted on them, and when I hear that Sam Tappan or Dave Henry is going to hold a public auction I use the telephone to talk over the advisability of painting up the old implements and tools before they are offered for sale. There is usually a lot of those things in every farm sale, and it does not take much argument to convince a man that they will show up better if they are painted."

"The average farmer has more spare time during the winter months than at any other season, so why not persuade him to paint his farm machinery? We have considerable success at it and it helps to bridge over. There is a big possibility here. Farm machinery and vehicles cost like the very dickens now, and depreciate

rapidly. You see, I find all this out so I can talk sensibly about paint. Most farmers see the value of paint readily enough.

"We used to push our paint into some out-of-the-way place every fall to make room for something that would go better, but we don't do that any more. During the busy paint season is when we plan our winter work. You know people have a tendency to put things off, so we keep a list of every one who announces his intention of painting some time in the future, and, whether he buys paint or not, that man is kept on the mailing list until he is dead. If we don't get him with one thing we probably will with something else.

"Then we usually have a demonstration once or twice a year, showing interior finishes. We send a special invitation to those whom we regard as live prospects and to many of our old paint customers who have painted the exterior of their homes.

"In this manner the spring and summer work naturally merges into the campaign for the winter months, and the winter campaign works right into the spring plans again. It is a year-round business."

One druggist who sells considerable paint told me that some of his best business came as a result of circulars sent out to women whose names he filed when they bought paint in the spring.

"I find it easier to resell a customer who understands something of the value of paint than it is to sell one who lacks this education. Therefore, while we are working up new prospects, we keep after the old ones. And it pays. I find that the woman who tries out an interior paint scheme in the spring, or who insists on having the exterior of her house look well, will very often be in the market for floor finishes and stains, radiator paints, or something similar during the winter. Then a good many women are inclined to try out just a room or two—these are usually good customers from one year to another, if they are satisfied with their first experiment."

One man told me that it was too much trouble to make the effort to get this out-of-the-season business, but I found that he had never planned ahead of it; that he made no effort to hinge his winter sales upon his spring campaign and that he was often short in lines that should have been good sellers in his particular locality.

A good paint salesman must know something not only about the quality and limitations of paint, but something of its possibilities and its value. He must also understand that in sell-

ing paint he is indirectly advertising his other lines, and that while the paint sales may be comparatively small, they are sales which will not be made if the paint display is pushed out of sight as soon as the busy season is over to make room for something that will go easier.—W. C. Smith in Bulletin of Pharmacy.

#### Competition of Cost Stores.

The most vexing question in the food business to-day is the rights and wrongs of opening cost stores by large individual establishments. The big establishments and their employes very strenuously contend that they should not be compelled to pay grocers a profit when they can get their goods without, and that the fact that the profits might keep merchants in business who would otherwise be destroyed, has nothing to do with it.

The grocers who run their stores at perhaps a 20 per cent. expense, just as strenuously contend that it is grossly unfair to put them up against competition in which they are beaten from the start.

The question to be decided is really this: To what extent is a merchant entitled to protection against forms of competition which make his defeat inevitable, it being admitted that those forms of competition are beneficial to the consumer? In other words, is he entitled to demand to be saved from a form of competition merely because he cannot possibly meet it, competition which if persisted in, is certain to destroy him?

A great many persons would un-

hesitatingly answer yes to this, but wait a moment. Before we answer yes, let us see where the thing will lead us. If the answer is yes, it follows that:

Small jobbers and small retailers are entitled to demand protection from competitors who are larger, because on many things their competition is hopeless and means destruction.

The jobber is entitled to demand protection from retailers' co-operative buying organizations—he cannot possibly compete with them.

The retailer is entitled to demand protection from the chain store, because it embodies a buying and a selling force which puts him out of the running.

I am not sure I am making the point clear, but what I am trying to suggest is the great danger of even admitting that a merchant has any right to protection against competitive hazards merely because they are too big for him. The minute you admit that, you are in the midst of a thousand problems. Of course the only alternative is the old rule of the survival of the fittest—business is a free for all fight, in which each fighter has a right to use every honest weapon he can get, and may the best man win.

I am merely putting in some time here discussing a question which has been most interesting to me from the beginning. Of course the retail grocer ought to kick and kick hard against any such competition.

Frank Stowell.

# Arctic

QUALITY

Delicious Quality  
in High Grade

## ICE CREAMS

Plain and Fancy  
Brick and Bulk

All Western Michigan has learned to know the "Arctic Dealer" as the particular dealer. Carry "Arctic" if you would please your trade. Call, phone or write us for quotations.

ARCTIC ICE CREAM CO.

Grand Rapids, Mich.

Claude G. Piper, Manager

# SPRING SPECIALTIES

Insecticides	Jetum	Soda Fountain Supplies	Paris Green	Fly Papers
Oils	Base Balls	Water Wings	Paints	Colorite
Wax Paper	Varnishes	Fruit Syrups	Marbles	
Dusters	Disinfectants	Jacks	Inks	Bats
Goggles	Sporting Goods	Balls	Soap Dyes	Auto Goggles
Shelf Paper	Icy Hot Bottles	Bathing Caps	Poultry Foods	Shoe Brushes
Fly Swatters	Stock Foods	Floor Waxes	Insect Powders	Bathing Caps
Fly Papers	Croquet Sets	Shoe Polishes	Thermometers	
Spring Tonics	Wall Finishes	Grape Juices	Sarsaparillas	
Paint Brushes	Dry Paints	Auto Sponges	Ice Cream Pails	
Fumigators	Auto Chamois	Lunch Kits	Shoe Pastes	Carbon Remover
Napkins	Straw Hat Cleaners	Furniture Polishes	Ice Cream Cabinets	
	Soda Fountains	Beverage Coolers		

You will find our stock very complete on the above items. Send us your orders today.

