

# MICHIGAN TRADESMAN

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Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MAY 5, 1920

Number 1911

GRAND RAPIDS  
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## The Abiding Force of Faith

**F**AITH is a forceful factor to success. It is confidence in the right; assurance beyond doubt; conviction foreseeing materialization.

Faith is not merely a devotion to abstract ideas; it is an attribute that threads through our daily doings. To pursue eminence—to do great things—requires indomitable faith, faith in the worthiness of the object, the integrity of the means and the capacity of self.

Faith is consciousness of the supremacy of right thinking and right doing—the certainty that ideals, diligently pursued, will ripen into reality. It conquers obstacles and survives defeats; it is the sublime gift of self-reliance.

Marshall Field.

## 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

Increase your sales by telling your customers about—

## Fleischmann's Yeast

as a remedy for boils, carbuncles, eczema, constipation.

Hand out freely the—

## Fleischmann's Compressed Yeast and Good Health Booklets

they tell the story.

## Lily White

"The Flour the Best Cooks Use"

is made to "make good" and it does.

Only the very choicest varieties of wheat are used in its manufacture, and the wheat is cleaned four times, scoured three times and actually washed once before going onto the rolls for the first break.

This eliminates every particle of dirt from the grain, making it impossible to preserve the natural flavor of the wheat.

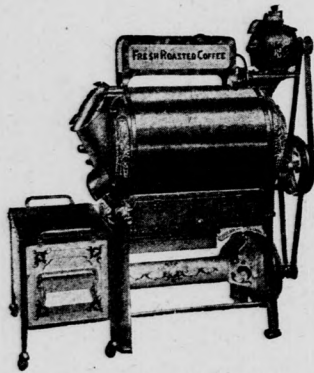
The result of careful, sanitary milling is immediately apparent in LILY WHITE FLOUR, which bakes the most delicious bread and pastries you have ever eaten.

Your dealer will refund you the purchase price if you do not like LILY WHITE FLOUR better.

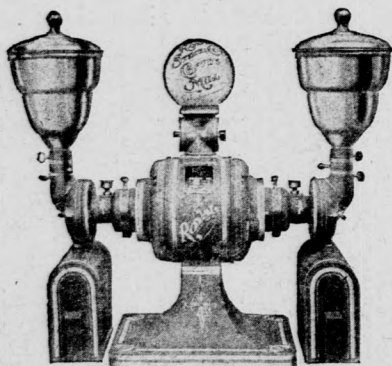
### VALLEY CITY MILLING CO.

Grand Rapids, Mich.

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



**ROYAL No. 5 ROASTER**  
Capacity 25 lbs. per Roast



**ROYAL No. 77 Coffee Mill**  
for Steel Cutting and Pulverizing

## INDIVIDUALITY

Have you found that as a result of curtailing service and operating on a cash basis your store has lost its identity—its individuality? As stores become more and more standardized, this is liable to be the result if not guarded against.

## The ROYAL Coffee System

lifts your store out of this rut and marks you as an up-to-date merchant **SPECIALIZING** in fresh roasted coffee; which, by the way, is the biggest profit maker in your store.

With but very little additional attention to that department, you can build a "coffee reputation" for your store by installing a ROYAL Coffee System, and increase your business anywhere from one hundred to five hundred per cent—that has been the experience of wide awake merchants everywhere.

**HERE'S THE REASON.** Your coffee is better because fresh roasted. Your machines operating in full sight of the public draw attention to your product, and the aroma of roasting coffee appeals to the appetite of passers-by.

**YOU BENEFIT** by the increased demand for your coffees, and the saving of from **five to fifteen cents a pound** to be realized through roasting your own coffees will quickly pay for the machines.

We teach you how to roast and advise you as to the best coffees to use—furnish them if you desire, through our coffee company.

**OUR SERVICE** is complete and free to our customers, our prices as low as practicable, and our terms most convenient.

You can better your service and increase your profits a hundredfold, with but a small initial cash investment. The machines will take care of the balance.

**Write us today.** We'll gladly send you full information without obligation on your part.

**THE A. J. DEER CO.**  
INC.

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

1151<sup>1</sup>/<sub>2</sub> WEST ST.

# MICHIGAN TRADESMAN

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GRAND RAPIDS, WEDNESDAY, MAY 5, 1920

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**MICHIGAN TRADESMAN**

(Unlike any other paper.)

Each Issue Complete In Itself.

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

Grand Rapids.

E. A. STOWE, Editor.

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five years or more old, 50 cents.Entered at the Postoffice of Grand  
Rapids under Act of March 3, 1879.**STATE OFFICE CANDIDATES**

So far as the Tradesman can learn there are only two candidates for Lieutenant Governor on the Republican tickets—Thomas Read, of Shelby, and Charles B. Scully, of Almont.

Thomas Read was born at Rochester, New York, May 28, 1881, and reared near Grand Rapids. His antecedents were English on his father's side and Scotch on his mother's side, which possibly accounts for his positive nature and somewhat stubborn disposition. He attended school at the Ferris Institute, at Big Rapids, and possibly imbibed some of the stubbornness peculiar to the head of that celebrated school of learning. He taught school at Eau Clair, in the Upper Peninsula and in Oceana county, earning enough by this means to take himself through the law department of the Michigan University, graduating the later part of 1913. He engaged in the practice of the law at Shelby. He served his district in the House during the sessions of 1915, 1917 and 1919. In the latter session he was Speaker. He served as township clerk and has been first and foremost in every local movement for the good of the town. He is very generally regarded as a useful man and a good citizen who wants to be absolutely right on every subject he tackles. He is a bitter partisan, having no more use for a Democrat than the devil has for holy water. He "queered" the business public of the State in his appointments on the Insurance Committee of the House of Representatives, two years ago, and can do so again as the presiding officer of the Senate, if he should happen to be elected Lieutenant Governor, for which office he is considered the most formidable candidate on the Republican ticket. From all the Tradesman can learn, however, Mr. Read is anxious to make amends for the bad appointments he made on the Insurance Committee in the House and will be entirely fair in his selection of the Senate Committee in the event of his election as Lieutenant Governor. The Tradesman has no personal assur-

ance from Mr. Read on this point, but is depending on the general character of the man to square himself with the people who trust him and believe in him.

Charles B. Scully was born on a farm in Almont township, Lapeer county, June 17, 1878, of American parentage. He was educated in the Rider district school and the Almont high school, studying privately, with special training from the M. A. C. He was married March 1, 1900, to Mabel M. Hallock, of Almont, and has one daughter and two sons. He has always been active in social and fraternal life, is a member of several Masonic bodies, the Gleaners, Grange and Farmers' clubs, and is President of the Michigan State Association of Farmers' Clubs. He is also prominent as a State lecturer on agricultural subjects. In 1911-12-13 he was Vice-president of the American Leicester Sheep Breeders' Register Association. He is at present Secretary of the Lapeer County Farmers' Mutual Fire Insurance Association and Vice-president and director of the Michigan Live Stock Insurance Company and affiliated with several other insurance companies. He was also the first to start the good roads movement in Lapeer county. He served in the Senate during the sessions of 1917 and 1919, acting as chairman of the Insurance Committee, during which time he double crossed his friends and played false to the business interests of the State. He is now catering to every prevailing craze and playing fast and loose with every interest he can attract to further his candidacy. Although his candidacy was endorsed by the Lapeer county Republican convention, his own town turned him down, showing very clearly that the people in his own neighborhood have "got his measure." He is a cheap demagogue of the most pronounced type and weak in decision and action. Judging by his work on the Insurance Committee of the Senate last year, he would be a dangerous man to be permitted to serve the State in the capacity of Lieutenant Governor.

**Auditor General.**

The present incumbent discharged the duties of his position with such fairness, fidelity and ability that there will probably be no opposition to his re-nomination and little opposition to his re-election. No other candidate has yet appeared in the field.

**Secretary of State.**

There are two candidates in the field—Charles DeLand, of Jackson, and Henry Croll, of Beaverton.

Mr. DeLand is an attorney and made a creditable record in the State Senate. He stands well at home and is favorably regarded wherever he is known.

Mr. Croll was a member of the last

House and served on the Ways and Means Committee. He proved to be an excellent accountant and was frequently referred to as the best mathematician in the Legislature. He has a genius for figures and estimates.

**State Treasurer.**

There are three candidates in the field—Frank D. McKay, of Grand Rapids; John G. Clark, of Bad Axe, and Frank Gorman, of the "Governor's country," the present incumbent of that office by appointment when Samuel Odell resigned to take a position on the Utilities Commission.

Mr. McKay stands well in his home town and is well regarded wherever he is known. He has created whole streets of dwelling houses and is promoter of the new Princess Theater. He has made \$100,000 by working long days and long nights, while other men with larger opportunities have stood back and whined over their non-success.

Mr. Clark is a wholesale and retail grocer at Bad Axe—a partner of our present moribund Governor—and ought to decline, because Bad Axe has been on the map quite enough for the past four years. Sleeper has appointed enough Bad Axe men to office to satisfy any town for a hundred years to come. Mr. Clark stands high as a gentleman and business man, having won his standing by untiring effort and honorable methods, but because he represents the worst features of Sleeperism, he ought to have the good sense to keep in the background until the wretched political mess created by Sleeper and his gang of tricksters has become a matter of history and passed into forgetfulness. If it were not for his affiliation with the Sleeper crowd, the Tradesman would gladly urge its mercantile friends to support him for any position he might aspire to that he is fitted to fill.

**Attorney General.**

Four candidates have thus far announced themselves—Paul Woodworth, of Bad Axe; Merlin Wylie, of Sault Ste. Marie; Harry Chase, of Grand Rapids, and George Nichols, of Ionia.

Mr. Woodworth is a brother of our present State Food and Drug Commissioner and ought to have sense enough not to be a candidate for that reason; also because he hails from Bad Axe, the citizens of which evidently harbor the illusion that they ought to fill every office within the gift of the State. He is a good lawyer and ought to remain in Bad Axe and do his part to live down the bad name many of Sleeper's appointments have given that town.

Mr. Wylie was one of the campaign managers of Chase Osborne, which would indicate that he has the faculty of "seeing things" which never exist-

ed and hearing statements that were never made. He has never been utterly discredited, as his more or less illustrious chief was in the Newberry trial; and, because he hails from the Upper Peninsula, he would be a formidable candidate were it not for his former association with the man who espoused the cause of three different political parties in as many weeks.

Mr. Chase was a candidate for Attorney General four years ago, but was unable to deliver his own county.

George Nichols really ought to "lay low" on account of his connection with the notorious McGarry and McKnight in the "water deal" some years ago.

**Superintendent of Public Instruction.**

The only candidate thus far is Mr. Johnson, of Coldwater. He is an ex-newspaper man and has been superintendent of schools at Coldwater. He is regarded a No. 1 man, well fitted to discharge the duties of the office. There has been some talk of a woman for the position, but the job is a man's job and ought to be filled by a high grade man.

**Speaker of the House.**

There are four candidates—Franklin Moore, of St. Clair; Frank Smith, of Luther; George Welsh, of Grand Rapids, and Charles Evans, of Tipton.

Mr. Moore is a salt manufacturer and a gentleman of culture and refinement. He served his district very acceptably in the last Legislature and can be depended on to do the best he knows how in any position to which he may aspire.

Mr. Smith is a farmer and potato hauler. He stands well in his home town.

George Welsh has served two terms in the House and stands a good chance of going back for a third term. He served on such important committees as Ways and Means, State Affairs and Public Health in the last House and gained the reputation of being one of the most useful members of that body. He knows the political game like a book and probably has a larger acquaintance among politicians in high and low degree than any other man in the State.

Charles Evans is a high grade farmer and lives near Tipton, Lenawee county. He has served in two sessions of the Legislature.

Because Mr. Moore is in close touch with the wholesale and retail grocery trade of the State, the Tradesman naturally favors his candidacy, but candor and fairness compel the statement that all of the four gentlemen are worthy men and that they would probably discharge the duties of the office with credit to themselves and satisfaction to the people.

If a man marries money he should be devoted to his wife.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, May 3—J. A. Burns, manager of the Hub Clothing Co., has returned from Chicago, where he has been on a purchasing trip. He reports no shortage of clothes in Chicago and from all accounts it will not be necessary for everyone to wear overalls as yet.

Stewart Blain, of Detroit, has come back to the Soo, his former love, and has taken a responsible position with the Lock City Manufacturing Co. Mr. Blain has many friends here who are pleased to see him back to the old town.

Alfred DuPont has swung over to the suffragists. An effort to boost the powder sales?

Austin Lipsett, one of our well-known auto dealers, is a business visitor at Detroit this week, arranging an automobile tour for a string of "empties" to supply the anxiously awaiting purchasers here. If it keeps on, automobiles will soon be as hard to get as sugar, from the present indications.

The Navy hasn't gone dry yet. Not with all that alcohol in the compasses.

The City Commission decided on local time for the Soo this week, so we expect our troubles to commence soon, with the town clock at artificial and the railroads, county offices and numerous others keeping standard time, but as we have had no troubles of this kind here before we should not find any fault and take our medicine, as it is only by experience that we may profit.

Charles Field, proprietor of the Model, and J. M. Andary, proprietor of the Sterling clothing house, returned from the clothiers' convention at Chicago last week. This is Mr. Field's first attendance in the clothing line and reports having had a most enjoyable trip.

Kenneth Eddy and A. E. Young have formed the Screen Craft Co., manufacturer and distributor of motion pictures. Mr. Young is a well-known Soo photographer, and Ken Eddy for the past eighteen months has been making motion pictures for the Fox News Weekly and other large concerns.

Talking with Mars is not in it now, since we are able to call up St. Peter at the Golden Gate by making our wants known to the long distance operator and calling for Jos. St. Peter, Golden Gate Hotel, Munising, and from what the travelers tell us one can get a good meal at the above hotel.

The Pawley business college, which was closed a short time ago, has been re-opened by W. F. Stevenson, formerly connected with the Miller clothing house, but will open the college for business this week. Mr. Stevenson is a very capable commercial teacher and will give personal attention to instruction at the college.

William Stearns has moved to Rudyard where he expects to engage in the livery business.

The Soo Co-Operative Mercantile Association has invested \$5,000 more in improvements by installing the only electrically operated bakery in the city. It is expected that the new bakery will be open for inspection this week with a capacity of 150 loaves of bread to a baking.

William G. Tapert.

### Has No Use For Sleeper Or Groesbeck.

Hudson, May 3—I am in receipt of your always welcome Tradesman and note its allusion to me.

Let me say if I overestimated the ability of Ex-kaiser Bill, it in no wise interfered with my activities in behalf of my country when we were at war with him. I challenge a comparison of my war record with that of any man in Michigan. I believe I subscribed a more generous portion of my worth for war activities, put in as many hours of hard service at as great personal and financial sacrifice as any man in Michigan; hence I need make no excuses for my patriotic rec-

ord, nor do I deserve any credit, as I did no more than my duty.

As to my candidacy for Governor, let me say that I have not consented to permit my friends to waste their energy on me. My fealty to party has not been such as to commend me to the so-called organization.

You doubtless misunderstand my disdain for the man who is occupying the Governor's chair. My contempt for him is for the reason that he has so little ability that he has been made a tool of by the most despicable gang of political pirates who ever operated in this or any other state.

Disregarding political affiliations and viewing it as my patriotic duty, I am determined to support for nomination and election a man for Governor who has a fixed program of operating the State that will insure a reduction in our State tax of at least 33 1/3 per cent. I am sufficiently acquainted with State affairs to know that this can easily be accomplished. The nominees to the Legislature should be pledged to this program. To my mind the election of Groesbeck and his band of political ravishers would finish what little there may be left of State property or respectability.

Very respectfully yours,  
Edward Frensdorf.

### Protests Against Statements of Tradesman Contributor.

Grand Rapids, May 3—I am amazed that a man of your experience and sound judgment should permit an article like the one purporting to have been written by one Baker and published April 7 to be printed in the Michigan Tradesman. It was scurrilous, unjust and false. Do the business men who read your paper treat their employes as this man would treat the teachers? Can they say, "You are clerks, therefore you do not need to meet the increased cost of living." "You are stenographers and have no right to share in the fatter pay roll." You are machine operators and if you ask for more money we will spit at you and call you names." Not by any manner of means.

The teachers of Grand Rapids have not struck or threatened to strike. They are just filtering away to sell their experience, education and skill to communities that will pay a teacher as much as a factory hand, and not howl about it.

Mr. Stowe, the day has passed when a woman will teach school just for the honor of starving to death in a genteel manner.  
Gladys Van Deusen.

It is exceedingly unfortunate for Michigan that the two political parties are not more nearly equal in numerical strength, so that any time the Republican party foists a bad governor on the people the act can be rebuked at the polls by the election of a Democratic chief executive. Such was the case with Jerome in 1883 and with Osborn in 1913. Jerome's administra-

tion was a series of stupid blunders from start to finish and it was rebuked by the election of a Democrat and greenbacker, Mr. Begole, who proved to be even a poorer stick than his Republican predecessor. Osborn's constant vacillation and diaphanous grand stand plays were necessarily followed by a rebuke at the polls and Mr. Ferris happened to be the type of a man who could perpetuate himself in office a second term. Since Ferris the Democratic party has been utterly lacking in men of mental caliber sufficient to cement the various factions which Wilson has created by his indiscreet and arbitrary action in under-

taking to foist a money making machine on the party in the person of Henry Ford, whose disloyal utterances and acts incurred the disgust and detestation of every loyal citizen of America. Because of the utter demoralization of the Democratic party in Michigan no candidates for any of the State offices have yet announced themselves. If they do so later the Tradesman will undertake to analyze their qualifications, the same as it has done with the Republican aspirants.

When you say to a customer, "Is that all?" do you ever expect him to say, "No, I want something else?"

## Petoskey Produce Company

WHOLESALE  
FRUITS AND FARM PRODUCE

POTATOES A SPECIALTY

Successor to the Petoskey Co-operative Market  
Association. Correspondence solicited.

PETOSKEY, MICHIGAN



## The Lady of the House

This lady is the mother of the Carnation Typical American Family. She represents the type of woman who is the purchasing agent for her family in your neighborhood.

This lady tells, through Carnation advertising, millions of magazine readers about the economy, convenience and purity of Carnation Milk.

Read the ad in the May 22 issue of The Saturday Evening Post—clip it out and paste it on your window, showcase or wall.

Link your store to this campaign and let your customers—the readers of Carnation magazine advertisements—know that you are "The Carnation Milkman."

Ask our representative or write to us for Carnation advertising matter and selling helps. Address the CARNATION MILK PRODUCTS Co., 533 Consumers Bldg., Chicago, or 533 Stuart Bldg., Seattle.

Remember, your jobber can supply you

# Carnation

"From Contented Cows"



# Milk

The label is white and red

**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



# Community Building

**H**ARMONY, Unity and Co-operation spell better Communities and Prosperity. Every dollar that individuals save temporarily by sending their money out of the Community they later pay as a penalty for the destruction of the Community and Community spirit.

To a degree the Community is a larger home and all of the families are expected to participate in the house-keeping. Clean streets and alleys, well kept lawns, attractive parks, good schools, well patronized libraries, beautiful civic buildings, churches, theatres and stores, reflect good Community housekeeping.

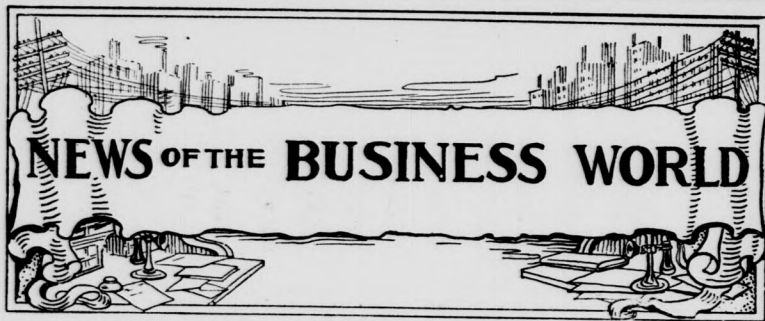
Local retail stores are an important factor in the business life of a Community. Their owners are residents and taxpayers within the Community having the utmost interest in the success of the Community and the support of its institutions.

