

MICHIGAN TRADESMAN

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Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MAY 12, 1920

Number 1912

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MICHIGAN TRADESMAN

(Unlike any other paper.)

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OF BUSINESS MEN.

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TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

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THE SUGAR SHORTAGE.

In immediate explanation of the soaring sugar prices it is stated that the Government has no control over the Cuban crop. But more fundamentally, there is a world shortage and an increased world consumption. When the European war broke out, affecting the greatest sugar-growing area on earth, strenuous efforts were made in America to reduce its use, yet our imports rose in 1916 to 3,900,000 tons, a record figure. Prohibition has increased the demand for sugar throughout North America; the confectionery trade grows steadily.

The main facts regarding the shortage of production, although estimates vary and are far from exact, are plain. The All-American Sugar League makes the computation that the 1919-20 crop is 5,000,000 tons less than that of 1913-14. As in 1913-14 the world's total production of cane and beet sugar was 20,655,900 tons, this estimate would mean that the present supply is about three-fourths the pre-war crop. Great beet sugar fields in Belgium and France were destroyed, great areas in Germany were made unproductive, in other regions labor costs have restricted acreage, and in Louisiana and Cuba weather conditions have been unfavorable to the cane. The production of beet sugar in this country in 1913-14 was 733,401 tons; it reached 874,000 tons in 1915-16, but in 1919-20 has fallen back to 726,500 tons. The Louisiana crop in 1913-14 was 293,000 tons; in 1918-19 it was still high, 280,900 tons; but the Federal crop estimate on April 24 placed the present season's output at 121,000 tons only.

In support of estimates showing a very great decrease in world production, the Statistical Sugar Trade Journal publishes figures obtained from the very best foreign sources. The German crop in the season before the war was very nearly 3,000,000 tons, and in the present season is placed at 935,000 tons. The pre-war production of Austria-Hungary was 1,730,000 tons, and that of Austria, Hun-

gary and Czecho-Slovakia for 1919-20 is believed to be 750,000 tons. In all, our Government gave the total for Europe in 1913-14 as 8,684,762 tons, while the trade journal quoted would put it for 1919-20 at much less than 4,000,000 tons. In the five years 1900-13 Germany exported an annual average of 873,000 tons of sugar, but the present crop would allow for export only what she could save from a per capita annual ration of slightly over thirty pounds. And in the first ten months of 1917 Americans consumed sugar at the rate of 91 pounds per capita.

No long-continued shortage is likely, in spite of the tremendous cultivation of his sweet tooth by man. Present high prices should bring the European beet fields back into cultivation. In the world at large beet and sugar cane have been running a close race, but the cane promises to forge ahead. There are great tropical areas which, if labor can be found, can be brought into intensive cultivation, as Hawaii, Fiji and Porto Rico all have been recently brought. The question is one of passing through the immediate stringency by economy and wise use. Sugar for candy is indispensable, but sugar for fruits is not.

HE NEEDS A GUARDIAN.

The Tradesman seconds the suggestion of the Scottville merchant, published elsewhere in this week's paper, that the leader of the Farm Bureau movement in this State needs a guardian. This suggestion is based solely on the criminally careless and utterly absurd statements made by Mr. Morrill over his own signature in his communication in last week's edition of the Tradesman.

It is very unfortunate that the leaders of the Farm Bureau have started the work of securing members by attempting to prejudice the farmer against the merchant and elevator operator. That is dead wrong. No man has any right to build himself up by pulling another man down. No man has ever obtained a permanent footing in this world on the ashes of another. The Farm Bureau movement, like all new movements, has been espoused by a large number of sharks and shysters; con artists whose only stock in trade is abuse, misrepresentation and lies. The farmers will never build permanently until they cut loose from creatures of this type and erect their structure on the foundation of truth and merit.

Will they do this or will they continue to base their hopes on the quick sands of unfairness and bad faith?

When a customer wants to argue see how many points you can find upon which you agree.

DOWNWARD TREND IN PRICES

No one would be apt to class the raising of rents as much of a benefit to the community in general, but that it indirectly is of advantage at times may be suggested. The reasoning for arriving at such a conclusion may be tortuous, but it is at least plausible. It is argued, for example, that extravagance is unpardonable, especially in times like these. No better curb can be had than that of depriving persons of the means with which to indulge in the vice. Therefore, the extra money exacted for rent gives them less to spend, and so keeps people from buying things at any old price. Curiously enough, this effect was produced at the beginning of this month, when so many were confronted with the increased scale of rents which then went into effect. Possibly, when they come to realize this result, some landlords may look upon themselves as public benefactors in a way. But, to recur to the main theme, it is fairly certain that the raising of rents was one of the factors—perhaps the last straw—that is responsible for the increased resistance shown toward high prices within the past week or so, and the curtailment of the demand for what are classed as luxuries. As a result, jewelry sales are declining and a downward trend has been shown in the prices of silk goods and other articles of luxury, the purchase of which was so marked until recently. Buying has also been restricted for things usually regarded as essential. So, special sales and marked-down offerings have become a feature, the purpose being to stimulate buying which, it is now generally admitted, has been far from satisfactory. It is recognized that the consumer must be placated.

But it is not only the retailer who is sitting up and taking notice. Wholesalers and jobbers have been forced to take into account the changed attitude of the buying public and they are putting pressure on the producers or manufacturers to reduce prices. They have heard from retail dealers in the very positive way that is indicated by reluctance or refusal to order goods in advance or to go further than buy for filling-in purposes. They can no longer, furthermore, bring any pressure to bear on the retail merchants by the pretense of a future scarcity, because in many lines production is at present more than keeping pace with consumption and stocks are beginning to accumulate in the mills. Exports are lagging because of the exchange situation and also by reason of the restrictions placed by foreign nations on the importation of articles not of

necessity. On top of these is the dearth of money for loans, as well as the restriction of credits, both of which are causing the elimination of much of the speculative element that was so potent in hoisting prices. To the influence of these various causes the primary markets are showing signs of yielding and this is most important as affects the price situation, since it was from these sources that the inflation of values started and it is from them, rather than from the retailers, that the most effective move must come in the opposite direction. Producers must content themselves with smaller profits, and factories which are not run efficiently and economically will have to go to the wall if they do not amend their ways. During wartime the prices were fixed so as to allow a profit to the most ill-equipped. This cannot continue when prices fall.

Evidences multiply that the lessened demand in many lines is causing mills and factories to curtail production. In some woolen mills, for instance, shifts have been taken off, while in others operatives have been dismissed and still others are only being run part time. Quite noticeable especially is the comparative dullness in the shoe and leather business. It is only very recently that the public was informed that there was no hope of lower prices for footwear and that next fall's would be even higher than they have been. In connection with this, it was solemnly averred that no one wanted to buy any except the most expensive shoes. It was asserted, also, that even though hides and skins had become plentiful and prices of them were softening, this could have no effect in reducing prices for fall footwear because the leather for the shoes had been bought when prices were high and a long time intervened between the purchase of the raw material and its manufacture into leather. But something must have hit these persons lately and caused them to change their views very materially. Now it is admitted that shoe prices for fall will be lower, not higher. This is due to the fact that retailers, having discovered that their customers rebelled at paying exorbitant prices and were patronizing cobblers to the utmost, refused to put in orders to the manufacturers. The latter, too, found many of their export outlets closed. The discovery was also suddenly made that a large portion of the public was not so hopelessly addicted to buying the highest-priced shoes as had been asserted, and so the manufacturers are graciously assenting to turning out serviceable footwear at more moderate figures.

LESS THAN TEN CENTS.

Proper Price For Sugar Under Right Conditions.

Sugar is now the pivotal food item of our nation. Why pay more than ten cents a pound for it?

Its price and quantity are two (inseparable) features and require national study and handling, hence this summary of the entire subject, from the plantation to the soda fountain.

The close and delicate relation of sugar and household cookery was unexpectedly illustrated so recently as the October sugar shortage. Simultaneously with the diminishing of the sugar supply the normal consumption of milk fell off.

The United States has developed its cooking around sugar (as the French have developed theirs around "fats"), whereas "our fathers" considered fifty pounds of sugar per person per year a generous ration. When the sugar shortage developed in October, 1919, we were using 100 pounds.

Sugar is normally used, unlike many other commodities, as a constituent in many other food products, so that the demand for sugar is multiplied in all directions. Condensed milk, candy, soft drinks, canned fruit and vegetables, ice cream, flavoring extracts, chewing gum, sweet pickles, catsup, chili sauce, baked goods and many other edible products, as also such other nonedible products as tobacco, dental preparations, drugs, explosives and glycerin.

Ten cents a pound rather than our present price of eighteen to twenty cents can readily be brought about by following the simple expedient—grow sugar only in Cuba (and eventually in our island possessions). All that the United States can consume and a great surplus can be produced immediately in those localities—where frost is unknown. Cuba alone can supply our needs for years and have a surplus.

The ten cents (at present value of money) and higher, wages and other costs of manufacture, transportation and refining will pay an adequate return to all participating, due to the fact that the labor and other costs from the land investment up to the finished product through the refinery are small. The handling from the refinery to the retail grocer is all properly covered in the ten cents.

Sugar costs mount when the cane is grown, where it must be replaced each year and when produced from beets. Beet sugar is necessarily more expensive, due to the higher cost of land, higher labor costs, etc., through to the refined state.

The difference in price of cane in Cuba and in Louisiana per ton of sugar produced is here shown:

Pre-war price Cuba, \$20.20—Louisiana, \$66.91.

1917-18 price Cuba, \$43.41—Louisiana, \$106.26.

In beet-root prices (per ton of sugar produced) were:

Pre-war price, \$54.75.

1917-18 price, \$80.04.

Those figures show what the factories in the localities mentioned paid for the cane. The beet-sugar factory price is the average for the United

States. They are given to illustrate the contention that there are higher and lower cost localities for growing the raw material for sugar. The lowest cost of production of the raw products is in Cuba. For the steps of manufacture up to and including refining, costs, etc., the publications noted below are recommended.

A survey of the dividend sheets of plantation factories and refining companies also demonstrates the propriety of the consumers' price being (even less than) ten cents a pound.

It must be borne in mind that this summary concerns itself only, with the source of sugar for the United States requirements. Whether Germany or Australia should develop a sugar beet industry is another matter, but that we should develop a sugar industry, cane or beet, within our continental confines is demonstrably unnecessary, due to our proximity to the natural sources of supply of cane. Such vagaries as above described exist because we have no national "agricultural policy."

An agricultural policy must be immediately developed by the United States. The need of such a policy is clearly shown merely by this one illustration of sugar. It is equally clear in a study of the cost of production of potatoes.

The development of such a policy must necessarily be based on the demands of our diet. These dietary demands are now so surely known that we must begin immediate work to grow our food at the least cost.

Two technical words must be used to express in dietary forms the basis of our food needs—calories and vitamins—plus fiber, water and animal fats.

Calories or the heat elements are obtained from sugar, flour, potatoes, corn, etc.

Vitamins act as the spark to keep the heat up or the digestive operation going, and are furnished in animal fats (butter, eggs), fresh vegetables (spinach, celery, etc.) and water.

No change in our dietary or food demands is required, but a cutting down in the consumption of the more expensive kinds of foods—as, for instance, less potatoes and wheat bread, using more sugar in their place. All three supply the body with the same thing. Potatoes and wheat furnish starch.

But the starch must be changed into sugar before the body uses it. Therefore why not eat sugar directly? That is the point. Sugar is "nearer to our blood" than is the potato or wheat bread. By the way, the stimulating effect of sugar equals that of alcohol, and is, of course, superior, as it builds up rather than burns up.

Of such simplicity is the principle to guide us to our agricultural policy. And it will be an unusual person who will object to cutting down a bit on bread and potatoes and add a little more sugar (ask the children!).

Not again will there be low prices for farm products. Therefore, it is necessary to grow foods in their natural localities where they will be produced at the least cost—such as sugar and bananas, potatoes, corn, wheat.

By growing foods in the right locality we accomplish two things: we create a prosperous farming community and a prosperous townspeople.

Where irrigation is practiced to grow raw-sugar material (in the Pacific regions) replace that material by the growing of peas, celery, etc. The farmer would make more money, as he could produce those vegetables at a lower cost than they are produced under other conditions and the townspeople would obtain them cheaper. The sugar growing transferred to its natural locality would also be produced cheaper.

Again, the Mississippi delta region of Louisiana, now growing sugar cane, should grow rice instead. These changes are already going on, but an agricultural policy would accelerate it.

An agricultural policy is a tremendous need, as three-quarters of our vast population spend nearly half their income on food.

We require sugar, and a maximum price for it is ten cents a pound.

Late News From the Celery City.

Kalamazoo, May 11—Charles G. Hall, of Lawton, has purchased the stock of groceries and fixtures from A. H. Upson, 315 North Burdick street, and will continue the business at the same location.

Fred F. Marley, proprietor of the College Pharmacy, has secured the store room adjoining his place of business and is enlarging his quarters which he has long since outgrown.

Dan H. Kronmeyer, meat dealer at Portage and Vine streets, has recently purchased the stock of groceries and fixtures of D. J. Beadle. After a short rest Mr. and Mrs. Beadle expect to take a motor trip to the West.

W. O. Harlow has recently moved into his spacious new garage on West Main street.

Slager Bros., who recently suffered quite a severe loss by fire, are now fully equipped with a new and complete stock of groceries at their old stand on South West street.

A. D. Pettit, who for the past four years has conducted a grocery store at 601 Portage street, has closed his stock and will discontinue the business.

Starr Fenner, grocer on Cameron street, near the car barns, played the heroic role of "Dante with his inferno" last week conducting a community cooking and baking kitchen at his store during our recent gas famine. He erected a large range in the center of the store, on which he allowed his customers and neighbors to cook and prepare their meals and which, to the delight and amusement of all, proved a very handy arrangement for those who had no other means of cooking.

Groggel & Mursch are the new proprietors of the grocery store at 1207 Mill street, formerly conducted by Peter Smatlik.

Steve Skof, of 1220 Fourth street, is building a new addition on the rear of his store which will soon be occupied by himself as a dwelling.

The regular May meeting of Kalamazoo Council was held Saturday p. m., May 8, at the Pythian Castle. Four candidates "appeared and disappeared" into the realm of the Grand Commercial Army. The committee in charge of the benefit party given by the Council for the kiddies of Pretty Lake Vacation Camp turned in their report and were discharged, having successfully raised \$412.60, which was tendered by check to Edward Desenberg, who is the founder and sponsor for the Camp. Several past counselors were presented with new caps, the presentation being made by Eugene Welsh with fitting remarks. It was voted by the members that the Council hold a picnic this season at

one of the nearby lakes and a committee, composed of Messrs. Kirk, Parker and Bert Kenyon, was given full power to name the time, place and arrangements. Herb. Mittan, of the Nash agency, will furnish one of his speed trucks to be used as a carry-all for supplies, etc. Looks like a real honest-to-goodness old time picnic already and the committee has the support of the whole bunch.

Jack W. Peden, a past master in the art of selling tobacco and cigars, has recently affiliated himself with the M. E. Maher Co., having charge of the soft drinks and candy department.

Frank A. Saville.

Open Letter to Merlin Wiley.

Grand Rapids, May 11—Although I have not talked with any of the gentlemen you name, I have received letters from friends of yours throughout the State—notably Franklin Moore, of St. Clair—which cause me to conclude that I was just a little unfair to you in my reference to your candidacy last week. I am, therefore, going to modify my statements in this week's paper. I shall go further than I intended to do because of the generous spirit you exhibit in your letter of May 8.

I aim, above all things, to be absolutely fair. In dealing with a bogus like Sleeper or a "bombasticus" like Osborn, I may get over the line occasionally, but I have no patience with a man of either type and I find that my readers are usually in hearty accord with me.

I am glad to learn that you were not campaign manager for Chase Osborn; that honor is due your partner. I think it is greatly to your credit that you preferred to stick to the law while your law partner undertook further the political ambition of a man who has already had more than his justly deserves at the hands of the Republican voters of Michigan.

In remonstrating with me over my reference to you in last week's paper, one of your admirers—who was a member of the last Legislature—writes:

"If I were to offer any adverse criticism on your article, I would suggest that you perhaps do Mr. Merlin Wiley an injustice by linking him so closely with Chase Osborn and more or less condemning him for Mr. Osborn's shortcomings. From an acquaintance with Mr. Wiley through two sessions of the Legislature I consider him not only the soul of honor but both by temperament and education peculiarly fitted for the office of Attorney General, where the office does not necessarily demand a brilliant trial lawyer, but more one who can analyze the intent and meaning of various laws and pass on their constitutionality. While I think I have no higher regard for Chase Osborn than your article would indicate you have, I have not permitted my feeling for Mr. Osborn to detract from my admiration for Mr. Wiley and I sincerely hope that he will be the next Attorney General of this state."

I need hardly state that it gives me great pleasure to set you aright before the readers of the Tradesman, because I believe you are the only candidate thus far suggested for the office of Attorney General who is worthy of serious consideration. His statement is based on the assumption that you have nothing in common with the Insufferable Egotist of the Soo who chafes under the obscurity to which he has been relegated by his own acts.

I would be pleased to reproduce your letter in this connection but for the fact that you marked it "personal."

E. A. Stowe.

Detroit—The Oxford Varnish Corporation has been incorporated with an authorized capital stock of \$500,000, of which amount \$400,000 has been subscribed and \$50,000 paid in cash.

Think Clearly and Act Sanely

In view of the questions that are being asked as a result of the present conditions, we give this public answer at this time.

Prices are advancing; wages are advancing; interest rates are going up; some people are indulging in rash speculations and others in extravagances.

The period of re-adjustment must come, but none of us can tell the day of its coming. We must put our house in order and be ready so that we will weather the storm with the least suffering, and save the largest possible amount at the end, and therefore the question is:

How shall we prepare?

Merchandise to the best of your ability and study how to become a better merchandiser—increase your turnover. Have a close knowledge of your business by keeping better account of it. You should know which lines produce your volume and make the profit.

Collect your accounts and keep your outstanding accounts receivable at the lowest possible point—with present wages every worker ought to be able to pay his bills promptly and he who does not, must be a poor risk when business slows down.

Husband your own resources and accumulate a reserve to take care of any lean times that may come during the re-adjustment period.

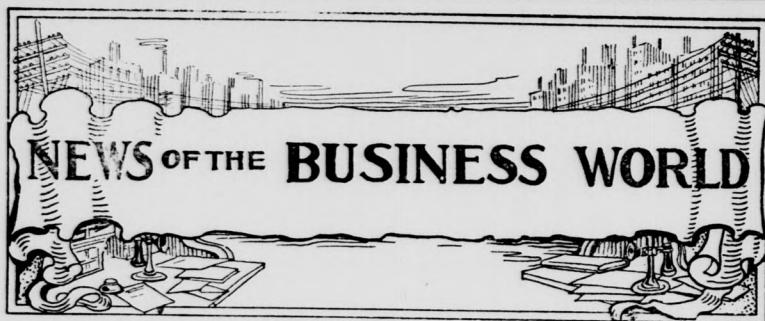
Don't be a pessimist—be an optimist but don't be a fool!

Keep your head, think clearly and act sanely.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Deckerville—John Reinelt has sold his lumber yard to C. C. Davis.

Ontonagon—John Hawley is succeeded by the Ontonagon Lumber Co. (Inc.)

Gladwin—E. A. McGeorge & Son have sold their lumber yard to the Gladwin Co-Operative Association.

Port Huron—The South Park Federal Commercial & Savings Bank has been incorporated with an authorized capital stock of \$25,000.

Holland—P. S. Woodall, of Coral, has purchased the stock of the East End Drug Co. and will continue the business under the same style.

Bay City—John Bray, manager of the firm Bray & Schooby, general dealers at Wolverine, has purchased the grocery stock of O. E. Miller, of Bay City.

Detroit—The Monarch Drop Forge Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and \$14,000 paid in in cash.

Hancock—J. M. Teeling, of Milwaukee, has leased the Scott hotel and will open it to the public as soon as it has been thoroughly refurnished and decorated throughout.

Ludington—C. J. Peterson, meat dealer at the corner of Madison and Fifth streets, has sold his store building and stock to Albert Soldusky who has taken possession.

Dearborn—Grover C. Auten has sold his grocery stock and store fixtures to Fanning Bros., who have taken possession and will continue the business at the same location.

Mason—The Mickelson-Baker Lumber Co. has been organized to succeed C. P. Mickelson, who is President of the new company. W. S. Coon is Secretary-Treasurer.

Mt. Clemens—The Schott Motor Sales Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Gagetown—The Gagetown Co-Operative Mercantile Co. has been organized with an authorized capital stock of \$20,000, \$11,000 of which has been subscribed and paid in in cash.

Detroit—The Detroit Master Bakers Supply Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,200 has been subscribed and \$9,240 paid in in cash.

Bay City—The Hawley Dry Goods Co. store, founded in 1865 by General C. R. Hawley, who recently died, has gone into the possession of W. R. Knapp, of Port Huron, and E. S. Knox, Detroit.

Nashville—The Nashville Co-Operative Elevator Association has been

incorporated with an authorized capital stock of \$40,000, of which amount \$5,900 has been subscribed and \$2,500 paid in in cash.

Rodney—The Rodney Co-Operative Marketing Association has decided to build another potato house this spring. The new warehouse will be large enough to store 10,000 bushels and will cost about \$10,000.

Detroit—The Keywell Brothers Iron & Metal Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$75,000, all of which has been subscribed and paid in in property.

Flint—The Lomasney & Gore Co. has been organized to deal in general merchandise at wholesale and retail, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Bargain Furniture Co. has merged its business into a stock company under the same style with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$500 in cash and \$9,500 in property.

Kalamazoo—The Rebuilt Tire Co. has merged its business into a stock company under the same style with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$287.82 in cash and \$9,712.18 in property.

Royal Oak—The Main Plumbing & Heating Co. has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, \$18,000 of which has been subscribed and paid in, \$1,000 in cash and \$17,000 in property.

Detroit—The Cutting-Fuery-Nicholson Co. has been organized to deal in motor trucks, auto parts and supplies and do a general repair business with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Manistique—A. S. Putnam & Co., dealer in drugs, stationery and jewelry, has merged its business into a stock under the same style, with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and \$3,000 paid in in cash.

Munising—Bissell & Stebbins, who have conducted a hardware, implement and builders' supplies store here for the past twenty-four years, will remove their stock to Marquette and continue the business as soon as a suitable store building can be purchased.

Halfway—C. F. Kaiser Jr. & Son have merged their fuel and builders' supplies business into a stock company under the style of the Kaiser

Fuel & Supply Co. with an authorized capital stock of \$20,000, of which amount \$14,000 has been subscribed and paid in, \$1,675 in cash and \$12,325 in property.

Detroit—The Illinois White Metal Co. has been incorporated to deal at wholesale and retail in new and old metals and to conduct a general junk business, with an authorized capital stock of \$20,000, \$15,000 of which has been subscribed and paid in in cash.

Bay City—The Grocers and Butchers' Association held a meeting last Thursday night and accepted the resignation of William McMorris, President, who has retired from business and expects to leave the city for a time. Charles Schmidt was appointed to fill the vacancy until the next annual election. The Association adopted Wednesday half holidays during June, July and August. The special order of business for the next meeting, May 20, will be the inauguration of a membership campaign.

Manufacturing Matters.

Manistee—The Goshen Shirt Co. is building a large addition to its plant which it expects to occupy Aug. 1.

Marshall—The Flint Foundry Co. is planning the erection of an addition, 80 by 120 feet, to cost in excess of \$60,000.

Detroit—The Liberty Bakery Co. has been organized with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Detroit—The Monk Chemical Co. has been incorporated with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Detroit—The Shane-Harris Shoe Co. has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in cash.

Ludington—The Monroe Body Co. has been incorporated with an authorized capital stock of \$300,000, \$200,000 of which has been subscribed and \$30,000 paid in in cash.

Detroit—The Ellwood Machine & Tool Co. has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and \$12,000 paid in in cash.

St. Johns—According to a representative of a large cigar manufacturing company, St. Johns has a chance to secure a large cigar factory here if enough female help can be secured.

Clio—The Genesee Screw Products Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$12,000 has been subscribed and \$3,500 paid in in cash.

Manistee—The Manistee Canning Co. has awarded the contract for the construction of a factory building, 86 by 250 feet in dimensions, two stories high. The cost is estimated at \$100,000.

Hillsdale—The Hillsdale Elgin Creamery has been purchased by the Sunny Brook Creamery Co., whose main offices and plant will be located at Jackson. Possession will be given May 15.

Adrian—The Airlite Baking Co. has

been incorporated with an authorized capital stock of \$80,000, of which amount \$42,010 has been subscribed, \$783.09 paid in in cash and \$24,876.91 in property.

Detroit—The Universal Pattern & Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$6,000 paid in in cash.

Battle Creek—The Baker-Barke Motor Co. has been organized with an authorized capital stock of \$25,000, of which amount \$12,510 has been subscribed and paid in, \$2,510 in cash and \$10,000 in property.