## Hazeltine & Perkins Drug Co. Grand Rapids, Michigan

# TANGLEFOOT

The Non-Poisonous Fly Destroyer

The United States Public Health Service advises: "Arsenical Fly-Destroying devices must be rated as extremely dangerous, and should never be used."

## A Smile Follows the Spoon When It's Piper's



### PIPER ICE CREAM CO.

### Kalamazoo      ::      Michigan

# Wholesale Drug Price Current

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

<b>Acids</b> Boric (Powd.) 17½@ 25 Boric (Xtal) 17½@ 25 Carbolic 30@ 54 Citric 1 25@ 1 35 Muratic 3¼@ 5 Nitric 10@ 15 Oxalic 55@ 65 Sulphuric 3¼@ 5 Tartaric 95@ 1 05	<b>Almonds, Sweet,</b> imitation 85@ 1 00 Amber, crude 3 00@ 3 25 Amber, rectified 3 50@ 3 75 Anise 2 75@ 3 00 Bergamont 9 00@ 9 25 Cajeput 1 50@ 1 75 Cassia 4 50@ 4 75 Castor 3 25@ 3 50 Cedar Leaf 3 25@ 3 50 Citronella 1 25@ 1 50 Cloves 5 00@ 5 25 Cocunut 40@ 50 Cod Liver 4 75@ 5 00 Croton 2 25@ 2 50 Cotton Seed 2 35@ 2 55 Elgeon 12 00@ 12 25 Cubebs 13 50@ 13 75 Eucalyptus 1 50@ 1 75 Hemlock, pure 2 00@ 2 25 Juniper Berries 10 00@ 10 25	<b>Tinctures</b> Aconite @ 1 70 Aloes @ 1 20 Arnica @ 1 50 Asafoetida @ 3 90 Belladonna @ 1 40 Benzoin @ 1 80 Benzoin Compo'd @ 3 00 Buchu @ 2 70 Cantharadies @ 2 90 Capsicum @ 1 95 Cardamon @ 1 50 Cardamon, Comp. @ 1 35 Catechu @ 1 50 Cinchona @ 1 80 Cinchicum @ 2 40 Cubebs @ 2 60 Digitalis @ 1 60 Gentian @ 1 20 Ginger @ 1 50 Guaiaic @ 2 65 Guaiaic, Ammon. @ 2 40 Iodine @ 1 50 Iodine, Colorless @ 2 00 Iron, clo. @ 1 45 Kino @ 1 35 Myrrh @ 2 25 Nux Vomica @ 1 95 Opium @ 4 50 Opium, Camph. @ 1 25 Opium, Deodorz'd @ 4 50 Rhubarb @ 1 80
<b>Ammonia</b> Water, 26 deg. 12@ 20 Water, 18 deg. 10@ 17 Water, 14 deg. 9@ 16 Carbonate 22@ 26 Chloride (Gran) 20@ 30	<b>Balsams</b> Copaiba 1 00@ 1 20 Fir (Canada) 2 50@ 2 75 Fir (Oregon) 50@ 75 Peru 8 00@ 8 25 Tolu 2 50@ 2 75	<b>Paints</b> Lead, red dry 15¼@ 16 Lead, white dry 15¼@ 16 Lead, white oil 15¼@ 16 Ochre, yellow bbl. @ 2 Ochre, yellow less 2¼@ 5 Putty 5@ 8 Red Venet'n Am. 2¼@ 5 Red Venet'n Eng. 3@ 6 Vermilion, Amer. 25@ 30 Whiting, bbl. @ 23 Whiting @ 3½@ 10 L. H. P. Prep. 3 75@ 4 00
<b>Barks</b> Cassia (ordinary) 45@ 50 Cassia (Saigon) 90@ 1 00 Sassafras (pow. 70c) @ 65 Soap Cut (powd.) 40c 30@ 55	<b>Berries</b> Cubeb 1 90@ 2 00 Fish 90@ 1 00 Juniper 10@ 20 Prickley Ash @ 30	<b>Miscellaneous</b> Acetanalid 75@ 90 Alum 16@ 20 Alum, powdered and ground 17@ 20 Bismuth, Subnitrate 3 75@ 4 00 Borax xtal or powdered 11¼@ 16 Cantharades, po 2 25@ 6 50 Calomel 2 14@ 2 16 Capsicum 38@ 45 Carmine 7 25@ 7 60 Cassia Buds 50@ 60 Cloves 67@ 75 Chalk Prepared 13@ 15 Chalk Precipitated 12@ 15 Chloroform 45@ 55 Chloral Hydrate 1 70@ 2 10 Cocaine 13 60@ 14 05 Cocoa Butter 65@ 75 Corks, list, less 50%. Copperas, bbls. @ 03 Copperas, less 3¼@ 8 Copperas, subm. 4¼@ 10 Corrosive Sublim 1 95@ 2 00 Cream Tartar 70@ 75 Cuttelbone 90@ 1 00 Dextrine 9@ 15 Dover's Powder 5 75@ 6 00 Emery, All Nos. 10@ 15 Emery, Powdered 8@ 10 Epsom Salts, bbls @ 04¾ Epsom Salts, less 5@ 10 Ergot 6@ 25 Ergot, Powdered @ 6 50 Flake White 15@ 20 Formaldehyde, lb. 67@ 70 Gelatine 1 55@ 1 75 Glassware, full case 58%. Glauber Salts, bbl. @ 2¼ Glauber Salts less 3¼@ 8 Glue, Brown 21@ 30 Glue, Brown Grd. 19@ 25 Glue, White 35@ 40 Glue, White Grd. 31@ 45 Glycerine 1 00@ 1 20 Hops 5 45@ 5 70 Iodine 6 50@ 6 80 Iodoform 20@ 30 Lead, Acetate 6 50@ 6 80 Lycopodium 3 25@ 3 50 Mace 85@ 90 Mace, Powdered 95@ 1 00 Menthol 18 00@ 18 20 Morphine 11 95@ 12 35 Nux Vomica @ 30 Nux Vomica, pow. 20@ 30 Pepper black pow. 37@ 40 Pepper, white @ 50 Pitch, Burgundy @ 15 Quassia 12@ 15 Quinine 1 22@ 1 72 Rochelle Salts 50@ 55 Saccharine @ 37 Salt Peter 20@ 30 Seidlitz Mixture 40@ 45 Soap, green 22¼@ 30 Soap mott castile 22¼@ 25 Soap, white castile @ 17 00 Soap, white castile less, per bar @ 1 85 Soda Ash 04@ 10 Soda Bicarbonate 3¼@ 10 Soda, Sal 2¼@ 5 Sprits Camphor @ 2 00 Sulphur, roll 4¼@ 10 Sulphur, Subl. 4¼@ 10 Tamarinds 25@ 30 Tartar Emetic 1 03@ 1 10 Turpentine, Ven. 50@ 60 Vanilla Ex. pure 1 50@ 2 00 Witch Hazel 1 47@ 2 15 Zinc Sulphate 10@ 15