Worden Service provides practical support of Community Building as a constructive phase of market development.

**WORDEN GROCER COMPANY**

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



### Movement of Merchants.

Chase—August D. Kadwell succeeds J. E. Smith in general trade.

Summit City—L. H. Kyselka succeeds A. E. Pulver in general trade.

Suttons Bay—Hansen Bros. succeed Husby, Hansen & Co. in general trade.

Wayland—E. W. Fox has leased the Wayland House, taking immediate possession.

Hubbardston—James Cunningham succeeds Mrs. C. W. Grill in the grocery business.

Middleville—The hardware stock of Glenn Gardner has been purchased by Roberts & Hinckley.

Leonidas—The Bank of Leonidas will erect a modern bank building, commencing the work at once.

Sand Lake—Goul & Son have sold their grain elevator to the Sand Lake Farmers Co-Operative Association, for \$11,000.

Remus—P. Welch & Son have sold their hardware stock to A. V. Hornbeck, formerly engaged in the hardware business at Vestaburg.

Saginaw—George Hill, grocer at 1101 Holland avenue, has sold his stock to Matt Hicks, who will continue the business at the same location.

Lakeview—A. M. Goldstein has sold his stock of dry goods and clothing to M. Kellman & Bros., of Detroit, who will take possession very soon.

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

Reading—H. G. Stiefel, furniture dealer, has purchased the remainder of the C. E. Singer & Son stock of furniture at Hillsdale and will consolidate it with his own.

Petoskey—The Northern Auto Storage Co. has been incorporated with an authorized capital stock of \$1,000, \$500 of which has been subscribed and paid in in cash.

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

Stanwood—W. S. Hemmingway, who purchased the hardware stock of T. J. Smith about two months ago, has sold it to P. K. Cahill, who will continue the business at the same location.

Escanaba—The Kay Bee Lumber Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and paid in, \$3,000 in cash and \$22,000 in property.

Vermontville—The Farmers Co-Operative Citizens' Elevator Co. has purchased the C. A. Anderson & Son grain elevator, possession to be given July 1. The initial payment of \$15,555 has been made.

Saginaw—The Walz Hardware Co., 611 Genesee avenue, doing both a wholesale and retail business, has bought the stock of the Buckout Hardware Co., and added a line of crockery and glassware.

Pinconning—The Suburban Oil Co. has been organized to deal in oils and gasoline at wholesale and retail, with an authorized capital stock of \$20,000, of which amount \$12,700 has been subscribed and \$2,500 paid in in cash.

Jackson—Joseph A. La Rue has merged his optical business into a stock company under the style of the J. A. La Rue, Inc., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Detroit—The E. C. Spens Pharmacy has merged its business into a stock company under the style of the Spens Drug Store, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Mason—C. P. Mickelson has merged his lumber business into a stock company under the style of the Mickelson-Baker Lumber Co. with an authorized capital stock of \$65,000, all of which has been subscribed and paid in in property.

Lansing—C. H. McDaniels, formerly engaged in the dry goods business, has purchased the confectionery and cigar stock of F. M. Dennis, and will continue the business at the same location, at the corner of Larch street and Franklin avenue.

Boyer City—E. J. Olson has merged his garage and automobile supply business into a stock company under the style of The Boyer City Sales Co., with an authorized capital stock of \$20,000, of which amount \$10,500 has been subscribed, \$5,000 paid in in cash and \$2,500 in property. The company will deal in farm machinery also.

Ithaca—W. L. Clise, of Bath, has become identified with the firm of Lanphere & Osmer, who have conducted a successful bazaar store here for eleven years. Mr. Clise has proven an efficient merchant at other points in Michigan and his association with the above firm will, no doubt, prove satisfactory to the business and the community. Mr. Lanphere wishes to devote a portion of his time to other business. The business will be conducted under the same style of the Home Goods Store.

### Manufacturing Matters.

Vriesland—The Vriesland Creamery

Co. will dissolve partnership and retire from business.

Big Rapids—The Falcon Manufacturing Co., manufacturer of folding furniture, will build a three-story and basement addition to its plant.

Lawrence—Dalton Carpp, owner of the Bangor Canning Co., will erect a canning plant here this spring. Contracts are now being written with Lawrence growers.

Saginaw—The Eastwood Glass Co. has been incorporated with an authorized capital stock of \$200,000, of which amount \$125,000 has been subscribed and paid in in cash.

St. Joseph—The St. Joseph Foundry Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—The Kathalene Chemical Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$2,000 paid in in cash and \$3,000 in property.

Sturgis—The Grobhiser Cabinet-makers Co. has merged its business into a stock company with an authorized capital stock of \$175,000 common and \$50,000 preferred, all of which has been subscribed and paid in.

Detroit—The Michigan Portable Steel Building Co. has been incorporated with an authorized capital stock of \$8,000, of which amount \$6,000 has been subscribed and paid in, \$2,000 in cash and \$4,000 in property.

Lapeer—The C. T. Goodwill Corporation has been organized to manufacture and sell steering wheel rims, etc., with an authorized capital stock of \$20,000, \$12,000 of which has been subscribed and \$6,000 paid in in cash.

Owosso—The Field Manufacturing Co. has merged its business into a stock company under the style of the Field Body Corporation, with an authorized capital stock of \$850,000 common and \$650,000 preferred, of which \$975,200 has been subscribed, \$18,366 paid in in cash and \$756,837.66 in property.

### The April Flicker.

Written for the Tradesman.

Thrice welcome back fat flicker  
To our field and wood today  
You really have grown sleeker  
Since last you went away.

And where were you last winter  
All through the arctic spell  
Perhaps some color printer  
In the southland fair could tell.

For your throatlet now is glaring  
Above your speckled breast  
On which I see you're wearing  
A stylish vernal vest.

Pray tell me who's the tailor  
Who covered too your wing  
Could sail to daring sailor  
Such swiftness ever bring.

You pipe up in the arches  
Of yonder budding wood  
Or nearer in my larches  
I hear you drum for food.

I love your "cut" "cut" calling  
From the orchard in the rain  
And now till leaves are falling  
My own is your domain.

Charles A. Heath.

### Perhaps Your Opponent is Groggy.

Sick and weary and want to quit?  
Blind and staggering, weak and wan:  
Losing courage and strength and grit  
What's the object of fighting on?  
Let me whisper a word to you,  
Maybe the other fellow's groggy too!

Maybe his arms have lost their punch,  
Maybe his heart is faint and sick:  
Go on fighting with just that hunch,  
Summon your last grim grit and stick—  
Stick till the final round is through,  
Maybe the other guy is groggy too!  
Berton Braley.

### Hues For Fall Blouses.

Bright shades will be in high favor in women's waists for the fall and winter seasons, according to a statement issued yesterday from the headquarters of the United Waist League of America. The twelve hues which were finally selected by the League's Color Card Committee were these: Bisque, Hindu, Miami, Orient blue, blue dawn, league navy, seal, scarab, oriole, taupe, Bordeaux and Aztec.

In order to give the American women blouses dyed with fast colors the committee representing the league co-operated with the manufacturers of fabrics, as well as with manufacturers of dye-stuffs. The final choice of colors was made only after rigid tests had been given the selected shades. In announcing them yesterday Executive Director M. Mosesohn of the league asserted that the new color card would be ready for distribution to the wholesale and retail trades early next month. It contains more shades than any previous card issued by the organization.

Five of the selected colors are new and represent the work of important textile experts of Europe. They will be seen in any kind of wearing apparel for the first time when the new blouses made of these materials are produced.

### Reducing the Doll Immigration.

Bisque dolls are one of our recent industrial achievements. According to those who know the American manufacture of the bisque heads for which we used to look altogether to Germany was something of a feat. It seems that the chemist who mixes the clays for the bisque must have much of the inspiration of a French chef of the first rank. The combination of clays once achieved makes exactions; it will not perform in the natural way of bisque unless it has a kiln wholly to itself and never defiled through occupancy by clay for any other ware. Besides, there is the ticklish business of coloring, and the blush in the cheek of a bisque doll's head is no easy thing to bring out. In the end, however, the trouble, patience, and skill are well expended, for the bisque head results in the making of an "all-American" doll.

### New Produce House at Petoskey.

O. C. St. John, who stands high among the produce dealers of the State, has purchased the Petoskey Co-Operative Market Association and merged the business into a new company under the name of the Petoskey Produce Co., with an authorized capital stock of \$8,000, of which amount \$4,410 has been subscribed and paid in, \$500 in cash and \$3,910 in property. The new corporation is officered as follows:

President—John Fochtman.  
Vice-President—A. L. Fennimore.  
Secretary—Frank Stock.  
Treasurer—Guy Eppler.  
Manager—O. C. St. John.

Mr. St. John's long experience in the business, coupled with his efficiency and capability, ensure the success of the new undertaking.

**The Grocery Market.**

**Sugar**—There is no change, except for the worse. Allotments made by local refiners on the basis of quoted prices are infinitesimal compared with clamorous demands that are being made upon them from all parts of the country. The strike on the water lines restricts shipments to points reached by them and the congestion of freight due to the railroad labor troubles is making deliveries by rail extremely difficult. A trainload of sugar, thirty cars, that was about to be shipped to the interior by a New York speculative operator, was seized by the Government, apparently in furtherance of the purpose to stop profiteering.

**Tea**—Something of a holiday spirit permeates the tea market. There is a fair run of small orders from the country trade, but no indication of a general desire to stock up in anticipation of summer requirements, and no sales of consequence are reported. Except for the easy feeling in Ceylons and some pressure to dispose of neglected standard grades, particularly Formosas, the tone of the market as a whole was steady and there were no price changes to record. The market for new crop in Japan is expected to open to-day, and while some advance over last season's initial quotations is looked for, the indications as presented in late cables are that first prices will be much more reasonable than earlier reports foreshadowed.

**Coffee**—The demand is of limited extent, but with an improvement in shipping facilities the movement is expected to increase and better prices are looked for. At present there are believed to be many thousand bags awaiting shipment that have been held up by freight congestion due to the recent strike. Prices are steady and have shown no material change of late.

**Canned Fruits**—The California Packing Corporation has named the following prices on 1920 pack of canned pineapple, all f o. b. San Francisco: No. 2½, extra sliced, \$3.45 a dozen; standard sliced, \$3.10; extra grated, \$3.35. No. 2, extra sliced, \$2.85; standard, \$3; No. 2 grated, extra, \$2.65; standard, \$2.65; No. 1 flat grated, extra, \$1.60; standard, \$1.55; No. 10 sizes, extra grated in syrup, \$10.50; standard, \$9; grated in juice, extra, \$8.75; standard, \$7.25; crushed, extra, \$8.75; standard, \$7.25; broken grated, \$6; sliced cores, \$3.25; No. 2½ broken sliced, \$2.85; No. 2 tall, sliced, \$2.50. Last year No. 2½ extra sliced was offered at \$2.25, standards at \$2 and extra grated at \$2.25. California fruits are not so active this week as in the preceding period, but there is some business done in reducing the accumulations in the hands of speculative holders. The main interest is in peaches, which are on the basis of opening prices, but buyers are chary about paying a premium at present even though the future looks brighter owing to the higher costs of new pack fruits as a result of the advance in sugar. Owners of stocks are now in the mood to hold, and as the banks which have forced the sale of the goods in which they were interested

are now no longer carrying such large supplies there is less fruit being offered on the market. The stronger holders are now ready to wait for higher prices so as to cut down their losses on earlier sales. Apricots are moving in a fair way, but there is no heavy buying now that the market has reacted from its low point. Pears are selling chiefly in a jobbing way as stocks are not on a par with those of peaches or apricots. Gallon apples are still quiet.

**Canned Vegetables**—The canned vegetable market is more active this week than in any similar period in 1920 and for some time back in 1919, for that matter. Jobbing orders for all of the principal items are numerous and scattered over a wide area, and it is noticeable that the goods are taken against actual wants of the moment. Another striking feature of the situation is the shortage of stocks here and at packing points and the tendency toward higher prices. Producing conditions for the coming crops are not favorable and there is so much uncertainty as to the size of the pack that spot goods have had an added value, especially where sugar is concerned. It is not surprising under these conditions to find a better feeling and an undertone of confidence which has been lacking until recently. Tomatoes have shown a decided change of front of late. The market shows a strong undercurrent with a disposition to hold for further advances. Corn is moving freely and is strong. Peas are as active as ever and cleaned up closely on the cheap lines both here and at country points. Wisconsin standard No. 4s are held at \$1.25 factory. There has been free buying in Wisconsin of late by jobbers in the Middle West, and the surplus is being rapidly taken out of first hands. Futures are looking up as the growing conditions are unfavorable. Cannery in some cases have advanced their prices 25c a dozen. Opening prices of California new pack asparagus were announced last week, being 90c higher than last year on tips and 75c on long spears. The trade here is looking for new packs as the old asparagus has been taken out of first hands.

**Canned Fish**—The fish market is rather out of line with other canned foods, as it is only nominally active in all offerings. The movement in anticipation of the summer season has not begun, and what business there is is of a routine character. Salmon is in better position on red Alaska, which is quoted up to \$3.55 for the best packs. Pinks are not so subject to discount and the fancy or real standard lines, but the low grade packs are still a disturbing influence. Full standards are quoted up to \$1.80. Chums have been quiet, as have been medium reds. Old pack Maine sardines are wanted only in the way of emergency orders to last until new pack is available in quantity. The domestic demand is very tame at present. Producing conditions are unfavorable in Maine as lack of cans is holding down production. Oils used in packing are also scarce, as is coal. The better railroad service is hoped to remedy the handicaps under which

the season opened. California sardines are selling slowly here. Imported are also in the same class, as jobbing stocks are sufficient for the time being and there is little replenishing going on.

**Dried Fruits**—The most striking feature of the market this week is the firmness which has developed in raisins. The dullness has been replaced by increasing activity in both California and foreign stocks. The entire line is firmer and such lines as bulk seeded, which are about cleaned up, are decidedly stronger. Package Thompsons are moving better and the varieties used for wine making are more active. Middle Western markets which are about out of stock, or low at least, are making enquiries here for the various California varieties. Another more active line is prunes of the California pack, although Oregonians are at a standstill. There has been some movement in apricots, but to sell standards the market had to favor the buyer. Fancy Northern and Blenheims held their own but Southern packs of all grades have not been popular with the trade of late. Some frost damage has been reported on the Coast during last week but details are lacking, but it is presumed that no considerable injury occurred as Western interests have encouraged a free movement of the old pack. Peaches meet with more interest among buyers. Pears are still neglected. Figs are moving only in a small and unsatisfactory way. Currants are not more than normally active.

**Corn Syrup**—Labor conditions are curtailing production and with demand active the market is firm, with a rising tendency.

**Molasses**—There is an active demand but business is restricted by the scarcity of spot supplies and the market has a strong tone.

**Rice**—The market has a quiet appearance, for while there is a steady movement on small orders from the trade, there is no demand for large quantities. Prices are unchanged.

**Condensed Milk**—The condensed milk market from the producing end is on the up grade, as the sugar situation gives every reason to believe high prices of that important ingredient will continue, and as it is an essential factor in milk it is affecting the outlook for future pack as well as milk already produced. The market has steadily advanced ever since the sugar boom developed, and from a dull, inactive demand the complexion of the situation has completely changed.

**Nuts**—Walnuts are about stagnant on both California and foreign. Filberts are tending toward lower prices owing to lack of interest. Almonds are in accumulation, and as the demand is tame it looks like more of a carryover for the fall trade than usual. Brazil nuts of the new crop so far have been in light supply but there has not been much interest in them owing to their high prices. Pecans are not selling at present. Shelled nuts are no more than in normal demand.

**Review of the Produce Market.**

**Apples**—Baldwins, \$4; Starks, \$3.50; Western fruit commands \$5 per box.

**Asparagus**—Illinois Sectional, \$5 per crate of 24 bunches.

**Bananas**—8c per lb.  
**Beets**—New, \$2.75 per hamper.

**Butter**—Local jobbers hold extra creamery at 61c and first at 59c. Prints, 2c per lb. additional. Jobbers pay 35c for packing stock.

**Cabbage**—\$6.75 per 100 lbs. for Texas; California, \$5 per crate of 70 lbs.

**Carrots**—\$3.25 per hamper.  
**Cauliflower**—\$3.25 per doz. for California.

**Celery**—California, \$1.50 per doz.; Florida, \$8 per crate of 3, 4 or 6 doz.; \$7.50 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.

**Eggs**—Jobbers pay 42c f. o. b. shipping point for fresh, including cases.

**Grape Fruits**—Extra Fancy sells as follows:

28 size, per box	-----\$5.00
36 size, per box	----- 5.40
46 size, per box	----- 5.75
54 size, per box	----- 6.50
64 size, per box	----- 7.00
70 size, per box	----- 7.00
80 size, per box	----- 7.00

**Green Onions**—35c per doz. bunches for home grown.

**Green Peppers**—\$1.75 per basket.

**Lemons**—Fancy Californias sell as follows:

360, per box	-----\$4.50
300, per box	----- 5.00
270, per box	----- 4.75
240, per box	----- 4.50

**Lettuce**—Iceberg \$8.50 per crate of 3 or 4 doz. heads; hot house leaf, 26@28c per lb.

**Onions**—California Australian Brown, \$9 per 100 lb. sack; Texas Bermudas, \$4.75 for 50 lb. crate; home grown, \$6.50@7 per 100 lb. sack.

**Onion Sets**—White, \$4.50 per bu.; yellow, \$4 per bu.

**Oranges**—Fancy California Navals now sell as follows:

80	-----\$5.75
100	----- 6.50
126	----- 7.50
150	----- 8.50
176	----- 8.75
200	----- 8.75
216	----- 8.75
250	----- 8.75
288	----- 8.75

**Parsley**—60c per doz. bunches.

**Pieplant**—\$3.75 per bu. for home grown.

**Potatoes**—Home grown, \$4.50 per bu. Baking from Idaho, \$5.50 per box.

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

**Spinach**—Texas, \$3.25 per bu.; home grown, \$2.50 per bu.

**Sweet Potatoes**—\$3.75 per hamper for kiln dried Delawares.

**Tomatoes**—\$2.25 per 5 lb. basket from Florida.

—◆◆◆—  
Silent men, like deep waters, are deep and dangerous.

## FIELD SEED DEPARTMENT.

## Summary of Situation in the Middle West.

Spring seeding season latest, perhaps, in twenty years.

Taking it all in all, there has not been a time in several decades when the country, from the Rocky Mountains to the Atlantic coast, was uniformly as late in getting in spring crops. Alarming as the statement may sound, the country is facing a food shortage this year.

At no time during the great war was the world so near a food scarcity basis as at present.

The question that confronts the Michigan farmer to-day it—what crop big or small can he get in the ground?

Every opportunity should be seized to plant and plow all ground to something—seed or grain.

Oats are selling at the highest price in their history \$1.10 @ 1.12 for 3 White Oats, Chicago. Oats can be sown and seeded with Clover and Grass Seed as late as the third week in May in Michigan and produce a crop. The State of Michigan has but 35 per cent. of its spring seeding done at present. The winter was long and severe. Grain and forage has been fed up. There promises to be an unusual demand for late forage crops—Cane, Millets, Fodder Corn, Sudan Grass.

Transportation facilities have improved during the last ten days, but are not normal. Country seed merchants should have stocks on hand, so that they can furnish immediate delivery when needed.

There is thought to be less winter killing of Clover Seed this year than last. It is yet too early to say much about the prospects. Michigan farmers, particularly those in the newer districts, should co-operate and arrange for the saving of their Alsike and Red Clover Seed this season. Districts that have not Clover hullers would do well to contract early for their machines. Co-operative buying of one or two hullers would save the seed in an entire county. Already there is in sight a reaction from the centers of industry, and labor will be returning to the farms. The unusual high levels of all seed and farm crops should stimulate production.