Lapeer—The Lapeer County Creamery Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,230 has been subscribed and paid in, \$1,000 in cash and \$5,320 in property.

Monroe—John Hemmeyer, well known Detroit cigar manufacturer, has purchased the building formerly occupied by the Deinzer Furniture Co. here. It is said the building is to be converted into a cigar factory.

Allegan—The Jewett Phonograph Co. has been incorporated with an authorized capital stock of \$100,000 common and \$150,000 preferred, of which amount \$125,000 has been subscribed and \$100,000 paid in in property.

Ishpeming—The Ishpeming Toy Co. has been incorporated with an authorized capital stock of \$50,000 common and \$25,000 preferred of which amount \$57,000 has been subscribed, \$9,400 paid in in cash and \$3,600 in property.

Detroit—The Handy Governor Corporation has been organized to manufacture and sell automobile parts and accessories, with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed and \$2,500 paid in in cash.

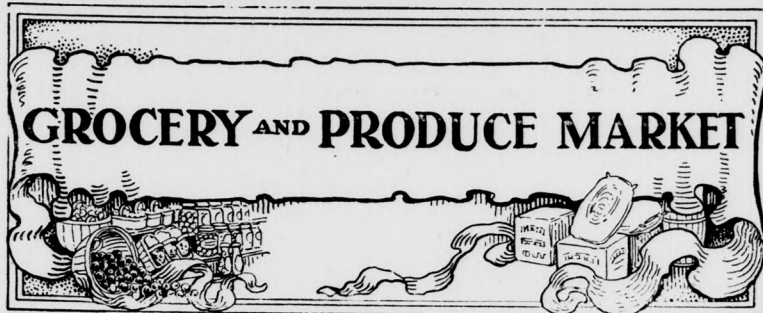
Jackson—Godfrey & Martinson have entered into the hardwood sawmill business at Tekonsha, where they are manufacturing hardwood lumber. Emmett C. Godfrey is in the wholesale lumber business at Jackson. Mr. Martinson is connected with the E. P. Keep retail yard at Tekonsha.

Saginaw—The Saginaw Table & Cabinet Co. is building additions to its factory, including double the former frontage on Wheeler street and a four-story addition to rear of present factory. Assembling of phonographs on a large scale, requiring at least seventy-five more men, will be started as soon as the new part is ready for occupancy.

John Bray, 408 Seventh street, Bay City, in speaking of the Tradesman says: "I want to say the Michigan Tradesman is worth many times the money to me. Cannot get along without the Tradesman."

E. J. Strong and James A. Owen have formed a co-partnership and engaged in general trade at Herrington under the style of Strong & Owen. The Worden Grocer Co. furnished the stock.

It is better to turn back than to go astray.



The Grocery Market.

Sugar—Practically nothing to report in sugar except a continuance of the great scarcity and firmness. The Cuban holders of raw sugar are not anxious to sell, although American refiners very much need to buy. The sugar planters in Cuba are reported to be making so much money that they have to leave some of it out over night. The future of the market is very hard to predict. Wholesale sales have been made during the week as high as 26½c, which, priced on a reasonable profit basis, will cost the consumer about 35c. Grand Rapids jobbers are holding the price down to 20c making this the cheapest sugar market in the United States. Several of the refiners have issued announcements that in conformity with the statement made a few days ago by Assistant Attorney General Figg, with reference to stopping resales within the trade, they will decline to accept toll or export business and exclude from participation in future allotments customers who are shown to be selling to speculative buyers. Interesting features regarding the market are published elsewhere in this week's paper. The situation is worse than at any time in the history of the business.

Tea—Everybody is expecting the new prices for Japan tea, which will probably be announced in a little while, to be at least somewhat above the current market and this feeling is responsible for some additional strength in Japan teas during the coming week. All sales have been made at full prices. There has been a fair demand for the full list of teas since the last report. Some weakness has developed in Ceylons, but generally speaking, the line is about where it was a week ago.

Coffee—The market for Rio and Santos has had its little fluctuations during the week. They have chiefly been in options. Actual coffee shows no particular change since the last report. The feeling as to Rio, however, is firm on account of strong news from Brazil. Santos remains unchanged. Milds have ruled quiet, without change in price.

Canned Fruits—The market has hardened considerably on peaches and to a lesser degree on apricots. The former are now at opening and are tending toward a premium which some holders are now demanding. Lack of pressure to sell has curtailed the movement, but more local interest is now being shown, although the average buyer is slower to act than those in the interior and so is not getting his share of the goods. No

future prices have been named on the California pack and there still continues the local reluctance to take 1920 fruits s. a. p. Pears are getting scarce and are taken freely by the trade. Pineapples sell up to the usual average. Apples are quiet, due to the sugar situation.

Canned Vegetables—There is more enquiry for tomatoes and prices are very firmly held, with strong prospects of a still further advance. Spot peas are being very closely cleaned up and more attention is being given to futures. Low-priced lots of spot corn are disappearing under good demand and futures are selling readily. During the past week prices were named on 1920 pack of asparagus. Sales have been very heavy at prices considerably higher than last year. Spot canned fruits are still in demand at full prices. There is at present the usual speculation about coming crops, but no definite information on the subject except that cool weather will delay the planting of peas.

Canned Fish—There is very little change in salmon. Opening prices on domestic sardines have not attracted any heavy business.

Dried Fruits—It looks as if the dried fruit market had come back strong. The demand for prunes and raisins gives owners of stocks much confidence in the future. The other fruits are not so spectacular in their improvement, but they are looking up also. If the freight situation was normal, so that goods could be moved without interference, there is no telling what would happen to prices. As it is, the interior jobbing markets during the last month or more have reduced their supplies, which they have not been able to replenish, and they are now on the market for prompt shipments, which in many cases cannot be made. There is buying for future delivery and, with advances being made, there is a rush to cover which was lacking when the market was sloppy. Prunes have developed quite a boom of late in California fruit and Oregons have been affected in a sympathetic way, but in the Oregon line the interest is more in the way of information enquiries to locate stocks and get a line on prices than it is to buy goods. In California prunes actual business is the factor which has strengthened the market. Raisins, which showed the first signs of improvement in the dried fruit market, are firm and active, with spot stocks materially reduced. Bulk seeded, loose muscatels and package Thompson's are the leaders in strength and the shortest in supply.

Currents are in such surplus here that they have not shown the same improvement as noted in raisins, but the 5s advance in Greece, due to buying by Great Britain, may exert its influence on the market this week. Buyers are discriminating against rain damaged stock. Northern Royal and Blenheim apricots are firm and well taken and, with their growing shortage Southern packs find a better outlet. Holdings of the former here are light in all grades.

Sugar Syrups—Prices have an upward trend as a result of an active demand from the home consumers and high cost of production.

Molasses—The limited receipts are promptly absorbed at full quoted prices.

Corn Syrup—The mills are kept well supplied with orders and are making deliveries as rapidly as possible under the congested state of transportation facilities. Demand continues good and prices are firmly maintained.

Rice—Trade is of limited extent, being confined almost wholly to the supplying of current requirements of consumer consumption. Prices are more or less nominal and the tone is easy in all but the higher grades.

Cheese—The market is firm on all styles, with a light consumptive demand. There is some export demand reported for medium grades. The market is firm on the present basis of quotations and we are not likely to experience any change in price until new cheese commences to arrive, which is not likely to be for two or three weeks, owing to the lateness of the season.

Provisions—Everything in the smoked meat line is steady, with a light consumptive demand at prices ranging about the same as a week ago. Pure lard is steady at unchanged prices, while compound is steady at ½c decline. Barreled pork, canned meats and dried beef are all unchanged, with a very light consumptive demand.

Condensed Milk—Although the railroads are in operation, it does not mean that the movement of traffic is normal, for such is by no means the case, as shown in an annoying way in the condensed milk market. Prompt shipments from factory points are that in name only, as there is no certainty when they will arrive at destination. This condition of affairs would place a premium on spot stocks if the market were active in the domestic and foreign field, but there is a no urgent demand in either quarter, although the market continues firm. The local field is dominated by the producing end of the market at present as high priced sugar has made condensers unwilling to sell at less than \$9 per case. That is the minimum at producing points, with the values in the better known packs held considerably higher. In the local resale market a few lots can be picked up for \$8.75. There is no large commercial export demand at the moment.

Salt Fish—Mackerel remains about unchanged for the week. The new

season for Cape Shore mackerel is approaching and the first shipments will appear in about a month. No prices have been quoted as yet and there will probably be some differences between the ideas of seller and buyer. There were no Cape Shore mackerel to speak of last year owing to strikes. Irish mackerel is selling moderately at steady prices. Better grades seem to be wanted in a rather small way, with prices steady to firm.

General Conditions in Wheat and Flour.

Written for the Tradesman.

Another very sharp advance in wheat has been scored and flour is being quoted at the highest price in many years.

This condition in a measure has been brought about by demoralized transportation conditions; although, the basic cause, of course, is heavy demand for wheat from Europe and the shutting off of exportation of all wheat by India and Australia and threatened action along the same line by Argentina, leaving America about the only source of supply for Europe.

Of course, England, France and Germany are going to raise considerable wheat this year, but not anywhere near enough to supply their own requirements; they are importing countries.

Before the war, supplies were drawn from Russia, India, Australia, Argentina, United States and Canada; today, they are able to obtain a limited quantity from Argentina, none from Australia, India or Russia and the balance of their requirements from United States and Canada.

With our short crop prospects, this condition has made a fine setting for heavy buying by European importers, and traffic conditions in this country coupled with the poor crop prospects has hampered them in obtaining the quantity of wheat they desire, so prices are being rapidly advanced.

However, we believe there is danger in buying wheat or flour for future delivery at the present time. There is quite a quantity of wheat in the West in elevators, which it has been impossible to move; this, together with the fact that a new crop will be on the market in Kansas in forty-five days, makes it possible for a sharp reaction in July.

We firmly believe the 1920 crop of wheat will bring more money than the 1919 crop, but we expect a break at harvest time, and in as much as flour has reached a very high point, we feel it is inadvisable to buy except for normal requirements and then, as you need it.

There has been quite a lot of lower priced flour sold, and, in fact, we believe the trade as a general thing are fairly well supplied with flour at all the way from \$1@2.50 per barrel under the present market, and it seems to us it is better policy to liquidate supplies purchased before going into the market for high priced flour for forward delivery.

Lloyd E. Smith.

To quarrel with a customer in the store is to disgust other customers, and set a fatal example for the clerks.

THE SOLDIER BONUS.

Valid Reasons Why It Should Be Abandoned.

A small but determined body of brave, patriotic men in both houses are opposed to the soldiers' bonus on principle, believing that it would be as demoralizing to those receiving it as it will be burdensome to the already overtaxed people. With the national elections but six months off, however, the times are big with politics and the leaders of both the great parties in Congress apparently are competing with each other for the votes of the men who fought in France.

It is a poor tribute to the boys who responded to their country's call to suggest that their ballots can be bought with a bonus; nevertheless it is impossible to disguise the fact that Congress is now contemplating a measure of most doubtful expediency from a standpoint that is political rather than patriotic.

So eager are the leaders of both parties to score with the two million men who fought in France that they have quite forgotten the hundred million men, women and children who worked and made heavy sacrifices to sustain our army abroad. Possibly before it is too late these same leaders will discover that, in imposing back-breaking burdens upon the people at large for the purpose of bestowing ill-advised gratuities upon our soldiers, they are in danger of sacrificing the substance for the shadow.

As I write this the Republicans and Democrats are contemplating two widely-differing projects for raising nearly two billion dollars for the proposed bonus. Either plan involves a heavy additional charge on business in the way of taxation.

The Republican scheme proposes to raise nine hundred million dollars annually for two years, as follows: a 1 per cent. tax on the retail sales of merchandise, \$400,000,000; a tax on stock exchange transactions, \$200,000,000; a tax on real estate transfers, \$50,000,000; increases in surtaxes on incomes, \$200,000,000; and an increase in the existing tobacco tax, \$50,000,000.

The Democratic program, for which is claimed the support of a considerable number of "insurgent" Republicans, is far simpler; in fact, it has the characteristic elemental simplicity of the bludgeon. As devised by Representative Rainey of Illinois, a leading member of House Ways and Means Committee, it proposes a retroactive tax of 80 per cent. of the amount of corporate and individual incomes for the five years ending June 30, 1920, that exceeded, on the average, the income of 1914.

It is difficult to believe that Mr. Rainey and his lieutenants are serious in urging so drastic and impracticable a proposition. In many cases, if not in the majority, it would be impossible to collect the proposed tax because of the exceedingly simple reason that the money has been spent.

Congress would hardly pass a law imposing a fine upon a large percentage of the taxpayers of the country to be paid out of future earnings. Yet

that is Mr. Rainey's proposition as applied to a very large percentage of the patient taxpayers of the land.

The most interesting feature of the Republican plan is the retail sales tax to be levied on merchandise. Examined in detail it is a preposterous proposition. There is nothing in the bill as framed by the Republicans that would exempt from the proposed tax the thousand and one articles which are already liable to tax under the so-called luxury levies of Title IX of the War Revenue Act.

Thus the hardware retailer in making a sale of sporting goods subject to taxes now in force would not only have to take an additional tax from the purchaser, but would be obliged to keep a separate set of books for the purpose of distinguishing the fund to be utilized in the payment of the soldiers' bonus. What this would mean, applied to all the items upon which the average hardware merchant now pays a tax, can be computed by each dealer for himself and should have his prayerful consideration.

Merchants in every line and especially those who, like the retail druggist, sell many items subject to stamp taxes under the provisions of Title IX, would not only require to collect the stamp tax, affix the stamps and keep a record thereof, but also levy, collect and account for the additional bonus tax.

The increased income taxes proposed by the Republican plan include an additional 1 per cent. on incomes ranging from \$5,000 to \$10,000; 2 per cent. from \$10,000 to \$25,000; and 3 per cent. above \$25,000. This would practically restore the high tax level of 1918 and would put the taxpayers back under the burdens carried while the war was being waged.

Level-headed business men, who, though eager to assist our returned soldiers in any necessary manner, but who doubt the expediency of distributing substantial cash bonuses among them in view of the extraordinary labor situation and the high level of living costs now prevailing, will read with interest an extract or two from a speech delivered in the House during the past week by Representative Good of Iowa, chairman of the Appropriations Committee who will go down into history as one of the most courageous men who ever tackled a legislative project popularly known to be "loaded with dynamite."

Addressing his colleagues from the Southern States, Mr. Good uttered these sententious words:

"About 500,000 colored men entered the war and they made good soldiers. And you gentlemen representing the Southern States, from which they largely went, are complaining and your constituents are complaining now because of a lack of men in your cotton fields and your factories. You are complaining now because men are not taking up the regular avocations of life and there is an underproduction.

"I ask you in all seriousness what the effect such a bonus will have on your cotton and on production? What will you say when you turn over, the next day to every one of these soldiers who served in that war and wit-

ness the withdrawal of this class of labor so sorely needed, from active participation in the productive walks of life. Are we to act blindly now and after the damage is done consider the results of ill-advised legislation? Let us seriously consider first and act afterward."

Turning then to his colleagues from the Northern States, Mr. Good drew a picture of the present industrial situation and pointed out the injury that would be done the boys by legislation that would deprive them of the incentive to work.

"We must consider," he said, "that a great many of the boys who engaged in that war were mere boys from the fields and factories, from the schools and colleges. They had not yet formed habits of thrift and industry. They had not yet learned in the stern school of experience that work is the only true manhood, the only true nobility.

"Turn over to a mere boy who has not yet established these well-grounded principles of life and activities a sum of \$500 and a great many of them will not work until that money is expended. Would their parents turn over such a sum to them? Should we take from the pockets of an overtaxed people one or two billion dollars and give it in many cases to young, inexperienced boys whose parents would not sanction such an act?

"We will have a lot of boys who will not work, not because they are bad boys, but because their habits of life have not yet been fixed and firmly established, until the bonus is gone. And when it is gone, some of these boys will be worse off than before."

As showing that many of the returned soldiers do not want the bonus and believe that its distribution will work great injury, Mr. Good read a number of letters from members of the American Legion in his own district. In one of these, it was declared that "the bulk of a cash bonus would immediately be invested in automobiles, jewelry, clothes, and other luxuries, or be used as funds to provide a long vacation."

Another letter from "a boy who works" contains this observation:

"When the scarcity of labor is so acute and that of competent and efficient help is more so, it seems that we should not encourage further the utter lack of initiative and desire to better conditions for themselves that is so prevalent to-day by paying this class a compensation which will only make them more independent."

No thought of criticism daunted Mr. Good in drawing plain pictures of the situation that would be produced by scattering billions of the people's money in accordance with either the Republican or Democratic plan.

"We must talk frankly upon this

question," he said, "because what is under consideration is fraught with such terrible consequences that we must realize now what the probable result of our act may be. The things I am saying now are the things I do not like to say, but there are things that you and I have got to think about if we would act as we should act. We have got to stand up and be counted now when there is so much unrest and when America is looking to the Congress of the United States to steady the ship. We must be sure that our action is wise and constructive and not destructive."

Mr. Good closed with a word of warning that may not go unheeded. It certainly deserves the attention of every right-minded citizen. He said:

"The danger from foes from without has passed. Is the danger from the spirit of unrest from within behind us?

"We are passing through a time when every man and every woman and every child in America must sacrifice. We must face this condition. And if you and I vote one billion or two billion dollars, I do not care how you raise it, that is going to be spent in the markets of the United States, you are going by that amount to increase the cost of living

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to every man, woman and child in the United States.

"And those of you who think you are catering to a demand of 4,800,000 will, before you know it, face the wrath of 100,000,000 Americans who are compelled to pay higher prices because of your act. Because America will not stand for this.

"And one thing that is creating unrest in America to-day, the one thing that is causing the spread of bolshevism and all sorts of kindred 'isms,' is the fact that the cost of living is so high. I want to see it reduced, and I seriously question the wisdom of the proposed action, for it can only result in increasing prices of the necessities of life.

"I am going to do all I can to try to bring down the cost of living, and I am going to say to the American soldier who was in this war, 'I am willing by my vote to appropriate every dollar necessary to give him the best hospital treatment in the world to take those who are wounded or who suffer from disease and bring healing to them and place them in the vocational schools and make them useful citizens of the Republic. I am willing to appropriate the \$20,000,000 or more asked for to bring back the bodies of those 80,000 of our brave boys who died and are buried on the other side, but let us leave to the action of the several states the question of providing a bonus for their soldiers.'"

There can be no doubt that many conservative men in both houses share Mr. Good's views and, in spite of political considerations, it is among the possibilities that, in the sharp controversy as to the methods to be pursued to raise this enormous fund, Congress may heed the wiser counsels and abandon the bonus project.

Merchants Urged to Carry More Insurance.

Lansing, May 11—This bulletin is sent out not primarily to promote the interests of the Grand Rapids Merchants Mutual Fire Insurance Co., but as a letter of advice to our members regarding what is expected of them in case of a fire loss, and also to set them to thinking regarding insurance in general.

Some enquiries have recently been made along these lines and I have asked Hon. Horace G. Correll, of the Michigan Department of Insurance, to direct me in attempting to give the required advice, and what is said below is copied practically from the communication received from Mr. Correll:

"For the information of our members we desire to call attention to the provisions of the Michigan Standard Policy beginning with Line 126, which cover fully the requirements necessary in case of a fire loss.

"Read your policy. Make a complete inventory annually of all stock, furniture and fixtures, together with a competent builders estimate of replacement cost of your buildings. Keep a complete record of all goods received and cost of betterment to your building.

"Preserve these records in a good safe and should a loss occur, you will be in a position to obtain prompt and accurate adjustment. If a loss occurs, give immediate notice to your company, separate damaged from undamaged goods, and protect all goods from further injury as far as possible, and make a list of such property damaged or destroyed.

"To those of our members who are located in unprotected localities, we

would call attention particularly to the Three-Fourths Value and Inventory-Iron Safe Clause on your policies. This clause requires that you must carry one-fourth of your own hazard, thus inducing special care and watchfulness in guarding against fire. The inventory requirement, as well as fire proof safe, is compulsory and neglect of either may void your policy.

"A careful observance of these requirements by all our members will simplify adjustments, prevent delay in settlements, and promote the interests of this Association and our fire insurance company; as well as tend to remove complications in case of loss under policies written by other insurance companies for our members."

It is a well known fact that practically all of our merchants are under-insured. They have not increased the amount of their policies in proportion to the advance in the retail price of merchandise and one or two recent fires which have been called to the attention of our Company have emphasized this fact to an astonishing degree. Recently one loss was reported on a stock of goods valued at approximately \$125,000, on which the total amount of insurance was \$48,000. It occurs to the officers of our insurance company that our members should be warned regarding this condition. It is true that many merchants are fully alive to the danger which confronts them and have provided for it. There are many others who are not carrying as much insurance as they should.

I find many of our members are inclined to favor local insurance agencies. This principle is not to be criticized. There is no class of business men who can more consistently advocate the principle of trading at home and carry this principle into the placing of insurance than the dry goods men themselves. Yet, having placed a large amount of your insurance with your local agencies and having before you the prospect of securing insurance in your own company and by so doing save a large portion of your premium expense, we think we can consistently urge you to make an application for some more insurance and place it with our company.

Some time ago we sent out a general letter and accompanied it with one of our application forms. We are not including an application blank with this matter of more insurance serious consideration and send in your application at once. We can furnish you with the necessary blank and the matter of filling it out and providing you the necessary detailed information can be attended to after your insurance has been placed. May we not hear from you on this subject in the very near future?

I am pleased to tell you that the premium income for the four months, January 1 to May 1, of this year is nearly double that of the premium income of our company for the same period of 1919, and that the business of our insurance company is coming along in good shape.

A violation of one of the drastic regulations of the State Fire Marshal with regard to cloth advertising signs, has been recently reported to us by one of our members. He states that a certain store near him has large cloth signs over the outside of the building, announcing a "closing out of business," etc. This increases the fire hazard to a large degree and for the benefit of our members I am quoting in full Section 15 of the regulations issued by the State Fire Marshal under the provisions of Section 5, Act 178, of the Public Acts of 1915:

"Section 15. The use of cloth advertising signs in front of stores, vacant buildings and on bill boards is a decided fire hazard and menace to life and property and use of same is hereby prohibited. A twenty-four (24) hour Assistant State Fire Marshal or any notice from the State Fire Marshal, Deputy State Fire Marshal to any owner of stores, vacant buildings or

bill boards or occupant thereof shall be considered sufficient notice for such owner or occupant to comply with the above regulation, and at the expiration of such notice the State Fire Marshal, Assistant Fire Marshal any Deputy State Fire Marshal or chief of the local fire department is hereby given authority to remove and destroy such cloth advertising signs."

Jason E. Hammond,
Manager Michigan Retail Dry Goods Association.

Government Wins Forty-nine Illegal Food Cases.

Fifty food and drug cases are reported as having been terminated in the Federal courts in a recent Service and Regulatory Announcement Supplement, No. 64, of the Bureau of Chemistry, United States Department of Agriculture. The charges of the Government were upheld in forty-nine of the cases, but in one seizure action the decision of the court was in favor of the claimant of the goods. Ten actions were based on the adulteration of tomato products, such as catsup, puree, pulp, paste and the like. The most frequent was that of decomposition resulting from the use of moldy or rotten tomatoes in preparing the products. The specialists of the Bureau of Chemistry have given a great deal of attention to the improvement of tomato products. Not only have a large number of prosecutions and seizures been made, but experimental work and educational campaigns have been conducted to aid the packers in developing methods to eliminate all spoiled tomatoes. There has been a marked improvement in the quality of such products, but some packers, either as a result of carelessness or

from a deliberate disregard of the requirements of the law, still occasionally use tomatoes unfit for food. Canned salmon was the basis for four seizures. Spoilage of the salmon was the chage made in each seizure. In three of these cases the court ordered the salmon destroyed, while in one case the salmon was released for use in the manufacture of fertilizer. Investigations have shown that some canners of salmon do not always take proper sanitary methods in putting up their product. Other prosecutions and seizures covered by the notices of judgment include a shipment of sardines which were destroyed, because they consisted in part of filthy, decomposed and putrid animal matter, and three shipments of olive oil adulterated with cottonseed oil. An artificial vinegar labeled as cider vinegar resulted in the party responsible for the violation being fined \$400. One shipper who failed to appear to defend himself on the charge of adding water to milk was fined \$200 and costs. A shipment of milk from which part of the butter fat had been extracted resulted in the party responsible being fined \$10 and costs. A plea of nolo contendere was made in answer to the charge by the Government of shipping frozen eggs composed in part of filthy, decomposed and putrid animal matter and a fine of \$50 imposed by the court. A shipment of decomposed apple butter was destroyed. Two shipments of soaked ripe lima beans which were sold as green lima beans were seized, as was a shipment of gelatin consisting partly of glue and containing copper and zinc.

The Merchant Who Has Surplus Funds

should not be content, these days, to let them stand idle, yielding him nothing—or be content even with a nominal yield.