<b>Baths</b> Water, 26 deg. 12@ 20 Water, 18 deg. 10@ 17 Water, 14 deg. 9@ 16 Carbonate 22@ 26 Chloride (Gran) 20@ 30	<b>Barks</b> Cassia (ordinary) 45@ 50 Cassia (Saigon) 90@ 1 00 Sassafras (pow. 70c) @ 65 Soap Cut (powd.) 40c 30@ 55	
<b>Flowers</b> Arnica 75@ 80 Chamomile (Ger.) 80@ 1 00 Chamomile Rom 60@ 75	<b>Extracts</b> Licorice 60@ 65 Licorice powd. 1 20@ 1 25	
<b>Gums</b> Acacia, 1st 60@ 65 Acacia, 2nd 55@ 60 Acacia, Sorts 35@ 40 Acacia, powdered 45@ 50 Aloes (Barb Pow) 30@ 40 Aloes Cape Pow 30@ 35 Aloes (Soc Pow) 1 40@ 1 50 Asafoetida 4 50@ 5 00 Pow. @ 7 50 Camphor 4 25@ 4 30 Guaiaic @ 1 50 Guaiaic, powdered @ 1 75 Kino @ 85 Kino, powdered @ 1 90 Myrrh @ 1 40 Myrrh, Pow. @ 1 50 Opium 10 00@ 10 40 Opium, powd. 11 50@ 11 80 Opium, gran. 11 50@ 11 80 Shellac 1 90@ 2 00 Shellac Bleached 2 15@ 2 25 Tragacanth 6 50@ 7 25 Tragacanth powd. @ 6 00 Turpentine 35@ 40		
<b>Insecticides</b> Arsenic 18@ 25 Blue Vitriol, bbl. @ 10 Blue Vitriol, less 11@ 16 Bordeaux Mix Dry 18@ 23 Hellebore, White powdered 38@ 45 Insect Powder 90@ 1 40 Lead Arsenate Po 30@ 50 Lime and Sulphur Dry 10½@ 25 Paris Green 46@ 56	<b>Potassium</b> Bicarbonate 55@ 60 Bichromate 47@ 55 Bromide 1 05@ 1 10 Carbonate 92@ 1 00 Chlorate, gran'r 48@ 55 Chlorate, xtal or powd. 28@ 35 Cyanide 27¼@ 50 Iodide 3 85@ 4 00 Permanganate 80@ 1 00 Prussiate, yellow 50@ 65 Prussiate, red 1 85@ 2 00 Sulphate @ 85	
<b>Ice Cream</b> Arctic Ice Cream Co. Bulk, Vanilla 1 25 Bulk, Chocolate 1 35 Bulk, Caramel 1 45 Bulk, Grape-Nut 1 35 Bulk, Strawberry 1 35 Bulk, Tutti Fruiti 1 35 Bulk, Vanilla 1 40 Bulk, Chocolate 1 40 Bulk, Caramel 1 60 Bulk, Strawberry 1 60 Bulk, Tutti Fruiti 1 60 Piper Ice Cream Co. Bulk, Vanilla 1 25 Bulk, Chocolate 1 30 Bulk, Caramel 1 30 Bulk, Grape-Nut 1 30 Bulk, Strawberry 1 35 Bulk, Tutti Fruiti 1 35 Bulk, Vanilla 1 40 Bulk, Chocolate 1 60 Bulk, Caramel 1 60 Bulk, Strawberry 1 60 Bulk, Tutti Fruiti 1 60 Bulk any combinat'n 1 60	<b>Roots</b> Alkanet 3 75@ 4 00 Blood, powdered 60@ 75 Calamus 60@ 1 00 Elecampane, pvd. 22@ 25 Gentian, powd. 27¼@ 35 Ginger, African, powdered 29@ 36 Ginger, Jamaica 40@ 45 Ginger, Jamaica, powdered 45@ 50 Goldenseal, pow. 8 50@ 8 80 Ipecac, powd. 4 75@ 5 00 Licorice, powd. 35@ 40 Licorice, powd. 40@ 50 Orris, powdered 40@ 45 Poke, powdered 40@ 45 Rhubarb 6@ 30 Rhubarb, powd. 2 60@ 2 75 Rosinwood, powd. 30@ 35 Sarsaparilla, Hond. ground 1 25@ 1 40 Sarsaparilla Mexican, ground @ 80 Squills, powdered 35@ 40 Squills, powdered 60@ 70 Tumeric, powd. 25@ 30 Valerian, powd. @ 2 00	
<b>Leaves</b> Buchu @ 4 00 Buchu, powdered @ 4 25 Sage, bulk 67@ 70 Sage, ¼ loose 72@ 78 Sage, powdered 55@ 60 Senna, Alex 1 40@ 1 50 Senna, Tinn. 30@ 35 Senna, Tinn. pow. 35@ 40 Uva Ursi 25@ 30	<b>Seeds</b> Anise 35@ 40 Anise, powdered 40@ 45 Bird, Is 13@ 19 Canary 15@ 20 Caraway, Po. 30 22@ 25 Cardamon 2 25@ 2 50 Celery, powd. 65 57@ 60 Coriander powd. 25 16@ 20 Dill 25@ 30 Fennel 30@ 40 Flax 14@ 18 Flax, ground 14@ 18 Foenugreek pow. 10@ 20 Hemp 12¼@ 18 Lobelia 1 75@ 2 00 Mustard, yellow 45@ 50 Mustard, black 36@ 40 Poppy @ 1 00 Quince 1 50@ 1 75 Rape 15@ 20 Sabadilla @ 35 Sabadilla, powd. 30@ 35 Sunflower 15@ 20 Worm American 45@ 50 Worm Levant 1 65@ 1 75	
<b>Oils</b> Almonds, Bitter, true 16 00@ 16 25 Almonds, Bitter, artificial 2 50@ 2 75 Almonds, Sweet, true 1 75@ 2 00		