The past week has been a continuation of the cold wet weather. The spring is at least three weeks late. Heavy snows fell two days the past week through the Northern half of the State. Demand for Clover seed is much restricted on account of the unfavorable weather. Michigan has been un-seeded or slack-seeded to clover for several years. Farming will suffer in consequence. Next to a Liberty bond, there is nothing better than a farm seeded down to Clover. Prices have been easy, owing to a light demand.

Timothy seed has been in better request during the week. Much ground not yet seeded. Sowings are expected to continue throughout the month.

The Field Peas market is unsettled and higher. There has been an improvement in the demand the past week, both for seeding and for consumption. It is thought the entire

supplies will be exhausted this season.

Alsike Clover market is steady and unchanged. Owing to unfavorable season, there will be some seed carried over.

Many complaints are being received on the germinating quality of State and local seed corn. The season is so cold, wet and backward, even the highest germinating corn will suffer unless conditions improve. Every farmer should be careful to germinate his Corn before planting.

## Retailer Wants Manufacturers to Mention Branch Houses.

Menominee, May 3—A great many times we are confronted by an advertisement in your trade paper, as well as other trade journals, of a manufacturer who asks in his advertisement to write for catalog and prices, and if you are interested you will naturally write for further information regarding whatever particular line you are interested in.

For instance, you write to a manufacturer in New Britain, Conn., or Providence, R. I., or New York City. About seventy-five times out of 100 you get a reply within three or four days, asking you to address its branch office in Chicago, or Minneapolis, or Detroit, and to address all communications to it in the future. Then, in three or four days, you get a reply from the branch office referred to, stating that the factory has advised it of your inquiry, and it herewith gives you its proposition, but in the future "please address all communications to this office in order to save time."

Now, the point we are driving at is this: Why under the sun, when an advertiser advertises, does he not put in the addresses of his various branch offices and warehouses? It would save about a week's time in getting a reply, and it would be surprising if you were to find out how big a saving of time it would be for the person dictating letters, for stenographer's time, not to count in the cost of postage and stationery.

There are several of the wide-awake fellows who probably realize what this means, not only to themselves, but to their many prospective customers scattered throughout this broad land, and they finish up their ad giving the addresses of their various branch offices. We believe the time is ripe for all advertisers to indicate in their ads their various branch offices and warehouses. This will apply, of course, to the Middle Western States and to factories in the extreme East.

There is a tremendous lot of advertising being done and a tremendous lot of correspondence going on between the Middle Western States and the East, and you can readily appreciate the vast saving in time and money if our views in this matter were carried out, and every advertiser, regardless of where he is located, would be benefited.

We believe that if you were to publish our letter in your journal, it would be read by a great many of these people, and possibly would bring about a reform in the way they address themselves in their various advertisements.

Northern Hardware & Supply Co.

The Riekse Manufacturing Co. has been incorporated to manufacture and sell humidifiers, etc., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

The Victory Motor Gas Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$900 paid in in cash and \$3,100 in property.

## HEYSTEK &amp; CANFIELD

Will ship your order today

PARCEL POST—FREIGHT—EXPRESS

Products and commodities listed are carried in stock for immediate delivery. Any information desired, viz: prices, colorcards, samples, etc.; will be supplied upon receipt of request.

Automobile Enamels	Paper (Criterion Wall Paper & Crystal Bay Sand Paper)
Alcohol (Completely and Specially Denatured)	Paints (Bridgeport)
T. & B. Asphaltum	Putty (Oily and Water)
Alum	Pumice Stone (Domestic and Imported)
Aluminum Paint and Bronze	Rubbing Felt (All Thicknesses)
Barn Paints (Criterion and Bridgeport)	Rotten Stone
Bronze Powders (Gold and Colors)	Roof Paint (Liquid and Plastic)
Boston Varnish Co. (Clear Varnishes and Stains)	Shades (Window)
Bronzing Liquid	Shellac (Pure Orange and White, all Weights)
Brushes (Factory and Painters)	Sponges
Cutlery (Painters and Paper Hangers)	Steel (Wool and Shavings)
Criterion (Paints, Stains, Varnishes)	Silix (Bridgeport)
Dry Colors (Domestic and Imported)	Stains (Standard, Bridgeport, Boston & Johnson's)
Enamels (White and Colored) (Boston, Standard, O'Neil's Denny-Hilborn and Bridgeport)	Stains (Dry)
Fillers (Paste Liquid and Crack)	Shingle Stains (Criterion and Bridgeport)
Floor Enamels (Boston and Bridgeport)	Trestles (Paper Hangers)
Glues (LePage's and Flake Ground)	Varnishes (Boston, Standard and Bridgeport)
Graphite (Dry and Mixed)	Varnish Stains (Bridgeport Kyanize and Lacqueret)
Gold Leaf (Deep and Pale)	Varnish Removers (Lingerwette and Boston)
Lead (Pure and Graded)	Wax (Johnson's & Old English and Bridgeport)
Ladders (Painters)	Wall Paper Cleaners (Climax)
Lamp Black (Dry and Oil)	Wall Finishes (Alabastine and Muralite)
Mops (O' Cedar)	Whiting
Japans and Japan Colors	Waste (White and Colored)
T. & B. Japan Dryer	Wool Steel
Gils (Linseed, Gloss and Rubbing)	Wall Paper and Window Shades
Oil Colors (Masuaries and Bridgeport)	
Paste (Rex)	
Polish (O' Cedar, Wondermist, Liquid Veneer)	

## CRITERION WALL PAPER AND WINDOW SHADES

Do you want the Du Pont exclusive agency?

Big Business—Better Profits—Best Line

## Heystek &amp; Canfield Co.

61-63 Commerce Ave.

Grand Rapids, Mich.

Michigan Distributors E. I. Du Pont De Nemours Company

## DICKINSON'S

PINE TREE BRAND



SEEDS

The Albert Dickinson Co.

MINNEAPOLIS

CHICAGO



**Defense of Farm Bureau by Leading Exponent.**

Benton Harbor, May 3, 1920—I notice on page 32 in your issue of April 28 an article that should not pass unnoticed. It begins with a quotation from a letter by a produce and grain firm, "name not given" that contain such false statements that it cannot pass unnoticed. It condemns the Farm Bureau movement, based on two counts, both absolutely false. First, they state that it is being fostered by the State administration, presumably referring to Governor Sleeper. Let me say that I have been present in an official capacity at every meeting of the Michigan State Farm Bureau and every meeting of the American Farm Bureau and that Governor Sleeper has never been present or represented at any meeting except one at Lansing, where he appeared with Governor Landon, of Illinois, who made an address, both departing immediately. So far as I know no communication has been sent him or received from him at any time, unless he was recently requested to use his good offices to secure an adjustment of the differences between the producers and manufacturers of beet sugar which our Secretary was authorized to do if he saw fit. I have never heard of any expression of favor or disfavor coming from him, therefore I think both you and party who wrote the letter owe Governor Sleeper an apology for the misstatement.

Next we find this paragraph in their letter: "The part of the public who join in the movement Farm Bureau are compelled to sign away a portion of their personal liberty. They become a part of a great machine which will dictate to their every action." This statement is a bald falsehood and I am surprised that you should publish it even as a communication without some evidence of its truthfulness. The fact is that no member of any Farm Bureau that I ever knew is obliged to do anything except what he voluntarily and personally desires to do. The opportunity to do many things that will be to his advantage and credit are offered him, but nothing that will work injury to any other essential or legitimate business has been attempted to date, nor do I think ever will be offered him. He has not been asked to sign anything beyond a check to pay his annual dues and is not asked to join in any move that does not meet his honest conscientious approval and nothing else will be offered him. But he is out to give and to get a square deal in all things. Some of the things most pressing on him now is the improvement of seed and crop conditions and standardization of all products in order that he may be able to both purchase and sell goods with a determined standard; that he may join his neighbors when desirable and make up for purchase or sale carloads of any commodity he possesses or desires on the same terms and equality that others do; that he may keep well informed on the market value of such goods as he wishes to sell or purchase; that he may, in short, become a prosperous and respected division of the industrial classes of the commonwealth.

He may want to know what the basis of ratio between cost and selling price is based on when he buys goods. If so, he must be able to show the same on his goods. He may tell you that he does not like to pay \$60 for a woolen and shoddy suit of clothes which cost \$9 to \$11 to produce. If this cost figures are wrong, maybe some reputable manufacturer of suits will make a sworn itemized statement of the real cost.

He knows that 12,000 Michigan farmers grew sugar beets for Michigan sugar factories last year at \$10 per ton and that a ton of beets makes 225 to 325 pounds of sugar, the difference being a question of soil and season. He thinks that a sugar factory that cannot work beets into sugar for \$5 per ton had better rebuild on modern lines. He figures that the sugar to-day that costs him 30 cents per pound only costs the manufacturer 6@6½ cents per pound. The manufacturer now offers Mr. Beet Farmer \$12 per ton for 1920. Mr. Farmer figures that his price makes sugar cost 7 cents and it should be sold at not above 9 cents and says to the manufacturer, we will grow the beets at \$12, per ton, you to sell sugar at 9 cents, but if you sell for more we want as our part of the swag \$1.40 per ton for every cent per pound you sell above 9 cents. That divides the pelf on a 50-50 basis and there they stick with the farmers preparing to desert the crop.

I have written so far just that you may, if you will, make correction of a misstatement that I feel was not intentional and with just one or two general statements will close. First, let me say that the Farm Bureau movement finds so little common ground with organizations such as the Non-partisan League and various labor unions that there can be no affiliations in sight to date. We do not need governmental warehouses or officials. What we need we can buy or build and operate. You, editorially, have condemned the plan of collective bargaining. If the above does not justify us in wanting such a plan, please remember that any joint stock corporation is a legal collective bargaining organization for profit, with privilege of buying and selling and making their own price, while all the farmer wants is the privilege of putting his products with his neighbors

in such shape that the trade will want it and the same on his purchases. Do you see anything wrong in that?

Forty-five thousand Michigan farmers have joined the movement to date and the state is about half canvassed and will, no doubt, yield 75,000 before Christmast, with a total of 2,500,000 to 3,000,000 for the United States. Who can be hurt by such a body of men? Any tricky, self-seeking politician will be in danger. Every dealer who takes illegitimate advantage by blending worthless goods with the good may be compelled to mend his ways or lose his trade; the so-called profiteer may have to explain a few things; some salaried chair warmer may hunt a useful job, etc.

Who will be benefited? First, every farmer who avails himself of the opportunity offered because he will get advantages of up-to-date information regarding progress in agricultural matters and will be steered clear of many mistakes and snags. Next, every legitimate dealer in the United States, because his farmer friends will be far better customers if prosperous. No occupation or industry in this country can continue to prosper very long without the great basic agricultural industry is in a healthy and prosperous condition. Roland Morrill.

**The Cotton Kings of Egypt.**

The days of Pharaoh the toastmaster have certainly disappeared. In contrast to the toilers of the Pyramids who sweated under the overseer's bloody lash we have the spectacle today of illiterate natives of Egypt, who still indeed live in mud huts, capitalists to the extent of £20,000 sterling (nominally \$100,000). This they have made out of cotton deals, for Egypt's present wealth in cotton is reported as colossal. Some natives are buying land, too, even at inflated prices, paying off mortgages formerly regarded as family heirlooms. The country is reported to have made at least half a billion dollars. New millionaires are seen at Shepheard's and in the streets of Cairo, spending lavishly for automobiles, jewelry, new houses and every luxury. In the provinces many of the newly rich still live as before, but the old sock up the chimney—or its parallel in native Egyptian economy—is stuffed full to bursting. Browning's famous line might well be changed to "Oh to be in Egypt now that April's here!"

Peter & Mary Petrovich have engaged in the grocery business at 1558 Muskegon street. The National Grocer Co. furnished the stock.



Everywhere that big work is being done in America today, you'll find Outerralls on the job.

**Michigan Motor Garment Co.**  
GREENVILLE, MICHIGAN



**"APEX"**



**By Buying "APEX" You Buy Wisely**

"APEX" Underwear is known to hundreds of merchants as the most economical for their trade, and the most profitable for their store to sell.

**In "APEX" they find Quality, Service and Value**

Why not send for a sample assortment of "APEX," so that you can see for yourself just why they are so popular?

**The Adrian**  
ADRIAN

**Knitting Co.**  
MICHIGAN



### THE FARM LABOR PROBLEM.

The farm labor problem varies with every section, but for all sections a distinction must be made between permanent farm laborers, floating and seasonal labor and farm owners and their sons. The quantity of city unemployment largely regulates the quantity of seasonal farm labor. Even before the war higher wages, shorter hours and better living conditions were drawing much steady agricultural labor toward. They were reinforced by the higher prices of land, lessening the hired man's hope of one day owning his own farm. But the most distressing feature of the situation is the wide discontent with agriculture that drives many farmers' sons along with laborers and tenants into other callings. The meetings of farmers' organizations last fall showed a bitter current of belief that agriculturists are being ill treated. Specific complaints are the high cost of machinery, oil and twine; the marked drop in prices of meat animals; the evident disproportion between prices paid the farmer for his produce and prices charged the consumer for it. The belief is wide that rates paid for crops will be first and fastest to decline as the world returns toward normal. Seeing what labor unions demand, what trade combinations make, farmers feel in their own disorganization a grievance. This feeling helps strip the farms.

"The country must meet the essential conditions offered by the town," said President Roosevelt's Country Life Commission. One offer the country must make is greater steadiness of employment. Intelligent workmen want a year-round job. Dairy farming supplies such a job, but most other farming is sharply seasonal and to an unnecessary extent. Mixed tillage and crop rotation should distribute cultivation and harvest over nine months of the year, and can often do it evenly. Southern farms that once concentrated on cotton, demanding much help at picking time and little except then, have found that a multicrop system greatly reduces the labor difficulty that once made July vocal with calls for more men find that with corn, alfalfa, wheat and fruits they can keep a few steadily busy. To supplement local diversification much can be done by the scientific mobilization and distribution of farm labor. The labor demand of the corn belt is quite different from that of the wheat belt, and something can be accomplished to make them supplementary. Some states have in themselves four or five distinct farm labor situations.

But if we are to keep the farm competitive with the city we must also attend to certain basic recommendations put forward by farm organizations, farm papers and spokesmen like Capper. Congress should give heed to the demand for legislation to prevent the manipulation of markets and exchanges to abolish unjust restrictions on the sale of farm products through farm organizations, and to encourage farmers' and consumers' co-operation. Some instruments are available, in the face of rising land prices, for giving young men a gener-

al hope of owning their own farms. The Federal Farm Loan system can help the beginner, and taxation systems can possibly be devised to discourage tenancy is so far as tenancy is a social or economic evil. The State can continue providing better rural roads schools. The roots of the whole difficulty spread deep and wide, and remedies must be equally comprehensive.

### STAGGER THE IMAGINATION.

If you had lived and paid taxes into the National treasury every year from 1789 to 1916, the grand total of your contributions to the Government during those 127 years would have been not more than one-twentieth of the direct tax burden you face this year alone, with the prospect next year of having that burden increased one and one-half times more.

It cost only \$27,000,000,000 to run the National Government 127 years, whereas in the twenty-seven months from April 6, 1917, to June 30, 1919, your Congress appropriated more than double that amount.

The National debt, counting in current obligations, is now much more than the whole cost of the Government during that first period.

Each year the interest on the National debt is now more than the entire annual cost of the National Government before the war period.

The whole cost of the National Government in 1905 was \$755,000,000. By 1917 it had reached \$1,072,000,000, an average increase of \$27,000,000 for the twelve-year period. Now, in three years, it has suddenly jumped to at least \$6,000,000,000 and probably eight billions as a normal peace-time expense to the people.

Through an orgy of spending, of political rather than business-like methods, we have come to that regular annual Government cost. But, staggering as is such a total, before we can reach even that "normal" outlay there are unpaid obligations, floating debt and current deficits of appalling proportions to be handled. Instead of eight billions for the next fiscal year the total may go above twenty billions.

For forty years prior to 1916, the total amount paid to the National Government in direct taxes was only \$600,000,000. Reduced to families, counting five persons to a family, that meant an average yearly tax of \$1.50 per family throughout that period. Now the National tax bill may reach \$400 or more per family each year.

Appalling as is this problem of the Nation's income, it is only one phase of the new situation. There are a score of aspects, each teaching the same lesson, that the next head of the American Government must be a statesman, and not a politician, if disaster is to be averted.

The high cost of living, a problem that involves all others, cannot possibly be solved except through governmental action. Why? Because natural laws no longer operate to affect any element of that problem. Competition is little more than an economic memory. The law of supply and demand no longer vitally affects any basic industry. And when

natural law is dead, or defective, in production, in transportation, in a thousand and one essential things, then only executive action or statute law can step in to provide a remedy.

Going a step farther, it is hardly overstating the immediate, desperate need of real statesmanship at the head of the Government to assert that our whole economic system is in danger of collapse, unless the abnormal burden upon it is quickly lightened. Our total annual productive capacity, taking the maximum figures of good economists is only sixty-five billions a year. Even if that annually created wealth were equitably distributed, after deducting a bare health and comfort budget for all the people of America, it is perfectly clear to any reasoning person that our economic structure cannot long withstand the extra strain of the still more depressing outlook for the next fiscal year.

### CREATE A UNION CEMETERY.

There is a most worthy, sane and sensible movement on foot in Grand Rapids, headed by that distinguished citizen and churchman, The Right Reverend E. D. Kelly, D. D., and the City Commission to create a union cemetery where men of all faiths and creeds when the last and great call comes may be returned to mother earth.

It is a fact that the cemeteries under the control of municipalities are much better cared for and improved than cemeteries owned and conducted by sectarian institutions.

The municipally owned cemeteries are usually things of beauty, while sectarian cemeteries—especially Roman Catholic burial grounds—are seldom attractive and generally very repulsive. The Roman Catholics do some things better than any other organization, but the management and care of cemeteries appears to be one of the things they are utterly unable to do well.

The city usually has a trained superintendent for the care, beautifying and maintenance of the City of the Dead, while the sectarian burying grounds are usually under the care of inexperienced overseers; hence the difference in appearance and beauty.

Now it is sincerely hoped and certainly much desired by all interested (and all are interested) that this union become a reality and that Grand Rapids have one beautiful place where her citizens may rest when they are finally called to their reward.

Of course, while the city will have the care and maintenance, the Roman Catholic church will reserve all her religious rights in that portion of the cemetery allotted to her. This will ensure splendid care for the whole cemetery, without affecting the religious rights of any church and in the last earthly home of man, Protestant and Catholic, Jew and Gentile may rest side by side in peace, as they lived and loved side by side while on earth.

Here is a concrete example: Amid the lilies of France in the Argonne a soldier of the American Legion lay dead from a mortal wound inflicted by an enemy's shrapnel shell. In this company were men of all creeds and

orders. The soldier was a Mason. His comrades, without distinction of faith, made as best they could the apron of the Masonic order, with its emblems and signs, so that the soldier might have his own ritualistic burial. Major Father Dunnigan, the Chaplain of the regiment, recited the litany for the repose of the soldier's soul, and as he was laid under the sod which God had consecrated and man desecrated, the heroic priest blessed the mortal remains of the deceased with the great sign of Christianity.

This spirit is now being exhibited by the joint action of the Commission and Bishop Kelley and should be emulated by all.

The proposed union cemetery is a splendid idea and should be carried out without delay. It is understood that both the City Commission and Bishop Kelly are agreed on the general plan and only the details are left to be worked out to the satisfaction of both parties. If the good work proceeds, we will have in time a counterpart of that gem of all cemeteries, located at Montreal, where on the mountain side peoples of all creeds rest side by side.