Idle funds are as unprofitable as dead stock—both tie up capital that should be yielding income.

Surplus funds, in any amount of \$100 up, may be safely invested through us in either listed or unlisted securities yielding at present market levels, from 6½ to 8%.

Whenever you require the use of your funds, our private wires to the leading financial centers will find a ready market for them.

Your funds, invested now at present price levels, in most cases below par, will not only earn you a steady, high income, but very likely bring you an extra profit through the gradual increase in security values.

Our representatives are frequently in your city. On request, one will gladly call and discuss investments—without obligating you in the least, or urging you to purchase.

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PRIVATE WIRES TO LEADING MARKETS

RECESSION OF FOOD STUFFS.

There's no more use in chattering idly at an economic fact than there is in the canine pastime of barking at the moon, but sometimes there is a lot more psychological virtue in it. People who realize it are beginning to cease talking about high prices and are discussing lower prices and bending their thoughts in the direction of deflating present market levels, rather than boosting them.

Any man with his eyes even half open has long since recognized that prices must decline if the war-time inflation is to be brought within control again. Some of them, more farsighted than their fellows, have been lending a hand in starting the process, and, as one who keeps abreast of the times can readily discern, there is an unmistakable recession in selling levels, which, far from being regarded as a calamity, should be looked upon as distinctly healthy and normal in the line of readjustment. Instead of being a cause for alarm, it is an occasion for optimism.

It is hardly to be expected that such recessions in price will be as pronounced in the food trades as elsewhere, because the Hoover policies prevented the same degree of artificial inflation as occurred in boots, shoes, dry goods and many other essentials. But it is none the less true that prices are generally too high. Buyers are "gun-shy" and the "limit" is at hand in many lines. Happily, very few large stocks of goods are held by the legitimate trade and their chances for losing large sums incidental to the reduction were never less pronounced. Wherefore, the spirit of "getting down to earth again" is rife in the trade and will be very healthy to encourage.

As yet no very pronounced results in the declining direction are noted in foodstuffs—in fact there are unpleasant indications of higher production costs in canned and dried fruits and vegetables—but they are plainly manifest in other mercantile fields, and are certain to come down with the grocer. It is this fact which underlies the conservatism of buyers in all directions.

It is regrettable that so much of the literature on the h. c. l., especially that of governmental origin, is based on blind and dubious statistics, in many instances deplorably "behind the times." There appeared in Washington yesterday a presentation of wages versus the high cost of living which commanded very little credence among those familiar with the facts. Food, or anything else, is high or low according to its relation to buying power, and no end of statistics can blind the well informed grocer as to where food prices stand to-day as compared with wages. What may have been facts a year or two ago are by no means inflexibly true to-day.

Some one has said that there are three kinds of lies in the world—white lies, d—d lies and statistics. It is especially applicable to some of the statistics computed by governmental bureaus, especially those of the Department of Labor, whose motive is so often of the "Q. E. D." variety. Current publications and deductions,

often accusations, are based on statistics compiled months ago and not then wholly authentic, but they are characteristically rapid and furnish the basis for action to-day and to-morrow. Men who have tried to trace them back often find that the studies are based on wholly obsolete statistics. It would be well for the Government to bring its statistics down to date or cease misleading the public.

Everyone knows that high food prices are not desirable. Everyone who knows that farm labor and high manufacturing and other wages are at the foundation of the most menacing phase of the present situation. Scarcity of farm labor has discouraged the farmer from large acreage planting. Farmers are demanding such high prices for raw materials, especially for canning stocks, that cannery men are wary of booking firm contracts, preferring to depend on spot supplies. This in turn throws the risk on the farmer, only to make him even more conservative. The grocer, in turn is reluctant to place large future orders, and everyone, from start to finish, is worrying lest there be a serious shortage of canned foods this fall—at whatever price.

In such an analysis of the situation—and it is typical in essentials with many another feature of the h. c. l.—who is to blame? Who is profiteering? And yet, the unions are demanding "their share" of the world's wealth.

As a matter of fact, the cost of foodstuffs, by comparison with buying power, are lower than for some time past. And wise grocers are doing all they can to keep the trend toward lower prices moving vigorously. The longer people keep talking about high prices the longer they will stay high. Talk the other side of the story and it will become a healthy influence.

Americans have come more and more to think of the Presidency as the great repository of power. It is so much simpler and more direct to appeal to the White House than to the Capitol—to one man rather than 500. And the President's Constitutional power to "recommend" is readily translated into power to submit a programme to Congress and then to fight for it with all the resources of the Executive. Furthermore, the President as head of the Nation and leader of his party has acquired an importance—we may say an eminence—in the public mind from which it will be impossible to displace him against his will. He himself could not meekly abandon it without falling low in the estimation of his fellow countrymen. This does not mean that Americans are like the French when they made Napoleon III Emperor on the ground that they must have a "master." It does mean, however, that they have been looking to the Presidency as to their chief fountain of authority and the seat of ultimate responsibility. They will continue so to look in default of a stiffening up of the Cabinet or of Congress.

To live poetry is infinitely greater than to write it.

VITAL FACTOR IN SUCCESS.

Most men are not outwardly sentimental. They decry it; they sidestep it. When you ask them for the fundamental secrets of their success they put on a cold front and talk about "hard work" and "sticking to their last." In some cases they will talk about "personality." But seldom do they talk about their mothers, either for the reason they are unsentimental or they regard it as a subject too sacred for public discussion. Yet underneath all is the abiding love of motherhood; deeper than any other human passion. And there are some, unashamed of sentiment, who, like Garfield when he was inaugurated President, turned and kissed his mother before all the throng. Or, like McKinley, whose love for his sainted mother and his invalid wife were so widely known. Or like a certain United States senator who, when his biography was being written, and he was asked what he regarded as the most powerful influence in his life, said: "Such as I am I stand today the product of the joint effort of three determined and ambitious plodders, my father, my mother and myself. Of the three I accord to my mother the chief credit for my success in life. It was she who taught me the trick of believing in myself and in my capacity to make my way."

If men were more frank and less ashamed of sentiment the truth about that modern question so widely discussed in the literature of the day—success—would be known. They would talk more about their mothers. But, happily, history has a way of bringing out these things. Take our own United States of America. It is 300 years ago this Mother's Day since the Pilgrim Fathers prepared to set sail. Up New England way folks are preparing to celebrate this fall the tercentenary of the landing of the pilgrims on Plymouth Rock. It is a far cry from that bleak November day in 1620 to this Mother's Day in 1920, yet there is a peculiar bond of relationship linking the two events with the American type of success that has been built up in the three-century interim.

American success has been held to be phenomenal. History will record as an epochal era the period during which the democracy of America grew from a few colonies scattered along the Atlantic coast to a powerful nation stretching off westward to the slopes of the Pacific. Regardless of the future of this Nation, nothing can detract from the proud achievement encompassed within the time when, first ye powdered gentry of the Colonial days forgot their parlor manners in the first skirmishes with the redcoats along Lexington and Concord road, down to this twentieth century, wherein practical sons of America went back across the seas to battle for the ideals that first started their ancestors westward from Plymouth.

What was the secret of this success? How at this tercentenary time shall we account for the steady growth of an unequaled civilization through the last 300 years? Orators from now on through November will extol the virtues of the Pilgrim Fathers; will they

tell about the Pilgrim Mothers? Will they relate how the Pilgrim Mothers laid the foundations of their new American homes; how they fought for the lives of their children among the privations and dangers of the Indian-infested forests; how they at first educated their own children and later on were the compelling power behind the throne in the establishment of the first American schools and colleges? Home, school and church—about these three have been built every durable civilization. And motherhood, silent yet eloquent, has been a vital factor in the laying of these foundations. Look into history for the answer, and read it in the lives of our American leaders who were first educated at the knees of their mothers and later sent away to some school, while the primitive mothers hewed and sewed within the poverty of the log cabin in order that their sons might be the better equipped for the battles of life. Go through the list of famous Americans and you will be astounded at the list of American mothers who were left widows and yet saw to it that their sons were educated.

CANNED GOODS SITUATION.

Lack of normal transportation facilities continues to exert a potent influence on the canned food market. While it has greatly hampered the distribution of stocks, its chief effect has been to curtail the movement from producing points. Conditions are so bad that buyers will hardly consider purchasing at the cannery, as they have no assurance as to when the goods will arrive and they will not tie up their money in uncertain shipments. All of the main carriers are congested so that cars thirty or sixty days out are still unavailable, while some California shipments have been out since December. This condition, prevalent for over a month, has resulted in a rapid reduction of local stocks to the point that the shortage is now a matter of grave concern. Spot supplies are moving fast and as they cannot be replenished at once the market naturally is advancing. Then, too, the sugar shortage indicates a reduced pack of all products in which that product figures, while the high price of raw materials, even in canning without sugar, has a strong tendency toward a greatly curtailed production. This gives the buyer confidence in the future of the market both as to old as well as to new pack stocks and there is heavier buying now in progress in all lines than in a long time. It is not chiefly speculative, but to cover actual jobbing requirements, both present and prospective.

Many men who would not think of carrying money in a pocket with a hole in it put the business receipts as they come in into what is really nothing more than a wooden box where there is no record of any transaction.

Don't make light of the little complaints a customer may make. What seems unimportant to you may be important to him. Anyway, there is everything to gain by humoring him.

Two Big Popular \$10 Sellers in Vici Kids



No. 602

Vici Kid Blucher, Tip, Wide Toe, Comfort Last, 1 inch Wide Square Heel, Single Sole, Welt, D-E, 5-11 \$6.85



No. 601

Vici Kid Bal, Tip, Genteel London Toe, 1 inch Square Heel, Single Sole, Welt, C-E, 5-11, \$6.85

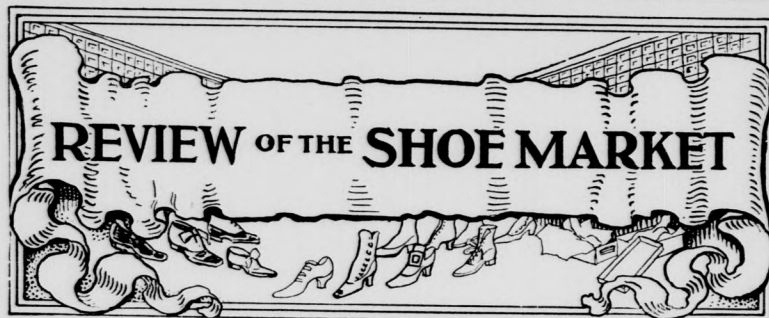
RIGHT at this season when your trade is looking for lighter shoes for Spring wear, these two big popular styles are especially strong sellers.

They are ready for immediate shipment, so send in your order at once and have the shoes on hand for the season's business.

F. Mayer Boot & Shoe Co., MILWAUKEE WISCONSIN

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





Michigan Retail Shoe Dealers' Association.

President—J. E. Wilson, Detroit.
Vice-Presidents—Harry Woodworth, Lansing; James H. Fox, Grand Rapids; Charles Webber, Kalamazoo; A. E. Kellogg, Traverse City.
Secretary-Treasurer—C. J. Paige, Saginaw.

The Shoe Merchant in Economic Life.

The origin of footwear, its historical development and its relation to customs, life, literature, romance, art and religion is a subject full of human interest and compelling attraction. To trace the story from the savage who wrapped the warm skin of an animal just slain around his foot and let it shape there down through the ages, and into different countries, is interesting. To find the uses of skins, grass, wood and fabrics, to see in their footwear the traits and characteristics of different peoples, the arts employed, the color schemes, the action of minds for thousands of years and to think of the historical impress shoes and feet have left on the world, we only need to have our minds quickened by a few facts such as the Wellington boot or Blucher boot, both terms and styles originating from the Great War of Napoleon. In days to come perhaps history may fix the American doughboy with his Munson U. S. Army shoe as one of the great factors in winning the war, and it may be called the Pershing Boot, who knows?

Then there is the reminder to the world of the reign of that French King, Louis XV, with its associations of the French Revolution and the numerous women who graced his court. The heels they wore on their shoes at that time remains to us as an everlasting reminder of what high heels and questionable women can do even to a king when there is no N. S. R. A. to govern them and hold them in bounds.

Hastily we can trace the impress of shoes on romance and literature in a thousand ways. Who does not remember the giant and his seven league boots, or Cinderella and her wonderful slipper, or the old woman who lived in a shoe? Stories that have delighted millions of children and woven themselves into the fabric of our literature forever. For the impact shoes and feet have made on religion we only have to think of the Mohammedan who takes off his shoes before worshipping, or Moses, with the burning bush in the desert and his shoes in his hand.

The customs of old worn shoes and newly married folks, of Robinson Crusoe and the footprints in the sand, and of the craft of the Sons of St. Crispin have given to the world some yes, many, of the choicest spirits in art, literature, discovery and religion.

Recognizing the fact that shoemaking as an art and craft until the advent of machinery made the manufacturer and retailer one person, we can with interest trace the craft from the old custom shoemaker with all the romance that attaches itself to his little shop and apprentices, and measured feet and leathern lasts and lap stones, wax threads, etc., down to the time of the general introduction of machinery into shoe making with the discovery of the McKay and Goodyear welt processes, and later even to now all that wonder working transformation that almost seems a stroke of some magic genius that has touched the craft. This period brought one great outstanding change that was fundamental and final. It split the industry that beforehand been one into two great industries, now recognized as shoe manufacturing and shoe retailing.

During this period of change (the introduction of machinery) the fine art of real shoemaking was temporarily lost, and the first product of the machinery was crude. Much of the glory and science of the fitting of the custom shoemaker was forgotten.

This was followed by a gradual demand for better lasts and patterns, and fitting ideas. Until now we have:

1. The retailer attaining a degree of science in fitting far beyond the ancient custom shoemaker.

2. The manufacturer also developing a technique and science in lasts and patterns that exceed the fondest dreams of the old school of shoemakers.

3. A great and growing educational spirit that is making for the highest degree of scientific research in the anatomy of the foot and its relations to the shoes and leathers that it is called upon to wear.

4. Also the development and growth of schools and training classes for people to acquire the technical knowledge and selling skill to apply this knowledge in its relation to the foot.

The result is that the retailing of shoes is fast becoming a profession and not merely a business.

1. A profession because it is scientific and because it offers service as well as more material goods.

2. A profession because we retailers know we must now appeal to emotions, senses, instincts and fit them into the problems of the foot.

3. A profession because for ages the business man has been looked upon with suspicion because of the Spirit of Shylockism, namely getting all one can merely for selfish gain, now in this day and generation, we have come to a time in which the craft of the

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

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.

shoe retailer can and is and will be raised to the dignity of a profession in which we shall not only make a profit, competence, salary, but shall also render back to the community with the shoes we sell.

The elements that dignify the business of the shoe retailer as a profession are:

Technical skill in fitting, technical knowledge of leathers, scientific knowledge of the human foot and its wonders, comprehensive and accurate facts of shoe construction, a sympathetic understanding of the human heart and mind, a sense of fairness and squareness in all dealings, a feeling that we have served the community in its need for footwear in just as lofty a manner and spirit as the physician, dentist, religious teacher and educator.

If this conception of the business becomes a conviction to every man engaged in it, other elements being equal, it will surely put them into the front ranks of shoe retailing in the days that are ahead.

William A. Pidgeon, Jr.

Call for Finer Woolens.

Considerable emphasis has been laid on the point that the taste of the consumer is no longer satisfied with coarser woolens but demands only the finer qualities. A woolen man, discussing this phase of the demand yesterday placed something of the burden for the change on the shoulders rapid development of tailoring in the clothing manufacturers, whose improvements has curtailed the demand for rougher textures. At the same

time, he expressed the opinion that the public had something to do with the evolution.

"Being right close up to the clothing industry," he said, "we have not realized how quickly tailoring standards have changed. From making the barest necessities during the war the industry was called upon to meet the most extravagant tastes of the period after the armistice. The manufacturers felt called upon to outdo themselves in the matter of style and tailoring and, of course, the cheaper fabrics were barred. It is a fact worth considering that, in order to get the best results in tailoring, the finer materials must be used, and as the standard of workmanship improved right through the industry the better grades of material were sought to the exclusion of others. Once having educated the public to better made suits, it is now hard to turn people back to the cheaper varieties. Their whole appearance is involved. It is not as if the same neat lines could be put into garments made of cheaper materials. To return to the lower priced woolens means a sacrifice in the whole appearance of the garment. This, I think, is a point that has been missed in considering whether the use of coarser wools can be encouraged.

"In addition to the connection which exists between the style and tailoring of a garment and the kind of material used, there is another detail which must be noted. The tendency in this country in suits has been along the line of lighter weight

fabrics. We are wearing in Winter the weights we used to think were only proper for Summer wear. To get a material that is light in weight and at the same time will stand up under wear, it is necessary to employ the finer yarn qualities. The coarser wools will not fill the purpose.

"On the part of the public the tendency is quite away from the type of materials which find so large a use in England. That country favors the coarser materials in rough finished effects. The attempt to popularize such fabrics in this country, however, I regard as foredoomed to failure. In fact, it has been because these materials were unsuited to this market that large sales of such goods in this country have not been possible."

A Week for Eliminating Waste.

This week is being devoted by members of the Associated Dress Industries of America to investigating their factories for the purpose of uncovering and eliminating wastes. It is believed that by an inspection of various

departments some welcome economies can be effected and expenses cut down. In this way it is hoped to effect a saving in the price of dresses by lowering wholesale costs. The benefits of this campaign will appear in prices on Fall merchandise.

Should Wear Waists.

In order to make the appearance of sales girls consistent with the merchandise they are selling, the United Waist League is sending out letters to all department stores and specialty shops advising that waists be worn, especially behind the counter. Saleswomen were found wearing dresses and, at the same time, endeavoring to demonstrate the superiority of waists to prospective customers. The letter will point out the inconsistency of such a detail of salesmanship.

Sometimes a clerk keeps on talking when the customer has come to the buying point, and talks on until the customer has changed his mind again and does not buy. Learn when to stop.

Special Low Cut Footwear

No. 557—Special Men's Tan Calf Oxfords
for Young Men, on the floor, sizes
from C to D \$7.75

No. 544—Men's Brogue Oxford Welt ---- \$7.00

Women's low cuts in 2 eye Gibson Theo.
Pumps, and 5 eyelet Oxfords in widths from
A A up.

Louis and Military Heels in all styles.

Hirth-Krause
Shoemakers for three Generations
Shoes

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

BEAUTIFUL OXFORDS

BUILT ON BEAUTIFUL AND
PERFECT FITTING LASTS



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

These oxfords will stimulate your sales. The combination of quality and style, at a reasonable price, results in satisfied customers that repeat.

Size up now. Lost sales mean lost profits.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN

CANNED FOODS!

Millions of Pounds of **PACKING-HOUSE PRODUCTS**

Offered for Sale by the
War Department—Quartermaster Corps

Bids of Ten Cases Acceptable

The Surplus Property Division, Office of the Quartermaster General of the Army, offers for sale the articles described in this advertisement. Informal bids on this merchandise will be accepted at any of the offices named in this advertisement until 3:00 P. M. (Eastern Time) June 12th.

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

No special bid form is necessary. Complete conditions of sale are embodied in this advertisement.

Subsistence List No. 9—Bids Close June 12th

No. 901-S

32,122 Lbs. Bacon, No. 8.

In crates, average net weight 105 pounds. Stored at Baltimore, Md. Minimum bid considered, 10 crates.

No. 986-S

530,296 Cans Pork Sausage.

No. 2 cans, 24 cans to the case. Stored at New York City.

No. 989-S

28,169 Cans Vienna Sausage, No. 2 Cns.

24 cans per case. Stored at New York City.

No. 992-S

106,730 Cans Sardines.

16 oz. cans, 48 per case. Sunset Brand. Manufactured by Southern California Fish Co. Stored at Brooklyn, N. Y.

No. 987-S

12,216 Cans Pork Sausage.

Packed as above. Stored at Columbus, Ohio.

See Last Page of This Advertisement for Conditions of Sale

War Department—Quartermaster Corps

Sale of Foodstuffs

Subsistence List No. 9—Bids Close June 12th

Bacon

Bacon, 12 Lb. Cans.

(6 cans per case—various packers)

No. 904-S

1,180,680 lbs., stored at Philadelphia, Pa.

No. 905-S

75,960 lbs., stored at New Cumberland, Pa.

No. 906-S

1,424,088 lbs., stored at Boston, Mass.

No. 907-S

2,257,580 lbs., stored at Atlanta, Ga.

No. 908-S

1,118,456 lbs., stored at New York City.

No. 909-S

5,980,480 lbs., stored at Chicago, Ill.

*No. 910-S

1,080 lbs., stored at St. Louis, Mo.

No. 911-S

133,572 lbs., stored at San Antonio, Texas.

*No. 914-S.

1,368 lbs., stored at San Francisco, Calif.

No. 916-S

9,127 lbs., stored at Washington, D. C.

No. 918-S

90,720 lbs., stored at Omaha, Nebr.

No. 919-S

251,500 lbs., stored at Schenectady, N. Y.

No. 915-S

2,049,744 lbs., stored at Baltimore, Md.

Packed by Cudahy, Morris, Armour, Sinclair and Swift.

On all of these items, a minimum bid of 10 cases will be considered, except items indicated by an asterisk (*), bids for which will be for the entire lot.

Roast Beef

(24 cans per case, various packers)

No. 932-S

1,705,918 No. 2 cans, stored at Chicago, Ill.

No. 934-S

272 2 lb. cans, stored at St. Louis, Mo.
192 No. 2 cans, stored at Fort Leavenworth, Kans.

No. 935-S

96,000 No. 2 cans stored at Pittsburgh, Pa.

No. 936-S

136,008 2 lb. cans, stored at Philadelphia, Pa. Packed by Wilson & Co.

No. 937-S

775,006 2 lb. cans, stored at Newport News, Va.

No. 938-S

979,368 2 lb. cans, stored at St. Louis, Mo.

No. 939-S

249,312 2 lb. cans, stored at Charleston, S. C.

No. 940-S

1,283,930 2 lb. cans, stored at Atlanta, Ga.

No. 941-S

350,000 2 lb. cans, stored at San Antonio, Texas.

No. 943-S

508,514 2 lb. cans, stored at Baltimore, Md.

No. 944-S

7,536 2 lb. cans, stored at New Cumberland, Pa.

No. 945-S

123,133 2 lb. cans, stored at Columbus, Ohio.

No. 946-S

421,597 2 lb. cans, stored at New Orleans, La.

No. 947-S

285,089 2 lb. cans, stored at New York City.

Minimum bid considered on above items, 10 cases.

See Last Page of This Advertisement for Conditions of Sale

War Department—Quartermaster Corps

Sale of Foodstuffs

Subsistence List No. 9—Bids Close June 12th

Roast Beef

Roast Beef, No. 6 Cans.

(12 cans per case, various packers)

No. 931-S

29,596 cans, stored at Schenectady, N. Y.

No. 948-S

36,000 cans, stored at Pittsburgh, Pa.

No. 949-S

22,629 cans, stored at Charleston, S. C.

No. 950-S (6-lb. cans)

159,166 cans, stored at Boston, Mass.

No. 951-S (6 lb. cans)

342 cans, stored at Fort Sill, Okla.

6,547 cans, stored at St. Louis, Mo.

No. 952-S

7,170 cans, stored at St. Louis, Mo.

No. 953-S

64,056 cans, stored at St. Louis, Mo.

*No. 954-S

208 cans, stored at Camp Taylor, Louisville, Ky.

No. 955-S

2,000 cans, stored at Atlanta, Ga.

No. 956-S

111,662 cans, stored at Atlanta, Ga.

No. 957-S

7,596 cans, packed by Armour & Co., stored at New York City.

No. 958-S

301,798 cans, stored at Chicago, Ill.

*No. 960-S

144 cans, stored at Chicago, Ill.

No. 961-S

35,926 cans, stored at New Orleans, La.

No. 962-S

9,478 cans, stored at New Cumberland, Pa.

No. 963-S

9,208 cans, stored at New Cumberland, Pa.

*No. 970-S

560 cans, stored at Newport News, Va.

*No. 971-S

960 cans, stored at Newport News, Va.

On all of these items, a minimum bid of 10 cases will be considered, except items indicated by an asterisk (*), bids for which will be for the entire lot.

Corned Beef Hash

(Various packers)

No. 972-S

14,400 No. 1 cans, 48 cans per case. Stored at Pittsburgh, Pa.

No. 973-S

490,032 1 lb. cans, 48 cans per case. Stored at Philadelphia.

No. 974-S

335,712 1 lb. cans, 24 cans per case. Packed by Acme, Armour, L. Frank & Sons, Wilson and Purity Cross. Stored at Baltimore, Md.

No. 975-S

491,623 1 lb. cans, 48 cans per case. Stored at Columbus, Ohio.

No. 976-S

1,503,311 1 lb. can, 48 cans per case. Stored at New York City.