Table with sections: Pelts, Tallow, Wool, RAW FURS. Lists various animal products and their prices.

PETROLEUM PRODUCTS. Lists items like Perfection, Gas Machine, and various oils with prices.

Table with sections: Tripe, Casings, Uncolored Oleomargarine. Lists food products and their prices.

SNUFF. Lists various brands of snuff like Swedish Rapee, Norkoping, etc.

SOAP. Lists various soap brands like James S. Kirk & Company, American Family, etc.

Seasoning. Lists items like Chili Powder, Celery Salt, Sage, etc.

SOAP. Lists various soap brands like Lantz Bros. & Co., Acme, etc.

WOODENWARE Baskets. Lists various basket types and their prices.

RAW FURS. Lists various types of furs like No. 1 Skunk, No. 2 Skunk, etc.

PICKLES. Lists various sizes and types of pickles like Barrel, Half barrels, etc.

RICE. Lists various brands and types of rice like Fancy Head, Blue Rose, etc.

ROLLED OATS. Lists various brands and types of rolled oats like Monarch, Rolled Avena, etc.

STARCH. Lists various brands and types of starch like Kingsford, Muzzy, etc.

Butter Plates. Lists various types of butter plates and their prices.

HONEY. Lists various types of honey like Airline, No. 10, No. 15, etc.

Sweet Small. Lists various sizes of sweet small products.

SALAD DRESSING. Lists various brands and types of salad dressing like Columbia, Durkee's, etc.

SWIFT & COMPANY. Lists various products from Swift & Company like Classic, Swift's Pride, etc.

Gloss. Lists various types of gloss products like Argo, Muzzy, etc.

Churns. Lists various types of churns and their prices.

HORSE RADISH. Lists horse radish products and their prices.

PIPES. Lists various types of pipes and their prices.

SALERATUS. Lists various types of saleratus and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Black Hawk, etc.

Muzzy. Lists various types of Muzzy products and their prices.

Clothes Pins. Lists various types of clothes pins and their prices.

JELLY. Lists various types of jelly and their prices.

PLAYING CARDS. Lists various types of playing cards and their prices.

SAL SODA. Lists various types of sal soda and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Scouring Powders, etc.

Syrups. Lists various types of syrups and their prices.

Egg Cases. Lists various types of egg cases and their prices.

MAPLEINE. Lists various types of Mapleine products and their prices.

POTASH. Lists various types of potash and their prices.

SALT. Lists various types of salt and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

Table Sauces. Lists various types of table sauces and their prices.

Faucets. Lists various types of faucets and their prices.