### NEW ERA IN STATE POLITICS.

Cassius L. Glasgow, the Nashville hardware dealer, has announced his candidacy as Governor, subject to the approval of the voters of the State. As it is seldom the business men of Michigan have an opportunity to support a real business man for Governor, the Tradesman hopes to see the obliteration of party lines when the vote is counted. Mr. Glasgow's candidacy is unique in the history of gubernatorial campaigns in that he proposes to "serve the people without fear or favor and without the promise of influence, position or money." This is the first time such a campaign has ever been conducted in Michigan and it remains to be seen whether the old-time politicians who are "out for the stuff" will withstand the shock such an announcement will occasion. To the Tradesman it looks as though the time was ripe to give the people something new in politics by giving them an opportunity to show their appreciation of a candidate who refuses to give any pledges or make any promises. If this is the kind of thing the people want, they have a chance to make it a permanent feature of our commonwealth. On the other hand, if the people want to continue the unfortunate methods of our present Governor, they have at least a half dozen other candidates who are willing to continue the underhanded methods which are aptly described under the name of Sleep-erism.

The underpinning of salesmanship is health. If you haven't health you are not likely to succeed as a salesman but if you should succeed without health, that success will be worth little to you.

Don't be afraid to co-operate with other business men, competitors even, in bringing more trade to your town. You will get your share all right.



## How a Doubter Multiplied *his* Orange Sales *by* 5

**WINEGARDEN** Brothers, wholesale fruit merchants of Flint, Michigan, wished to help a certain retailer increase his orange business.

They suggested a window display of ten boxes, but the retailer stated he never sold more than two boxes per week.

"Take the ten anyway," said Winegarden; "we'll lend you the fruit and take back the unsold remainder."

"No," replied the retailer, "my window is too valuable to turn over to a commonplace product like oranges."

"We will pay you \$5.00 for the window and lend the fruit besides," said Winegarden. The dealer reluctantly accepted.

The window was put in on Monday. The ten boxes were sold out by Friday and the retailer was forced to order more to supply his customers.

### What You Could Do

If *you* would make regular window displays of oranges you could sell twice as many oranges regularly as you have ever sold before.

And if you turned these oranges once a week you could make 52 profits yearly.

With a margin of 25% on the selling price you would make 5% net on sales each

week and a profit of nearly 350% on the capital invested.

Scores of retailers who have figured it out now make oranges a leader.

Do you know of another product that offers equal return? If you made the same profit on your *total* investment think what you would earn!

### Write Us—

Mail the coupon for our new book, "Salesmanship in Fruit Displays," and our Display Material Option List, from which you can select window cards and other selling helps that will help to increase your business.



**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 .....

### Policy for Fall Buying and Merchandising.

This is a very important subject, and one which would require a great deal of time to exhaust all of its different phases. The prices of shoes to-day on the average are some dollars higher than they were a year ago at either wholesale or retail. Some feel that we are on the peak of the market, or near it at least, and this calls for care in every move we make, the same as if we climbed to a peak on a mountain and were going to descend. It would be necessary to be careful of our footing, and look out that we did not slip and fall, possibly putting ourselves out of business.

I believe that the future holds in store for us great prospects, and we should face it with faith, confidence and enthusiasm. But this does not mean that we should be reckless or careless, and not pay strict attention to the problem before us. There is no doubt in my mind but greater skill is required to-day in successfully operating a retail shoe business than ever before, but I believe that all the big issues can be successfully handled if properly approached and dealt with.

Any extreme measure, either to buy nothing or to buy 100 per cent. of your wants for fall, would seem to be folly. A happy medium seems to be the logical answer to the situation. Dealers should place some of their orders now for fall merchandise which many of them will need about the first of August. Other orders can be placed later on in May, June and July for deliveries in September, October and November. This will give the manufacturer and wholesaler an opportunity to keep plants running and fill orders to better advantage to the retailer than possible if retailers should buy nothing until late in the season. The shoes must be manufactured, and it takes time to assemble the material and labor, put them through the factory, and make deliveries under present conditions of reduced production and slow transportation facilities.

On the other hand, for dealers to rush into the market and place 75 to 100 per cent. of their orders now for early delivery would send the leather market to a higher point than it is now, while frequent market buying will tend to stabilize the market and prevent it from fluctuating, permitting us to market our shoes this fall on a basis that will be as satisfactory as could be expected under existing conditions.

The average cost of shoes per pair will not permit the retailer to carry such large quantities as heretofore. This will mean going into the market oftener, which will be a healthy condition for every part of the shoe business. Keeping the factories and distributing houses running in a normal even way will prove more desirable than it has been in the past on account of the rushes which we have experienced, and which put prices up on account of retailers bidding against each other for merchandise and delivery. Let us try to keep the business on an even keel and avoid unnecessarily "rocking the boat."

It is important that the shoe retailer to-day observe carefully what merchandise he has in stock when buying, so as to avoid tying up unnecessary capital. Careful attention should be given to the changes in the length of vamps, from the long to the shorter ones. This must be handled in a sane and sensible manner to avoid rapid depreciation of values.

Another big question is how many oxfords to buy and how many boots for both men and women. There is no doubt but it will be boots for children's and boys' wear, but it looks very much as if women's oxfords and pumps would run up to 50 per cent. and possibly more until the first of November, when there may be a tendency to more boots. Oxfords for men will no doubt be stronger than they have been in many years until the cold weather sets in, when I believe that boots will still play an important part. The probability will be that men's oxfords will not run more than half as strong as the women's oxfords and pumps. Some sections of the country are prophesying that women's oxfords will be 70 per cent. and women's boots 30 per cent. It is hard to say what the percentage will be, as it will vary in different sections of the country.

The brogue type of oxford for men and women will without doubt be strong for fall, making a fine combination with the heavy woolen hosiery. Opera pumps and other styles of light footwear will be worn with silk hosiery in the early fall, and gaiters will play an important part in the business. Merchants have opportunities to "cash in" to their advantage on the sale of hosiery, gaiters, and such things for the coming season. There never was a better opportunity than now for the sale of hosiery, as both men and women are educated with the more prosperous times, to pay a fair price for merchandise.

Much more could be said on the subject of buying, but no one analysis of the subject will cover all conditions. It certainly is a time when each shoe merchant should consider his situation from every angle and keep in close touch with his assistants. No better way can this be accomplished than through membership in local or state association and last, but not least, membership in the National Shoe Retailers Association. Association contact broadens out the individual, and keeps him in harmony with the situation. It is a fact that the most successful retailers in the country are the men who keep in touch with things, either on their own volition or through association contact.

Now as to the subject of merchandising. It is one thing to buy shoes and quite another thing to sell them, and a profit is not made until they have passed into the hands of the consumer. To do this successfully means a careful arrangement of the stock



## Oxfords Will Soon Have the Call



Here Are Two Exceptional Bargains

Note the Prices

946—Men's Chocolate, Genuine Calf, Goodyear Welt; Single Sole, B-C-D \$6.25



945—Men's Chocolate, Genuine Calf, Goodyear Welt, Single Sole, C-D \$6.00

Order yours early as our stock won't last long.

**Herold-Bertsch Shoe Co.**

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

## Spring Footwear

With spring and the sunshine come the careful glances at milady's footwear.

There is no other time when she wishes to be more careful with this item of her dress.

We have at this time a complete line of ladies footwear, the most stylish, low cuts combined with complete comfort.

It is the finest thing in the world to have the smartest little low-cut and also to have comfort, WE HAVE THEM.

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

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

after it is received, good windows and a good display with proper window cards, price tickets and selling arguments, backed up with advertising in your daily papers or other mediums. This should be constantly followed up from week to week.

The sales people should be thoroughly informed of your merchandising policy, so they may co-operate with the entire scheme.

The prices that you put on your merchandise will have a good deal to do with their rapid sale, and it seems to me that we have come to a time when the psychological situation of the country will not permit undue profit taking. The wise merchant today will price his shoes so they will give him a fair return on the gross amount of business, and still relieve the strain on the high cost of living as much as possible. This will mean more sales, and the extra sales will add to his turnover and together will offset his close margin.

People have plenty of money to spend. I believe they are willing to buy more shoes and increase the pair sale if they could buy them a little less, and it is good merchandising to increase the sale of pairs.

The subject of P. M.'s and commissions to salesmen is another important link in the successful business. P. M.'s, or premium money, have served their purpose well in the past, and there is no reason why they should not do likewise in the future if properly handled, for the moving of slow selling styles, broken sizes, or grades of shoes that a dollar desires to push. This should be sys-

tematically handled by placing the amount of P. M. on a shoe in relation to the desirability of the merchandise.

If any one has not received good results from the P. M. system, it is because it has not been properly handled. Possibly, with unscrupulous salesmen and poorly managed stores, dealers often have unfortunate experiences with almost anything they try. To assume that the store is on an even keel and being wisely conducted, there is no doubt but the P. M. System has its merits.

Commission to the salesman is the modern method of additional compensation that draws out dormant qualities of energy, hustle and push that would never be known if he depended wholly upon a flat salary system.

There are many different forms of commission, some are paid weekly, some monthly, some quarterly and some semi-annually, but under present conditions, and the need of adequate compensation coming in each week or month, it is desirable that commissions should be paid monthly as it stimulates the interest of the salesman. A salesman who makes a good amount of commission this month is going to try to do as well or better next month.

A system of compensation that seems to be very successful is; first, a moderate drawing account according to the value of the salesman; second, further understanding that the salesman will be placed upon a percentage basis in keeping with the store itself, the location, the department and the duties which he has to

perform. This percentage may vary under different conditions. Assume, however, that the salesman is placed on a commission basis of 5 per cent. At the end of the month if he has sold \$3,000 in shoes he has earned \$150. If you pay him a drawing account of \$25 per week on a basis of four weeks, you have paid him \$100, although he has earned \$150. Therefore, you owe him \$50 in commission at the end of the month.

Now this is an inducement for that fellow to be on his toe and hustle and build business. The more customers he serves, and the greater satisfaction he gives, the better following he will build up thereby increasing his income by building up his business from year to year.

The P. M.'s are separate from the drawing account and commissions, and is extra premium money. If operating the method referred to the salesman made on an average \$5 per week in P. M.'s or a total of \$20 for the month, his income for the month would be \$170 on the basis of four

weeks, he would average about \$42.50 per week.

Managers of stores should be rated on the basis of receiving commission on increase in sales and possibly a share in the net profit. This encourages them to conduct a store as earnestly as they would if they would if the business were their own, for they are getting an extra earning according to the results shown in addition to a stated salary.

There are a number of different ways in which to put in the compensation system and it is up to each individual to work out whatever seems to suit his business best. A merchant should first find the right system for compensating his salesmen, so that they will earn good money in keeping with the cost of living and have a chance to lay some aside for future wants. With a progressive merchandising policy and careful system of buying, there is no doubt but the retailer will be successful, not only during the rest of this year, but for years to come.

W. W. Wilson.

# HOOD WURKSHU

## Built Like An Auto Tire



### BLUCHER

Brown duck upper. Loose lined to toe. Half-bellows tongue. Fibre insole and counter. Leather sock lining. Gray corrugated rubber sole made from tire-tread composition. Rubberized toe box. Pneumatic heel.

For hard work and hard play, where stout, serviceable footwear is needed. Mail-bag duck uppers, joined by live steam pressure to tire-tread soles, give the ideal combination of durability without excess weight. Pneumatic heels ease the feet and a leather sock lining insures cool comfort.

	Sizes	Bal.
Men's E and EE	6 to 12	\$2.50
Boys'	2½ to 6	2.25
Youths'	11 to 2	2.00
Women's	2½ to 8	2.00
Misses' (Spring Heel)	11 to 2	1.75
Child's (Spring Heel)	8 to 10½	1.50

We have thousands of cases of HOOD TENNIS on the Floor. Write for special Tennis Catalogue.

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



2809—Wos. Hav. Brown Kid 5 eyelet oxf. lea. Louis Heel, plain toe Mc Kay A to D ---\$5.75

2810—Wos. Blk. Kid 5 Eyelet oxf. lea. Louis Heel, plain toe Mc Kay C and D -----\$5.60

2811—Wos. Pat. Colt 5 Eyelet oxf. lea. Louis Heel, plain toe Mc Kay B to D -----\$5.40

Same as above with 14/8 Cuban Heel and imitation tip.

2801—Wos. Hav. Brown Kid 5 Eyelet oxf. Mc Kay C & D -----\$5.80

2803—Wos. Blk. Kid 5 Eyelet oxford Mc Kay C & D -----\$5.60

Beautiful shoes, on beautiful and perfect lasts. It is styles, such as these oxfords, that develop your sales. They combine quality and style, at a moderate price, and give all that is needed to make your customer come back for her next pair.

**SIZE UP YOUR STOCK NOW AND PREVENT LOST SALES.**

## RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN



### Cost of Building Not Likely to go Down.

"Credit men," said the interviewer, in their study of financial statements always attach some importance to the real estate and construction items that appear in the fixed assets. This year as the result of the expansion of many plants, they are watching these items more closely. They want to know whether the fixed assets in the 1920 statements are based on inflated values. What is your opinion? Do you think what we can look for lower construction prices in 1920?"

"No, I do not. I feel that the accumulated demand is such that the erection of absolutely necessary work will probably make a continued shortage of labor, material and capital for the building industry, even if we should have a setback in general business."

"How do present prices of building materials compare with the prices of other commodities?"

"The composite index number of building materials indicated an increase of 84 per cent. during the years of the war. There was no change from November, 1918, to March, 1919, but since then it has risen another 84 points, and now stands 168 per cent. above pre-war levels. General commodities were 107 per cent. above pre-war prices in November, 1918, and are now 148 per cent. above them. The prices of building materials are therefore now somewhat higher than the prices of other commodities."

"To what do you attribute this rather rapid rise in the prices of building materials since March, 1919?"

"To the ever increasing demand for building and the shortage of building materials."

"Do you feel that speculation has played any part in that rise?"

"It is natural that building materials should advance more quickly after the armistice than all other commodities because of tremendous increasing demand. It is natural, too, that there should be speculation in building materials with the shortage of supply just as there has been speculation in cotton and that they should be held at artificial high levels, just as cotton, wheat, hides and sugar have been."

"But don't you think, Mr. Miller, that just as the supply of cotton, wheat, hides and sugar is sure to catch up with the demand within a reasonably short time, the supply in the building industry will soon catch up with the demand?"

"No, the cases are not parallel. The production of the commodities you mention was not curtailed by the war—in fact, in many instances it was stimulated. The consumption, how-

ever, increased more rapidly and a shortage resulted. These commodities, however, are among those commodities that are consumed daily and there is less likelihood of a cumulative demand for them. But the building industry produces commodities which cannot be consumed daily. Moreover, the production of building materials was greatly curtailed during the war. As a result the building industry has a large overhanging demand which has accumulated and which must be supplied. There is a housing famine existing throughout the United States and throughout the world. There is a shortage of construction throughout the United States approximating probably eight billion dollars, and probably forty billions throughout the world. Great industrial expansion is bound to take place. Immigration will sooner or later come in and this will increase our housing shortage and require an investment of about \$5,000 in housing for every \$1,000 in industrial plant development."

"Can you suggest any means of making capital more available for construction?"

"Exemption of small holdings of real estate mortgages from the Federal income tax. This would assure the average mortgage investor a net return commensurate with that from municipal bonds, Government bonds and other similar investments not subject to the Federal income tax. Such an exemption would tend to divert the flow of investors' money into the channel of mortgage loans and would thus encourage building."

### 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

## Necessity's Call

Just as great inventions have come in answer to great needs, so did the Trust Department come in answer to the demand for more efficient and safer trust service.

Read the May number of

### You and Yours

for interesting data concerning the development of trust facilities.

We will gladly add your name to our mailing list upon request.

## 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

which adds to the income producing wealth of the nation, so that in the long run the Government would recoup the temporary loss suffered through the tax exemption. Capital at present, with the comparatively low returns on mortgages and the application of the tax, and with the threat of impending rent regulation may seek more inviting fields."

"What is your opinion in general of land values? Are they inflated?"

"As to land values, while there has been land speculation in the West and considerable real estate activity in the East, the shortage of mortgage money has kept this down and it is probable that land has not increased to meet the decreased purchasing power of the dollar and that it is still comparatively the cheapest thing to be bought."

F. T. Miller.

**The ford.**

The ford is my chariot,  
I shall not walk,  
It maketh me to lie down in wet places.

It destroyeth my soul,  
It leadeth me into deep waters;  
It leadeth me into the paths of ridicule for its name's sake;

It prepareth a breakdown for me in the presence of mine enemies.

Yea, though I run through the valley at twenty-five per, I am towed up the hill.

I will fear more evil when it is with me,

Its rods and its shafts discomfort me.

It anointeth my face with oil.  
Its water boileth over.

Surely to goodness, if Lizzie follow me all the days of my life

I shall dwell in the House of the Nuts forever.

**Spring Again.**

Written for the Tradesman.  
When the sun is pruning  
Up the winter sky  
And the south wind crooning  
With the wild geese' cry  
When the brooks are drumming  
Revelles to their banks  
Spring is surely coming  
With its vernal pranks.

When the boreal breezes  
Cease to blow and blow  
And no more it freezes  
Raindrops into snow  
When the meadow's ringing  
Every now and then  
Where the lark is singing  
Then it's Spring again.

When the twigs are turning  
Into tints of red  
And the marsh is burning  
Where the grass is dead  
When the kine are lowing  
Wearied of their pen  
And the lambs are growing  
It is Spring again.

When you have a feeling  
That you want to go  
Where the stream is stealing  
Every thought you know  
When the trout are swishing  
Through the foaming glen  
That's the time for fishing  
For it's Spring again.

Charles A. Heath.

**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

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

**The Two Questions.**

Before the war applicants for a position usually asked two questions: Can I get a job? and, What chance have I to work up? They are still asking two questions: What do you pay? and, What are the hours? These are both perfectly proper questions and the answers are important to the applicant, but as they are put to-day the attitude of the beginner to his work is crystalized in them. He is not only asking, How much can I get? but, how little can I give in return for it? And that is just what this class of employes give. (Saturday Evening Post.)

The most utterly lost of all days, is that in which you have not once laughed.

**Kent State Bank**

Main Office Ottawa Ave.  
Facing Monroe

Grand Rapids, Mich.

Capital - - - \$500,000  
Surplus and Profit - \$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

Assets \$3,572,588



Insurance in Force \$66,109,220

**MERCHANTS LIFE INSURANCE COMPANY**

WILLIAM A. WATTS, President

CLAUDE HAMILTON, Vice Pres.

RELL S. WILSON, Secretary

JOHN A. MCKELLAR, Vice Pres

CLAY H. HOLLISTER, Treasurer

RANSOM E. OLDS, Chairman of Board

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

**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

**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**

### Quickest Half Million Dollar Deal Ever Made.

The sale of the Widdicomb building is probably the largest real estate deal ever made on the drop of the hat. One afternoon Mr. Kresge called on Mr. William Widdicomb at his office and remarked that he would like to purchase the Widdicomb building. Mr. Widdicomb remarked that he would talk the matter over with his wife and give his caller an answer at 10 o'clock the next morning.

When Mr. Kresge walked into Mr. Widdicomb's office at the appointed time, Mr. Widdicomb handed his caller a paper on which was written the following figures

\$500,000.

100,000 cash in hand.

\$400,000 mortgage at 4½ per cent.; \$50,000 payable in five years; \$350,000 payable in twenty-five years.

Mr. Kresge looked at the figures a moment and said, "I will take it."

Several days were consumed in passing on the title and drafting the papers, the deal being consummated last Friday, within a week after the matter was first broached to the former owner of the block.

Mr. Widdicomb says: "Mr. Kresge is the finest man I ever did business with."

Mr. Kresge says "Mr. Widdicomb is the finest man I ever did business with."

The block was erected by Mr. Widdicomb in 1886—thirty-four years ago. It has never been minus tenants and has always been a money maker for the owner.