No. 977-S

No. 2 cans, 24 cans per case.
4,580 cans, stored at Jefferson Barracks, Md.
453 cans, stored at Scott Field, Belleville, Ill.
8,928 cans, stored at Fort Sill, Okla.
1,646 cans, stored at Camp Taylor, Ky.

No. 978-S

72,000 No. 2 cans, 24 cans per case. Stored at Pittsburgh, Pa.

No. 979-S

550,008 No. 2 cans, 24 cans per case. Stored at Philadelphia, Pa.

*No. 981-S

260 No. 2 cans, 24 cans per case. Stored at New York City.

No. 982-S

550,008 cans, 2 lb., stored at Philadelphia, Pa.

No. 984-S

2,738,938 2 lb. cans, 24 cans per case. Stored at Columbus, Ohio.

No. 985-S

100,000 2 lb. cans, 24 cans per case. Stored at San Antonio, Tex.

See Next Page For Conditions of Sale

War Department—Quartermaster Corps

Sale of Foodstuffs

Subsistence List No. 9—Bids Close June 12th

CORNEDED BEEF

Corned Beef, No. 2 Cans

(24 cans per case, various packers)

No. 921-S

603,313 cans, stored at Schenectady, N. Y.

No. 928-S

71,000 cans, stored at Pittsburgh, Pa.

No. 929-S

1,500,012 cans, stored at Philadelphia, Pa. 24, 36 and 48 cans per case.

No. 930-S

433,627 cans, stored at Charleston, S. C., 24, 36 and 48 cans per case.

Minimum bid considered on above items, 10 cases.

Corned Beef, No. 1 Cans.

(48 cans per case, various packers)

No. 920-S

4,970,000 cans, stored at Schenectady, N. Y.

No. 922-S

846,840 cans, stored at Atlanta, Ga.

No. 923-S

544,643 cans, stored at Philadelphia, Pa.

No. 924-S

315,872 cans, stored at Baltimore, Md. Packed by Armour & Co.

No. 925-S

644,780 cans, stored at Chicago, Ill.

Minimum bid considered on above items, 10 cases.

IMPORTANT: On all items in this list marked with an asterisk (*), bids will be for the entire lot. On all other items, a minimum bid of 10 cases will be received.

Each successful bidder will be required to certify before delivery is made on the above items (except ROAST BEEF in No. 6 cans) that they will not be sold or offered for sale, directly or indirectly, for export.

INSPECTION:

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

NEGOTIATIONS:

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

All bids must be submitted by 3:00 P. M. (Eastern Time) June 12th. They should be addressed to the Zone Supply Officer at the nearest address:

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

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

Each lot offered is identified by a number.

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

NOTIFICATION:

Successful bidders will be promptly notified by mail and advised of the quantity awarded to each. A deposit of 10 per cent of the amount due under each award must be made immediately upon receipts of the notification.

DELIVERY:

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

IMPORTANT:

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

SURPLUS PROPERTY DIVISION,

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

Gawky Muskegon River Lad Now a Millionaire.

Grandville, May 11—"He is visionary, ignorant and slothful. He will never amount to a hill of beans."

Such was the verdict of Mrs. Grundy of the backwoods, and under such a handicap our Solomon had to meet the issues and either make good or fill the humble place allotted to him as a nobody. Solomon was the cognomen applied to him by the wise ones of the wilderness because of the poor fellows denseness.

He had never a day's schooling in his life. He was born in the woods, in an old log house by the swamp, and while growing to teenage no school facilities were to be obtained. Afterward, when the early settlers opened a small school with a New England girl as tutor, said school gathering in an unused shingle shanty, Solomon was a big gawky youth who felt ashamed to study his A-B-C's with the little children.

He contended that the world was flat, that the sun rose and set instead of mother earth revolving on its axis. Because, you see, if the world was round, and turned over every twenty-four hours, we would all tumble off when our side of the ground was underneath.

His theory was to him not only plausible but actual fact, hence he knew it was so, and that was sufficient to satisfy his narrow mind. Few knew the boy's real name, and as Solomon he went into the activities of life, planning visionary things not imagined by other men.

Solomon had an eye out for the softer sex and frequented the parties in the neighborhood where the young folks met on winter evenings. His bashful awkwardness made him the butt of much good natured fun. He had ill success with the girls, yet refused to be rebuffed. He purchased a horse and covered buggy which "would fetch 'em," he declared, but it did not, therefore the young Solomon plunged more deeply into business, that of converting pine trees into saw-logs. At this he was fairly successful.

Solomon's lack of education, however, handicapped him very much. "I've got to learn to read and write," he told the writer, and with the aid of some well disposed persons, who took an interest in his ambitions, the young fellow mastered the art of the three r's sufficiently to permit of his doing business in a small way. In time, devoting himself exclusively to the pine industry, he became an expert estimator of timber and one of the much sought after land cruisers of the day.

With an eye single to success in the pursuit of the dollar, Solomon soon began to do things much to the astonishment of the early prophets to the contrary. Lumbering was to him a fetish to which he devoted all his time and energy. Of the latter he possessed much more than his smart critics imagined. His gait was awkward, his speech much like that of the country Englishman, his parents both being natives of one of the old English shires.

From a \$3 per day man, Solomon soon commanded \$5, which was the acme of all land cruisers of the day. Despite his seeming ignorance of the common things of life, the green woodsman pelted his way with dogged pertinacity until he began taking logging jobs on his own hook. From a jobber he became a pine land owner and a man to be reckoned with.

And now came a reaction in the feelings of certain young women who had so often laughed at the awkward young woodsman. However, Solomon was not quite devoid of a certain wisdom which warned him against those maidens who had in the past made sport of his awkwardness, but were ready when prosperity marked him as a coming light in the business world to forgive and forget.

He passed up all such and became

wholly absorbed in business ventures. That a man who thought the world was flat should make a success of business seemed the height of absurdity, yet nevertheless such was the fact, and Solomon forged to the front much quicker than many men who had absorbed knowledge from the higher institutes of learning.

One man long in the employ of Solomon at a small salary was a college graduate who at one time would have spurned the idea of working for a man who knew the world wasn't round, and did not revolve on its axis, but instead was fixed in space with the sun moving from East to West every four-and-twenty hours.

Can such things be in this land of ours? was the thought that agitated some of the wiser ones who knew that gawky, uneducated Solomon would never "amount to a hill of beans."

When we look at the babe in its small cradle, with its blinking eyes, fist thrust into its mouth, legs kick-

Shall We Save the Day by Meeting Conditions?

Grandville, May 11—The mistakes of Moses as recorded by an old time lecturer were as nothing compared to the mistakes the business men, especially the manufacturers, are making right now.

The automobile industry has turned everything topsy-turvy in this country, raising wages to unheard of heights and making men discontented with their lot in other industries of lesser moment, until now the rush from country to city in order to enlist under the banner of big wages has become a veritable stampede.

Farms are being deserted, the rush for easy money and short hours seeming to have turned the brains of our young men and some of the old ones. From an up-state correspondent comes the announcement that the chief amusement of the small town inhabitants consists in watching the moving vans go by carrying furni-

and to set about repairing the damage, so far as possible. Unless the usual amount of planting is done this spring there will be sad times next fall and winter.

Nor can we blame the farmers for this. The automobile makers and manufacturers of accessories are rushing this Nation to the verge of ruin. Their immense output, calling for millions of wage earners, is serving to draw the best class of labor from the farming communities to the city factories. The unprecedented high wage is destined to prove a boomerang which will react upon the most deserving of our population, leaving wreck and sorrow in its train.

When the towns and villages were suffering from a coal famine in late winter and early spring, because of want of transportation facilities, long train loads of automobiles were seen to pass along our arteries of trade, the railroads, these trains being of almost daily occurrence. There were no cars for the transportation of fuel to suffering families, but no end of cars to transport an article that was non-essential to the life of the nation.

I am aware that the gentry who ride in motor cars have rights along with the ordinary pedestrian, but that the automobilist has rights transcending those of ordinary citizens I deny. Now that spring has come the roads are lined with speeding cars, and already the time limit of the villages through which they pass is being broken right along.

The manufacturers of these cars are not guilty, yet the multiplicity of automobiles seems to trench on the thrift of the farming community. If nobody would suffer for lack of food but the ones guilty of bringing about a state of underproduction, very little would need to be said, but, unfortunately, the innocent—many of them little children—must meet the crisis along with the guilty instigators of it.

A slowing down of the manufacture of non-essentials would seem to be the easiest and fairest way out of this grave condition menacing the very lives of our people. If those who manufacture such refuse to heed the call of the hour, then on their heads must rest the responsibility for creating a condition little less than a state of civil war in this country.

The time for action is here, this hour, this very minute. Delays are dangerous. Back yard city gardens will help some, but the only sure way of making it safe for the country through another winter is for the manufacturers of non-essentials to slow down, giving release to enough men to work the farms to the full capacity.

There are many good citizens sounding a warning and there are many ideas advanced as the best way out of the tangle and danger, but the simplest, surest way is for those men who have rushed to the city in quest of large wages to at once right about face and track back to the soil from which they came. It is not to be expected that these individuals will do this of their own volition. Nothing less than the closing down of some of the factories and the forcing of men into the country for jobs will have the least effect.

Will this be done? Not in a general way perhaps, and therein lies the gravity of the situation. Men who are full of big projects, and who are piling up large percentages from their industries cannot be easily persuaded to let go of even a small part of their profits in order that their fellow men in other walks in life may have an opportunity to live undisturbed by the gaunt shadow of famine now so plainly in the offing.

Old Timer.

Boil It Down.

Have you had a thought that's happy? Boil it down.
Make it short and crisp and snappy—Boil it down.
When your mind its gold has minted, Down the page your pen has sprinted, If you want your effort printed, Boil it down.

THE SALESMAN.

In days of Ab and prehistoric man
The father of the family set out
Each Monday morning by the usual plan
To roam the hills and valleys 'round about
And gather sustenance for wife and brood—
To snare the bird, no doubt to trap the hare,
And bring them in for clothing and for food,
For meat to eat, habiliments to wear.

So, club in hand, he sallied to the wild
In search of little and of larger game,
To get a bear-skin tunic for his child
And for his wife a dolman of the same.
And then at night, or after many days,
He came returning with the sinking sun
To hear the good wife's welcome words of praise
And shouts of glee from every little one.

Now times have changed, and yet not changed so much:
On Monday morning modern man goes forth,
A grip and not a club within his clutch,
To make some train to south or east or north.
The bear he hunts is in a buyer's den,
His cave an office with a lettered sign—
A bear no less, pursued by traveling men
Who want to get him on the dotted line.

And, after days, perhaps a week or two,
The salesman wanders homeward as of yore,
Is hailed with laughter by the happy crew
That hailed the hunter at his cavern door.
Tho centuries have rolled their way between,
The difference, if any, is but slight:
A thousand years ago beheld the scene
Enacted at the salesman's door tonight.

Still we go forth to forage for our kids,
To get a sealskin for the wifely still,
To thread the city's piled-up pyramids
Or hunt the tank towns for a little bill.
To that new cave we call a city flat
We come returning, we who have to roam;
The woman does the cave-work and all that—
The man goes out and brings the bacon home,

Douglas Malloch.

ing like piston rods, a general blankness on the chubby face we cannot in the remotest degree surmise what that infant is to be in the years to come. That child may die in infancy, it may grow to be a moron or a bestial criminal, or its destiny may be to occupy the White House at Washington. Such potentiality in babes we are fools to prejudice the lives of any however humble.

Solomon married in middle life, by merest accident—through a matrimonial agency—securing a fitting mate, who has made a splendid wife, his children a fine mother, while at the same time she presides over the millionaire's Western home with all the grace and womanliness of a queen.

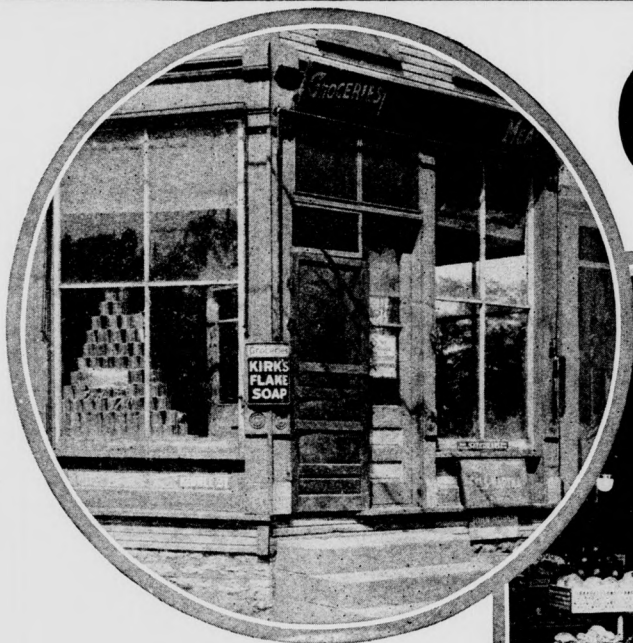
The Solomon of this sketch, although not the wisest man in the world, is yet to-day one of the most prominent and prosperous millionaires of the Pacific coast. His name?—we will leave that to the imagination of the reader.

Old Timer.

ture to the city. These movers are mostly from adjacent farms. The young men have nearly all gone from the soil, leaving old men, women and cripples to put in and care for crops which are necessary to feed the Nation.

Some of the city factories are sending out employment agents among the farmers to pick up help. Short sighted idea entirely! If this sort of thing continues the one time famine in Ireland will be duplicated ten times over with regard to the amount of suffering to be entailed on the city people of this fair land.

How can there be an abundant crop when many less acres are being planted this year than last? It was the failure of the potato crop through the rot that precipitated the famine in Ireland in 1848. How much worse would such a failure prove in a country of a hundred million people. It is quite time for those immediately concerned to make a note of the situation



Competition?

**Let Dayton Display
Fixtures
Make You Safe!**



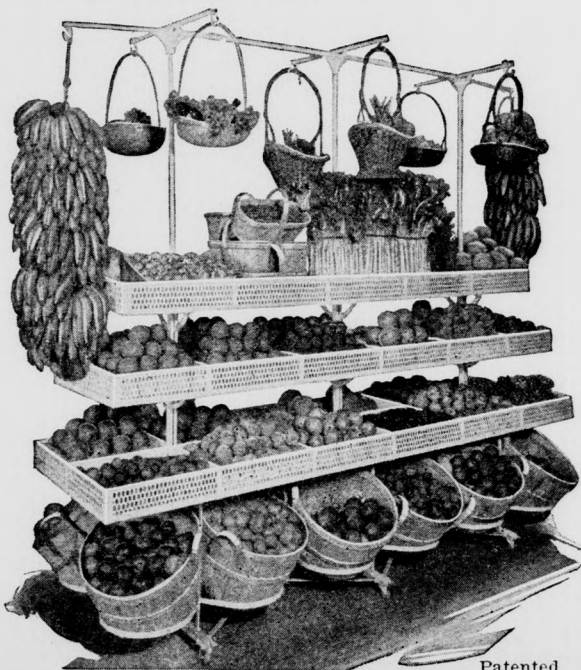
IN THE face of increasingly keen competition you have a choice of two courses: make your goods, service, or store more attractive to customers than the other fellow's, or close up.

Your competitor is able to give as much in goods and service for the money as you are, but at one jump you can increase the quality of both and at the same time increase the attractiveness of your store by installing a

Dayton Display Fixture

for your fruit and vegetables. It will improve the value of your goods to your customers by sanitary storage in clean, white enameled, metal bins, perforated to permit proper aeration which helps prevent decay.

Perfect display increases desirability and makes more sales. The *Dayton Display Fixture* improves service by reducing errors and delay in putting up goods—orders are filled without effort—all goods are accessible to clerk or customer.



A Dayton Fixture gathers into its bins and baskets all the fruit and vegetables that have been cluttering up the floor—eliminates boxes and barrels, greatly increasing your open floor space. In addition it holds up prominently to view the most attractive of your products—fruit, which then serves as a decoration to your whole store.

*There's a Dayton to meet the needs of
any store. Guaranteed to increase sales.
Write today for illustrated catalog.*

The Dayton Display Fixture Co
DAYTON OHIO

Poverty No Handicap to the Ambitious Man.

Grandville, May 4—Opportunities are open in this country for young men not available in any other part of the civilized world.

Not long ago there passed from earth in one of our Western cities a man who had sounded the depths of life from the poorest workingman to the upper strata of society; from the mudsills of society to the wealth that comes of right living, right striving and right doing as between man and man.

This month his home, one of the most elegant in the city, passed into other hands, the exchange of which calls to the mind of the writer the first time he saw this man, who in the course of a few years to run the gamut from a millhand to the mayoralty of a city.

Three young men walking along a road leading past a saw mill in the Michigan wilds some forty years ago hailed from the mill by the foreman. "Any of you fellows looking for a job?" was his shout through the open window where he was adjusting a shingle saw.

One of the three answered the call by separating himself from his comrades and going to the mill. He was informed that they needed a shingle packer. Jim was ready for the job, although the work was new to him. With less than ten dollars in his jeans the young fellow set to work. His wage amounted to \$1.05 the first full day. He was paid by the thousand for packing.

During his stay with the mill boys Jim's daily wage ran up to \$1.50 some days, never more than that, from which he managed to save a little. He remained a year at the mill after which he betook himself to a nearby lumber city and went to work in a lath mill.

In time he came to be foreman of this mill, his earnings mounting to \$5 per day. By persistent push and attention to work Jim made his way to higher things. He invested his little savings in pine timber at a time when this sort of holding was not highly valued.

As the years rolled on the once humble shingle-packer became owner of sufficient pine to take in a partner and go into the business of manufacturing lumber on a considerable scale. After this the sailing was less strenuous. Jim made good, earned a fine property, becoming mayor of his adopted city.

During all his life of toil and privations he kept steadily at it, never joining a union never grumbling about the hard lot of the poor down-trodden working man. He had the sand to succeed, and in time became a large employer of labor. We honor such men, knowing them to be the products of our American system of fair play.

He is but one of the many splendid men who win their way from the most humble surroundings to the topmost round of the ladder. Of such is composed the great body of America's successful business men of to-day.

The hurling of the words "autocrat" and "capitalist" has no terrors for such men. They know how they came by their fortunes and out of the kindly nature of their hearts pity the poor dupes of union labor leaders who know not what they do when they hiss and denounce the best friends they have on earth—the men who give them employment.

Another man grew up in the woods of Western Michigan with the mill sawdust on his back, a simple, unassuming plodder who would never set the world on fire. Yet this youth grew to manhood, working out his own destiny in mills and woods. In early manhood he became a land cruiser, threading the pine woods of Northern Michigan, laying out nights, carrying a pack on his back, knowing what it was to go hungry and shelterless, yet braving this and more in order to succeed.

He located and estimated timber for other men, saving a choice piece now and then as his means would allow. From small beginnings he grew to greater things, was careful of his earnings, and in time—years, of course—he made good. He became one of the most expert cruisers in the business. Such work has with him been long in the past now.

To-day he is a millionaire timber owner of California and Oregon, known and respected by the business world from the Great Lakes to the Pacific. Never was he a member of a labor union. Never did he have reason to sneer at those who were higher up in the scale of this world's goods as profiteers, plutocrats or lumber barons. Nor did he become one who thought it the mark of a gentleman to characterize strike breakers as scabs. He left such things to the low minded, worthless riff raff who never have thoughts above cussing some man who has made a success in life by unaided effort and unselfish devotion to duty.

In no other country under the stars does there exist a nation such as ours where the chances for human advancement abound on every hand. The humblest toiler in mill, factory or on the farm may aspire to the Presidency of the United States. We have in history the story of many men who have sprung from the humblest beginnings to a seat in the National White House, Lincoln being among the most noted.

A man with a black skin, born a slave, once filled a Senatorial chair in the capital of this Nation. That, however, was in the days when patriotism overtopped prejudice and a man was regarded a man if he had it in him to aspire. The United States is the home of the homeless from all over the earth, and nowhere under the light of the sun has a man with a white skin, be he foreign or native, such opportunities to grow into that niche to which his soul may aspire.

After the turmoil and unrest that robs the Nation of its normal state of quietude shall have passed we will be again on the upward road leading to better and saner things.

In this glorious country of ours there can be no title of aristocracy or wealth. Every man, be he plodder near the mudsills of a reconstructed Nation, or one who has made his pile and rides in his limousine, shall have the right to get to where he no longer suffers for fear of what a day may bring forth, and woe to that man or Nation that seeks to in any way hamper the aspirations of the poorest in the land.

Out of the swirl and uproar which we have inherited from the world war there must come a better understanding of the rights and duties of man. The universal brotherhood of man isn't here by any means, nor will the babe in its cradle to-day live to see that desired object brought about. There is too much old Adam in nine-tenths of human nature to go about bothering all the rest of the world.

It has been said that "Man's inhumanity to man makes countless thousands mourn." That this is true the deeds of the kaiser's minions so recently in evidence proclaim. Nevertheless, in our land of the free, where every opportunity is given for the common man to rise, it should never be said that we are unequal to our opportunities.

Old Timer.

The Retort Courteous.

Lawyer—Have you ever been in jail?

Witness—Yes, sir, once.

Lawyer (triumphantly)—Ah! For how long?

Witness—Long enough to whitewash a cell which was to be occupied by a lawyer who cheated one of his clients.

There is but one step from the sublime to the ridiculous.

Wrecking Crew or Construction Gang.

Every few days I run across one of these "Buy-at-Home" campaigns in some small-town newspaper—occasionally in a paper in a town big enough to know better. Said campaign kicks the mail order "baron" all over the lot, strips off his sleek hide and discloses his black and treacherous heart. And these campaigns seem to pay. Sure they pay—the mail order house, the man who sells the campaign and the newspaper that sells advertising around the campaign articles.

I have made a careful personal investigation of this subject. I didn't go to the newspaper that ran the articles, nor to the fellow who sold them to the newspaper, nor to the merchant who eventually paid for them. I went instead to the men and women who read the articles and whose buying habits were supposed to be changed by them.

Without a single exception every person I talked to said that knocking the mail order house doesn't get the local merchant anywhere at all.

Some of the "anti-mail order" campaigns aren't satisfied to wallop the catalog house. They picture the farmer as a long whiskered simpleton who gets a gold brick every time he buys from a mail order house. Is this the way to get the confidence of farmers? Is this boomerang the weapon for the merchant to use in meeting mail competition?

Anyone who has ever dealt with any of the big mail order houses knows that they are smart, capable and reliable business people. And when someone else tries to picture these same catalog houses as baby-snatchers, second story men and safe crackers, it makes the farmer sore. It is a slam at his intelligence and he keeps right on sending his money to Chicago.

George Perkins once said, "We have had the wrecking crew on the job long enough. Let's put the construction gang on." I'm for it!

The way to meet mail order competition is to give better values and bet-

ter service than the mail order houses. If we can advertise these facts fine! Take big newspaper space and do it. But let's be constructive or else keep still.

"I know my store ought to be kept clean. I know women don't like to see dust on the show cases. But my clerks don't get time to keep the place cleaned up the way I'd like to see it."

Same old story, isn't it? It does take a long time to clean up a store if it is neglected every day. But it is no job at all if a little is done every day.

In one small store it is the job of the cub clerk to start in dusting every morning. He has to wipe all the show cases and counters and dust the goods displayed on them. Then he takes a section of the store and cleans it thoroughly. It may be a short section of shelving or a table or counter. He carefully cleans and rearranges the bottles or cans. The next day he takes another part of the store. The show cases are washed once a week. By giving the store a general dusting each morning and then thoroughly cleaning some special section at the same time the store is kept in order without a general house-cleaning that turns everything upside down.

Ben Greely.

Heart Homes.

Written for the Tradesman.

Come dear close to my heart
As close as close can be
Where none shall know our loves apart
The loves of you and me
For in my heart is built for you
A home I wish to share
The brightest little bungalow
That love erected there.

Come dear into my heart
To you stands ope'd the door
Since, cupid pierced it with his dart—
I would he had before—
And in my heart lives now 'tis true
A love he planted there
It grows I'm sure for none but you
But if you come beware:

My love lest this may hap
When I am close to thee
That I will too at your heart rap
Until it ope's to me;
And as I enter to confide
My all to greater worth
Pray won't you let me there abide
In your heart home on earth.
Charles A. Heath.

Vigorous thought must come from a fresh brain.



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures
Wilmarth is the best buy—bar none.

Catalog—to merchants

Wilmarth Show Case Company
1542 Jefferson Avenue Grand Rapids, Michigan

Made In Grand Rapids

McCRAY FOR ALL REFRIGERATORS PURPOSES

THE McCray Refrigerator is the favorite with the grocery and market trade. Many successful Grocers and Butchers have used McCRAY Refrigerators for more than Thirty Years with perfect satisfaction. They have unbounded confidence in the refrigerator which bears the name "McCRAY", for it stands for QUALITY and LIFETIME SERVICE.

McCray Refrigerators are different in construction than other refrigerators. They are the result of years of careful study by refrigeration engineers. Thousands of stores from Maine to California have found by experience that the McCray is essential in every store, where perishables are sold.