MINCE MEAT. Lists various types of mince meat and their prices.

PROVISIONS. Lists various types of provisions and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Washing Powders, etc.

TEA. Lists various types of tea and their prices.

Mop Sticks. Lists various types of mop sticks and their prices.

MOLASSES. Lists various types of molasses and their prices.

Lard. Lists various types of lard and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

Pails. Lists various types of pails and their prices.

NUTS—Whole. Lists various types of whole nuts and their prices.

Smoked Meats. Lists various types of smoked meats and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

Toothpicks. Lists various types of toothpicks and their prices.

NUTS—Shelled. Lists various types of shelled nuts and their prices.

Sausages. Lists various types of sausages and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

Traps. Lists various types of traps and their prices.

OLIVES. Lists various types of olives and their prices.

Beef. Lists various types of beef and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

Tubs. Lists various types of tubs and their prices.

PEANUT BUTTER. Lists various types of peanut butter and their prices.

Beef. Lists various types of beef and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

Washboards. Lists various types of washboards and their prices.

PEANUT BUTTER. Lists various types of peanut butter and their prices.

Beef. Lists various types of beef and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

Window Cleaners. Lists various types of window cleaners and their prices.

PEANUT BUTTER. Lists various types of peanut butter and their prices.

Beef. Lists various types of beef and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

Wood Bowls. Lists various types of wood bowls and their prices.

PEANUT BUTTER. Lists various types of peanut butter and their prices.

Beef. Lists various types of beef and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

Wrapping Paper. Lists various types of wrapping paper and their prices.

PEANUT BUTTER. Lists various types of peanut butter and their prices.

Beef. Lists various types of beef and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

YEAST CAKE. Lists various types of yeast cake and their prices.

PEANUT BUTTER. Lists various types of peanut butter and their prices.

Beef. Lists various types of beef and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

YEAST—COMPRESSED. Lists various types of yeast—compressed and their prices.

PEANUT BUTTER. Lists various types of peanut butter and their prices.

Beef. Lists various types of beef and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

PEANUT BUTTER. Lists various types of peanut butter and their prices.

Beef. Lists various types of beef and their prices.

SALT FISH. Lists various types of salt fish and their prices.

SWIFT & COMPANY. Lists various products from Swift & Company like Soap Powders, etc.

TEA. Lists various types of tea and their prices.

YEAST—COMPRESSED. Lists various types of yeast—compressed and their prices.





### Teaching Relation Between Income and Outgo.

Written for the Tradesman.

On page 22 we talked about the importance of teaching young people the fundamental facts about the use of money; guiding even very little children in the use of their pennies, requiring them when older, at school and college, to have a budget and simple accounts and to live within their income. I want to follow up with a bit of detail as regards the family's understanding of its own limitations in respect of income and intelligent cooperation in the scheme of the household affairs.

You could have a very interesting evening, and make an impression upon your children which would last perhaps the rest of their lives, if you would call them together to discuss the family budget. Even if for some reason you do not think it expedient to go too much into detail with the children about precise figures, you can get them to see the general principles affecting the family income and expenditures, and thus governing their own.

It will surprise you, perhaps, to find how vague are the ideas of pretty well grown children as to the sources of the income which buys the things they take so much for granted, and the nature of the expenses necessary to keep them housed and clothed and fed. Many a child has no notion at all what services his father renders in the world in return for the salary with which he supports his family; equally little about the way in which his home and living are obtained through landlord, butcher, baker and candlestick maker.

Yet there is no good reason why pretty small children should not have a fairly clear idea about rent, interest, taxes, wholesale and retail distribution, and so on. It can be made intensely interesting if it is related closely to the life he himself and his brothers and sisters and parents are living.

Suppose you have the children visualize the expenses of the family—or of an imaginary family—and write them down in the order of importance as means of comfortable existence: (1) food, (2) shelter, (3) clothing, (4) provision for the future—savings and insurance. Or, you can work it out in a more elaborate way, though it comes to the same thing at last. I have before me an outline for a budget worked out by Charles Dexter Allen under four heads as follows:

**Food**—Butter, milk, cream, eggs, fish, meat, ice, baker, grocer, fruit, vegetables.

**Operating Expenses**—Rent, repairs,

insurance; railroad and carfare, heat, light, water; household supplies, furniture; laundry, labor, service; telephone; interest; incidentals; income taxes.

**General Expenses**—Other taxes; clothing, cleaning, repairs; doctor, dentist, medicines; postage, stationery; recreation, vacation; education, books, papers; church and charity; gifts to friends.

**Savings**—Life and accident insurance; investments; other savings.

Not every one will accept this as an ideal division of the expenses; that does not matter; divide them to suit yourself; the important thing is to have all the members of the family take a square, open-eyed look at the whole array of expenses and to realize that not one thing comes into the house, not one enjoyment comes to them, without expenditure, and that if these expenditures are not arranged with forethought and due relation to each other and to income it means trouble sooner or later.

The boy or girl at school or college can readily be made to understand that the shelter that he has in the dormitory involves an addition to the family rent; that his board there is an addition to the family expenditure on food account. Some parents give their children away at college a definite sum out of which to pay all their bills, including room rent, board and tuition, as well as their personal expenses. The wise ones require them to keep accounts.