The property was taken over by the Kresge Realty Co., who owns practically all the stores occupied by the S. S. Kresge Co.


### Suggests Harry Royal for Governor

Shelby, May 3—I note you made mighty hard work of getting together an available bunch of candidates for governor on the Democratic ticket in the Tradesman of April 21, I am surprised that you overlooked the claims of Oceana county for recognition. We have a candidate in the person of Harry M. Royal, whose democracy has never been questioned. He is now serving his second series of terms as postmaster of Shelby. He knows every voter in Oceana county and was a Democrat in the days when a Democrat was a curiosity in this neck of the woods. He has always been willing to attend Democratic conventions at his own expense. When the Democrats want any printing done at his shop, it is always forthcoming, whether they have money to pay for it or not. He is a Democrat because he doesn't know how to be anything else and in our opinion he is equally as available as any of the other candidates you have named.

Life-Long Friend.

### A 23,900 Per Cent. Profit.

Profiteering in England is a theme with a multitude of variations. Now that the government has set up its machinery to catch the profiteers, an Oxford professor of economics, who does not like the fiscal policy, has solemnly filed charges with the local profiteering committee against the Chancellor of the Exchequer, alleging that this high official is making profits of 23,000 per cent. by manufacturing paper money at a cost of two cents and putting it into circulation at \$4.86!



## Fourth National Bank

United States Depository

**Savings Deposits**

---

**Commercial Deposits**

---

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

---

**3½**  
Per Cent Interest Paid on Certificates of Deposit Left One Year

---

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

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

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

# GOODRICH BOATS

## TO CHICAGO

Monday, Wedn'day & Friday Nights  
7:15 P. M. Standard Time

## FROM CHICAGO

Tuesday, Thursday & Sat'day Nights  
7:45 P. M. Standard Time

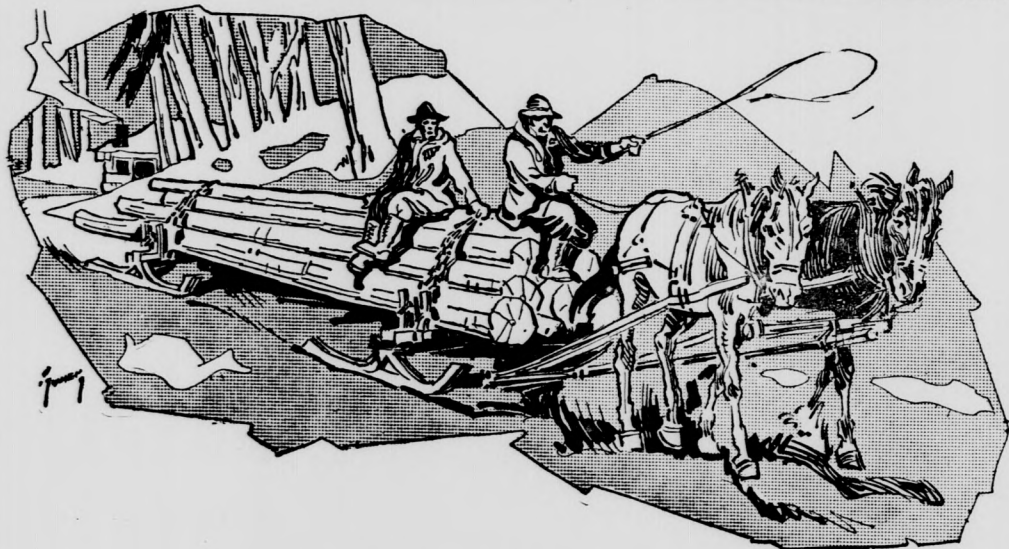
Fare \$3.85 Plus 31 Cents War Tax.  
Boat Car leaves Muskegon Electric Station 7:15 P. M.

Daily Service Effective Soon.  
Route Your Freight Shipments  
"The Goodrich way."  
Over-night service.

Goodrich City Office, 127 Pearl St., N. W., Powers Theater Bldg.

Interurban Station, 156 Ottawa Ave., N. W.

W. S. NIXON, City Passenger Agt.



## An Interesting Story

The evolution of the telephone pole, once a seedling, then a towering tree in the wilderness and now bearing the wires that carry the messages of millions, is material for more than an every-day story. The cutting, the trimming, the hauling, rafting and drifting over the white rapids and across still lakes, all this is unusually interesting.

This year we will use thousands of these trees—straight cedar poles—and thousands of crossarms to help maintain and expand your service. Does the lifting of the receiver bring to you the thought of what all this means in money and effort? In 1915 these poles cost \$5.43 each and today they cost \$13.05.

The hire of the woodsman and white-water burler, the tools they use, the hauling to the railroad, the freight charges, the setting up and equipping of the pole for your service, all cost greatly more now than in 1915.

This is only an instance of how our costs have grown out of all proportion to our income.

These poles, the crossarms, the wire and the labor, by the way, are Michigan products and your service is operated by a Michigan company, headed by Michigan men. Michigan business is largely dependent upon the telephone.

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

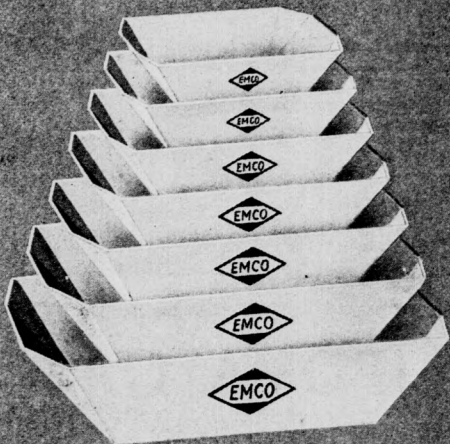
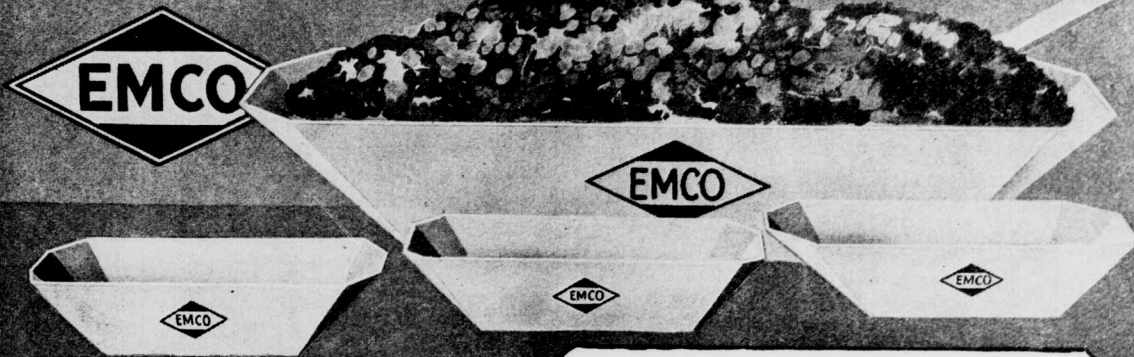
**(MICHIGAN STATE**



**TELEPHONE COMPANY**



# The EMCO MAMMOTH



*The*  
**EMCO Mammoth is the**  
 new big *EMCO Dish*

Progressive retailers use it for displaying and delivering fruits, vegetables, large orders of meats, sea foods, poultry, fish and game. It costs less than a basket. Looks a lot better and gives better service.

—EMCO makes seven sizes of dishes now  
 —the largest line in the world.

EMCO dishes are packed in tidy cartons of 50. They are always clean and handy —never scattered about the counter and floor. Made of *real maple* only.

—Ask your jobber for  
 EMCO Carton Dishes.

★★★

Made and Guaranteed by  
**Escanaba Manufacturing  
 Company**

Makers of  
*EMCO Clothespins*  
*EMCO Toothpicks*  
*EMCO Plates*



Michigan Retail Dry Goods Association.  
President—D. M. Christian, Owosso.  
First Vice-President—George J. Dratz, Muskegon.  
Second Vice-President—H. G. Wendland, Bay City.  
Secretary-Treasurer—J. W. Knapp, Lansing.

#### Status of Governmental Attitude Toward Profiteering.

New York, May 3—Probably the most sensational development in the campaign against alleged profiteering since our last bulletin has been the action taken by Frederick Loeser & Co., Inc., Brooklyn, New York, in which action they were promptly followed by Abraham & Straus, Inc., also of Brooklyn.

The announcement was made in the newspapers Wednesday of this week that Loeser's had voluntarily made a proposition to United States District Attorney Ross by which they would reduce their prices in certain departments. The District Attorney, we are informed, has declined to make known the exact terms of the agreement, but the inference is that on other than low-end merchandise the store is to be unrestricted. Almost immediately after the Loeser store entered this agreement Abraham & Straus made a proposition which is understood to be similar and it was accepted. This has been followed by Bloomingdale Bros., New York, coming into the fold and it has been stated that "a prominent Fifth avenue store" also has joined the ranks.

Despite the fact that the District Attorney has been quoted as stating repeatedly that Loeser's made their proposal without any compulsion or coercion, there is a well-defined belief in and about New York that the proposal was made after investigators of the Department of Justice had spent several days in the store.

It is our understanding that A. I. Namm & Sons, the next prominent store in Brooklyn, after a discussion of the matter with District Attorney Ross declined to make any proposition, holding that their prices were fair and that they had nothing to reduce. It is understood that Namm's took the position that for months they have been making their contribution to the reduction of the high cost of living, especially through the establishment of an "automatic basement" along the lines of the Filene basement.

Jesse Isidor Straus, of R. H. Macy & Co., has been quoted as saying that Macy's is selling at margins as low as are safe and shall continue to mark goods as low as possible.

Franklin Simon, of Franklin Simon & Co., took a similar position.

Samuel W. Reyburn, of Lord & Taylor, says the store will continue its consistent policy of the past, offering merchandise at fair prices. We have never profited, Mr. Reyburn says, and we feel a further reduction of prices at this time is unnecessary.

Louis Stewart, Jr., of James McCreery, says the store's policy has always been to offer goods at the lowest price consistent with a fair return to the owners of the business. No special attempt at further reductions will be made.

Horace A. Saks, of Saks & Company, is quoted as saying that if the government will indicate the particular lines on which lower prices are desired Saks & Company will sell

goods at reduced prices and even at cost.

A trade paper reports that one of its representatives on a trip through Loeser's and Abraham & Straus' found that departments in which no cut in prices had been announced were more active than those in which reductions were made.

Franklin Simon & Co., have just released a series of very clever little advertisements on high prices. One of these reads substantially as follows:

"Our idea with regard to prices is that the store which keeps up the high cost of living in the end will face the high cost of living it down."

Judge Hazel, upon petition of C. A. Weed & Co., Buffalo, N. Y., indicted for alleged profiteering, has issued a temporary injunction restraining the prosecution of the case. It is our understanding that this injunction was secured largely upon the basis of an argument by the defendant's counsel to the effect that whereas President Wilson under the Lever Law did during the war fix prices on certain commodities that in connection with clothing he has never done this and that consequently no standard or prices being established the stores could not have violated the law.

Upon petition of some of the creameries in Detroit the court there has issued an injunction restraining the Fair Price Committee from fixing the price of milk at 14c per quart.

We are informed, though not from St. Louis, that the ruling of Judge Faris that the amendment to the Lever law is unconstitutional has been taken to the Supreme Court of the United States. It appears doubtful, judging from conditions as we know them, whether this case can come up for action for a considerable period.

Arthur Stoehr, Fair Price Chairman in St. Louis, has been quoted as saying the government's campaign has availed nothing. He is quoted as saying Washington reports are "little short of jokes" and that despite declarations to the contrary prices have not yet reached their peak and are still rising. Mr. Stoehr is also quoted as complaining that St. Louis Fair Price Commission could get no funds but that Mr. Figg established offices for women's campaigns for which the Government pays the expenses but which women's organization in St. Louis "has not been heard of."

Last week Mr. Figg, before an Investigating Committee of the Senate, inquiring into the price of shoes, was quoted as saying that he expects the anti-profiteering campaign will "culminate in about thirty days." This is taken as meaning that during the next thirty days or so the Department will be especially active and probably will endeavor to secure as many indictments as possible.

The statement has also been made that the funds available for the carrying on of the campaign are nearly exhausted and that Attorney General Palmer will ask Congress for another appropriation of \$500,000.

Following the instructions of our Board of Directors a letter was sent to Attorney General Palmer under date of April 14 in which was set forth the course which the National Retail Dry Goods Association all along has followed in connection with the Department of Justice's campaign.

The letter recited the facts which are familiar to every member of the Association that from the very beginning of the campaign, on August 1, when President Wilson first showed interest in the high cost of living, our organization had tendered its help, that it had since served Mr. Figg and the Department in every way possible and that its members had been counselled in bulletins and through meetings to co-operate and help the Government

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.

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

Bell Phone 596

Citz. Phone 61366

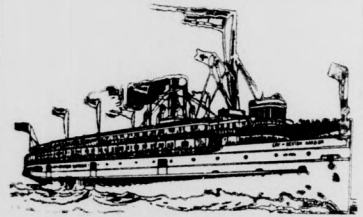
Lynch Brothers  
Sales Co.

Special Sale Experts

Expert Advertising  
Expert Merchandising

200-210-211 Murray Bldg.

GRAND RAPIDS, MICHIGAN



GRAHAM & MORTON  
Transportation Co.

CHICAGO

In connection with

Michigan Railroad

BOAT TRAIN 7 P. M.

Tuesdays, Thursdays  
Sundays

Freight for CHICAGO ONLY

SLIPOVA GARMENTS

We carry a complete line of SLIPOVA clothes for children in creepers, rompers, middy blouses and middy dresses.

Every *Slipova* garment is cut full and roomy with strong double seams, all guaranteed standard fabrics, fast colors and are distinguished for style and tailoring.

*Slipova* is the nationally advertised line of play clothes for children. Be sure you have them in stock.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH

Come to Grand Rapids Wednesday, May 12, for Our Most

Important City Day

thus far, this spring.

We shall show SPECIALS in ALL departments

Especially in

HOSIERY  
UNDERWEAR  
NECKWEAR  
SHIRTS and  
BOYS' PANTS

Daniel T. Patton & Company

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan



*"It carries a yellow label!"*

**HANES new 10-lb. union suit is a sales whirlwind!**

**W**E have just added to the HANES line a new, 10-lb. combed yarn, silk trimmed Union Suit that will put new notions into any man's head as to underwear comfort and service.

Never has a medium weight garment of such real quality of cotton and workmanship been sold at the price.

We consider this new 10-lb. HANES Union Suit a notable addition to the HANES line in wear value and sales value and well worthy of carrying the famous HANES trade mark. *We back it to the limit* as we do every HANES garment.

Study the sturdy extra service points about this new HANES number shown in circles on the model; then read these

**Features that win:**

Full-combed yarn, trimmed with pure silk; pearl buttons, non-breakable seams reinforced at all strain points; buttonholes that will last as long as the garment; *roomy at the thighs because of an extra gusset.* Made in two fast selling colors—No. 1556, White, and No. 1558, Ecu.

**Ask your jobber to show you samples**

This new HANES 10-lb. Union Suit is in addition to HANES *nationally* famous, *nationally* advertised and *nationally* sold heavy winter-weight Union Suits and heavy winter-weight Shirts and Drawers—each number the very highest type that has ever been sold at the price.

Your own judgment of value and the judgment of your customers shown through continuous repeat sales will prove every word we say or print about HANES Underwear!

**HANES FOR BOYS:**

HANES Union Suits for Boys are not only the greatest value ever offered at the price, but they are absolutely exceptional in quality, workmanship and comfort. They are wonders as trade builders.

**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 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."

TRADE MARK

**ELASTIC KNIT UNDERWEAR**

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 Men's 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.

in this great task and that the Association and its members desired to continue to co-operate in this way. The letter, however, set forth our belief that the more recent drastic course followed by the Department in sending investigators to various cities with the apparent purpose of indicting merchants upon evidence of two or three items was in our judgment unfair and unwise and asking Mr. Palmer instead of following this course to continue as originally planned through the formation of Fair Price Committees. This letter has never been acknowledged directly by Mr. Palmer but was referred by him to Mr. Figg who has replied with a letter which does not meet the question.

Some criticisms by representatives of the Government who appear to mistake our powers and functions, as well as their own, seems to have been directed against the National Retail Dry Goods Association. This Association, as our bulletins which should be in your files will clearly demonstrate, has always counselled its members to co-operate with the Government. We again counsel you to do this. There is no excuse for any retailer claiming an unfair profit. If the representatives of the Government in your community show a desire to be fair and reasonable it is your duty, as well as to your interest to co-operate and even in the presence of unfairness you must meet the situation with a desire to help the government.

Again we say if your prices are not right make them right. Any man who has been in business for a term of years must know in his heart whether his prices are fair or not. If they are not fair you are without excuse and we urge you again to set your house in order.

Lew Hahn,  
Manager National Retail Dry Goods Association.

#### What Michigan People Pay For Insurance.

People of Michigan pay in excess of \$60,000,000 for fire and life insurance protection during a single year, according to Frank T. Ellsworth, Commissioner of Insurance for Michigan. Statistics prepared by the Insurance Department, just made public, show that the primary school fund of the State was enriched in 1919 by \$1,367,232.43 paid in taxes to the insurance department, which costs the State \$53,000 annually to operate.

The Department itself is self-sustaining, upwards of \$50,000 having been collected in fees and assessments. The tax fee is 3 per cent. of the premiums written by fire companies, and 2 per cent. by those dealing in life insurance. The retaliatory fee is the difference between that

which Michigan charges outside companies entering the State, and what is charged Michigan companies doing business in these respective States.

The statutory fee includes assessments for certified copies, agents' licenses, etc. Michigan owned and operated companies are exempted from taxation, so these large collections show the volume of business done in the state by companies incorporated under the laws of different states. There are, according to the Ellsworth report, 670 companies of all classes doing business in Michigan.

Mr. Ellsworth said his office issues an average annually of about 45,000 agents' licenses to representatives of insurance companies.

The total fire premiums written by stock companies operating in Michigan in 1919 was \$18,786,144. In losses those companies paid out \$11,162,367. The loss ratio was 59 per cent. of the total premiums written. Mutual companies collected on fire premiums \$1,018,833 and paid out \$588,456, with a loss ratio of 57 per cent. Reciprocal exchanges (fire and casualty) collected \$158,561, paid out \$121,224, with a loss ratio of 76 per cent.

This gives a total for premiums written for fire protection in 1919 of \$19,900,000, as compared with \$16,148,792 in 1918. The companies paid out a total of \$11,800,000 in losses during 1919, while \$9,091,865 was paid in 1918. The loss ratio of 1919 was 59 per cent. as compared with 55 per cent. in 1918. The increase in business shows an added increase in losses during the year.

Operations of Michigan companies during 1919 were shown to be very favorable. Michigan fire insurance companies collected \$525,866 in premiums, paid out \$241,943 in losses for a ratio of 45 per cent. The loss ratio of other companies in the United States operating in Michigan shows 56 per cent. while companies of foreign government doing business in the state had a loss ratio of 71 per cent., giving the 59 percentage for the average loss.

The total premiums paid in Michigan to stock and mutual life insurance companies was \$32,166,294, while the loss total was \$9,524,911.

Every day ahead of you is precious. All the days back of you have no existence at all.

## 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

## 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

## 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

# HAVE YOU A GOOD MEMORY?

THEN REMEMBER THIS NAME:

**Michigan Bankers and Merchants Fire Insurance Co.**

OF FREMONT, MICHIGAN

THEN REMEMBER THIS ALSO:

That they make you an immediate saving of 25 to 45% on cost of your Fire Insurance. Repeat this advertisement word for word. If you can't, read it over until you can. It will help you mentally as well as financially.

Wm. N. SENF, Secretary.

# Quarter Million Dollar Hosiery and Underwear Sale

## May 11, 12 and 13, 1920

City Day comes May 12, but owing to the magnitude of this sale, we are going to make it a big three day sale.