There is a McCray built to suit your requirements. The styles illustrated herewith are designed for Grocers and Butchers, but this is not our complete line. Our Catalogs Nos. 71 and 63 show many more refrigerators and coolers. Get a copy of these Catalogs—they will tell you more about the McCRAY and what it will mean to your business.

Our Easy Payment Plan—McCRAY Refrigerators and Coolers are sold on easy payments. If not convenient for you to pay cash, we will gladly arrange time payments on any McCRAY. The refrigerator can be secured and paid for while in use. McCRAY Refrigerators prevent waste—save food and increase your profits.

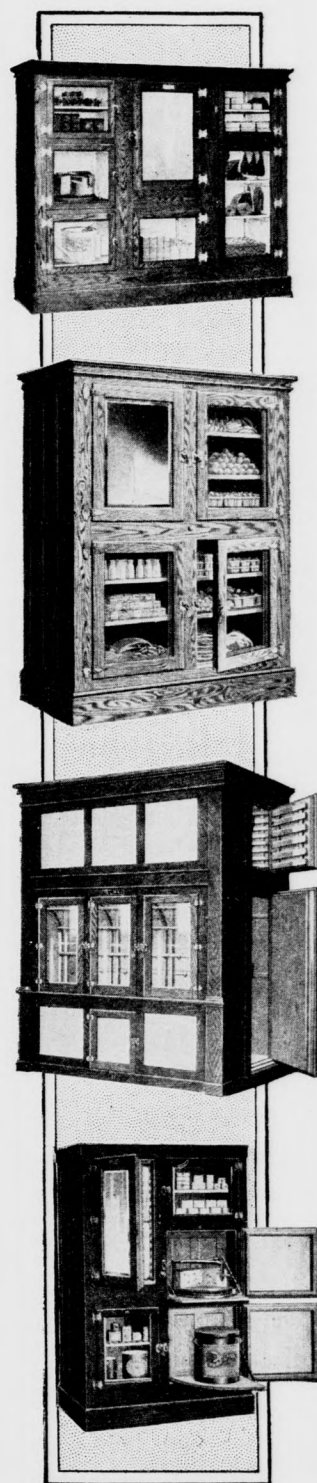
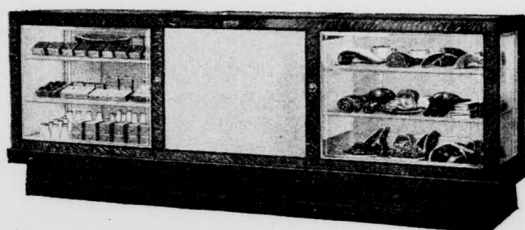
Send for Catalog—Let us send you our Catalog that describes a great variety of designs—one to suit every requirement. No. 71 for Grocery Stores and Delicatessen Stores. No. 63 for Meat Markets. No. 52 for Hotels and Restaurants. No. 95 for Residences.

McCRAY REFRIGERATOR CO.

4044 Lake Street

Kendallville, Indiana

Salesrooms in Principal Cities





Risks and Rewards of the Average Farmer.

James Hamilton has a large interest in a department store, one of the big enterprises of the thriving mid-western city, where he is also head of a farm implement manufacturing concern and one of the leading men of affairs. The department store and its problems, with their human relationships, have interested Mr. Hamilton greatly. Lately, however, the business has seemed to be less satisfactory than usual. Mr. Hamilton has given some attention to this, and is sure that the cause is not in the methods or the management. In fact, he is quite sure that this enterprise is doing better than the only large competitor. But he senses a change in conditions, unrest and dissatisfaction among the crowds of shoppers, dissatisfaction in spite of the fact that there is plenty of work for everyone. His own clerks will not stay; the store hours have been shortened. The gist of it all is that profits are declining.

Thinking long and carefully, Mr. Hamilton has decided that down at the bottom of it all are the prices which everyone is compelled to pay for foodstuffs. People, he reasons, are compelled to buy enough to eat, and with present wages they not only satisfy necessity but they gratify appetite also, and this now costs so much that other business is suffering. There never was a time when farmers were getting such high prices. It bids fair to continue. It is time for him to quietly get out of the store business and to buy some good farm property.

Coming to this tentative conclusion, Mr. Hamilton decided to send for his farmer nephew to talk it over. Richard Hamilton, his older brother's son, named after his own father, had been running the old farm for two years and seemed to be doing well. After Mr. Hamilton left the farm a quarter century or more ago, the older brother stayed on and the old father and mother lived there with him, enjoying, until the end, the home their hard work had carved out of the wilderness. But under this brother's management the farm had sufficed only to educate the two children, and now the son, Richard, had the farm, his education—little else—but was succeeding. James Hamilton wanted a first hand "closeup" of actual conditions and has invited Richard to visit him, and the two are just finishing luncheon at the City Club.

"Farming, as I observe it," Uncle James was saying, "is old fashioned. Modern methods of efficiency and the skilled use of labor saving machinery, which have made American factories

the wonder of the world, are not in evidence on the farms. Farmers do not seem to have the spirit. We have learned to make four plows with the same labor we needed to make one when I first came to this factory."

"Yes, and in other lines that record is exceeded in many instances," replied Richard. "What you don't understand, and what every farmer does understand, is that these methods don't fit the average farm. Farm machinery, with few exceptions, does not reduce the cost of production on the farm. Wheat was harvested for a dollar per acre when it was cradled and bound with straw. Now it costs more than a dollar per acre for just the twine used in the reaper and binder. Other factors, especially the factor of risk, in farming so far outweigh the labor that your idea just don't fit farming. You can't cut out the risks by factory methods."

"The average farmer is too—well, we'll be charitable and call it 'slow'—to try it," insisted his uncle.

"He don't need to try it. City men who plunge into farming provide sufficient examples. Common horse sense his experience since he started picking up chips when a baby, tells him. I don't know much about your plow factory, but I do know something about farms, and I think I can tell you some things you may not have thought of."

"Fine," agreed Uncle James, "that is what I want you to tell me about. Wait until tonight after dinner, and then shoot."

After dinner, uncle and nephew drew their chairs up in front of a pleasant fire in the fireplace in Uncle James, big library, and the talk started where it recessed after luncheon.

"You tell me," said Richard, "that the department store has not been showing satisfactory returns. People generally claim that the retailers are the worst profiteers."

"Our profits have been decreasing since 1914," was the reply, "and I know that small stores have been going out of business right and left, not only in this town but almost everywhere. Our clerks won't stay with us in the store, our men won't stay in the factory, and costs keep climbing. I would like to show you some of the store reports. You would get a real idea of some of the risks we encounter."

"Let's check up. You tell me about the department store, while I tell you about the old farm," replied the nephew.

"I have a pay roll about three times what it was, store hours an hour a day shorter and no Saturday nights," started Uncle James.

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

The Public Accounting Department of

THE MICHIGAN TRUST COMPANY

Prepares Income and Excess Profits
Tax and other Federal Tax
Returns.

Installs General and Cost Account-
ing Systems.

Makes Audits and Investigations for
any purpose desired.

Room 211

Michigan Trust Company Building

Citiz. 4271

Bell M. 408

Grand Rapids, Michigan

"Farm labor cost is about three times what it once was, was the nephew's reply, "but let's start at the starting place. The first factor in your business is capital, which must earn its return, then the cost of store equipment, rent—or interest on the cost of the building, if you own it—heat, light, janitor service. All are fairly definite well-known factors. On my side I start in with the value of the farm, stock, buildings and equipment."

"You forgot my delivery service, horses, wagons, and automobiles," suggested Uncle James.

"Yes, and I forgot to mention my motor truck, and the team and wagon kept for rainy weather, and I forgot the cost of fencing and fence fixing on my farm. You know what fencing costs," he added as an after thought, and Uncle James chuckled. Wire fencing is made in one of his factories.

Now we are ready to do business. Right here I must tell you," said the younger man, "that the whole state of mind in the country has changed in three generations. You knew about the farm conditions when you were on the farm. Your father farmed just for a home. If, at the end of the year, he had money to pay his taxes he was satisfied. Then came the generation of my father. This was the time in our country of land grabbing and land mining. The successful farmers acquired all the land they could get. The less successful ones drained the fertility of their lands for their living and the education of their children. Agricultural college students got the money which paid their college expenses from depleting the fertility of the farms which they are now doing their best to restore. Now we come to the third generation, and farming has become a business conducted for profit. It takes money now to buy for ourselves and our families—out on the farms—the things of life that other people now have—not on the farms. We think these things are good, and we will have them, or else go where they are.

"You still think we are living on the farm of twenty years ago, but you are badly mistaken. We are thinking to-day in terms of bathtubs, carpet sweepers, talking machines and lavatories in the house. We have come to know what personal comfort means to living.

"We are farming now for profit, just as much as you are running your store for profit. Don't let that fact escape.

"We raise crops to sell and we raise live stock to sell. The very risk we take is the risk of poor seed. You buy goods to sell. If they are not right, you have recourse. We get seeds which will not germinate, or that are filled with dadder, or quack, or mustard that infest the farm for years to come. You suffer from unfilled orders and from goods not equal to samples. Which set of risks do you prefer?"

"We buy a lot of things the public will not buy," suggested the uncle.

"I am coming to the risk of the fickle public a little later on. That is a risk, to be sure. I am glad there is no demand for round nose wheat

instead of pointed nose. But there is a demand for white eggs in some places and not for brown ones.

"Then," continued Nephew Richard, I wonder if you ever considered the item of animal sterility and failure of reproduction as a farmer's risk? This year, for example, pig litters are reported to be small. Suppose you order ten bolts of ribbon and but eight are delivered, and you can't get any more, but are compelled to pay the full price for ten. Then the difference between profit and loss in a sheep enterprise lies in how many ewes deliver twin lambs. Again, contagious abortion is an alarmingly prevalent disease which has wrecked many prosperous breeding establishments and is a constant risk in every dairy.

"Our greatest risk," continued Nephew Richard, "almost everyone knows about. It is the weather risk. Still I am not sure anyone not brought up on a farm can clearly evaluate the weather risk. This risk, with that of insect pests, plant and animal diseases, is so nearly a bar to amateur farming as to constitute the obstacle thus far insuperable to any 'back-to-the-land' movements. Hail, wind or flood may, in a few minutes, wipe out a year's work, or more.

Did you know that a day or so of unusual heat just at the critical time for an oat field may reduce the crop 25 per cent., a few hours' rain may half ruin a wheat crop, a few dry days may cut a potato yield a quarter to crop, one hot muggy day may ruin a half, a cold rain may spoil an apple a bean crop or badly damage tomatoes?"

"Then there is another angle; weather limits planting, cultivating, and harvesting seasons to very short periods. Upon this depends the amount of machinery needed to do the work and on this many items of costs, interest, depreciation, etc. Weather limitations vs. machinery available is the limiting factor in acreage. Why farmers do not own machines cooperatively is answered by this. No other business enterprise could support as large an investment in machinery, in proportion to output and use, as does farming, and this must all be paid for."

"Young man," interposed Uncle James, cutting Richard short, "you don't begin to know all that weather risks mean. Consider the effect of those cold rainy days before Easter, on my millinery department. Consider what any backward spring means to the clothing trade; consider having a cold summer or a warm Christmas, or so much snow on holidays that roads are impassable. I'll match weather risks with you any day."

"Storms sell merchandise as well as stop sales," countered Nephew Richard.

"April showers bring May flowers," quoted his uncle.

"Our risks have only begun," continued the younger man after a laugh, "when we get the crop harvested, or the live stock ready. Then there are market risks. Lack of cars comes first, then selling in the buyer's market. You know the prices sag until we finish selling, then invariably rise."



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

33,000 ☐
☐ Satisfied
Customers
know that we
specialize in
accommodation
and service.

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

Capital - - - \$500,000
Surplus and 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

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

"I'll sway my uncollectable accounts for yours," interjected Uncle James.

"Then your credit system needs overhauling," answered the nephew. "You sell face to face; farmers are compelled to sell at a distance, or else deal with buyers who must make large profits to stay in business.

"Our situation has been summed up like this: The farmer stakes his year's work, and that of his wife and little children, the cost of seeds, feeds, fertilizer and farm equipment, against the elements of nature, and the insect enemies and plant and animal diseases, and then, thankful for what crop he harvests, he sells it all to the other fellow, at the other fellow's price, in a market over which he has no control."

"Now, young man," said Uncle James, somewhat nettled, "don't you run away with the notion that you have said all there is to be said on this subject. There is that little question of changing styles, which keeps most of us in the merchant business lying awake nights. Milk from a red cow is no different to the buyers from milk from a black and white cow, but with cloth it is different again."

Nephew Richard grinned. There was a little more to this milk story than Uncle James knew about, but it might be just as well not to enlighten him.

And you don't need to worry about whether the transportation company will change their routes so no buyers can get to your farm. I had that happen just last year. The street car company rerouted its cars so that thousands of people who formerly stopped right in front of my store were moved over to another street three blocks away. Then there is the problem of shifting populations, business sections moving, of styles changing, all impossible to forecast, and without rhyme, reason or apparent cause.

"What do you know about competition continued Uncle James. "It drives wedges into every line of business, manufacturing, wholesaling or retailing. No telling when a syndicate store may rent a place under your nose and start in to ruin your trade and put you out of business."

"I could get along with competition, I think," responded Richard, "if I could meet my competitors face to face, and talk things over with them. I notice that when I buy milk pails they cost the same in all stores. But what can I do with 25,000,000 competitors and living from a mile to 3,000 miles away, who sell the very same things I sell?"

"Now that I have the floor again, I want to tell you about credits. I know this isn't a risk, but it is a handicap you don't have. I'm told that retail business is frequently carried on with more than 80 per cent. bank or manufacturers' credits, less than 20 per cent. invested money. A system of credits developed through centuries has been devised for this purpose. It is based on a three-months turnover; that is your season. One renewal covers every ordinary merchandising transaction. Farmers just literally don't get any credits. Our assets are

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

Fourth National Bank

United States Depository



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

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

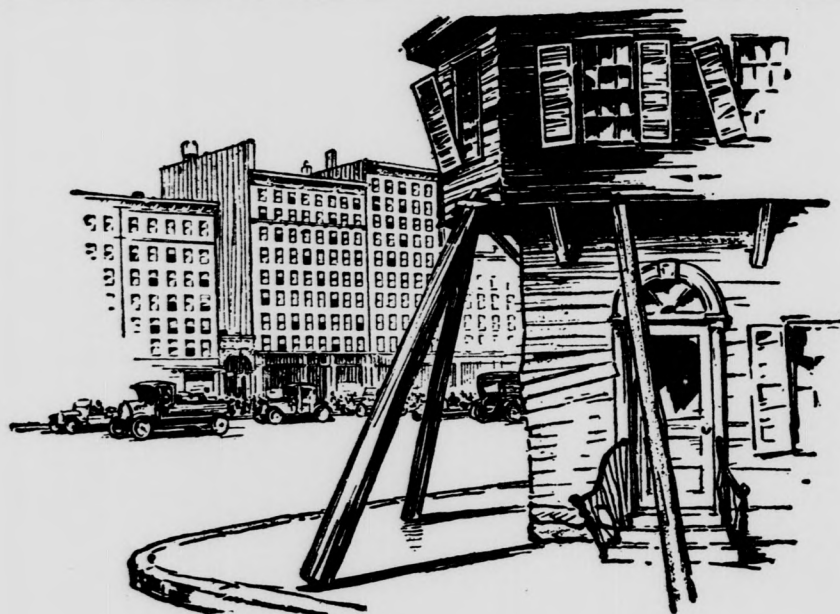
3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus

\$580,000

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



The Cost of Upkeep

A run-down business is like a dilapidated house, the cost of putting either one back on its feet is often greater than it would be to start all over again.

To let the telephone run down, in quality of service or in mechanical equipment, would mean far more than a loss to the telephone company, it would mean a loss in business to every user of the telephone.

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

It has always been the policy of the Telephone Company to keep its property in such repair that its subscribers receive the greatest possible benefit.

But to keep things "ship shape" requires money, more money today than ever before. Materials cost more and wages have increased in an attempt to keep pace with the increased cost of living.

The Telephone Company is working hard to make ends meet, to keep its property in proper operating condition—and to pay wages which will secure the most intelligent and loyal service for the telephone user.

YOUR loyalty to the telephone will make it easier for us to serve you.

MICHIGAN STATE



TELEPHONE COMPANY

not liquid. Some of us can borrow money, but usually only when we get security outside of our business."

"Farming operations—not counting land mortgages—are handled with less than 20 per cent. credits, the exact reverse of merchandising. This is a tremendous handicap. A three-month term applied to farming is practically useless."

I wish I could do business without borrowing money," sighed the older man as his mind went back to the session he had the day before to get \$50,000 necessary to tide over in the factory until goods began to move.

"You will have to admit, Uncle," said Richard after some minutes' pause, "that I have made a pretty fair case of the risks we are entitled to provide against when we do get a crop. Reports to-day show the present condition of winter wheat in the United States was 30 per cent. below normal, but we had to sell at fixed prices last year. What show has the farmer in such a game?"

Then you don't think the country is prosperous, and that prices of farm products are higher than they should be," queried Uncle James.

"I don't now whether you think a farmer thinks and figures the same way you do or not, Uncle, but I am telling you that the census figures, which show city populations are increasing, some 50 per cent., and farm populations actually decreasing, make me pretty certain that they do figure just the same as other people, that they know they are not getting the returns on the farms that other in-

dustries have been paying, and that they have been, and still are, going 'where the getting is good.'"

"I have a job for you at \$3,000 a year down in my factory, as assistant to the chief of the research department, salary to start tomorrow," was Uncle James' only and unexpected reply. "The job is vacant now. You get some one on your farm and report as soon as you can."

"No thank you sincerely," said Nephew Richard, thoughtfully. I choose farming deliberately, risks and all. I prefer to take my risks with providence rather than with people. I'll stay on the farm, and I want you and Aunt Clemma to spend a week with me when berries and cherries are ripe. Ask Professor Howard, over at the college, to send you a young man from Farm Engineering for your research work. He won't want so much money. I studied farm crops and animal husbandry."

A. M. Loomis.

Difficult Method of Fraud to Guard Against.

The Underwriters Credit Bureau tells a simple story of how creditors sustained a loss estimated at from \$100,000 to \$200,000 as the result of a sale made by a widow, Sarah Pintus, of a little store in Hartford, Conn., which she had conducted for twenty years under the name of S. Pintus. Her business had not been much, but she bought regularly, paid promptly, and her credit was good for her requirements.

One day two men offered to buy

her out, and as she was growing old she listened with interest and decided to sell at the price quickly agreed upon—\$3,000. The buyers casually commented on the coincidence of their names, that the name of one of them was Pincus.

The business was continued by the buyers without external change, that is, under the name of S. Pintus. The new owners promptly began buying in New York, Boston and wherever they could obtain merchandise. Their orders were small, from \$200 to \$800, and did not excite suspicion. Houses which had sold S. Pintus for years shipped goods without question. Other houses which had not previously sold Mrs. Pintus saw that the name had a substantial credit rating, and they also shipped freely.

The new buyers opened a branch in Holyoke, Mass., and the merchandise as it arrived at Hartford was re-shipped to Holyoke and disposed of, sometimes in the original packing cases. When payment began to come due, suspicion was aroused and attachments were quickly issued, but it was too late, for the men had flown, the Holyoke store was empty, and the Hartford store closed with little of value remaining.

Here is clearly a difficult sort of case for the credit man to handle. Where crooks, relying upon the good name of the previous proprietor, work fast enough, they are almost certain to be able to make a big scoop before the dates of payment arrive. It is only by chance, perhaps, as the salesman arrives early on the ground

and scents danger, or the seller formally notifies the creditors, that the credit man is protected.

Preventing Fires.

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

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

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

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

Find your purpose and fling your life out to it. Try to be somebody with all your might.

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. SENE, Secretary.

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

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



WAR DEPARTMENT QUARTERMASTER CORPS

TEXTILE LIST No. 26

SEVEN MILLION TEXTILE

WRITE TO

JOHN C. SKINNER,

CHIEF, SALES BRANCH,

SURPLUS PROPERTY

DIVISION, ROOM 1026,

MUNITIONS BUILDING,

WASHINGTON, D. C.

FOR BULLETIN "C"

IT'S FREE

and completely describes in de-

tail approximately ninety dif-

ferent lots of textiles consisting

of SHIRTING FLANNELS—

MELTON—MOLESKIN—

DUCK—JERKIN LINING—

DENIM—Twill—

WEBBING and MACKINAW.

NOTE:—Bids on This List Close June 7th The Surplus Property Division

The Surplus Property Division, Office of the Quartermaster General of the Army, offers for sale by negotiation approximately 7,000,000 yards of textiles, informal bids on which will be accepted at any of the offices named in this advertisement until 3:00 P. M. (Eastern time), June 7th.

Bids may be made for 500 yards or multiple thereof, of any one lot or for the entire lot, unless other minimum bidding units are mentioned.

No deposit will be required when aggregate of bid or bids of any one bidder is \$1,000 or less. When bid or aggregate bids is for more than \$1,000 a 10% deposit thereof must be submitted with the bid. Such bidders as may desire to do a continuous business with the Surplus Property Division, a term guarantee in the sum of not less than \$25,000 may be deposited with the Surplus Property Division at Washington, D. C., or with the Zone Supply Officers; such term guarantee is to be so worded as to bind the bidder to full compliance with the conditions of any sale with regard to which he may submit bids, that is, bids on any property offered for sale by the Surplus Property Division during the life-time of the guarantee. A term guarantee will not relieve the bidder from the forwarding of his certified check for 10% of the amount of his purchase within 10 days from the notification of award.

No special bid form is necessary. Complete conditions of sale are embodied in this advertisement.

Similar offerings of textiles will be made weekly. Deliveries will be made promptly.

WATCH FOR SUCCEEDING ANNOUNCEMENTS.

They will contain unusual opportunities for retailers, wholesalers and manufacturers.

INSPECTION:

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

A prospective purchaser residing elsewhere than in a city in which a Zone Supply Office is located may, upon telegraphic application, obtain a sample of any lot on which he may desire to bid. Such requests should specify the number of each particular lot, samples of which are desired and should be addressed to Surplus Property Division, Munitions Building, Washington, D.C. No bid stipulating that goods shall conform with materials inspected will be considered, unless the bidder shall have made inspection of the actual fabrics at storage point. All such inspection must be made prior to the submission of the bid. Failure of a bidder to make such inspection will not constitute a warrant for his refusal to accept any award made to him.

NEGOTIATIONS:

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

All bids must be submitted by 3:00 P. M. (Eastern time) June 7th. They should be addressed to the Zone Supply Officer at the nearest address:

SURPLUS PROPER

Office of the Quartermaster General, Direc
Munitions Bldg., Washing



War Department Quartermaster Corps

TEXTILE LIST No. 26

ON YARDS OF TILES

**Act at Once—Get
your copy of the Bulletin—NOW**

Army Supply Base, Boston, Mass.; 461 8th Avenue, New York City; 21st Street and Oregon Avenue, Philadelphia, Pa.; Coca Cola Building, Baltimore, Md.; Transportation Bldg., Atlanta, Ga.; Army Building, 15th and Dodge Streets, Omaha, Nebraska; Ft. Mason, San Francisco, Cal.; 17th and F Streets, N. W., Washington, D. C.; Newport News, Va.; Jeffersonville, Indiana; 1819 West 39th Street, Chicago, Ill.; 2nd and Arsenal Streets, St. Louis, Mo.; Army Supply Base, Poland and Dauphin Street, New Orleans, La.; San Antonio, Texas; New Cumberland, Pa.; Columbus, Ohio, Schenectady, N. Y. or to Surplus Property Division, Munitions Building, Washington, D. C.

Any bid may be changed, but such changes must be filed with one of the Zone Supply Offices or the Surplus Property Division, Washington, D. C., prior to 3:00 P. M. (Eastern time) June 7th.

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

Each lot offered is identified by a number. Bids should include the lot number or numbers on which the bid is made. Bids may be made for 500 yards or any multiple thereof or for the total quantity in any lot, unless other minimum bidding units are mentioned. No bid stipulating "all or none" of any lot will be considered, unless the bid is the highest. No bid for less than 500 yards will be considered unless the particular lot consists of less than 500 yards, in which case bid must be on the entire quantity. Successful bidders will be required to certify that these goods will not be sold nor offered for sale for export.

NOTIFICATION:

Successful bidders will be notified promptly by mail and advised of the quantity awarded to each. A deposit of 10% of the amount due under each award must be made immediately upon receipt of notification.

DELIVERY:

The merchandise offered is for spot delivery. Purchasers will be permitted to leave stocks which they may acquire in Government storage for a period of 30 days after receipt of notification. Goods, so held, will be held subject to purchasers' risk.