Every child after a certain age should have a clear idea of the whole cost of his clothing. If that cost can actually come out of a definite allowance, so that each garment purchased will mean just so much less for other things, it will go far to make him or her more careful of his clothes, and less likely to demand new things merely to keep up with the last silly fashion. Not long ago I heard a girl say: "No, mother, I can't afford that new dress you want me to get—I'm beyond my clothes appropriation already and have got to economize on some other things."

If every bit of candy, every soda, every lunch, had to come out of the individual food appropriation, the youngster would think twice about each such purchase and keep such luxuries in due proportion to the whole.

The child who is consciously living within a certain allowance will value an extra check from father far more highly than one to whom father is simply an inexhaustible bank.

It is well if possible to let your boy or girl have an individual bank account and teach him or her to keep

his check stubs accurately figured and scrupulously to avoid overdrafts.

Children who are thus given an intelligent understanding of the relation between income and outgo not only acquire a sense of responsibility in money matters but are equipped with a sound foundation for beginning and conducting with thrift and good sense the affairs of households of their own. Prudence Bradish.

(Copyrighted 1920.)

### Collapse of Condensed Milk Market.

The condensed milk situation is even more than ever attracting the attention of the trade. The bottom has now completely dropped out of the market, there is more stock than can possibly be sold at any price apparently and it is a case of finding a buyer and getting the best price you can. The unadvertised brands of condensed milk are showing an unprecedentedly wide range of prices, with some sales of condensed as low as \$7.25. Advertised brands are from \$1.25 to \$1.75 higher than that and, of course, are a little easier to sell.

The manufacturers of condensed milk are complaining very bitterly that they will be ruined if the present situation continues, and many Michigan factories have been closed indefinitely, partly on account of the utter demoralization of the market and partly because they have not been able to obtain enough sugar. One factory announced that it would suspend until the market rights itself and finds its level. It is also said here that many other condenseries in other sections of the country have

also closed. Reports from Watertown, N. Y., which is the center of a large milk producing territory, say that the farmers have stopped their milk production as much as possible. Also the milk manufacturing plants in Northern New York have been curtailing in every way they could for weeks.

The cause of the collapse in the condensed milk market is partly due to the demoralization of foreign exchange and also to the fact that Europe's dairy industry is coming back. As a matter of fact, we have been producing very much more condensed milk in this country than we had any market for. We consume here only about 10,000,000 cases a year, but during the war, under the imbecile cost plus plan inaugurated by the Government we produced 30,000,000 cases. It is now incumbent upon the industry to shrink itself back to normal.

### April F—S.

How strangely cold the north wind seems  
How hard the breezes blow,  
Were spring days naught but fancied  
dreams

I really want to know.

The scilla and the crocus too  
Were sure that spring was here  
The bluebird and the robin knew  
That nesting time was near.

E'en yesterday across the lawn  
There was a wondrous sheen  
Which welcomed me at early dawn  
For all the grass was green.

The tulip and the daffodil  
Were rising from their sleep  
The setting hen was patient till  
She heard the chickens peep.

But see! the spring has flown so fast  
It sure was never here  
How fiercely blows that wintry blast!  
The snow banks reappear!

Yet I had marked my garden out  
And sharpened all my tools  
Only to find without a doubt  
We all were April fools.

Charles A. Heath.

## 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



## 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.

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

Position wanted by experienced man, in grocery or general store. Address R. F. D. 2, box 159, Grand Haven, Mich. 826

Wanted—To hear from owner of good general merchandise store for sale. State price, description. D. F. Bush, Minneapolis, Minn. 827

Wanted to buy—Meat market. Good location in a live town. Must be doing good business. Will pay cash. Address box 27, Ithaca, Mich. 828

Wanted—A good stock general merchandise in exchange for my farm. Groceries, general merchandise, dry goods, clothing, shoes. I must trade this farm quick. J. P. Phillips, Manchester, Tenn. 829

For Sale—The old established Perham drug stock and fixtures. Business established forty years ago. M. E. Lawton, Administrator, Spring Lake, Mich. 830

Would like to invest \$1,000 to \$2,000 in some good going business, and would take active part; preferably good hardware or general store. None but live business need answer. D. A. Foley, Turner, Mich. 831

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—THRIVING DRY GOODS AND GROCERY BUSINESS in town of 500, with immense territory to draw from. Over a million dollars invested here since last June by outsiders. Railroad point. The heart of Weiser Valley. An honest opportunity. \$15,000 stock, clean and salable, representing a big saving over present wholesale prices. Write A. Wiegand, Cambridge, Idaho. 833

Wanted—Furniture store in town of 3,500. Room 10, Hermitage Hotel, Grand Rapids. 834

FOR SALE—Eight-family steam-heated brick flat, five minute walk from center of business section. Located across from Crescent Park, Grand Rapids, Michigan. A high grade investment for some family who will occupy one flat themselves. Will accept stock of merchandise or property for part payment. Consideration \$15,000. A 10% income property. Write Story & Grosvenor, Greenville, Mich. 835

Wanted—To find good business for sale. State what you got. Address No. 836 c-o Michigan Tradesman. 836

For Sale—Combined grocery and meat market. Strictly cash and carry. Main Street, Battle Creek. Stock and fixtures about \$3,000. 1919 business \$45,000. Address No. 837 c-o Michigan Tradesman. 837

For Sale—Grocery stock located in best county seat town in Central Western Michigan. Big manufacturing interests and strong country trade. Cash basis. No dead stock. Stock and fixtures about \$2,500. Address No. 838 c-o Michigan Tradesman. 838

Wanted—Drug clerk, with or without papers. Address No. 839, c-o Michigan Tradesman. 839

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., Dep't. MT, Birmingham, Alabama. 810

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

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

Wanted—We are in position to handle bankrupt or closeout stocks of hardware, mill supplies, electrical and house furnishing goods, automobile accessories, etc. J. Chas. Ross, Manager, Kalamazoo, Mich. 832

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—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

BANISH THE RATS—Order a can of Rat and Mouse Embalmer and get rid of the pests in one night. Price \$3. Tradesman Company, Grand Rapids, Michigan.