In addition to our unbroken lines, we are including in this sale thirteen lots, each of which we have many duplicates. The lots are made up of broken lines which are similar in quality and appearance, so that you will have a full range of sizes to sell. They are wonderful sale items and crowd-pullers. We ARE taking our CLEAN UP LOSSES NOW instead of at THE END of THE SEASON.

In these lots you will find good standard brands and every lot an item that will boost your hosiery and underwear sales. You may buy as many duplicate lots as you wish, but they are not subject to return.

**WE ARE AFTER QUANTITY BUSINESS MAY 11, 12 AND 13—SPECIALS IN ALL DEPARTMENTS**

**LOT 1**  
Comes in 10 dozen lots of splendid qualities of Ladies' cotton hose that we sold regularly at \$3.00, \$4.00, and \$4.50. In the lot you will find both black and white, also all sizes, but not all sizes in each number. Several of these lots to close out at -----  
**\$2.00 Doz.**

**LOT 2**  
Comes in 10 and 25 dozen lots of fine qualities of Ladies' cotton hose, summer weight, both black and white in the lots, broken lines and samples. Numbers that we sold from \$4.00 to \$5.50, a splendid bargain -----  
**\$2.67 1/2 Doz.**

**LOT 3**  
Is put up in 10, 25, and 50 dozen lots assorted qualities of Ladies' fine cotton hose that sold from \$4.50 to \$6.00. Broken numbers, but all sizes in the lot. It will make a big retail sale item -----  
**\$3.67 1/2 Doz.**

**LOT 4**  
Will be sold in either 10, 25, or 50 dozen lots. It consists of Ladies' white, black, and brown fine drop stitched hose, also plain white mercerized lisle. All good reliable popular brands, an exceptional value for city day -----  
**\$4.62 1/2 Doz.**

**LOT 5**  
Is put up in 10 dozen lots only and consists of Ladies' fine mercerized lisle. Numbers that we sold for \$7.00 to \$8.25. All sizes in the lot, clean up price -----  
**\$5.62 1/2 Doz.**

**LOT 6**  
Is put up in 10 dozen lots consisting of fine qualities of Misses and Boys' fine and heavy ribbed hose in black, white, cordovan, and brown. All sizes in each lot, qualities that wholesale from \$3.00 to \$6.50 -----  
**\$3.37 1/2 Doz.**

**LOT 7**  
Is put up in 10 dozen lots and consists of Men's fine pure thread silk and fiber hose in black, white, cordovan, navy, grey, and green. All sizes included in each lot, numbers that job from \$6.50 to \$8.00 -----  
**\$5.37 1/2 Doz.**

**LOT 8**  
Consists of Men's fine mercerized lisle, split-foot and cotton hose put up in 10 dozen lots. In each lot you will find navy, brown, black, white and grey \$2.25 to \$4.00 numbers in this lot to close out -----  
**\$2.00 Doz.**

**LADIES HOSE.**

**No. 411**  
Ladies' drop stitched pure thread silk, full fashioned hose, all sizes in Black, White and Cordovan, our regular \$18.00 number. Boxed one-quarter dozen. City Day Special -----  
**\$15.25 Doz.**

**No. 5535**  
Ladies' extra fine fiber silk Hose, White only, all sizes, worth \$15.00. Boxed one-half dozen. Sale Price -----  
**\$12.00 Doz.**

**No. 5524**  
Ladies' fine silk Hose in Taupe only, all sizes. An odd lot of forty dozen to close out. Offered subject to being on hand upon receipt of order. Boxed one-quarter dozen -----  
**\$16.00 Doz.**

**No. 487**  
Ladies' pure thread hose with very high silk boot, lisle garter top, heel and toe, an exceptional fine gauze, all sizes, medium, grey and field mouse. Our regular jobbing price \$21.00. Boxed one-quarter dozen. City Day to close out -----  
**\$16.00 Doz.**

**No. 490**  
Ladies' extra fine gauze pure thread full fashioned hose. Worth \$21.50 at the mill today. 1,000 dozen in black, white, navy, cordovan, and medium grey, in all sizes, boxed one-quarter dozen, a splendid bargain -----  
**\$19.75 Doz.**

**No. 921**  
Ladies' full fashioned pure thread silk Hose in black, cordovan, white and medium grey, under the mill price today. Boxed one-quarter dozen -----  
**\$22.50 Doz.**

**No. 200**  
Ladies pure thread silk Hose with fashioned seam, a good \$2.00 retailer, in black, white, cordovan, navy, and medium grey, immediate delivery. Boxed one-half dozen. Special -----  
**\$13.87 1/2 Doz.**

**No. 400**  
This is a clean-up lot of Ladies' \$15.00 Silk Hose, with fashioned seam, which we offer subject to being on hand upon receipt of order. White in all sizes, Navy in 9, 9 1/2 and 10, Cordovan in 8 1/2 and 9, medium grey in all sizes. Boxed one-quarter dozen. Special -----  
**\$11.75 Doz.**

**MISSES AND CHILDEN'S HOSE.**

**No. 100**  
Misses fine mercerized lisle Hose, boxed 1/2 dozen, both in black and white, 6 x 1 rib, sizes 5 1/2 to 9 1/2. The price is based on size 7, rise 10c and fall 5c -----  
**\$4.67 1/2 Doz. on size 7**

**No. 0900.**  
Children's fine 300 Needle mercerized Lisle Hose in sizes from 5 1/2 to 9 1/2 in black only, boxed one dozen, slight mill seconds, the firsts of this quality sell at \$6.50 on 7 with 25c rise and fall 20c. An exceptionally good sale item -----  
**\$5.00 Doz.**

**LADIES HOSE.**

**No. 415**  
\$50,000 worth Ipswich Fine art silk Ladies Hose in this one number, bought on the low market last year. White, black and brown just the best colors in all sizes. Our special city day price is less than the manufacturers today. Boxed one-half dozen -----  
**\$12.00 Doz.**

**No. 414**  
3,000 dozen of Ipswich fine art silk Hose, a fine \$12.50 number, in black, white and brown, all sizes. Boxed one-half dozen. In this sale, May 12th, at -----  
**\$10.00 Doz.**

**No. 5461**  
Ladies' Grey fine art silk Hose in all sizes, a good mid-summer shade, our regular \$9.75 number, to close out City Day. Boxed one-half dozen -----  
**\$6.95 Doz.**

**UNDERWEAR.**

**LOT 10**  
Ladies' athletic union suits made of fine Nainsook, soft Madras and Soiesette, sizes 34 to 44 in the lot. This will make you a splendid sale item, \$12.00 to \$15.00 qualities. Ten dozen lots -----  
**\$8.62 1/2 Doz.**

**LOT 11**  
Ladies' fine cotton knit union suits. In the lot you will find both lace and cuff knee, sizes from 34 to 44, \$6.50 to \$8.00. Numbers close out price -----  
**\$5.67 1/2 Doz.**

**LOT 12**  
Ladies' gauze summer vests, various styles in 36 and 38 only, five dozen lots, to close -----  
**\$1.37 1/2 Doz.**

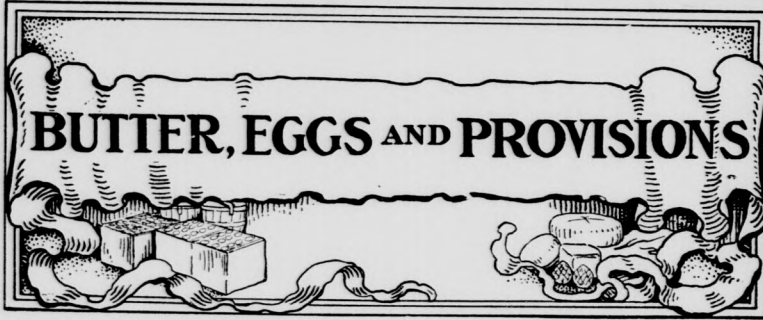
**LOT 13**  
Ladies' fine knit summer vests. Numbers that sold from \$2.25 to \$4.25 both regular and extra sizes, mostly from \$2.75 quality up. Five dozen lots -----  
**\$2.62 1/2 Doz.**

**LOT 14**  
This lot is put up in 10 dozen assortments consisting of Ladies' fine knit shaped vests and band top pants to match all sizes in the lot, broken assortments, to close out -----  
**\$3.87 1/2 Doz.**

**GRAND RAPIDS DRY GOODS CO.**

**EXCLUSIVELY WHOLESALE**

**NO RETAIL CONNECTIONS**



#### Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.  
Vice-President—Patrick Hurley, Detroit.  
Secretary and Treasurer—D. A. Bentley, Saginaw.  
Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

#### Veteran Grocer Tells How Any Grocer Can Succeed.

Nearly every grocer has a different system of doing business, so I will give you the best points as I find them in the different stores.

1. When you have two or more clerks map out a certain work for each one to do, and hold them responsible for that particular work.

2. If possible arrange all the goods of the same class in separate departments and group each article in displays.

3. Wash your windows once or twice a week, and keep them attractive.

4. Open at a specified time and close in the same way.

5. Make a specified time when each customer must pay his bills and do not break the rule even at the loss of any particular customer.

6. Have a file to note the goods wanted, and only order what you know you can pay for (if possible in discount time), it will raise your standard with the firms you are dealing with, and they will give you the goods at the right price. It will enable you to turn over your money oftener and you will be ahead at the end of the year. Remember, goods on your shelf must pay interest and rent just the same as if the money is in the bank. For example, goods bought at \$1 with interest at 6 per cent., cost plus rent \$1.15 at the end of the year, and if you could turn over these goods fifteen times a year at 2 per cent. discount for cash, you would have a profit on the discount of 30 per cent. alone.

7. Figure your cost of doing business by the day, and keep daily records of goods bought and sold, besides the expenses. It will only take a few minutes' time.

8. Instead of waiting for your customers to call for their bills, if you do a credit business and send out orders, mail each customer his bill at the close of each week; the returns will over-pay the cost of postage and it is a polite way of reminding them of what they owe.

9. When you adopt a system of running your business, stick to it; your clerks and customers will admire you for doing so, and will abide by the system to the letter.

Take your clerks into your confidence as to what goods are most profitable to sell, and keep pushing these at all times.

11. Get familiar with the goods you handle; open them up once in a while and discuss the quality, etc., with your clerks and customers also.

12. See that you give good service; have the clerks as well as yourself address each customer with a "good morning, Mrs. Smith;" be polite; show no favoritism; avoid mistakes in prices and give value for the money.

13. With a good window display, well arranged stocks, good service, clean store, orderly method of doing business, polite personality, good quality and an established credit, any grocer should make a success.

#### Unfair Competition.

The Federal Trade Commission has held that the following practices constitute unfair competition:

1. Advertising special sales of articles so as to convey to the public the impression of an unusual or advantageous offer for a limited period when in fact the prices during such sales are no different than those at other times.

2. Falsely representing that articles have been purchased in large quantities in order to sell them at less than regular price.

3. Fraudulently representing or conveying to the public the impression that the advertised price of the article is less than the regular price.

4. Making false and injurious statements to prospective customers concerning the material of which competitive articles are constructed, or the cost of production of the same.

5. Attempting to interest prospective purchasers by conveying a false impression of expert and impartial advice on the best make of an article when in fact the advertiser is interested directly in selling a special make.

No beast so fierce but knows some touch of pity.

You Make  
Satisfied Customers  
when you sell

**"SUNSHINE"  
FLOUR**

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

Genuine Buckwheat Flour  
Graham and Corn Meal

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

## MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building  
Grand Rapids, Michigan

## SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads  
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.



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

## M. J. Dark & Sons

Wholesale

## Fruits and Produce

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

Grand Rapids, Michigan

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

## THE PIOWATY STANDARD

IS THE

## MODERN STANDARD

IN MERCHANDISING FRUITS AND VEGETABLES

A visit to one of our branches will convince you

## 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

**Why Sugar Is Higher.**

Previous to the outbreak of the war in 1914, 40 to 45 per cent. of the world's sugar supply was beet sugar, produced largely in Central Europe. The balance was cane sugar centered chiefly in Cuba and the Dutch East Indies. Naturally, during the war the Central European output was unavailable for world consumption. Consequently with more sugar on hand than Germany and Austria could consume and with man power needed in other directions, it was but natural that the acreage in these countries was reduced. At present the acreage of beet sugar in Central Europe indicates barely 15 to 20 per cent. of the 1920 crop.

The next natural consequence was that other European consumers turned to Cuba and the East Indies. A little later in the war period when shipping facilities were restricted, Java dropped out of consideration as a market factor. In our own country and our dependencies, we raise only about 50 per cent. of our total sugar requirements. Previous to the war, we were always able to go into Cuba and buy almost at will. For the past two years or more, however, we have been obliged to compete in Cuba with the rest of the civilized world for our sugar requirements. This state of affairs still continues.

Sugar receipts have been running considerably ahead of last year. It so happens however, that deliveries or consumption have kept pace with the supply. This enlarged consumption may be due to a variety of causes such as the increased consumption of soft drinks and confectionery. Another element of considerable importance is the large export demand. We exported in 1917, practically five times the quantity of refined sugar as a year ago. This is in addition to the quantities that were ordered in Cuba for direct shipment to Europe. The net result is that existing stocks are lower than they have been for a long time. For the greater part of 1919 there was a slight balance in our favor but lately, sugar stocks are running even less than 1918.

The supply situation has improved so far this year, that being the ordinary flux season. From a price standpoint the tendency is upward, and it is expected that during the year, sugar will tend to cost more. At the present time there are various estimates as to what the price will be.

**What Battle Creek Merchants Think of the Tradesman.**

G. W. Mason, grocer, located at 168 Meacham avenue: "I like the Tradesman very much. It is a splendid trade journal and it helps me make a success of the grocery business." Mr. Mason is building onto and remodeling his store, has bought new counters, vegetable rack and store fixtures. When he gets the change completed, he will have one of the finest and most up-to-date outside stores in Battle Creek. He is enjoying a splendid trade.

S. Westerman, grocer, at 87½ Calhoun, says: "Have taken the Trades-

man some time and found it profitable and useful to me. I do not know how I could get along without it. Such times as these, every man in business should by all means have a good trade journal and I know of none so good as the Tradesman, taking everything into consideration."

Pearce & Son, grocers, 53 Walter avenue, say: "We have taken the Tradesman for the last eight years and found it very reliable. It has helped us in our business and we expect to take it as long as we continue in the grocery business."

H. C. Newman, 213 Marshall street, says: "We have taken the Tradesman for a year and during that time we have made good and increased our business over 50 per cent. We give the Tradesman much credit for our success. We read it closely each week and get a wonderful amount of very valuable information out of it in the course of a year. It certainly would pay anyone in business to take and read it."

A. Grumeretz, grocer, located at 95 Shepard, says: "I did not think it would pay to take the Tradesman. When I subscribed for it I did it just to get rid of the agent—he was so persistent. But I wish to say I have taken it for a year and am pleased with it and believe it pays everyone who handles merchandise to take the Tradesman."

Kerr & Wood, located at 237 Marshall, say: "Have taken the Tradesman a year and we have prospered and done fine in our business during that time. We are pleased to say that the Tradesman has done much to help us. We are more than pleased to renew and expect to take it while we continue in trade."

Slavonian Grocery, 100 Third, says: "We are pleased to renew our subscription for the Tradesman. We have taken it for a year and like it. We wish we had more time to read it."

Battle Creek Sales Book Co., Inc., says: "We like the Tradesman and are pleased to renew our subscription."

Weickgenant Grocery Co., 77 West Bidwell, says: "I like the Tradesman. I get ideas from it that you cannot get from any other paper. It keeps me posted in regard to prices and it is chock full of important information that is a great help to any man who wishes to be up-to-date and to make money, both in buying and selling. Am pleased to renew at the advanced price. The paper is cheap at \$3 per year."

Heat not a furnace for your foe so hot that it may singe yourself.

**BEST WHITE WAXED PAPER LUNCH ROLLS 5 & 10c**  
Write us for samples and prices.  
Standard Paper Specialty Co.  
Plainwell, Mich.

**GROCERS and BUTCHERS**  
The 20th Century Computing Scale  
World's Best.  
Liberal exchange allowances for old scales. Write for details.  
W. J. Kling  
843 Sigsbee St., Grand Rapids, Mich.

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



You've tried the rest  
Now Buy  
the Best

W. E. TAYLOR, Maker  
Battle Creek, Michigan

Are You Selling  
**FRANKLIN SYRUP?**  
A Cane Sugar Product



With a flavor deliciously different.  
Splendid for use on the table and in cooking.  
The housewives of your community will thank you for telling them about

Franklin Syrup  
Made by the refiners of  
Franklin Package Sugars

The Franklin Sugar Refining Company  
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



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



**Vinkemulder Company**  
GRAND RAPIDS :: MICHIGAN

### Kitchen Showers for June Brides Help Business.

Written for the Tradesman.

The June bridal season is still several weeks ahead; but in the intervening month a good many preliminary "showers" for June brides will doubtless be held. Showers, like weddings, are all-the-year-round events; but since June is notable as the month of weddings, May and early June come in for an exceptional share of the year's showers.

A "shower" is a sort of party given by some friend of the prospective bride. The bride is present to receive congratulations, and the guests are the more distant friends of the bride and groom who, as a rule, would not be invited to the wedding itself. The shower affords them an opportunity in a small way to tender their good wishes with accompanying gifts.

Showers of various kinds may be held, often several for the same bride. Linen showers and kitchen showers are the most popular of these events. From the kitchen showers the hardware dealer's smallware and household department profits to a considerable extent.

A great deal of business in this line will come to the hardware dealer unsolicited; he can secure a great deal more, however, if he caters especially to this class of trade.

The first and most obvious method of stimulating business in this line is by means of newspaper advertising and window display, particularly the latter. What you say in your newspaper advertising and what you say in your window display will be pretty much the same; though in the first instance you use the type and paper to convey the message, and in the second most of the talking is done by the goods themselves.

This campaign will in some degree prepare the way for your later appeal to the regular wedding gift trade. A preparatory step is to establish, in the early part of May, what might be called a "Bride's Assistance Department." You can then send out letters to prospective brides and grooms tactfully offering the assistance of this department of your store in outfitting the new home.

The store should be arranged to follow up this plan and to be of real help to the bride in making her selections. This can be accomplished by arranging a model kitchen where you can show the various uses of the different utensils. These might be arranged in sets that could be sold for a certain lump sum. In this way you can make larger sales and at the same time give far better satisfaction. The bride's assistance department should have plans of as many kitchen arrangements as possible and should be in a position to show the bride how to economize on space, money and time in doing her work. Copies of the popular household magazines will furnish considerable information along this line. After fitting up the model kitchen, have it photographed; these photographs will be helpful in making future sales after the model kitchen itself has been dismantled.

All this will link in with your catering to the "kitchen shower" trade,


which is apt to develop a little earlier. Your advertisements should suggest giving the bride to be a kitchen shower, coupled with suggested lists of suitable articles.

Coincidentally, put on a window display designed to carry the same message. In the center of the display a dummy figure dressed as a bride. Over the bride's head suspend a real parasol; and then shower all sorts of kitchen utensils and small wares upon the bride—suspending them, of course, from the top of the window by means of fine wire. The floor of the window could be heaped with fallen utensils sprinkling in a little rice and confetti. Put in some orange blossoms from day to day, and add a show card:

#### WHY NOT A KITCHEN SHOWER

Here, in a nutshell, is the basic idea for your display. This can be elaborated, amplified, simplified and adapted as your own circumstances may require. One merchant helped out a display by clipping the pictures of bridal parties from some of the illustrated papers, and pasting them in the window. There is lots of room for originality and initiative in concocting such displays; and often a very simple thing will add immensely to the effectiveness of a display.