IMPORTANT:

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

NOTE:

On the purchase of all dyed or bleached ducks the Surplus Property Division reserves the right to deliver material with a variation of 1 ounce per linear yard in weight and 1 inch in width. This owing to the fact that ducks are likely to be listed according to construction in the gray. The above variation is allowed for stretch in length, and resultant contraction in width, during the process of dyeing or bleaching.

PROPERTY DIVISION

General, Director of Purchase & Storage,
Washington, D. C.

HERE ARE A FEW OF THE ITEMS
IN THIS LIST. The bulletin contains
them all.

SHIRTING FLANNELS.

No. 2659-T.

135,596 Yds. Shirting Flannel.

Color live Drab. Width 54 in. Weight
9½ oz. Made by Botany Worsted Mills.
Stored at Brooklyn.

No. 2675-T.

446,729 Yds. Shirting Flannel.

Color Olive Drab. Width 54 in. Weight
9½ oz. Maker unknown. Stored at Boston.

No. 2677-T.

736,067 Yds. Shirting Flannel.

Color Olive Drab. 701,067 yds. are shrunk
and 35,000 yds. are unshrunk. Width 32
to 36 in. Makers unknown. Stored at
Philadelphia.

DENIM.

No. 2603-T.

37,170 Yds. Denim, D. T. Fill- ing.

Color Brown. Width 28½ in. Weight 2.40
yd. Construction 66 x 40. Made by Stone-
wall Cotton Mills. Stored at New Orleans.

DUCK.

No. 2607-T.

37,404 Yds. Duck, No. 4.

Color Gray. Width 60 in. Weight 40.8 oz.
Construction 30 x 26. Made by Jenckea
Spinning Co. Stored at Schenectady.

TWILL.

No. 2679-T.

157,532 Yds. Twill.

Color Grey. Width 35 in. Weight 2.72 yd.
Construction 120 x 72. Makers unknown.
Store Stored at Boston.

WRITE FOR BULLETIN AT ONCE.
ADDRESS JOHN C. SKINNER, Chief,
Sales Branch, Surplus Property Division,
Room 1026, Munitions Building, Washing-
ton, D. C.

PROFESSIONAL DEADHEADS.

They Have an Antipathy to Paying Card Rates.

Hez Heck, the Indiana philosopher, when recently asked what was the most difficult thing in the world, replied: "Bein' good." Hez went on to say that the next most difficult was "bein' ethical, because ethics is something that nobody pays any attention to except when some one is watchin' him." The difficulty seems to be that we don't know what ethics is. No two men would define the word alike. Ethics to the professional man runs to the sonorous voice, the ponderous tread, the impressive frown, the erudite cough, the long-tailed coat, the plug hat, the foxy gloves, the Chinese herb doctor spectacles, the Latin vocabulary and a well-defined antipathy to advertising at card rates. These habits have been fed him from the verdigrised spoon of custom, and to them he clings like a dormant bat to a dead bough. The professional man was perhaps the original press agent. He got his'n for nothing. In the early days you didn't have to be smart to work the newspapers. It required no more brains than being usher in a church. But now—well, I'll get to that a little later on.

In the newspaper and advertising business we have more ethics than we can properly board and clothe. The fact is we have so much ethics that we haven't any room left for sense. The press agent puts language up in tin cans and thus supplies editors with news, comment and opinion. The profession of reporter is gone. Why employ men to go out and look for news when the news comes in ready-to-serve? Before the war a well-defined attack was being made against the press agent, but the struggle created an atmosphere, a temperature and an area in which the pest spawned everywhere. Our patriotism, our beliefs, our thoughts, our religion, our expenditures, our business, our reasoning faculties were all supplied us in the form of news was taken without even a pinch of the Syracuse product. And the sad part of it all was that the advertising feature involved was often so interwoven with apparent patriotism that a lot of us didn't see it.

The thing was all put across under the ethical eyes of the institutions involved. It was thought not only treasonable but highly vulgar to go counter to the propaganda as it came from prejudiced sources. The editors opened the envelopes, wrote heads on the matter, sent it to the composing rooms, and there you were! It got to be a habit. The press agent worked the psychology of the situation to the fineness of a cambric needle. Slyly he slipped his dope in with the rest, and lo! the news columns carried unlimited advertising disguised as news. From being just plain nuisance before the war, the press agent grew to be a decided nuisance after. Every big institution had him. Corporations paid anywhere from \$10,000 a year up to wordy men who assembled language of praise for them and got it printed without any reference to card rates. It was their duty to tell the public what the corporations wanted

it to know and to suppress what the public ought to know. The way to handle people is to keep them ignorant. Corporations, like religions, flourish on ignorance. These press agents earn their salaries all right. A man who can get hundreds of thousands of dollars' worth of free space to mislead the people is surely worth a few thousands a year to the highly respected gents who hire him. At one time it appeared as though the newspaper organizations would take some drastic action against these parasites. But the war came along, and the kaiser being a bigger nuisance than the press agent, attention was centered upon him. We got the kaiser as far away as Holland, but the press agent is yet in our midst, and again is he making his way into the limelight.

The press agents move in a mysterious way their blunders to perform. The fellow who supplies editors with dope advocating the elimination of wood from buildings is hired by manufacturers of metal doors, etc. Warnings about the big losses sustained in the burning of frame buildings come straight from the press agent of the brick people. The man who sells olive oil hires a press agent to get free reading in the papers about the food value and therapeutic properties of that article. Orange Day, Prune Day, Pawpaw Day, Ginseng Day, and so on, are systematically encouraged by wily gents who draw down inflated salaries from houses which deal in such products. Dentists' associations seek the same channel for spreading instruction regarding care of the teeth, because, perhaps dental ethics prohibit them from advertising. And so it goes, whether a man is in the glue, pickle, prune, paint, pig or pollywog business. He seeks to have the publisher print his advertising for nothing, and to print it in a form that stimulates news. The shame of it all is that 90 per cent. of these professional deadheads are employed by concerns whose alleged regard for ethics is so conspicuous that it oozes out of their ears and runs down their necks.

Frank Stowell.

Types of the Business Criminal.

The man who peddles his wares in a basket, and the one who stands on the street corner to sell passers-by some worthless trinket, may be swindlers, but little is expected of them; the people who buy their goods know that they are dealing with men who have not had the advantages of an education that would influence them to pursue honorable methods in their dealings with their fellow men.

Many of these men, some unscrupulous, cruel, vicious; others dishonest, go through life without ever committing crimes serious enough to bring them within the limits of the criminal code; and so it is with many of our business men higher up, not necessarily the heads of our large industries, but perhaps most of all the men who operate small establishments, men whose ambitions are great, and whose abilities are limited.

Among such men may be found some who appear to be persons of high principle. They are great pre-

Grocers, Take Notice

Formerly women used flavoring extracts only when fruits etc., were not handy. Now women are preparing more table delights than ever before—and it's all the result of

VIRGINIA DARE
EXTRACTS

Vanilla 150% Strength
20 other Flavors Double Strength

Get for your store the big business these Absolutely Pure Flavoring Extracts bring in. Real business and profit at last from dependable flavoring extracts. 21 Flavors.

Welcome our Salesman when he calls.

Watch the advertising.

Consumer satisfaction absolutely guaranteed. Money refunded by us on slightest complaint.

GARRETT & CO., Inc.

Food Products

Established 1835

Bush Terminal—Bldgs. 9 and 10,

Brooklyn, N. Y.



The Cheapest Food in the World

Considering its real nutritive value and that it is ready-cooked and ready-to-eat, with no kitchen work or worry.

Shredded Wheat Biscuit

is without doubt the cheapest food in the world to-day. The slight advance in price on account of the war is trifling compared to the soaring prices of other food commodities. It is 100 per cent. whole wheat, nothing wasted or thrown away. The ever-increasing demand for this product, created by extensive national advertising, insures a steady demand and a fair profit to the distributor.

MADE ONLY BY

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



tenders and deceivers. It is not uncommon for these masters of deception actually to do a generous deed now and then. "If," said Frederick the Great to his minister, Radziwill, "there is anything to be gained by it, we will be honest; if deception is necessary, let us be cheats." Such is the policy of the man who would be honest on the surface, but a thief at heart.

One would hardly refer to a man who carries on a legitimate business, and who commands respect in his community, as a thief, no matter how much inclined he might be to take advantage of the people with whom he deals; one would talk of him as a "sharp dealer," or as "close."

If a man should be called dishonest because he deducted a cash discount after the time had expired, he would be furious; he would consider that he had a just claim for damages against the person who dared say he was not honest. But what is he? If a man offers to another a certain quantity of merchandise for a fixed price, less a certain discount if payment is made by a certain day, and if this offer is accepted, then the purchaser binds himself to pay the full price for the merchandise if he fails to settle for his purchase before the expiration of the time set for the discount. The man who sells is likewise bound to allow this discount if payment is made before the expiration of the time fixed. Here the advantage lies with the purchaser, for he has the goods, and if he is inclined when he pays the bill to deduct the cash discount, although he is not entitled to it, he may do so, and the seller has virtually no redress. It would not be worth the seller's time to bring such a matter before the courts for settlement. Cash discounts seldom amount to more than two or three per cent, of the invoice price of the merchandise purchased.

Still worse, the seller may be a manufacturer, who is trying to sell his products through the dealers to the users, and he cannot in many cases afford to antagonize even the unfair dealer who would take advantage of this very fact; so he must "grin and stand it." This the seller ought not to do, but keen competition forces many manufacturers and jobbers to allow what in different circumstances they would demand.

The man who takes the cash discount when he is not entitled to it is bad enough, but there is still a worse type of wrongdoer who invades the business world. He is the little storekeeper who has absolutely no regard for business ethics. He is the man who orders a quantity of goods shipped to him, and when the shipment arrives, changes his mind or decides that he cannot pay for it and leaves it at the freight office depending upon the railroad company to notify the shipper that the goods are refused. When he is approached, he simply shrugs his shoulders and says, "I don't want it," absolutely without regard for the fact that the shipper has gone to some expense in making the shipment. Or, he may receive the material, and if he cannot sell it as soon as he had expected,

he refuses to pay for it, bundles it up carelessly and sends it back to the shipper, freight collect. This he does realizing that the seller will find it less expensive in the end to accept the return of the goods rather than enter into a lawsuit, which requires time and money.

Perhaps it would be astonishing to know the amount of money lost every year on account of such practice. The straightforward business man, upon discovering that he ordered goods in excess of his requirements, would ask to be allowed to return a portion, offering to pay the expenses connected with sending back whatever he does not need.

There is but one remedy for these evils, and that is to let the selfish, inconsiderate business man understand that he must at least imitate the fair-minded man of business. This, of course, would make it necessary for the people who really manipulate the business of the country to establish strict rules concerning the cash discount and the return of goods, or, rather, to set a standard and compel the unscrupulous man to live up to it. The honest man sets his own standards, and, happily, it can be said that among the business men of this country—small and large—there are not many who would need to have standards set for them, but those who do, are all the more to be despised because of the many examples around them.

There is still another petty wrongdoer worthy of mention. He is the employee, usually a salesman, who robs his employer with a boldness that is surprising. It is not uncommon for an unscrupulous salesman to sit in a hotel for days together and send in to his firm expense reports showing charges for trips to several different places which he never visited. There are not many such men. But, however few they are, they are committing crimes which ought not to be encouraged or allowed to pass unnoticed. Stealing is stealing, regardless of the manner in which it is done. No man has a right to allow another to steal his goods or his money, for in doing so, he is harboring crime.

To destroy or reform every rascal now out of jail—if such were possible—would be to rob the world of much of its interest. For some of them are fascinating men. It may be—although it ought not to be—easy to forgive a man who, through sheer cleverness, is able to outbargain his competitor or the man with whom he trades. But the stupid, mean creature who seeks to hide his unworthy deeds by proclaiming that he is honest, is a subject much to be despised. For to one man he is the soul of honor, and by another he is known to be a thief. Everybody knows that he is sullen and stupid; he usually is very suspicious of other people and always exacts full measure for himself when he trades. "He is great," says Emerson, "who confers the most benefits. He is base—and that is the one base thing in the universe—who receives favors and renders none."

Domino Syrup

A pure cane sugar product—in demand at all seasons. Domino Syrup is not only a delicious table syrup, but is an excellent sweetener for cooking. It lends a tempting flavor and zest to baked beans, baked apples, cakes, sauces and desserts.

Stock Domino Syrup the year-round.

American Sugar Refining Company

"Sweeten it with Domino"

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

DIAMOND CRYSTAL

The Salt that's all salt.

**DIAMOND CRYSTAL SALT CO.,
ST. CLAIR, MICHIGAN.**

Contributions Forced by Threats or Cajolery.

"Unless you change your mind and contribute to our worthy cause I, for one, will take away my account. It's a large one. And I won't stop there. Many of our members have accounts here, and I will tell them of your action. I am sure they will feel the same way I do about it and withdraw their accounts." This and other threats, possibly not so boldly made, are what large retail stores have to listen to when they refuse to contribute to some petty and perhaps dubious charity. Owing to the semi-public character of their business, they appear to be regarded as legitimate prey by those who trade on the fact that a store does not wish to slight even the smallest group of that public from which it draws its patronage. For legitimate charities and other worthy causes the stores are liberal in bestowing largesse, but experience has taught them to scrutinize carefully the requests that come from sources not so well known. They have learned even to disregard the consequences of a threat such as the above, as the Secretary to a well known merchant pointed out the other day in discussing the subject of store contribution.

"When all else fails," he said, "the representative of a women's club, or a men's organization for that matter, will fall back on a threat to take away business from the store. Usually they describe their own account as a large one. Investigation shows that it may amount to a hundred dollars or so a year. Our experience also shows that when the account is withdrawn the person becomes a cash customer, which, of course, is to the store's benefit. So, instead of harm being done, the opposite results.

"However, we are fairly careful not to antagonize where it is possible to keep our relations friendly. Where women's organizations are concerned we generally help out when the matter is put before us nicely, and that is generally the case when we are dealing with representative groups. The high-handed threat often comes from the person least able to carry it out or work the harm that is promised. When we get a stiff argument with some one connected with a men's organization we can ignore it without much trouble. Men, as a rule do not go in for blacklisting and are not given to overrating the importance of the business they give to a store.

"Our contributions to established charities are large, but in the aggregate what we pay out to unworthy causes cuts no small figure. Take the case of a woman who dropped in here one day. She based her plea on the reason that her husband and the owner of the store were friends in their youth. The owner was absent, so I asked for her name and address and told her I would send a check. She told me that the house where she lived had no letter boxes, and hesitated about giving me her address. Overcoming this difficulty, I told her I would send one of the office boys. She then professed to be rather deaf, so much so that she might not hear

the boy knock on the door. I reassured her that the boy would get instructions to knock long and loudly so she might hear him. With this assurance she let me have an address. If such a house existed the street number would have fixed its position in the bed of the river.

"A similar case was that of an old man who visited here frequently. His story was that he knew the relatives of the owner in the 'old country.' After three or four donations I prevailed on the boss to look him over. His mumbling answer to the first question shot at him was sufficient. He was given \$2 and told to make that call his last.

"The usual run of program advertising solicitors has a gentle form of graft that is usually harmless except for their commonly used argument 'Everybody else is in our book.' They bank, of course, on our not refusing to contribute when all the other stores are represented. Very little other argument is offered them to use. The average program is merely charity or

good-will advertising, and precious little of the last named. Since I have been placed in charge of attending to our donations I have saved all of these programs that everybody else was said to be in and that actually turned out to have only our name or possibly one or two others, for the purpose of refuting that argument in the future when it is made by the same people.

"To my way of thinking, the stores would do well to investigate the character of all requests for charity of one kind and another that are made on them, especially during this period when so many drives of one kind or another are after contributions. And then, even when the store is fairly satisfied that the object is a worthy one, payment should be made by check. This affords a means of prosecuting the unscrupulous whether they possess their own commercialized charity or are working under the guise of collectors for reputable organizations.

"Not a week goes by that we do

not have several requests from organizations of one kind or another for the use of the name of the head of our firm and, even where merely the name and no service is required, it is wise to look into the matter. How careful the prominent retailer should be to preserve his position of neutrality, as I might call it, was illustrated in a tea kettle tempest we had here not long ago. We permitted the suffrage forces to hang a banner from our building across the avenue. It was waving in the breeze no time at all before we had the ants down on us with a demand to remove that baneful standard at once. Having given our permission it was indeed a delicate task to rescind it, but the anti-suffragists are not a small group and we had to realize the necessity of keeping non-partisan in politics."

One of the worst handicaps for a store, and one of the least excusable, is always being short of change—never able to take payment out of a large bill.

The Woodhouse Company

Grand Rapids

WHOLESALE CANDY DEPARTMENT

We have in stock a most complete line of Romance Fancy Package Goods, 5 lb. Bulk Chocolates, Pail Specialties and a very attractive assortment of 5c and 10c Bar Candies at most interesting prices.

Ask the salesman to quote our prices on Pail Candies, the kind your customers will buy.

Prompt service and low prices assured.

The Woodhouse Company, Grand Rapids

Retail Merchants Opinion of Chain Store Problem.

Much is being said and written these days about the chain store menace to the individual retailer.

On paper, the chain store would seem to have a decided advantage over the individual store, because the chain store seems to have a much larger buying power and is enabled to buy goods or is presumed to buy goods at a much lower price. After this supposed advantage is analyzed it is really not so much of an advantage as would appear, because every retail merchant knows that the output of six stores, located in different trade centers, does not mean six times the buying power, for the wants of communities differ materially and it is doubtful whether the real buying power of six stores located, as indicated, would more than double the buying power on merchandise as an average.

There is, however, one phase of this question which should receive the attention of the individual retailer, and that is, the buying power of a store which has volume sufficient to handle its leading items of merchandise in carloads does effect a saving in price and enables such a store to undersell the store buying in smaller quantities. So it would seem that the individual store should make an effort to increase the volume of business and get a carload basis. Perhaps the carload basis is the ideal one, for there is mighty little spread in price between the leading items in staple merchandise on one car and the price on five carloads. So the chain of store buying five cars would have little advantage over the individual store buying one car.

Of course, in making this suggestion, it is highly important that the individual merchant keep in mind also, the importance of turnover, because turnover is one of the big factors in net profit.

Volume in business may be increased two ways; one by selling present customers more goods and the other by selling new customers. New sales effort in the present trade territories may be added by more intense rivalry and again by adding new customers, through extending the trade territory. Both these desired results may be secured by a well organized, systematized, carefully directed campaign, and it is to be hoped that this suggestion may receive serious thought on the part of many retailers who are now conducting general stores, for chain stores are not alone confined to big cities in grocery lines and in variety lines, but they are gradually being extended into the smaller towns as general stores.

Perhaps the chain store has some advantage in management, due to the fact that its managers are trained, and that they are always persistent, consistent advertisers; also through the fact that they are adepts in getting turnover; and further, that they use their show windows much more effectively than does the individual retailer.

In smaller cities, the chain store as a rule does not deliver, and merchants who wish to meet chain store compe-

tition should take full note of this difference, which is a decided advantage to the chain store through the high cost of delivery. As a matter of fact, merchants should get away from delivery and its high cost.

Some suggestions have been made that merchants co-operate together in buying, but this suggestion, when it is thought through, develops in practice many serious obstacles. So it seems to the writer, that after all, the solution for the individual retailer in meeting chain store competition, rests in increasing his volume of business to the carload volume in as many lines as possible. In applying the very best methods in advertising and sales effort. In extending his trade territory, with a view of getting new customers and increasing volume. In cutting out delivery and in getting to a cash basis—chain stores operate on a cash basis and take their discounts—other merchants should do likewise.

E. B. Moon.

What Battle Creek Merchants Think of the Tradesman.

Frank Wardle, 207 W. Main street: "I am in the wholesale produce business and have taken the Tradesman a year. I am pleased to renew it at the advanced price, for it has been a great help to me and I would not do without it."

Niergarth Brothers, 229 W. Main: "We have been taking the Tradesman ever since back in the nineties and have always found it very useful and beneficial and to do without it would be like running a grocery store without sugar."

Paul F. Muir, 92 S. Kendall: "I am well satisfied with the Tradesman. I have no kick coming. Am pleased to renew it and expect to continue to take it."

L. S. Hurley, Baker, 249 W. Main: "The Tradesman is a very useful and valuable paper and I want to renew it. Am sorry I do not have more time to read it."

Mother.

Written for the Tradesman.
She was lovely in her grace
She was charming in her ways
Sunbeams brightened on her face
Kindled by yet brighter rays.

With a radiant Mother love
Truly born to sacrifice
Kindred too of saints above
She made home a paradise.

There her presence cheered each heart
Filled them with a wondrous joy
Mistress she of every art
Which did only love employ.

In the shadow, in the pain
In the trials here below
She discovered naught but gain
Somewhere found a beam to grow.

Which she planted in her heart
Nourished well throughout the years
Till each glow in counterpart
Of a life which she endears.

Charles A. Heath.

Impossible.

Thomas was not a prime favorite with his rich uncle. In vain did he try to impress him, but the old man was not easily impressed.

One evening the young man went to his uncle's home for a call, and in the course of conversation asked:

"Uncle, don't you think it would be rather foolish for me to marry a girl who was intellectually my inferior?"

"Worse than foolish, Thomas," was the reply. "Worse than foolish—impossible!"

Michigan Shoe Dealers Mutual Fire Insurance Company

Fremont, Michigan

Insurance in Force \$4,482,100

STATEMENT FOR MAY 1, 1920.

Insurance in force April 1, 1920	\$4,272,850.00
New Business in April, 1920	209,250.00
Insurance in force May 1, 1920	\$4,482,100.00
Cash on hand April 1, 1920	\$21,264.14
Cash received in April, 1920	5,913.71
Total	\$27,177.85
Cash paid out in April, 1920	5,049.67
Cash on hand May 1, 1920	\$22,128.18

ONE OF THE STRONGEST COMPANIES IN THE STATE.

Dividend for 1920, 30 per cent.

If you want the best. Place your Insurance in our Company. We write Insurance on all kinds of mercantile stocks and buildings.

THE PIONEER

Michigan Shoe Dealers Mutual Fire Insurance Company
FREMONT, MICHIGAN

MATCHES

All Types and Sizes to Suit Every Requirement

American Safety Strike Anywhere Match

The Most Popular
Home and Smoker's Match

American Strike-on-Box Match

Both square and round splints

Diamond Book Match

An excellent advertising medium with advertising on cover as well as on each match.

Made in America, by Americans, of American Materials, for American Users.

We pay City, County, State and Federal Taxes.

Why not patronize Home Industry?

The Diamond Match Co.



Giving Reality to School and College Work.

Written for the Tradesman.

"What is your son taking this year at college?" I asked a father the other day. He looked at me with a rather blank expression and replied, vaguely:

"Oh, I suppose some science, and maybe philosophy; history of some kind, I believe, and I guess a language—yes, French, I think; of course it wouldn't be German." I wondered what the boy would get out of his college course, if his mind was as vague as his father's.

Why didn't his father know? I have thought of this so many times. His own son's education, it seems to me, ought to be a thing about which his knowledge would be very definite; not only because of the importance of the matter, as because of its interest to himself—all the more if the son were getting educational advantages which had been denied to the father. Didn't they talk it over? Didn't they confer about this question, so important to the lad; plan it all out so as to make the four years in college mean the most possible to this young life which the father was supposed to be leading?

I have sat in at conferences between parents and children on the eve of going to college, or at the outset of some particular year, and heard the boy or girl say:

"Yes, I know, father, that will give me a credit in my course, but I hate the subject. . . . I want to take this or that." The young mind showing its tastes and eagerness to get at the interesting things, and avoid the distasteful ones.

Oh, the wonder of it all! How can any live parent fail to take interest in the development of young minds; with grim amusement at the way in which traits show themselves, and the boy "hates" the same hard studies that the father flunked in years ago? How can a father leave to chance or immature decision the planning for a course which means so much to the youngster? And there is such a fund of delight in it, too.

You may be so foolish as to suppose, you father, that you can treat all this as apart from your own life, and then afterward pick up, all of a sudden, the threads of intercourse and have your boy after he finishes college a close friend and confidant. You never will be comrades with him if you let him get away now. If you show no interest in what he is doing now, he will quickly learn to get along without you. Perhaps he has learned it already.

Keep close to him in his studies;

find out what he enjoys, what are his interests, where he is weak, and help him to connect what he is studying with life. Everything that a child studies in school can be connected vitally with the home and with the activities of the world.

Take his number-work, for instance, surely, you can find chances for him to make change, to count, to measure, to compare totals, dimensions. Don't let him suppose that he is doing his arithmetic work for the delectation of the teacher.

Talk over his geography with him; try to make him see that the places are real places, full of real people, not colored patches on a sheet of paper called a map.

And as for languages: When my own boy was studying conversational French he demanded of his own accord to know something about the people who talked that language and the place where they lived. That is how we came to read French history together, and some of the fine French stories in translation, including the wonderful story of Jean Valjean, in Hugo's "Les Misérables." We had to talk about the Frenchmen, the Normans, who invaded England and brought with them a lot of French ideas, customs and words and impressed themselves upon the English to this day. So we came to "Ivanhoe."