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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 806

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 Stock dry goods. Corner two-story brick building. Will sell or rent building. Address Geo. W. Karpus, Bay City, Mich. 791

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 Morrisette, Plummer, Minn. 820

For Sale—Good retail bakery, fully equipped with good machinery, in hustling 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

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—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. 807

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. 788

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.

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

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

## 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.

## CANDY



The "DOUBLE A" Kind

Made by People Who Know How

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

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



Made in Grand Rapids by NATIONAL CANDY CO. PUTNAM FACTORY Grand Rapids, Michigan

Ask for a copy of our latest price list.

We are agents for LOWNEY'S in Western Michigan.

# 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



Chocolates

Package Goods of Paramount Quality and Artistic Design

## PRICES AT RECORD LEVEL.

### Sugar Refiners Abdicate Control at Both Ends.

The sugar trade situation is especially deserving of interest of late, not only because of the aeroplaning tendencies of the market but because there are striking signs of radical evolution in methods and practices, due in large measure to the war's effects. It begins to look as though buying, selling and manufacturing are getting strangely reversed and mixed.

For instance, in years past the refiners have been in control of the situation. The producers jumped pretty much as they willed and the refiners bought and sold about as they liked, even controlling the prices by their disposition to alternately start or stagnate things. On the distributing end the jobbers and large manufacturers kowtowed to the refiner and paid whatever they had to, while the poor consumer came in at the small end of the horn.

But the war changed things materially. First of all, the Government took command of the raw situation and apportioned the raws, while the refiners committee took command of the peddling of the ultimate product about as they saw fit, and by no means with a uniform satisfaction to the trade or anyone else. Possibly they forgot how to do business on an open market, or perhaps someone else learned a few new tricks, but it turns out that just now they have lost command of the situation at both ends.

The planters have learned that there are other customers to be had besides the United States and war connections in trading have persisted, even now, to so great an extent that when the erstwhile dictators deigned to come into the buying market they found that the Cubans had sold so large a share of the crop and were so cocky about the balance that it was impossible to cover their requirements at any such price as they had expected. Ever since they have been forced to pay such prices that Civil War prices have been attained and unheard-of levels are threatening.

But this is not all, for it turns out that among the direct buyers in Cuba are some of the very American consumers who formerly bought their requirements from the refiners. Now they own the raws and propose to bring them here at will and hire the refiners to manufacture them on a toll basis. Further yet, it developed this week that one large candy manufacturer has gone so far as to buy a "Centrale" in Cuba and means to crush and melt his own cane before shipping to this country. In other words, the ultimate consumer has become a producer, and the former king has become the "hired man." So long as the refining toll is reasonable and the refiners do not organize a soviet or trade union, it may make no difference in price, but the situation is interesting.

On the other hand, however, the refiners have been invading the mar-

keting field by converting more and more of their output into branded goods, advertised and sold under specialty names, and no longer leaving the distributor master of that end of the business. As in other lines of groceries, the goods command their own market, and, to a greater or less extent—how great is a good deal in controversy—the grocer must sell them willy-nilly.

Not only does this once more indicate the resourcefulness of American business, hand-in-hand with the inexorable law of supply and demand, to make the most of abnormal situations and come out, if anything, rather the better for the experience, but there are manifest other signs of the times that no one can beat the economic law any more than they can sweep back the ocean. Q. E. D. on a number of occasions.

It now turns out that the "Price Control" movement in the food trade has collapsed and even its fondest advocates admit its futility. Over in Chicago, where there was an especially well organized "Fair Price" committee—headed by Major A. A. Sprague, himself a wholesale grocer of experience—comprising many other trade leaders and officers of the consumer organizations of reform, the whole structure has collapsed, despite its backing by the Federal Department of Justice. Major Sprague has resigned in disgust at his inability to control the situation, especially since the courts have decreed that it is of doubtful constitutionality. His housewife deputy chairman, Mrs. Bowen, has decided to leave with him and both declare the movement is a failure.

Sol Westerfeld, leading retail grocer of Chicago, who was associated in the Board, is quoted as saying in an interview:

"Even under the most fair and equitable administration of Major Sprague, nothing has been accomplished to reduce living costs because the commission was not given power enough to bring about results. It is my belief that competition may safely be trusted to force distributors of foods to sell as cheaply as possible to the public. As a matter of fact, until production is increased and consumption decreased, I cannot see that much can be done. With the best of intentions we cannot supersede the law of supply and demand.

"The retailer has gone along with Major Sprague, taking smaller margins than the safe conduct of business justifies in many instances. The result has been negligible and will be in my opinion, so long as all effort is devoted merely to reduce the margins of the distributor. The producer carefully and wisely, perhaps, has been left out of consideration in this problem."