In reaching this class of trade, your salespeople can be very helpful to you. They are generally young people, in touch with the activities of the younger set; and they will learn before you do of prospective weddings. Often one of your staff can suggest to some friend of the prospective bride the holding of a kitchen shower, and can with a few minutes tactful work divert a lot of the resultant trade in your direction. It is just here that personal work by interested salespeople outside the store will accomplish a great deal to stimulate business. Be sure to get the names and addresses of prospective newly weds; for this information will later be useful in catering to that big-



In Getting  
**COSTS**  
Write to  
**BARLOW BROS.**  
GRAND RAPIDS, MICH.

SHORT CUTS

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

### Sand Lime Brick

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

**Brick is Everlasting**

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

## Foster, Stevens & Co.

### Wholesale Hardware



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

**Grand Rapids, Mich.**

## Michigan Hardware Co.

Exclusively Wholesale

**Grand Rapids, Mich.**

## 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**

# MCCRAY

SANITARY

REFRIGERATORS

For All Purposes

Send for Catalog

**MCCRAY REFRIGERATOR CO.**

944 Lake St. Kendallville, Ind.

## 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 Architectural and Automobile Varnishes

**WHOLESALE ONLY**



ger item, the wedding gift trade itself, as well as in going after the trade of these new couples when they are at last settled down to their new home life.

A helpful item is a printed list of gift suggestions. Most dealers have lists of this sort for the wedding gift trade; and the smaller articles listed can be utilized for showers. Articles anywhere from 10 to 50 cents, perhaps up to a dollar, are usually selected as gifts for showers, although where the social status of the prospective recipients is higher, the gifts are commensurately more expensive. This should be borne in mind in helping purchasers to make their selections.

It is desirable of course to avoid duplication of gifts. Of course everything is sold on the understanding that, if duplicated, it can be traded in upon some other desired article. That is the simplest way of meeting the inevitable problem of duplication.

One dealer goes to considerable lengths to accommodate his customers in this respect. He has his regular lists of suggested gifts. Suppose an article is required for a kitchen shower. "Who is the bride?" Miss Summers?" "And who is the young lady giving the shower?" "Miss Smith." The merchant reaches down to a hook behind the counter and removes a printed gift list with the names "Summers-Smith" written at the top to identify it. On the list his salespeople have checked the articles already sold for that particular shower. The customer perhaps suggests a paring knife as a present. "We've already sold a paring knife," the merchant tells her, "but an egg-flopper would be a handy thing, or a good can-opener, or a chopping knife." Thus he is able, so far as his store is concerned, to prevent duplication of articles; and this fact, having in this fact, having been spread abroad, helps secure him the lion's share of the trade in this direction. With a printed list it takes relatively little work to keep presents checked up; and there is no difficulty afterward regarding the trading-in of duplicates.

The old-time kitchen shower comprehended everything in the way of small kitchen articles. However, the merchant, through his window and newspaper advertising and in other ways, can suggest alternatives—such as a granite and enamelware shower, or an aluminum shower, or a cooking utensil shower called for in this connection. If crockery and china are handled, as they are in some hardware stores, a crockery or china or glass ware shower is also in order.

The kitchen shower campaign calls for service, and gives the hardware dealer an excellent opportunity to prove his worth as an advisor to his customers, through the suggestion of suitable gifts and otherwise. Service of this sort when cheerfully and intelligently given is always appreciated, and is a great help in the task of building a substantial business, founded on the good will of the buying public.

Victor Lauriston.

When you retire to bed, do not think over what you have been doing during the day.

## 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

### For Better Piston Ring Service

Distributors  
Sherwood Hall Co.,  
Ltd.  
30-32 Ionia Ave.  
Grand Rapids, Mich.



## Summer Cottage For Sale

Two-story frame summer home at Traverse Point, adjoining Neahtawanta. House faces beautiful Bower's Harbor in sight of Traverse City. Furnished. Running water in sinks and toilet. Stone sidewalks on two sides. Only a mile from Marion Island, recently purchased by Henry Ford. Will exchange for Grand Rapids City or suburban property.

E. A. STOWE,  
Grand Rapids.



## Store and Window Awnings

made to order of white or khaki duck, plain and fancy stripes.

Auto Tents, Cots, Chairs, Etc.  
Send for booklet.

CHAS. A. COYE, Inc.  
GRAND RAPIDS, MICHIGAN

# Fresh Coffee

makes satisfied customers

Retailers!

Order coffee often.

Keep your stock fresh.

Your turn-over will be greater.

And your reputation for *good* coffee will win you new customers and keep your old customers.

By right merchandising methods you can make COFFEE the most profitable item you sell.

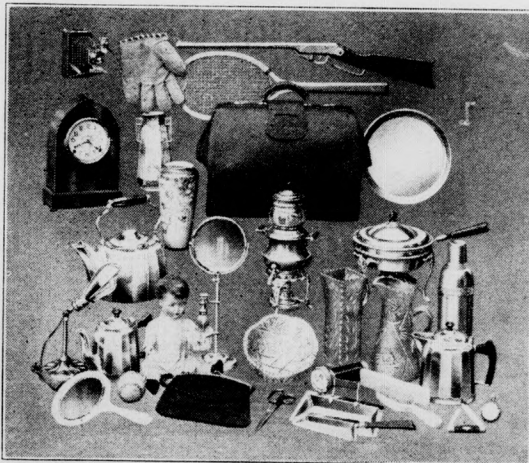
*The judges are carefully reviewing the photographs entered in COFFEE WEEK window display contest. Winners will be announced at an early date.*

# COFFEE

Joint Coffee Trade Publicity Committee  
of the United States

74 Wall Street, New York

## The Retail Power of Premiums



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

The "Hilo" 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.

### Requisites of a Successful Traveling Salesman.

Written for the Tradesman.

The man who makes up his mind to become a traveling salesman will find that he has to pass through painful experiences before he can hope to reach brilliant success. Time has exploded the old idea that salesmen, like poets, are born, not made. Of course, there are exceptions here as elsewhere. Some men have aptitude for selling, but they are few and far between; and it is recognized to-day that the young man with moderate intelligence can be educated in the science of selling, for salesmanship is now a scientific study.

The new-fledged salesman may have been a successful retail salesman or a house-to-house canvasser, but his training in these lines will have given him but the slightest insight into scientific salesmanship. And it is only when he realizes the economic possibilities of the experienced salesman sufficiently well to put them into effect that he can consider himself a success.

Salesmanship, in fact, is not mere selling of goods. It is much more than that. It is the focusing of the mind on the question of selling the goods in hand, with the intention of employing the knowledge gained in this transaction in the sale of other goods of the same kind, at less cost of time, effort and expense, with more directness and force; in fact, with more science.

The prospective salesman need not have a college education. If he has, however, it is a good foundation for what is to come. A good general education is a necessity, however, as it is to every one engaged in any calling or occupation. The salesman in the course of his travels encounters many people who abhor slipshod English, even in a business transaction, and he cannot afford to fail to hold his customer through such a cause. Of course, there may be occasions in which one must adapt one's speech tactfully to the prospective buyer, but as a whole it is well to be careful of one's language without making it too pedantic.

Two of the best assets which the apprentice salesman can have are a robust constitution and a cheerful disposition. These two will enable him to bear some, at least, of the troubles of the road. Especially the latter of these two assets means much to him. Remember the old saying, "The man worth while is the man with a smile, when the world seems to go wrong." Let the other fellow worry. Meet your prospect with a smile and a glad handshake and through you, and your actions, he may be made to see life and its beauty anew.

There are several qualities to be acquired to make your profession a success: First, enthusiasm, carrying along with it confidence, politeness, determination, the value of dress and a knowledge of human nature. These, interlocked with good common sense, will spell success for any man.

The salesman who wants to keep himself from growing stale and languid in his duties must be inspired with enthusiasm. This enthusiasm must never be allowed to run down, for he cannot arouse the feeling in others when he does not possess it himself. Enthusiasm is an infection and a very taking one, if sincere. It is a quality which can hardly be rated too highly. Clean, honest enthusiasm will often succeed where dry, uninterested setting forth of prosy facts about one's wares is so much time wasted. Be in real earnest. Show faith and real belief in every word you say and let your manner be as enthusiastic as your words.

Have confidence in your goods. Believe that they are the best and that they have all the qualities you are ascribing to them. The manufacturer who expects his salesman to sell goods which he knows are not good, is planning badly. An unstable business breeds unstable salesmen. The sales-

man who is continually talking what he does not believe, whose arguments are specious and who has to bolster up his sales with mendacity must degenerate not only in his salesmanship, but in the honesty of his dealings with his firm. It is not reasonable for the firm to expect sincerity from a man whose business is unblushing falsehood in obedience to their orders. The house which seeks permanency will learn to its cost that salesmen will not remain loyal if poor goods have to be sold.

There is no satisfaction in selling goods which you know are bad, but there is a genuine delight in handling those in which you have absolute faith. Given good goods, then follow good salesmen and good business. It is simple progression from merit to enthusiasm. Whenever the salesman finds that he is weakening in his enthusiasm and ability to put up a selling talk worthy of himself and his firm, he should go to his manager and have a talk with him. It is the duty of the salesmanager to inspire the men under him and keep them up to the mark. The feeling he wants in his men is something more than pleasure in out-distancing competitors and selling a large bill of goods—it is loyalty and pride and a real effection for both duty and firm.

Be polite. There is not as much room as there once was for "rough diamonds" in salesmanship, those uncouth fellows whose hearts are true and who underneath the surface are gentlemen. There may be a few exceptions to the rule, but these men succeed not on account of an uncouth exterior, but in spite of it. Neither is there room for men whose politeness is so fulsome as to be offensive. There is a welcome for men of good breeding in this profession as well as all other professions.

Determination means much to men who will win. Any man who is oversensitive should not attempt to be a salesman. He must be able to be knocked and cuffed around by the trade without taking offense and without losing heart. There are some business men who delight in turning down a salesman, while there are others who, through ignorance, thoughtlessly do so. However, many times it may be the fault of the salesman that he is refused an audience. He may lack the convincing power which he ought to have to repay his listener for loss of time. There must be a determination to hang on, in spite of opposition, to return again and again if needs be, and to make up his mind that he will win sooner or later if his sales proposition is justifiable.

The value of dress means much to the salesman of to-day. Dress is of value to the salesman only as one of the helps given to the customer in estimating a man's position and usually his worth. The first impression which a new salesman makes is that given by his outward appearance. Clothes in a measure represent the personality of the man. The rule is, of course, only a general one and not infallible. A crazy man may wear sane clothes, but a sane man is somewhat nervous in attire not conforming to the ordinary standard. There is common sense in dress as in anything else and the more quietly and neatly a salesman is dressed the better for him. He can offend no one.

The salesman as he progresses will gain a valuable knowledge of human nature which will be of greater assistance, if properly used, than almost anything else he has been born with or acquired. The salesman was never born who could go out and come face to face with every man the same way. One man may require a lot of attention, and in some instances probably cause you to miss a train that he may sit down and have one of those friendly business talks with you, for it is a known fact and has on occasions been publicly acknowledged that the traveling men of to-day, as a rule, are better posted on the various topics

of the day than any other profession. Again, there are business men who want you to "cut it short," make your point quick and concise, and effect a hasty exit.

Now that you have measured up to the standards herein spoken of, there yet remains one thing that will cause your downfall if you attempt to employ it. Don't Knock. Write that indelibly upon your mind, and don't forget it. I want to repeat an extract sent out to every salesman of one of the largest institutions of its kind in the world: "The wise salesman will, however, say little about his competitor's wares, but make use of his knowledge to strengthen his own arguments, without incurring the hostility of a friendly competitor by an appearance of running down or knocking. You should particularly guard against that degree of enthusiasm which leads you to draw unfavorable comparison with your competitors, which might in any way be construed as knocking the other fellow. There is not one salesman in ten thousand who can institute unfavorable comparisons, reflecting on the integrity and fair dealing of another dealer or manufacturer, without creating the impression that the other fellow is a formidable competitor, and we fear him."

Building up a customers' list on prejudice is bad business. The only customers who last are those secured on a basis of Quality, Service and Fair Dealing.

Be honest with your house and with your customers. Be honest with yourself and you can go out in the world and win for yourself a place in the great Commercial Army which is giving to the world of commerce the best that is in them. L. M. Steward.

It takes two to make a hand shake a success. If you are in the habit of letting the other fellow do all the shaking, you might better never offer your hand.

## 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.

## OCCIDENTAL HOTEL

FIRE PROOF  
CENTRALLY LOCATED  
Rates \$1.00 and up

EDWARD R. SWETT, Mgr.  
Muskegon :: Michigan

## Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST



## Rebuilt Cash Register Co.

(Incorporated)  
122 North  
Washington Ave.  
Saginaw, Mich.

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

# CODY HOTEL



IN THE HEART OF THE CITY  
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

## New Hotel Mertens

GRAND RAPIDS

### RATES

Rooms, \$1.50 up;  
with shower, \$2 up.  
Meals, 75 cents or  
a la carte.

Wire for Reservation.

Union  
Station



75 Steps East

Fire Proof

# National Canners Association Inspection and Advertising Campaign

**A Canner:**

"We heartily endorse the Inspection Service and Advertising Campaign."

THE WM. EDWARDS CO.  
Cleveland, Ohio.

**A Wholesaler:**

"We are much interested in your advertising campaign and Inspection Service and believe that both will go far toward eliminating any prejudice that now exists regarding canned foods."

GEO. R. NEWELL & CO.  
Minneapolis, Minn.

**A Broker:**

"We believe this an exceedingly good work, and we will not lose an opportunity to advocate this work, not only among the canners we represent but among the wholesale grocers with whom we come in contact."

PRINCE, KEELER & COMPANY  
105 Hudson St., New York City.

**A Retailer:**

"A Campaign of Education to further the interests of one of our very important industries is certainly deserving of 100% support and co-operation."

CHARLES & CO.  
42d & 43d Sts., Madison Ave., N. Y. C.

*Note Carefully*

The National Canners Association has organized an efficient inspection service for the purpose of assuring satisfactory sanitary conditions and clean, sound food products, packed either in tin or glass.

Any canner may subscribe to the Inspection and Advertising Service and by complying with the Association requirements may secure the privilege of placing the Seal on each can of his products.



**NATIONAL CANNERS ASSOCIATION  
WASHINGTON, D. C.**

A nation-wide organization formed in 1907, consisting of producers of all varieties of hermetically sealed canned foods which have been sterilized by heat. It neither produces, buys, nor sells. Its purpose is to assure for the mutual benefit of the industry and the public, the best canned foods that scientific knowledge and human skill can produce.

*Canned Food - the Miracle  
on Your Table*



**Part-Time Work for High Type Help.**

Part-time work is providing the solution for workers and for distracted employers in many cases these days. There are jobs requiring a relatively high order of intelligence, but according to the custom of the times they pay smaller salaries than manual jobs. Salaries of the mental type of worker in the office—like correspondent, manager, research worker, bookkeeper and others—have not kept pace with the rise of wages in industry. And the wages of the downtrodden intellectuals who must earn their own livelihood—teachers, librarians, and others—are notoriously inadequate.

While public opinion is being aroused and righteous agitation begins to force pay up where it belongs, some of the enterprising ones have adopted a plan to bridge the interim. Instead of giving all their time to the job, many women are taking certain jobs on a part-time basis. A small salary under such an arrangement means that one can do something else either to earn more money during the rest of the time or possibly to study.

For example, in some of the public libraries students are employed on a part-time basis. This gives the student some small income, at any rate, and in an occupation that is congenial and does not conflict with studies. But the libraries probably have the lion's share of advantage in this arrangement, for it secures for them a higher grade of help than they could buy with the sums at their disposal for this purpose. Even though library salaries have increased somewhat in recent years, they are not yet up to the point where a wholly self-supporting woman can support herself comfortably on what the library pays. And so some of the libraries have had to employ young girls, too immature

to be of really good service, but because they live at home and are there partly supported they can afford to work at a lesser wage. But possibly more of the part-time workers can afford to earn a low salary because of other arrangements or interests will solve the library problem for the time being.

This same plan might be operated in considerably more industries than at present. Any occupation in which a task can be finished within a few hours and does not depend on all-day activity can be placed in the part-time class. Then it will be possible to secure high-grade workers to discharge the whole job in a comparatively shorter time than if less mental types were employed.

This is an excellent time to get part-time work on a recognized standardized basis that will mean much if it can be a permanent scheme. Years ago there was definite opposition on the part of employers to part-time workers. They were said to be irregular in attendance and undependable, and unquestionably it was true of many. But to-day higher type women can be enlisted in occupations that will consume only part of the day. These women may be able to do more good work in less time and so justify their being taken on a part-time basis. The old objections are now being removed.

Feminists please take notice—for if a definite field of part-time work can be developed it may eventually solve the problem of the married woman who wishes to continue being self-supporting without utterly neglecting her home.

Eleanor Gilbert.

Of course, it is all right to talk to customers about the weather, but you aren't selling weather, you know.



**Toilet  
and  
Bath**

*Fieglers*

**Chocolates**

Package Goods of  
Paramount Quality  
and  
Artistic Design

**CANDY**



The "DOUBLE A" Kind

Made by  
People Who Know How

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

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

The Sign of  Good Candy

Made in Grand Rapids by  
NATIONAL CANDY CO.  
PUTNAM FACTORY  
Grand Rapids, Michigan

Ask for a copy of our  
latest price list.

We are agents for LOWNEY'S  
in Western Michigan.

**WE OFFER FOR SALE  
United States and Foreign Government Bonds**

Present market conditions make possible exceptionally high yields in all Government Bonds. Write us for recommendations.

**HOWE, SNOW, CORRIGAN & BERTLES**

401-6 Grand Rapids Savings Bank Bldg., Grand Rapids, Mich.

**In a Few Years**

You will look back, in a few years, and marvel at the extraordinary high yields from safe, sound bonds which are available at this time.

Investment now, in a group of well assorted securities paying 7% or better, will assure you a steady, high income in the days to come when the dollar again approaches its normal buying power.

Let us send you our May Investment List.

**HILLIKER, PERKINS, EVERETT & GEISTERT**  
BELL M 290. SECOND FLOOR MICHIGAN TRUST BLDG. CITY 4334

STOCKS

BONDS



PRIVATE WIRES TO LEADING MARKETS

**Arctic**  
QUALITY

Quality in Plain and  
Fancy Ice Creams that  
will enable you to build  
a big business. These  
delicious Ice Creams are  
made in both Brick and  
Bulk. Easy and profit-  
able to handle.

Write us for information re-  
garding the necessary steps  
to take for you to become  
an Arctic Dealer.

ARCTIC ICE CREAM CO.

Grand Rapids, Mich.

Claude G. Piper, Manager







### How Early Can We Teach Fair Play? Written for the Tradesman.

Sometimes I hear people speak of children as "little savages." Those who say it seem to mean that some kind of force must be used to cure little children of inherent tendencies to be bestial. Well, I might as well say right out at the beginning that I have neither belief in nor patience with the theory that children are "conceived in sin and born in iniquity." I have only scorn for the idea and pity for those who entertain it.

It doesn't take long to teach children to be bestial, and almost every child gets some of it and keeps it until he dies and enters into the freer, straighter life where it cannot survive.

The instinct of self-preservation, left to itself and emphasized by bad or ignorant teaching and example, may become very early the dominant characteristic of a child. Once it gets out of hand it is very hard, indeed, to get it under control again. And it cannot be permanently controlled from outside; if it is to be controlled at all, and made the servant rather than the master of character, it must be controlled from within, by the child, the woman, the man himself. By harsh punishments, stringent rules, fear it can be driven into hiding or concealed by prudent hypocrisy; but once the outward restraints are lifted, evaded or removed it will come to the surface and function in selfishness, essential bad manners, cruelty or whatever other form the character makes it take.

I do not know how early one can begin to train a child so that this instinct of self-preservation, embedded in the very atoms of matter in the body through which personality expresses itself, shall be harnessed, as water-power is harnessed for the purposes of industry; but I do know that there is danger of beginning too late, that a day lost can never be fully recovered.