You have things in the house that came from India, China, Persia—pottery, a fan, a fine old rug or shawl—can't you relate such things to what your boy is studying? His chemistry you can show him in the very bread he eats, in the photographs he takes with his camera; the whole of your daily life is shot through with the things of science, literature, philosophy, that he is making such hard work of in his college. Did the matches you use come from Sweden or Japan?

I know a father who has kept ahead of his boy and is always inspiring him with real applications of every study, making each country in his geography of supreme interest and importance for the time being. I heard him talking about India, with a picture at hand showing the great mosque at Delhi, the oldest city in India, and telling how Gen. Lake took the city for the British in 1803.

The father or mother who takes pains in this matter and has a story, a poem, a picture, an anecdote, the gift of an appropriate story-book ready just ahead of the child, will not only inspire a greater interest in the formal studies, but will open new avenues for their minds and strengthen the bonds of inner sympathy.

Oh, yes, I know there is a new kind of teaching in vogue, and that up-to-date teachers do just this sort of thing, but can't you see that I am offering you an opportunity to get and keep for all time an intellectual comradeship with your children which will be very precious in the day when without it they will wander off from the home circle and never really come back?

Prudence Bradish.

(Copyrighted 1919.)

Price Quoting a Necessity of Good Advertising.

Grandville, May 11—To make a big splurge in advertising without quoting prices seems to me like calling attention to a restaurant's menu without giving street and number. Who is going to benefit by such methods?

I read not long ago, in one of the city papers, a full page advertisement describing a household necessity in elaborate, not to say flamboyant language, the final announcement at the foot of the page being that said article could be purchased by simply paying \$1 down. Nowhere in the long discourse on the merits of the great family necessity was the price mentioned.

I am sure were I thinking of making a purchase, such an advertisement would have not the least drawing attraction. If the merchant dare not risk shocking the potential customer with the selling price of his goods he surely cannot expect said customer to go several blocks out of his way to inquire the price of the loudly tooted article.

A frank statement of price should accompany every advertisement unless the advertiser cares more for a rhetorical splurge than for results in dollars and cents.

One often sees advertising along this line, yet all such has but little value as a drawing card. There is no magnetism about such appeals. In fact, I have thrown down a paper in disgust after reading an advertisement detailing to the minutest the especial good qualities of an article of merchandise on finding no price for the same attached.

The price is quite the main lever for the securing of a customer. Without it many advertisements fall flat. We sometimes pass store windows filled with articles of wearing apparel, neat and natty to look at all right, yet unadorned with a price tag. The feet of the potential customer go on to the next window, where the price affixed to garments, shoes or what not, attracts the buyer to enter.

Once inside the store and the battle is half won. Many advertisements are for this purpose alone. Every passer outside is a potential customer, ready to be attracted by the price tag of the merchant. Untagged goods, however beautifully, not to say artistically, displayed have little drawing power, and much of the window dresser's labor has been done in vain.

If the merchant has real bargains to offer he should take his customer to be, wholly into his confidence, so far as naming the price where it can be seen by the reader or the passer by.

People who look for bargains look also for quoted prices. Largely advertised goods with no price attachments are of little interest to the man or woman seeking something within the reach of the moderate purse. Even in these times of flush money, there are those who cannot afford the high priced articles of trade and seek something within their means. Advertisers should not pass these seekers by, but endeavor to interest them in the purchase of medium-priced articles. When the merchant has such—and most of them have—he ought to make known the fact by the attachment of the price tag.

Quote prices in your advertising, whatever else you do.

Where an article is advertised to

the extent of a whole newspaper page, filling the space with fulsome praise of said article, calling perhaps minute attention to its many desirable qualities, finally winding up with the statement that for a minimum sum you can get this most desirable household necessity into your home, with not the slightest hint as to the amount necessary to complete payment for the same, a feeling rather of disappointment if not of disgust fills the breast of the reader and he feels that he has been sold.

Merchants are not the only offenders in this line. Magazine publishers have been known to cover a whole page of the big daily with fulsome eulogy of its greatness, declaring that it is "the magazine of a remade world." All this may be true, as may also the notice at the bottom of a page of self gratulation over its own smartness that it is on sale "at all news stands." Not once is the price per copy or by the year mentioned.

Good advertising, say some. I do not think so. Prices count. More goods are bought because of a considerable favorable price than are purchased for the sake of quality.

Price-quoting merchants are the winners in most instances. Who does not call to mind the old fashioned store, with its monotonous arrangement of goods, its drab indefiniteness of purpose, its slipshod methods of display, its dead and alive sameness throughout the year?

Those old fashioned merchants, who had not life enough to get off the counter and wait on a customer when he entered have long since been thrown into the discard, while the live merchant who advertises and is not afraid nor ashamed to quote prices on something new every day of his life is the one who wins the golden aureole of success. Old Timer.

He wastes his tears who weeps before the judge.



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

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.

BlueBuckleOveralls Union Made



**“Strong
for
Work”**

Blue Buckle Overalls and Coats are sold only through the jobbing trade—the most economical, practical and satisfactory method of distribution for both retailer and manufacturer. Samples, prices and other information are now available in practically every jobbing house in America. We request that you write your jobber. Should he not carry Blue Buckles he can order them for you.

BLUE BUCKLE Overalls and Coats are an increasingly profitable trade proposition. That's a proved fact in practically every sales territory. *Today Blue Buckle Overalls and Coats are the biggest sellers on the market!*

Blue Buckle sales supremacy is being guaranteed by an immense national advertising campaign. No push so big has ever been put back of any overall! Month after month farmers, industrial workers and home-workers will get Blue Buckle quality-facts in a big list of farm papers, brotherhood publications, magazines and newspapers. Over 1500 towns and cities will be posted with Blue Buckle billboards.

Blue Buckle dealers are going to net unusual business through this powerful Blue Buckle publicity. Make certain of big overall profits—stock Blue Buckles now!

Largest Manufacturers of Overalls in the World

Jobbers OverAll Co., Inc., Lynchburg, Va.

New York Office: 63 Leonard Street. Wm. T. Stewart, Representative

Interesting Years for the Michigan Pomological Society.

Written for the Tradesman.

In 1888 Mr. Edwy C. Reid, of Allegan, was chosen Secretary of the Michigan Horticultural Society to succeed the writer of these historical notes. The vacancy came suddenly as a result of a decline in health and the responsibility of carrying on the work was thrust upon Mr. Reid by his fellow directors of the Society. He graciously assumed the burdens and proved himself equal to the obligation, serving the organization for many years with rare ability and devotion. As a journalist and publisher, Mr. Reid's experience prepared him for taking on this kind of work successfully and, although it was a critical epoch in the history of the Society, his genius and diplomacy smoothed many rough places in the highway of its progress. The West Michigan Fruit Growers' Association had been organized because the aggressive and ambitious growers along the shore of Lake Michigan felt the State Society, in trying to cover the whole State, was neglecting the special needs of the region which seemed to them the most promising territory in the Middle West for growing the finest fruits too tender to be successful in most parts of Michigan. This new Association and its ambitions had to be treated with delicacy and wisdom because the leaders of the movement were men of ability and rich experience. Combination meetings were arranged by Secretary Reid and out of perturbation he brought harmony and, finally, unity of action.

The State Agricultural Society, which up to this time had seemed to appreciate the good offices of the horticulturists in maintaining the high character of the annual exhibits at the autumn fairs, suddenly changed its attitude and the offer it made for carrying on the fruit and flower exhibit could not be accepted by the Horticultural Society, and as an immediate result the Society found itself somewhat crippled financially until it could adjust itself to the new conditions. However, in 1889, largely through the endeavors of Secretary Reid, an arrangement was made with the Detroit International Exposition to conduct that feature of the fair which covered fruits, flowers and vegetables. The venture proved a great success and the greatest show in the history of its undertakings was planned and fulfilled by the Society.

The first State Forestry Commission was created by the Legislature of 1887, largely as a result of the persistent agitation of the horticulturists, and the State Board of Agriculture was constituted this commission, the actual work being delegated to Dr. W. J. Beal, assisted by Charles W. Garfield, because these two men had in the meetings of the Horticultural Society and various farmers institutes been the most persistent pleaders for State action in forest preservation. A summary of the activities of the Forestry Commission was given in the Horticultural Report for 1888. The Commission went out

of existence from lack of State support, but the seed sown took root and ten years later Michigan brought into existence a Forestry Commission which initiated processes which led to the adoption of a definite plan of handling State tax lands as a part of a broad scheme of reforestation.

During the years '88 and '89 Dr. Erwin F. Smith, of the United States Department of Agriculture, made an exhaustive investigation of peach yellows, with the hearty co-operation of the Michigan Horticultural Society, and in his findings brought out valued information not only concerning yellows, but other peach diseases that were a menace to commercial peach growing.

Prof. L. R. Taft came to the State Agricultural College as the successor to Prof. L. H. Bailey and at once became active in Michigan horticulture and has been identified with the service of the society to this day and a wonderful factor in all matters of advanced fruit growing.

It was in 1888 that the MacIntosh apple was first brought to the attention of Michigan orchardists and it has proved to be all that was predicted for it as a commercial variety.

Mr. L. D. Watkins, of Manchester, Washtenaw county, who died in 1919 in his 91st year, was during the '80s very prominent in the State Horticultural Society. A wise counsellor, a devoted member of the executive board, a man of rich experience and wide travel, he brought to the Society an unusual equipment to render assistance and he proved a tower of strength. In 1890 an enthusiastic meeting was held at Ludington which brought together successful growers from a wide area of Northern Michigan and the spirit of the gathering was most wholesome and far-reaching in its influence. It did the men good to tell of their success in developing orchards under the most unpromising conditions and which became remunerative commercial enterprises because of the climatic conditions.

The visitors from the South and East were awakened to a new interest in a country they had considered of little account after the removal of the timber.

During '90 and '91 a deep interest was taken in the wonderful opportunity presented the State to advertise its horticultural possibilities at the World's Columbian Exposition in Chicago and at each convention the matter was discussed, hopes expressed and the inaction of the State deplored. The machine organized to arrange for the adequate exhibition of Michigan agricultural and industrial life was slow in formulating plans and had no just conception of the importance of early undertakings in planning for a continuous show of farm, garden and orchard products throughout the entire period of the great fair. Political complications, the selection of leaders who had no vision of the methods to be installed early in the game to insure success and jealousies concerning the range of authority characterized the frater-

nal and State organizations. The masterful enthusiasm of Chicago and the delay in holding the fair for one year saved the day. The useless and blighting controversy continued, however, in Michigan, until it was too late to bring into the State exhibit many very desirable features. We had to substitute many spectacular effects to cover our delinquency. The patriotism and unselfish sacrifices of the growers who were connected with the State Society, in spite of the snubs administered by the officials clothed with managerial functions, finally saved the day. The red tape employed was finally ignored, the ignorance of authorized agencies forgotten and a display of Michigan products finally secured which fairly represented our attainments, but was a disappointment to many who were competent to visualize in advance the opportunities of the occasion, but whose counsel was minimized by inexperienced officials in authority.

In the early '90s the Michigan weather service, under the guidance of Director N. B. Conger, was fostered, encouraged and aided by the horticulturists of the State, individually and through State and local organizations. They were the most useful and dependable allies of the service and were especially useful in giving the publicity which brought this valued aid to agriculture into deserved popularity.

In 1892 the extreme Eastern part of the State made a strong bid for recognition and, through the persistent pleadings of Mr. L. B. Rice, secured a convention at Port Huron, which gave the opportunity to this part of Michigan to bring out its horticultural capabilities. The delegates from Ontario greatly assisted in the success of this gathering. It was during these years that Mr. R. M. Kellogg, a successful breeder of pedigree strawberries, at Ionia, became greatly interested in the Society and was the life of every meeting he attended. He was brim full of enthusiasm, a very successful and intensive cultivator and possessed a sense of humor that was contagious and inspiring.

I have referred to the valued service of Rev. J. F. Taylor, of Douglas. His son, Wm. A., after graduating with honors at the State Agricultural College, entered the Government employ as assistant pomologist and brought to the Michigan Society valued experience and suggestions and, as in the case of Prof. Bailey, awakened a sense of pride in a human product of our State which reflected honor upon our horticulture.

In the volume of 1890 Secretary Reid again took infinite pains in making a ten year index invaluable in assisting the holders of the annual reports of the Society in making them constant companions in growing success as cultivators. The annual transactions of the Society, as published by the State, became increasingly valuable as text books and no literature was so well calculated to aid the beginners and present flagrant errors in practice. Through the efforts of

the Secretary many a budding fruit grower was helped in securing complete sets of the issues for purposes of education and reference. The feature of the volumes of greatest value was the accuracy in reporting experiences and opinions brought out in the discussions. Great care was taken in the preparation of the schedules of topics for each conference of the society to cover the whole field of horticulture, bring to bear upon the subjects the assistance of science and art and especially to draw out from the quiet but thoughtful orchardists the best things in their experiences.

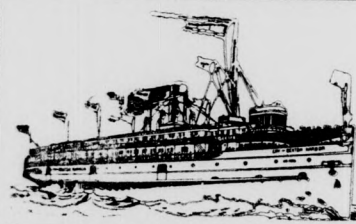
Michigan achieved renown in the versatility of the programmes of the horticultural gatherings. Secretary Thompson, in 1875, said he could not see how the character and volume of the literature of the Society could be maintained because the field had been so thoroughly covered in the first five years of its existence; and even President Lyon, in 1899, with all his optimism, made the pronouncement that the spectacular features in Michigan horticulture were so nearly exhausted that only peculiar genius and unexpected devotion could continue the popularity of the Society.

Mr. Thompson did not catch the vision of the possibilities and Mr. Lyon had a temporary depression, induced by some discouraging conditions connected with the Society's relationships.

As the organization neared the close of the century the mission it espoused needed its service as much as in any previous years, but the genius and spirit of service on the part of the younger horticulturists who had been educated by its processes were the only factors to a more pronounced success than it had yet attained.

Charles W. Garfield.

There is nothing small in a world where a mudcrack swells to an Amazon, and the stealing of a penny may end on the scaffold.



GRAHAM & MORTON
Transportation Co.

CHICAGO

In connection with

Michigan Railroad

BOAT TRAIN 7 P. M.

Tuesdays, Thursdays
Sundays

Freight for CHICAGO ONLY

101 JUNE BRIDES

FOR 101 PROGRESSIVE MERCHANTS

A limited number of this bright, new, snappy, powerful feature sale for
"STORES OF THE BETTER CLASS"

NCESSITY furnished the foundation upon which the June Bride Sale was built. It is a product from the workshop of experience.

Educational and sales influences are welded in this sale advertising in a powerful manner which goes straight home to the buying public.

A hundred and one advertising and merchandise specialists have contributed their skill in perfecting it to pass muster for the most exacting, high-class merchant.

Its every function is fair to the store and the public and there is not a line in its whole construction, but what teems with truthful statements and sound business logic, causing both customer and merchant to swell with mutual pride. It gains life-long customers and gives any store the distinction of leadership in the community.

This June Bride Sale furnishes the vehicle by which able merchants, with better class stores, and high-grade goods, are enabled to put over profitable, dignified selling campaigns.

This June Bride Sale was given its initial tryout last year and was found to be a masterpiece of sales literature, with all the earmarks of a sales concern eliminated.

We want to tell 101 live merchants how this sale will draw them wonderful crowds and force the profitable selling of a vast amount of merchandise in June—also how the public is glad of a chance to pay the bill. Make use of the space below if you're too busy to write a letter. We'll tell you all about this sale—There's no obligation.



Firm _____

Town _____

Amount of Stock _____

T. K. KELLY SALES SYSTEM, Minneapolis, Minn.

"MORE THAN A SALES COMPANY"

Present Retail Inventory Method Will be Permitted.

New York, May 11—The Committee on Appeals and Review of the Internal Revenue Department has recommended that retail dry goods stores be permitted to use, or continue the use of, the retail inventory method. We are informed there is no doubt concerning the acceptance by the Internal Revenue Department of this recommendation of its Committee on Appeals and Review.

This decision will mean so large a saving to hundreds of retail dry goods and department stores in this country as to be almost incalculable. It was secured entirely as the result of the efforts of the National Retail Dry Goods Association, through its Taxation Committee, of which C. B. Clark, of the J. L. Hudson Co., Detroit, is the chairman.

The Association took up the matter upon information from some of its members in the West. In San Francisco particularly the local agents of the Bureau of Internal Revenue required that stores which had taken their inventory at retail should take inventory over again at cost, to comply with the regulations of the Department.

Our Association immediately issued a questionnaire to its members, to determine how many stores were taking inventory at retail. The result of the questionnaire convinced us that a sufficient number of stores were using the retail method to make the matter one in which the Association properly should interest itself.

Accordingly, conferences were arranged, members of our Committee on Taxation were called together, Chairman Clark, Jay Iglauer, of the Halle Brothers Co., Cleveland, (one of the committee), your Washington Secretary and your Managing Director called upon the head of the Inventory Section in Washington and explained the proposition in a conference which lasted about two hours. Our Committee was requested to file a brief on the subject with the Department. Chairman Clark wrote the brief, which on its completion was submitted at a meeting of the Committee and carefully discussed and revised where revisions seemed necessary. This brief was then submitted to the Board of Directors of our Association, and upon approval by the Board was forwarded to the Department in Washington.

While recognizing the theoretical soundness of the articles set forth in the brief, the Bureau of Internal Revenue was reluctant to decide actual field investigation of the system as it was in use in various stores. Accordingly, inspectors were sent to some of the leading stores in the East and Middle West, and now the Committee on Appeals and Review has reported favorably on the retail inventory method, and in the course of the next two weeks the Treasury decision will be announced. Meanwhile, we have had permission from the authorities to announce the result in this bulletin to our members.

When the formal decision is announced by the Treasury Department there will, of course, be regulations promulgated by the Department, prescribing methods that must be followed by users of the retail inventory. These will be essentially fair and just, and every member who now uses the retail inventory method, or who desires to change to that method, must obey the regulations.

As an indication of the importance of this decision secured through the good work of the Association's Committee on Taxation, we may tell you that one large store in New York which uses the retail inventory method has estimated that if obliged to change its method back to the cost system, it would be put to an expense of about \$600,000. Another large store in the Middle West has estimated that the cost of such a change would be about \$500,000. Consider what the expense in the aggregate

would be, if all of the hundreds of stores using the retail method were obliged to change back to the cost method.

For your information, we will review briefly the report of the Committee on Appeals and Review:

After setting forth the fact that the Committee has carefully considered the subject of inventories for retail dry goods stores, "especially the method submitted for the approval of the Department by the National Retail Dry Goods Association, through C. B. Clark, chairman of its committee on Taxation," the report dwells upon the fact that inventories of establishments of this character present a very difficult problem, not because of the complexity of the principle involved but because of the vast amount of detail involved in recording and keeping track of the cost price of each of the many thousands of individual sales annually, which cost can often be represented only by fractions with a large denominator. The report sets forth that because of the volume of such sales and the rapid final turnover, it is almost impossible to identify with the original invoices a particular piece of merchandise left in stock.

The report then proceeds to quote extensively from the brief filed by our Taxation Committee and goes on to say that the Chief of the Inventory Section, having made a careful and exhaustive practical examination of the method proposed, believes that the retail method is essentially a cost method; that the percentage of the mark-up is arrived at accurately, department by department, by comparing invoice prices with retail prices; that as goods are remarked, corrections are made, so that the percentage must, if the method is carefully carried out, reflect very accurately the amount of gross profit in the store in question.

The Chief of the Inventory Section states as his conclusion, that this is in no sense an arbitrary figure, but is the actual margin of gross profit between the cost of the goods and the price of the goods at which they actually move, and that if this method is carefully carried out it would seem that the inventory taken is at the selling price, and if reduced by the departmental average percentage of mark-up would actually reflect average costs, not at any period prior to the taking of the inventory, but average costs at that particular moment of time. If this reasoning be true, all the requirements of the statute and good accounting practice would be met, etc.

In conclusion, the report states, the committee is satisfied that this method represents the best thought on this subject, as based on past experience and applied to present practice, and believes that there is sufficient warrant for its adoption under Section 203 of the Revenue Act of 1918. Section 203 of the Revenue Act is thereupon quoted, which says in part: *** inventory shall be taken by such taxpayer upon such basis as the Commissioner, with the approval of the Secretary, may prescribe as conforming as nearly as may be to the best accounting practice of the trade or business, and as most clearly reflecting the income.

The Committee therefore recommends that such regulations as may be necessary be promulgated, in order that the use of this method by retail dry goods stores may be authorized.

Opposition to the placing of a tax on retail sales for the purpose of raising funds to be paid to soldiers, indeed opposition to the entire bonus plan, has been developing rapidly in Washington in such a way as to indicate that our inferences on this matter contained in previous bulletins are working out. A great deal of noise is being made, but the indications are that the bonus legislation will not be enacted in this session.

After Congressman Fordney, chair-

man of the Ways and Means Committee, had ironed out the matter to the liking of the Republican majority in the Committee, serious opposition developed in the Committee and it seems to be the opinion that the bill cannot now be passed by the House in time to be acted on by the Senate in the present session.

Congressman Pell, one of the opponents of the bonus measure, stood up bravely in the House Saturday and said he was against the bonus, although he knew that opposition meant his political suicide. The bonus would be a tax of \$20 on each man, woman and child in the country, he said, and it was not right at this time.

It takes courage to oppose a measure of this kind and the time has not heretofore been right for retailers opposing it. Now, however, so much opposition has been developed in this direction that we urge you to wire your opposition to your Congressman. There is no justification of a tax on retail sales alone and the entire bonus plan is inadvisable at this time. It will add two billions or more to the tax burden of the people. It will increase inflation, encourage extravagance and decrease production. Wounded soldiers should be taken care of at once. Able-bodied men now have work and can wait until the more pressing problems of reconstruction have been solved. Wire your Congressman to-day.

Lew Hahn,
Manager National Retail Dry Goods Association.

Cotton Prospects and Cotton Goods.

Rains in the growing districts seem to be the one big factor in helping to keep up the quotations for cotton. That the season is backward in many places is an undoubted fact, but it also appears that the acreage planted or to be planted for the new crop will

quite largely exceed that of last year. Projects for financing cotton in this country and for helping exports of it keep being suggested. There seems little need for further aid to those who are holding it here, although there may be warrant for assistance to enable certain European countries to get adequate supplies for their mills. The market for fabrics is much unsettled because of the agitation for cheaper prices which the mills are not disposed to accede to. Forward business is not much sought by either buyers or sellers, there being more than a doubt as to present prices holding. Sales have been few and inconsequential in the local market and the prices have been somewhat shaded. The reductions have been most marked in the fabrics used by clothiers. Untoward weather has delayed sales of many cotton fabrics over the retail counters. Interferences with transportation continue to be a drawback to business and prevent delivery of seasonable goods. The knit goods situation continues a little muddled for several reasons. Among these is the fact that sales of lightweight garments have been very slow and knitters are somewhat in a dilemma as to the policy they should follow when they open up for the next lightweight season. The yarn spinners do not show signs of willingness to forego the large profits they have been making and yet the buying public is in no mood to pay exorbitant prices for the finished goods. In the nature of things, something will have to give way.

A good line to tie to Stylerite Fashionable Cravats

Specializing in Correct Styles
for MEN

Shirts, Hosiery, Underwear, Pants

Daniel T. Patton & Company

The Men's Furnishing Goods House of Michigan
GRAND RAPIDS

Memorial Day Decorations

Have you a good stock of these goods to show your customers?

The demand for this merchandise will be great—Buy now, and be supplied.

Our stock consists of WOOL Bunting Flags, the popular BULL DOG Bunting Flags, stick and Spearhead Flags, Tricolor Bunting, Emblems and Patriotic Ribbons.

Write for Samples and Prices.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Big Ready-to-Wear City Day, May 18-19-20, 1920

CITY DAY comes Wednesday, May 19th, but owing to the size of this sale we are going to make it a three day sale.

IN OUR READY-TO-WEAR DEPARTMENT WE ONLY HANDLE STAPLE ITEMS AND IF YOU WILL LOOK OVER THE LOTS MENTIONED BELOW YOU WILL SEE THAT THEY ARE ITEMS ON WHICH PRICES HAVE BEEN INCREASING CONSTANTLY, HENCE ARE WONDERFUL BARGAINS. THE MARKET ON FANCY ITEMS SUCH AS CLOAKS, SUITS, ETC., HAS BEEN BAD ON ACCOUNT OF UNSEASONABLE WEATHER AND HIGH PRICES BUT BUSINESS ON THESE ITEMS HAVE BEEN FINE.

Some good merchants have offered some of their stock at 20% off in order to help hold down the market. Most of these reductions exceed 20%. WE WANT QUANTITY BUSINESS.

ALSO SPECIALS IN ALL DEPARTMENTS. THIS IS A REAL OPPORTUNITY.

Lot No. 2. MIDDY BLOUSES.