And in St. Louis, the Association has fussed about until its chief enterprise has degenerated into prosecuting a restaurant keeper who charged 15 cents for a 10 cent plate of flap-jacks, and in disgust the members have decided they will have no more to do with it. Also in San Francis-

co, a Federal Fair Trade Board has been formed by United States Attorney Annette Adams, at the behest of Attorney General Palmer, which the trade frankly laugh at. The Retail Grocers' Advocate says of it:

"We do not take the Board seriously. Such committees have dissolved by the hundreds in the past few weeks in other communities. The law of supply and demand is again functioning. Increased wage demands and operating expense are causing advances daily. If this Fair Trade Board would attempt to seek out the cause at its source and place the responsibility at the foundation where it belongs, there would be some reason for its existence. So far no trade board or price board, as they are called, has done this. We are beginning to realize more than ever the wisdom of Herbert Hoover a few days after the armistice was signed, when, just before sailing for Europe, he announced to his assembled administrators:

"The Lever act expires at the signing of peace, and as it represents a type of legislation only justified under war conditions I do not expect to see its renewal. It is my belief that the tendency of all such legislation except in war time is to strike at the roots of individual initiative. Under peace conditions it would degenerate into a harassing blue law."

### General Conditions in Wheat and Flour.

Written for the Tradesman.

B. V. Snow's report on condition of winter wheat is very unfavorable. It shows a wheat condition of 77 per cent. of normal and while it is rather early for definite reports, suggests an abandoned acreage of five million.

The condition last December was 85.2 per cent. against 95.8 per cent. on April 1 last year. In other words the condition of winter wheat this year is 18.8 points under a year ago and is the lowest April condition with one exception in more than ten years. There is evidence of heavy winter killing from Ohio to Missouri, but as stated heretofore, a definite estimate of abandoned acreage is not practicable until sufficient growing weather is experienced to determine the loss.

The Hessian fly is prevalent from Ohio to Missouri and serious later loss from this pest appears inevitable.

Wind and sand storms have also added to the damage in the Southwest, the greatest damage having been done in Kansas. Oklahoma and Nebraska suffered somewhat, but not as seriously. Earlier there was a lack of moisture, but this trouble has been wholly overcome and there is ample moisture everywhere except in the west half of Kansas and limited districts of Nebraska and Texas.

This showing, judging from past records and accepting the Government formula as a basis, indicates a crop but slightly in excess of five hundred million bushels of winter wheat against more than eight hundred million bushels last year.

It is to be hoped spring wheat seeding will be unusually heavy; otherwise, we are going to harvest a much smaller crop of wheat this year than last and the present indications point to higher prices on the 1920 crop than have so far prevailed for the 1919 crop.

Farm labor is very scarce, and in many cases such high wages were asked that farmers decided to do what they could without hiring men at all and let it go at that.

The prospects for lower prices on farm products are certainly not promising. As a matter of fact, the farmer must obtain enough for what he produces to show him a reasonable profit or production is going to decrease instead of increase.

The movement from farm to town during the past fifteen or eighteen years has been heavy, but at no time has it been so heavy as during the past fifteen or eighteen months.

Some of the most prominent financial and industrial men in the country have stated the Agricultural situation is the most serious one with which the country is faced to-day and insist that a return drift to the farm from the town, or the development of machinery that will aid in greater production with less labor is absolutely imperative.

The prediction has been made unless something of this sort occurs, we will be importing foodstuffs within five years. We understand this is a very radical statement, probably too radical; nevertheless, if it serves to awaken the American people to the need of a greater production on the farm, it will have rendered a most valuable service.

There is nothing in the situation at the present time that indicates lower prices on either wheat or flour. The tendency is certainly upward, and while \$18.00 flour is not probable, it certainly is possible within the next sixty to ninety days. Furthermore until farm labor can be obtained at a lower rate of wages and production very materially increased, a wise public will not expect lower priced food stuffs.

There have been no restrictions placed on the price of furniture, the price of steel or steel products, the price of automobiles, the price of novelties and the price of amusements. Everything has gone up. Practically the only line on which restrictions have been placed is food stuffs and the products of the farm, and this very condition has caused an additional drift from the farm to town, because of the fact that farm profits have been limited, whereas the profits on manufactured products and the profits on the products of city life have been unlimited and have offered a very great attraction to the country boy. This situation precludes the possibility of much, if any, early reduction in the prices of food stuffs and it is not safe to expect material reduction in food stuffs until such time as city occupation offers less inducement and the farm more inducement to the young man.

Lloyd E. Smith.

### Hazards of War and Peace.

"During the nineteen months America was at war, while the Germans were killing 50,151 American soldiers in France, there were 126,654 civilians killed in this country, workers in our industries, men and women on our streets, children in our homes—an average of 220 per day." This statement by the Safety Superintendent of the Santa Fe is an example of the "punch" which we consider necessary to rouse the American people to a real enough evil. The speaker did not think it worth while to compare the number of Americans who were exposed to the German fire with the number at home. But while the trained mathematician might object, public indifference to the ordinary hazards of peace needs a stirring up. The Santa Fe official was at once accurate and impressive in his further statement that under Federal operation of the railroads the Safety First campaign resulted in a decrease in a single year of 1,231 employees killed and 26,692 injured.