Fair play is an ideal that appeals to every normal child. It is really astonishing, how readily the very little baby will yield to the suggestion: "Now, let mother have some; now brother will take a little." He will soon of his own accord offer to sister and take delight in seeing her have a share. It has for him all the pleasure of a game; but I think that there is something in child-nature that responds to the idea of sharing, that gets satisfaction out of the fact that some one else is enjoying a pleasure.

From this it is a short step to direct self-denial, in which the child actually goes without something occasionally for the sake of giving it to some one else. It all depends upon how the idea is presented. A little party once in a while offers excellent occasion for training; the part of host calls for attentive thought for the pleasure of others.

Very early, too, one may begin leading the child to make definite preparation for acts of thoughtfulness to others; to remember and plan for birthdays of grandparents, cousins, father, mother, sister, playmates; to get pleasure out of the surprise and delight with which the recipients will receive simple gifts representing the

child's thought and labor. A little girl relative of mine writes letters to me. She is only about three years old, and the dear scrawls are quite unintelligible as writing; but in them she tells me of her love and thinks she is describing her most interesting adventures. I get the purport of her letters and always tell her so in my prompt replies. It is all very good for her, because she gets the fun out of doing something for the mutual pleasure of herself and some one else.

Not long ago I was the guest at dinner of a family in which there is a very dear little boy about six years old. I noticed that he was not eating his ice cream, but sat back, watching the rest of us eat ours. I asked him if he did not like ice cream, whereupon his mother said, with a kind of amused pride, as if in the display of some trait of genius in her offspring:

"Oh, Eddie always does that. He waits until every one else is through and then eats his own. It gives him pleasure always to pretend that he is the only one who is having ice cream. It is so with everything; he enjoys anything more if he can think, or pretend, that he is the only one who has it."

It took my breath away. What could one say to a mother who could take such a thing with equanimity, as a matter of course? Who can wonder if when that child is grown he displays qualities of extraordinary selfishness?

It is in these early years that the perennial seeds are planted and the habits of life are fixed for good and all. The selfish child is selfish because he has been taught to be selfish—taught by ignorance, neglect, example, tolerance of first indications. Not often, I hope, is there a case in which egregious selfishness is regarded in the family as a thing to be boasted about!

It is in these early years that the child gets, or does not get, the sense of give-and-take, the habit of giving full recognition to the rights of others while self-respectfully claiming one's own—the instinct of fair play. There are cases in which a boy or girl acquires this thing—or an imitation of it—has it driven into character by force of public opinion at school; but it is seldom a thorough job. It is likely to be nailed or welded on the outside, and usually the seam shows. The boys and girls who at school become the idols of their fellows, embodiments of the spirit of fair play—which is after all the spirit of democracy—are those who got it so early at home that they cannot understand the existence of any other spirit.

(Copyrighted 1920.) Prudence Bradish.

## COLEMAN (Brand) Terpeneless LEMON

and Pure High Grade  
VANILLA EXTRACTS

Made only by  
FOOTE & JENKS  
Jackson, Mich.

## THE REASON FOR

# Sun-Maid Advertising

California grower-shippers of Sun-Maid Raisins were practically sold out early this season.

They continue to advertise Sun-Maid Raisins in national magazines in accordance with their policy of "continuous advertising"—and to move stocks promptly and build up good will for *Quality Raisins*.

*National  
Demand  
Makes  
Sun-Maid  
A Quick Seller—  
Order from your  
Jobber  
at once.*



### 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

**RED CROWN** Gasoline line is made especially for automobiles. It will deliver all the power your engine is capable of developing. It starts quickly, it accelerates smoothly, it will run your car at the least cost per mile, and it is easily procurable everywhere you go.

Standard Oil Company  
(Indiana)  
Chicago, Ill.



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



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

**PAPER**  
 All Kinds

For Wrapping For Printing

TRY US

The Dudley Paper Co.  
 Lansing, Mich.

**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, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

**GOOD BUSINESS OPENING FOR SALE**

Men's tailoring, clothing, furnishing goods and shoe business in Three Rivers, Michigan. Invoices about \$5,000 to \$6,000. Located in rapidly growing city of 7,000 population. Three million dollar paper mill now in course of construction, one of largest in U. S. A main branch of Fairbanks, Morse & Co., employing 1,500. A Swiss-Vassar knitting mill and other prosperous industries paying good wages. No empty houses or stores in city. Ideally located near lakes and rivers. Conducted business in city for twenty-four years. Rent reasonable and lease if wanted. Exceptional opportunity for right man. Good reason for selling. Address No. 2,000, care Michigan Tradesman.

**FOR SALE OR RENT**—Good clean, profitable, business and modern building, established over twenty years in north-western Michigan town. Unusually clean stock, dry goods, men's and ladies' furnishings, shoes, etc. Invoice about 10,000. Can reduce to any amount. Splendid opportunity to get into a money-making business. Address No. 861, c-o Michigan Tradesman. 861

**FOR SALE**—Butter and cheese factory, equipped to handle 12,000 pounds of milk daily. Milk can be bought or made up for patrons, which I have done for over 20 years. Price \$3,500. Inquire of A. H. Loope, Cincinnati, N. Y. 862

**WRITE** for 1920 quotations on Doll Beds and Doll Cradles. Designed and built by American women. The C. L. C. Toy Corporation, Augusta, Kansas. 863

**FOR SALE**—Business chances, such as grocery stocks, restaurants, rooming houses, laundry, drug store, dry cleaning business, etc., etc., in the fastest growing city in Western Michigan. W. Van Dam, Licensed Business Chance Broker, Muskegon, Michigan. 864

To whom it may concern—Marble, a prosperous mining town, needs a hotel, general store, and pool room. For further information inquire of J. W. Cowgill, Marble, Minn. 865

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**—A good-paying, well-established meat market, in a town of about 1,100 inhabitants. Also property consisting of three lots, 150 feet front and about 400 feet deep, with good two-story house of nine rooms and a store room, electric lights, hot water, furnace, cement cellar; also large barn, and an extra building for sausage room. Good reason for selling. Price reasonable. For particulars, call or write to Box 33, Oldenburg, Ind. 866

**Profitable hardware and house furnishings business** in good town, growing territory—established 1899—sales last year over \$20,000 and increasing yearly—stock about \$8,000, store building and lot \$10,000, or will rent—good will, \$2,000. Poor health forces my retirement. A big bargain for a live man. W. C. Wagner, Manassas, Virginia. 867

**For Sale**—My sheet metal business and store building with living rooms on second floor. Furnace in basement, hot and cold water. A good business in roofing, cave troughing and furnace work. Building \$1,500. Stock at invoice. Lee Smith, Union City, Michigan. 868

**For Sale**—General stock of merchandise and meats in small Western Michigan town. Doing \$30,000 business yearly. Small investment required to handle this proposition. Address No. 869 c-o Michigan Tradesman. 869

**For Sale**—One National Cash Register, No. 1,371,259. Registers up to \$99.00. It has no sale counter, cash received on account, charge and paid out. The machine is in good shape and has sales slip and ribbon. For terms write No. 870 c-o Michigan Tradesman. 870

**For Sale**—Meat market in Alma, Michigan, doing extra large cash business. Will sell reasonable, considering what we have. Party will not need all the money down, as it will pay for itself if handled only fairly well. Reason for selling, other business. No agents. Bert Eckert, Alma, Mich. 871

**YOU NEEDN'T WORRY**

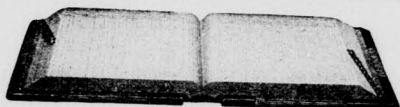


about unsettled market conditions if you carry only well known brands that sell at standard prices and keep moving.

**Van Duzer's Certified Flavoring Extracts**

cost no more than they did. Neither will their price go down. And they have been favorably known for over seventy years. It is safe to stock them and profitable to push them.

**Van Duzer Extract Company** New York, N. Y. Springfield, Mass



**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

**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

**Wanted**—To hear from owner of good general merchandise store for sale. State price, description. D. F. Bush, Minneapolis, Minn. 827

**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**—76 room three story brick hotel. Hot and cold running water, steam heat. In a town of 12,000. THREE RAILROADS. It will pay 20% on investment. Write or wire care box 65, Durant, Oklahoma. T. Graham. 856

**For Sale**—Grocery stock and fixtures. Established ten years. Good location on main street, and doing good business. Will make good proposition for cash. Address J. S. Briggs, Station A., Lansing, Mich. 857

**For Sale**—Illinois, Rock Island County, \$9,000 stock hardware, groceries, dry goods, shoes. Postoffice in store. Ten miles from station. Village 75 people. Best farming district in state. Good opportunity for country merchant. Enquire Frank S. Childs, Buffalo Prairie, Ill. 840

**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**—Shoe and rubber stock, about two thousand dollars. Good value, cold invoice price. Displayed for inspection. L. J. Gronseth, Suttons Bay, Mich. 847

**For Sale**—Store and stock—Store building, solid brick, 2 stories 24 x 60, full basement, cement floor, stone walls, price on store building \$14,000. Warehouse and other buildings \$5,000. Stock about \$9,000. A. Brixius, owner, St. Michael, Minn. 848

**For Sale**—Complete and up-to-date meat market and grocery located in one of the best cities in Michigan. Equipment includes ice machine and bone cutting machine. Did \$127,000 business last year. Can be increased. Will sell stock and store building for \$16,000; stock for \$12,000; fixtures for \$10,000. Will rent store building if purchaser prefers to lease premises. Purchaser must be prepared to make substantial payment down. Address No. 854, c-o Michigan Tradesman. 854

**For Sale**—\$15,000 interest in a going corporation to one that is willing to take a working interest as general secretary. If interested, write at once. Address No. 844, care Michigan Tradesman. 844

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

**Bel-Car-Mo Peanut Butter**



Is now recognized as the most nourishing and economical food for human consumption as well as one of the most delicious and convenient of staples. An ideal ready-to-serve refreshment for all occasions.

Order from Your Jobber

Let your customers know that you carry this elegant food.

### General Conditions in Wheat and Flour.

Written for the Tradesman.

The advance on wheat has not been so rapid during the past ten days as previously; in fact, it has reached quite a high point and it would not be at all surprising to see some reaction; although, there is no question but that both wheat and flour are in an exceptionally strong position from the market standpoint. Many of our best financiers predict wheat will sell at \$4.00 per bushel between now and May, 1921.

Of course, it will be rather surprising if we do not have a slump in the price of wheat and flour along in July when the new crop of grain begins to move. The only way of judging the future is by the past, and taking that as a rule of action, wheat and flour will sell off at harvest time. Consequently, it does not seem advisable to buy for sixty day shipment. We believe it better judgment to purchase for shipment not later than thirty days to ensure distribution of stocks bought at the present prices prior to movement of the new crop of wheat.

The railroad situation has been a factor in the market all right enough and is causing wheat to pile up at terminal points; in fact, the visible supply is considerably greater to-day than a year ago and unless free movement is made, will probably continue to increase. On the other hand, had the railroads been moving produce freely, a large amount of our American wheat would have been exported, as there has been a strong demand from Europe for our grain, and the only reason more of it has not gone out of the country is because the railroads have been so tied up they could not get it to the seaboard. However, as it is, large purchases have been made by European buyers and the wheat will, of course, be shipped as soon as transportation conditions will permit it.

It is unwise to expect cheap prices, but as stated heretofore, heavy buying for sixty day shipment of flour or wheat does not appeal to us at this time. Short time purchases for normal requirements seem to be more advisable. Lloyd E. Smith.

### Another Detestable Habit of the Cigarette Hog.

Some weeks ago I made some remarks regarding the shaving hog who gets up late in a Pullman sleeper and proceeds to shave himself in the toilet room, to the disgust and discomfort of other passengers who are thus deprived of their rights at the washbowl monopolized by the shaving hog and frequently show their resentment by words as well as looks.

An equal and more nauseating nuisance is the cigarette hog, who insists in smoking cigarettes behind the curtains of his apartment at intervals during the night. So common has this practice become, especially since our boys came back from the war with this unfortunate habit fastened on them that much of the bed clothing used by the Pullman Co. is now so saturated with cigarette fumes as to

be filthy beyond description. It may be possible to remove the fearful stench of cigarette smoke by boiling or steaming bed clothing, but recourse to such methods is probably not practicable; indeed, it is not customary at many terminals to properly air the blankets and mattresses, in consequence of which the next occupant of a berth which has been previously occupied by a cigarette hog spends a very uncomfortable night and says some things about Pullman service—or lack of service—which the manager of that grasping monopoly would do well to listen to. It is a matter of common knowledge that the Pullman Co. has inflexible rules as long and as strict as the moral law, but the banishment or regulation of the night cigarette smoker is nowhere in evidence. A passenger who would attempt to smoke a cigar in an open coach would be squelched instantly, but the cigarette hog can destroy the comfort and impair the slumber of thirty or forty other decent passengers in a closed coach, with no ventilation, and nothing is done about it. Unless the cigarette hog mends his ways, which is probably out of the question, it is only a matter of time when the Pullman Co. will be compelled to provide separate apartments for the unwholesome and unclean things who insist on making life a burden for clean people by the disgusting and nauseating habits.

E. A. Stowe.

### Sparks From the Electric City.

Muskegon, May 3—Camp Roosevelt, Muskegon's summer training camp for boys, will open up July 4. Reservations are being placed and quite a number of boys are enrolled. The Waller high school of Chicago has a girl organization for the purpose of placing most of the boys on the R. O. T. C. training camp roster for the summer season. This organization is known as the Camp Roosevelt Rosterettes. Camp Roosevelt is being advertised all over the country and is a very desirable asset to Muskegon.

South Haven Co-Operative store has added a modern bakery to the grocery and meat market.

Jay Lyons informed the writer that he caught 28 speckled trout, all speckled, and if you doubt this just go over to Jay's house and he will show you the scales from the fish.

Henry Palmitt, of Hart, has purchased his partner's interest in the stock of Palmitt & Sayles.

All salesmen who travel the Pentwater branch in their cars should fill up their gas tanks, as there is a shortage of gas in that country now.

Frank Hathaway, Inc., is building an up-to-date garage on the corner of Fifth and Western avenues.

The Gordon Manufacturing Co., manufacturer of cam shafts, is building an addition to its factory.

There is quite a lot of building going on in the twin cities.

This column can not be any better than what the boys make it, we need news and lots of it if you want to see the Sparks every week.

Milton Steindler.

### Wait Awhile.

If that old demon, Grim Despair,  
Creeps up and grabs you by the hair;  
And all your thoughts are full of fears,  
And all your days are full of tears;  
And seems 'twill stretch on through the years—  
Well—just wait a while.

I know you'd like to heave a sigh  
And clamly fold your hands and die;  
And yet the things you've wanted long,  
The things you feel have all gone wrong,  
May somehow work out like a song—  
So—just wait a while.

Nan Terrell Reed

### Gabby Gleanings From Grand Rapids.

Grand Rapids, May 4—Roy Clark, for ten years on the road for the National Grocer Co. in Grand Rapids territory, has been promoted to a buying position in the house, dividing that work with Mr. Hessel and Mr. Dively.

The retirement of John I. Gibson from the Western Michigan Development Bureau places that organization in jeopardy, because it is extremely doubtful whether the Bureau will ever again be able to interest any man in the work to the same extent Mr. Gibson is interested. He not only obtained the funds to keep the work going, but directed its disbursement and trimmed his sails to equalize his ballast. He is one of the most resourceful men in the country and his optimistic view of life and his ready wit enabled him to face and surmount difficulties which would dismay and demoralize a less resolute man. Mr. Gibson pursued the even tenor of his way for ten years, unmoved alike by commendation or condemnation, and returns to his former position as executive officer of the Battle Creek civic and business organization with the best wishes of thousands of friends and well wishers.

The Alfred J. Brown Seed Co. has purchased the Hopson & Haitenkamp building with 66 feet frontage on Campau avenue, four stories, brick, modern construction and will occupy it with its wholesale business and offices, removing from Ottawa avenue and Louis street, where the company has been located for twenty years. The purchase price of the property was \$56,000, on which the purchaser made an initial payment of \$6,000 and bound itself to pay \$5,000 per year for ten years, with interest at 6 per cent. The company owns the 66 foot lot adjoining the property on the North, which it will probably improve with a duplicate building in the near future. The business of the company is expanding rapidly, both as to volume and extent of territory covered, due to the superior quality of the goods handled and the high character of the service rendered.

F. E. Lewellyn, the bean king, is "getting his" while on a fishing trip to Shelby this week. The Commercial Club at Shelby held its annual banquet April 30. The committee in charge asked Mr. Lewellyn to send them a good speaker with a message. He played a joke on his old friends by sending them a man who spoke such poor English that he could not be readily understood and his talk was utterly devoid of anything that savored of a message. It was a good joke, but the people of Shelby insist that those who laugh last laugh best.

The McMullen Machinery Co. announces the establishment of a handling and conveying equipment department, which will be in charge of K. K. Hicks and will specialize in electric and pneumatic cranes and hoists, overhead systems, chain and belt conveyors, gravity conveyors and construction machinery.

There is no needful work in the world which is absolutely uninteresting. Even if you are doing the same thing every day, you can vary it by the use of your imagination. Some of the most beneficial inventions have been originated by men engaged in monotonous occupations. They used their brains to relieve the monotony. That fact is that monotony is subjective and, therefore, capable of change by the exercise of thought.

### Trimmings on Fabric Hats.

Kid trimmings on fabric hats, especially those designed for misses and young girls, are among the newest things in the millinery trade, says the bulletin of the Retail Millinery Association of America. They are used in various ways, one of the simplest and most effective of which is in fruits and other motifs of the varied

shapes made of colored kid and appliqued on straw or fabric surfaces.

"There are any number of soft faille silk models that show this unique and effective trimming," the bulletin goes on, "and in our recent trips through the market quite a few have been seen that were designed for wear by 'smart' young girls. But newer and more unusual than anything else along this line is a kid trimming seen on a large model of brown georgette.

"This trimming consists of very narrow strips of kid, slightly crushed and applied to the upper brim and crown in rows about an inch apart. Tiny fleurs de lis of rafia, in vivid green, hold these 'ribbons' in place and give a little puffed effect between them. White and pale pink kid are used in alternate rows, and give considerable life to what otherwise would be a rather sombre hat."

### Fur Prices Are Tumbling.

From the fact that prices at recent auction sales of furs, both here and abroad, showed a decided decline, the inference has been drawn that the trade believes the craze for such articles is getting near its end. The vogue was first noticed a few years ago, when fur of one kind or another began to be used as trimmings even for summer gowns. Then came the new methods of treating muskrat and other pelts in imitation of the higher-priced Alaska sealskin. At the start, the so-called Hudson seal, made of dyed muskrat, was quite reasonable in price, but as its merits became apparent, it won an assured place for itself. Latterly, the cost of it when made up into coats has surpassed that which Alaska seal used to have. So, other imitations of sealskin have been marketed to catch the trade of those not having much money to spend. The so-called summer furs were forced into the fashion and aided to create an excessive demand for pelts of one kind or another. All kinds of animals, wild and tame, have been slaughtered recklessly to meet the demand, while prices for the skins have been pushed higher and higher. Now there is an evident reaction. In London and New York, the bulk of the offerings at auction had to be bid in because the owners were not willing to pay the prices which buyers were willing to pay. There is, consequently, a likelihood that fur auctions will be discredited, the same skins being peddled from one to another. A notable exception to the bidding in was in the case of one held in London during the past week by the Hudson's Bay Company. At that one, every skin offered was really sold, although the prices obtained showed declines of from 15 to 50 per cent. below those had at the previous sale.

### Fifty Years Ago.

This country would not amount to as much as it does if the young men of fifty years ago had been afraid that they might earn more than they were paid. There were some shirkers in those days, to be sure, but they didn't boast of it. The shirker tried to conceal or excuse his shiftlessness and lack of ambition.

Thomas A. Edison.