Several lots of Middy Blouses in sizes from 8 to 18 consisting of two styles in white, trimmed with white, rose, copen, light blue, navy and red, made of a linen finished suiting that will wash. Broken lines numbers we have been selling at \$13.50 to \$15.00. City Day Special, per lot, the doz. ----- \$10.00

Lot No. 5. WAISTS.

Silk Georgette Waists—Extra.

One hundred dozen beautiful new pure silk Georgette shirt waists, seven dainty styles in all the leading 1920 spring colors as well as white and black, any size you wish. Positively less than they can be bought from any manufacturer in the country to day. While they last City day, only, each ---- \$3.25

Lot No. 8.

Consists of fine sheer dainty Voile and organdie shirt waists. Smart new styles, white only. Nicely trimmed with lace or embroidery, \$24.00 to \$30.00 numbers. A splendid sales item. Choice, each ----- \$1.77½

Lot No. 11.

Tub Skirts, in white and fancy effects, also a new shade of blue smooth crash, similar to a dress linen, all are attractive styles and splendid quality. City Day only, per dozen ----- \$16.25

SPECIAL NOTICE.

We have a beautiful line of white and fancy tub skirts that will go on sale City Day, May 19th, at special prices lower than you have seen this year. Also several broken lots to close out.

Lot No. 14.

NO. 621-W. T. STABONE CORSETS.

2,000 dozen corsets—a truly wonderful quality—well made, medium figure, comes in sizes from 19 to 30. At this price it will make a big sale item. City Day only, per doz. ----- \$14.75

Lot No. 1.

BUNGALOW APRONS, \$15.75.

1,000 dozen of light and dark bungalow aprons made of fine 64 count Bradford and Scout Percales, in smart, quick selling styles and designs put in dozen bundles, assorted lights and darks to the bundle. Less than the cost of the cloth. Dozen ----- \$15.75

Lot No. 4.

200 dozen of smart high class Middy Blouses made of fine white heavy Jean, trimmed in white with blue serge, detachable collar, lace front, also extra fine quality of navy blue galatea, trimmed in white, sizes from 16 to 44, in white and 10 to 22 in navy, \$27.00 to \$32.50. Numbers sold half white and half navy, City Day only, per doz. \$24.00

Lot No. 7.

New Wash Waists.

Dainty white Voile and organdie shirt waists embroidered and fancy trimmed in white and colors. Numbers that we have been selling at \$13.50 to \$15.00, mostly the better numbers. City Day special. Choice, per doz. ----- \$11.75

Lot No. 10.

Muslin Petticoats made of good quality long cloths, Nainsook, and muslin handsomely trimmed with lace and embroidery, also scalloped edges. Broken numbers that sold from \$15.00 to \$22.50. 1 dozen lots assorted to close out at, per dozen ----- \$15.00

Lot No. 13.

Ladies slipover muslin night gowns, made of combed yarn long cloth with dainty scalloped edge embroidery. City Day only, per doz. ----- \$14.75

Lot No. 15.

NO. 536-W. T. STABONE CORSETS.

A splendid well made corset, in sizes 19 to 30, triple stabone, in white only. Special for City Day only, doz. \$19.50

Lot No. 17.

Childrens Rompers and play suits made of a splendid quality of chambray, peggy cloth, Romper cloth and galatea, all sizes, light and dark colors, both plain and striped. Special for City Day only. Per doz. ----- \$12.00

Lot No. 3.

Several lots of broken assortment of five different styles of Middy Blouses that we have been selling from \$17.50 to \$22.50, made of fine white Lonsdale Jeans, pink and blue mercerized pongee, French and Copenhagen blue like linen all trimmed with dainty plain and striped trimmings. Sizes in the lot from 6 to 20 in lots lower than mill cost. Per lot, the doz. ----- \$16.50

Lot No. 6.

Consists of 200 dozen up to the minute pretty pure silk Georgette Shirt Waists, in handsome spring shades, long and short sleeves, embroidered and beaded all sizes. Numbers that sold from \$57.00 to \$66.00. Your choice City Day only, each ----- \$4.00

Lot No. 9.

Satine Petticoats in black, white and colors, broken numbers that we sold at from \$21.00 to \$27.00, put up in 1 dozen assorted bundles. City Day only, per doz. ----- \$18.00

Lot No. 12.

1,000 dozen only of Bandos that sell direct from manufacturer regularly at \$6.00 to \$6.50. They are all well made, of good quality, perfect material, plain and brocaded come in, opened front or hook back or front, draw string, boned, elastic in back, tape shoulder straps, all styles in each 1 doz. box. Doz. \$5.67½

Lot No. 16.

500 dozen of black satin bloomers, made of a good quality of mercerized satin in sizes from 2 to 12, boxed one dozen assorted sizes. Special, doz. \$7.50

Lot No. 18.

CHILDRENS' WASH DRESSES.

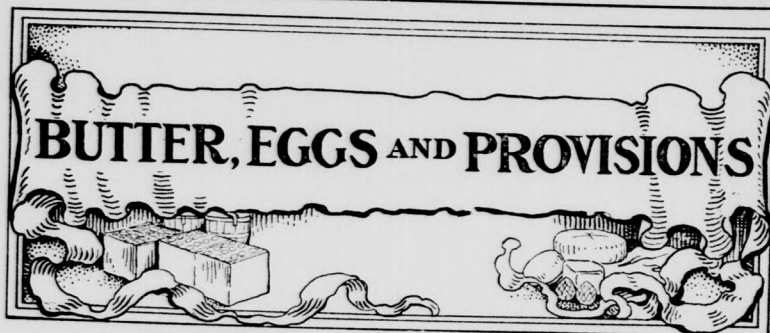
Our assortment is almost endless in plaid and check gingham, well made and handsomely trimmed. We have taken out all broken numbers and will close them out in this sale at ¼ to ½ less than our regular list. The lots will sell at the following prices, per dozen: \$10.50, \$12.00, \$15.00, \$17.65, \$19.75, \$21.75, \$24.00 and \$31.75.

GRAND RAPIDS DRY GOODS CO.

GRAND RAPIDS, MICHIGAN

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.

Rapid Handling of Citrus Fruits Means Lower Prices.

Fruit men nowadays are interested more in freight car production than in crop production.

Of what avail is it to grow more wheat, more oranges, or more lemons when the cars to ship them are always lacking, is the logical question asked.

The predicament is said to be similar to that of a treeful of apples and a hungry boy, separated from each other by an unbridged stream. The fruit is there but it can't be gotten across. The California citrus crop and the public are claimed to face a similar predicament.

The number of refrigerator cars necessary to bridge the continent satisfactorily is being considered by the railroads. But present strikes and financial uncertainties have hindered construction plans to a serious extent. At present the prospect is gloomy.

E. G. Dezell, of the California Fruit Growers Exchange expressed his opinion last week as follows:

"The situation as to refrigerator equipment to move the California perishable crops during the next six months is a very grave one. There has been a shortage, and the present strike is causing us to get further behind with our shipments and the westward movement of empties is practically at a standstill. Cantaloupes will be ready in volume in a few weeks, with a large deciduous crop following. There have never before been so few cars west of the gateways at this time of the year. The estimates of the total movement of the perishables from the territories supplied by the P. F. E. and S. F. R. D. are greater than last year. It seems clear that the equipment of the car lines serving the California industries will not be sufficient at their present rate of movement.

"Some relief will be afforded by foreign refrigerator equipment, and ventilator fruit cars, when available, may be used on some shipments. Heavier loading of all commodities will be urged and the citrus industry generally will undoubtedly load to the maximum allowed in the different series of cars. With all of this, there is an absolute necessity that the daily mileage of the P. F. E. and S. F. R. D. refrigerator cars be increased in every way possible. We are expecting faster eastbound service on shipments

than we have had recently. Every effort is promised to start the empties west bound promptly as soon as unloaded and to give them expedited service, without loading them where this would cause delay. There will be no delay in loading at this end and every effort should be made by shippers, agents and purchasers to expedite in every way the prompt sale and unloading of all cars.

"Based on 25,000 cars averaging a round trip in 60 days, every car day saved on the average means equipment for 1,250 additional cars in the next six months. It should be possible, with an united effort all along the line, to cut off several days in the average time for the round trip of these cars. Considerable has been accomplished by our agents and the trade at other times when cars were short, and we have asked them to give this matter their constant thought and do everything in their power to get these cars back to California as quickly as possible for another load. The need for this effort is greater now than it has ever been before. We are trying to impress this on the trade and have our inspectors watch for empties which are not moved promptly from the yards, using their endeavors to get them moving."

Obviously, quick action by the trade in disposing of California perishables will release more cars for traffic purposes. This, it is claimed, will afford a larger supply of fruits and vegetables during the year for Eastern markets.

Unless these active steps are taken the Eastern fruit trade will not be benefited by the favorable conditions of the California citrus crop this season.

In a recent estimate for the use of railroad equipment builders, G. Harold Powell stated as follows:

"The most recent figures on non-

**You Make
Satisfied Customers
when you sell
"SUNSHINE"
FLOUR**

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

**Genuine Buckwheat Flour
Graham and Corn Meal**

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

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

MILLER MICHIGAN POTATO CO. Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

bearing acreage of oranges is 50,296, including all varieties. We cannot segregate the Navel from the Valencia acreage; but a fair estimate I should say would be 75 per cent. or more Valencias.

"Taking a five-year yield of bearing acreage of 137 boxes, the theoretical increase would be 15,045 carloads of present loading.

"The most recent figures on the non-bearing acreage of lemons is 18,319. There is a larger proportion of lemons than oranges in the bearing acreage—i. e., more than four years old—that have not yet come into full bearing. Taking a five-year average of bearing groves and applying to the non-bearing acreage would give an increase of 6197 cars of present loading.

"The total car lot shipments of oranges and lemons for the railroad year 1918-19, beginning November 1, was as follows:

Navels	18,800
Valencias	16,600
Miscellaneous Varieties	4,400
Lemons	10,000

"It is reasonable to expect that California may ship from 50,000 to 60,000 carloads of oranges and 15,000 to 20,000 carloads of lemons in the next few years, the maximum being reached only in years of unusually favorable crop conditions."

But speedy sales and more cars are essential, first of all.

The Successful Grocery Store.

Our grocer knows his business. He knows the best part of his business, which is cultivating the friendship of his customers.

His store is as neat as a pin. There is no trash on the floor. His shelves are attractively arranged. He keeps the place looking like an exhibit at a fair all the time.

His clerks do not wear dirty aprons.

They are all polite. He had a grouchface once, but fired him the second day.

When you come into the store somebody always greets you. If all the clerks are busy, one of them will excuse himself for a moment to his customers, speak to you and ask you to pardon the delay, to look around and see if you fancy anything, and you will be waited on as soon as possible. You are not ignored and made to feel that you have intruded somewhere you are not wanted.

When a clerk writes down your order it is in duplicate, and you are asked to look over the list and verify it.

If the eggs are not above reproach, if the butter is not sweet, if anything he sends you is unsatisfactory, he is glad to have you return it. He would rather lose a sale than a customer.

While he is accommodating in his dealings, he is strict about payments.

On his monthly statements is a printed note, saying: "This is a grocery store. It is not a bank. We would like to do anything to please you, except lend you money. To extend your credit over a month is the same as lending you money. Don't ask us. Bills are payable monthly,

and if not paid by the 10th credit will be discontinued."

He does not care for customers who are slow pay.

He has a special telephone where a special clerk looks after regular customers. For instance, he will call up Mrs. Jones and say:

"How did you like that cheese we sent you Saturday? Yes? We are anxious to get reports from our customers on that cheese. Thank you. Pleased that you like it. We have some extra-fine melons this morning. Shall we save you half a dozen?" And so on.

This is plain jollying. But it pays. He keeps right after us. Every week he mails us a little leaflet list of specialties and bargains.

He impresses his delivery clerk with the price. And there is but one price. No haggling. Take it or leave it.

When any one of his clerks promises to deliver your order by 10 A. M. the goods are at your house at 10 A. M. If not, you are telephoned and an apology is offered.

Our grocer realizes the importance of being dependable.

He keeps his word.

He tells the truth.

He is punctual, prompt, clean and agreeable. Frank Crane.

May.

Written for the Tradesman.

May has come at last
The winter now is past
The cold, the sleet, the snow
I thought would never go.

And May I like the best
For then is manifest
A beauty all anew
In wood and meadow too.

The birds know when it's May
You hear them every day
A-field, a-wing, on high
Rejoicing as they fly.

And through it all there falls
A welcome wide which calls
To field and wood afar
Where all her wonders are.

It's then we haste to go
Where sky-blue violets grow
And pass the lively day
The guests of Merry May.

Charles A. Heath.

Send It In.

If you have a bit of news,
Send it in,
Or a joke that will amuse,
Send it in,
A story that is true,
An incident that's new,
We want to hear from you.
Send it in.
Never mind about the style
If the story is worth while,
Send it in.

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.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

WHEN YOU MARVEL

at the better goods and prompter service which

THE VINKEMULDER COMPANY

gives, remember that you are dealing with

the oldest produce firm serving the community.

Bel-Car-Mo Peanut Butter



In all sizes from
8 oz to 100 lbs.

There's a dependable superiority in the purity and flavor of "Bel-Car-Mo" that guarantees universal satisfaction. It's a practical necessity in all homes of growing children, an economical delicacy that is high in food value.

Order from Your Jobber

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



Toilet
and
Bath

Improved

"Taylor-Made"

Honey Comb Chocolate Chips



You've tried the rest
Now Buy
the Best

W. E. TAYLOR, Maker

Battle Creek, Michigan



Michigan Retail Hardware Association.
 President—Geo. W. Leedle, Marshall.
 Vice-President—J. H. Lee, Muskegon.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Helping the Producer to Fight the Parasite.

Written for the Tradesman.

The hardware dealer who can look at his business at times from the customer's point of view is the man surest to realize all its possibilities. There are many angles from which to regard the hardware store, and many possibilities of business-getting which hardware dealers often leave untouched, just because they see the business only from their own side of the counter.

A line that is rarely pushed to its fullest possibilities in the hardware store is that of sprayers and spraying solutions.

Agricultural organizations and agricultural journals are doing quite a bit right along to educate farmers in regard to the necessity of spraying. The hardware dealer will find it advantageous to link up with these efforts and to co-operate by pushing the spraying devices and solutions which are on stock in practically every hardware store but which as a rule are left to sell themselves.

Spraying is essential to modern fruit growing. In the old days, it is said, every farm had its fruit orchard; but in most districts parasites of one sort and another have killed off the old-time orchards that, as a rule, were left to fend for themselves. In my district the San Jose scale wrought immense havoc between fifteen and twenty years ago. Farmers regarded the scale as sure death to fruit trees, or, at least, to apple orchards. I was surprised on visiting a certain fruit-growing district some years after the visitation of the scale to find that among expert fruit-growers the scale was lightly regarded.

"We just spray the trees and look after them," a fruit-grower told me. "Spray and cultivate and prune, and the scale won't bother you."

As a matter of fact, the lime sulphur spray is effective to keep the scale in check.

What can be done in pushing these lines is illustrated by the experience of a hardware dealer who, as it happened, was alert to his opportunities. He knew relatively little about farming; but he did know enough to go to an intelligent farmer when he wanted facts. From this farmer he secured the information enabling him to put out a good circular letter relative to the use of spraying solutions in combating various pests. He stocked one or two commodities necessary to complete a full line of solutions, and fea-

tured spraying devices—barrel sprays and similar articles for large users, and hand sprays for the man who had a few favorite rose bushes to look after. The first year he did a fair business in this previously neglected line; and every year, with the aid of a little advertising, has brought in repeat orders and new business.

It might be good business in the hardware store to follow up a "Swat the Fly" movement by a "Banish the Bug" or "Punish the Parasite" campaign. With some such slogan a variety of interests can be appealed to.

First, there is the fruit grower, who will probably prove the most expensive purchaser of these lines. In this connection, strongly urge the use of proper equipment for spraying. Many farmers refuse to engage in fruit growing as a side line because of the work of looking after their trees, and many farmers neglect to look after their trees properly on the same ground. With farm labor scarce, any mechanical device that will lessen the work should be strongly pushed on that score, as well as for its efficacy in killing off the parasites.

Incidentally, quite a bit of business should be done with the town dweller who has one or two fruit trees in his back yard. Ninety-nine per cent. of fruit trees in town are about 20 per cent. efficient in fruit production for lack of attention. An advertising or circularizing appeal to the city fruit grower might dwell on this fact—that fruit trees pay for attention. In addition to sprays and sprayers, you can offer pruning equipment, etc.

Then a little later in the season the potato bug will stimulate a marked demand for paris green. You might make the potato bug a striking central feature of a display devoted to seasonable spraying devices a little later in the season. For there are comparatively few people the last few years who haven't been growing backyard potato patches; and spraying as a rule makes all the difference between a good crop and no crop.

Every fair-sized town has its rose-fanciers. Other flowers are popular; but the rose is a sort of special fad. There is no flower under the sun more subject to parasites; and each parasite has its special spraying solution.

Get in touch with the secretary of your local agricultural society, and find out what these solutions are. You will probably discover that about one rose fancier in ten has a spraying device for applying the solution. Here is a limited market for small spraying devices, but a good one; for the average rose fancier is willing to spend money in gratifying his hobby.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

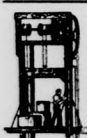
Saddlery Hardware, Blankets, Robes, Summer Goods, Mackinaws, Sheep-Lined and Blanket-Lined Coats, Sweaters, Shirts, Socks, Farm Machinery and Garden Tools, Automobile Tires and Tubes, and a Full Line of Automobile Accessories.

GRAND RAPIDS, MICHIGAN

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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



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



"The Quality School"

A. E. HOWELL, Manager

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



In Getting
COSTS
Writeto
BARLOW BROS.

GRAND RAPIDS, MICH.

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.



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

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

Besides, the little hand spray makes easy one of the most irksome and tedious tasks in connection with rose-growing and it is a handy device wherever there is a flower or vegetable garden.

Spraying is also necessary for the poultry raiser, in order to keep down lice, mites and other parasites. In this case kerosene is sometimes used; but there are commercial disinfectants handled in most hardware stores that produce probably better results. Here, again, the mechanical spraying device is mighty convenient; it saves a lot of work, and gets the solution into the usually inaccessible corners which the pail-and-broom method usually fails to reach.

Spraying is particularly desirable for the town or city poultry raiser, as in his case the birds have little space in which to run and are usually confined to small coops.

Most of these spraying lines can be conveniently linked up with other items in advertising and selling. Thus, the poultry spray links up with grit, oyster shell, poultry netting, chick foods, china eggs, and similar lines. The hand-spray for use in the flower or vegetable garden can be featured again in connection with a gardening display. But it might be worth while to show all these spraying devices together in a "Banish the Bug" display which, in most communities, will be something of a novelty.

It is worth remembering that it pays, always, to know your subject. Get some information on the correct solutions to use for various purposes—the solution that kills one parasite will merely stimulate another. Keep information of this sort handy; so that the man who wants to know, and who expects the dealer who sells him a spraying device to know everything about spraying, will find his confidence in you confirmed.

Much of this information is supplied by the manufacturers of spraying devices; and additional, and very practical information, can be secured from farmers. If a customer asks you and you don't know, take a minute at the telephone to find out. This sort of service takes a little extra time, but it will pay in the long run.

The spraying lines have the further advantage that they will bring you more than ever in touch with the farming community, which has a lot

of money to spend in the hardware store.

Victor Lauriston.

Wool, Woolens and Clothing.

Not much change is noticed in the wool situation excepting that there is a widely prevalent belief that an easing up in prices is about due. Yet the auction sales still show fine merinos in good demand and bringing top-notch prices. But the demand for crossbreds and the coarser varieties of wool in general seems to be improving, and there is no doubt but that more of these qualities will be woven into fabrics in the near future. The domestic clip is gradually coming into sight and finding a market. So far as fabrics are concerned, it is now admitted that cancellations of orders have been quite heavy, particularly in those of men's wear. Clothing manufacturers are not getting as good reports from their salesmen as they expected, and are not eager to load up on goods at the present levels. Something of their changed frame of mind since the overall agitation began may be inferred from what happened the other day. Not long ago the National Association of Clothiers resolved on an advertising campaign whose purpose was to be to familiarize the public with the idea of paying higher prices for clothing next Fall. This notion was changed into that of inducing people to dress well. But, when the Executive Committee of the Association, to whom the matter was intrusted, met on Wednesday last, it determined to let the whole matter rest for the time. It will probably continue to slumber. Meanwhile, retailers are offering men's suits at reduced prices in order to stimulate business and get rid of the stocks on their shelves.

Striking Store Signs.

A merchant in Indiana has a set of signs arranged in his store that he claims do him a world of good. Here they are:

Do you know any good reason for trading elsewhere? If so, tell us.

No sale is a sale here unless you are satisfied.

Your money's worth or your money back.

We aim to please. Is our aim true?

You are our guest.

Thank you, call again.

Send the flowers now. We won't need 'em when we're dead.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

Heystek & Canfield Co.

61 Commerce Ave.

Grand Rapids, Michigan

Distributors for

E. I. Du Pont DeNemours Co.

(Bridgeport Standard)

Paints, Varnishes, Enamels, Stains

Daily Shipments to all
Michigan Du Pont Dealers

When shall we have our representative call
and explain the attractive, exclusive Du Pont
Retail Dealers proposition?

DICKINSON'S



SEEDS

The Albert Dickinson Co.
MINNEAPOLIS CHICAGO



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

Salesmen of Antiquity.

"Paul was a master salesman!" Rev. Theodore M. Henderson, pastor of the village church, was talking. I was listening. It's your turn now—to listen.

"The journey of Paul, who was Saul of Tarsus," he said, "changed the history of the Christian religion. It was the most successful sales campaign ever undertaken.

"The fundamental element in Paul's success was his manhood. He believed in himself and the goods he sold.

"A salesman of his type would believe in the house, and in the man who directed his activities. He would believe, as did Paul, in truthfulness, in loyalty, in perseverance.

"Paul believed in work and in play—in health and good cheer. He believed in sunshine, fresh air, sobriety and sufficiency. He believed 'the square deal' was the only deal. He practiced what he preached. He believed in the satisfaction of Service. He gave as he went, and he grew as he gave.

"We are born believers in this type of salesman," Mr. Henderson continued, as he leafed the pages of the Book of books. "We want salesmen who are optimists, who believe in the scheme of Life, in the future of the race, in their own power and future, and in their fellow men.

"We want salesmen who believe in

their city, in their country, in mankind, and in the general plan and scope of the Universe.

"Like Paul, such a salesman must be permeated with faith. He must be determined and persistent. In the language of the phrenologist, he must be 'seven-plus on self-esteem.' He must be magnetic; he must energize men; his confidence will inspire the confidence of others.

"Holy Writ contains many references to the fearful and unbelieving," Mr. Henderson said, adding: "Fear was recognized then as it is now—the chief holdback to development and progress. Paul was fearless; Paul was successful.

"Doubt is the lowest form of insincerity. It binds possibilities, cripples activities, crowds out initiative, strangles efficiency, kills every motive and buries every ambition.

"Intellectually, morally and physically we are reaching higher planes of thought and activity. We see more clearly the eternal principles advanced by Paul of equity and fair dealing, of gentleness and consideration. We have a truer realization of the rights of others." August Wolf.

A Literary Personage.

Jonathan
 Was always reading.
 He read the movie captions aloud;
 He read his left-hand neighbor's paper
 All the way home
 On the car
 Every evening,
 And on the car
 Every morning
 All the way to the office;
 He was a well-informed man, was Jonathan,
 A well-read man,
 Jonathan.



The Shaving Hog in the Pullman Sleeping Car.

New Hotel Mertens

Rates, \$1.50 up; with shower, \$2 up.
 Meals, 75 cents or a la carte.
 Wire for Reservation.
 A Hotel to which a man may send his family.

CODY HOTEL

GRAND RAPIDS

RATES \$1 up without bath
 \$1.50 up with bath

CAFETERIA IN CONNECTION

Livingston Hotel

and Cafeteria

GRAND RAPIDS

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

Rates \$1.00 to \$2.50

BERT A. HAYES, Propr.

Bell Phone 596

Citz. Phone 61366

Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
 Export Merchandising

209-210-211 Murray B dg.

GRAND RAPIDS,

MICHIGAN

OCCIDENTAL HOTEL

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

Beach's Restaurant

Four doors from Tradesman office
 QUALITY THE BEST

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.

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.

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 11—Ned Carpenter (Dwight Bros. Paper Co.) does not have all the earmarks of a philanthropist, but he is one just the same. Realizing that city chaps like to get out in the hot sun and pick peas and beans during July and August, he has planted extra rows of both on his farm at the South end of Gunn Lake, naming the rows after those of his friends who have a passion for gardening, but who cannot indulge that inclination on their small city lots. It required many hours of hard toil to accomplish this result, but Mr. Carpenter will find ample compensation two or three months hence in sitting on his veranda, fanning himself with his Panama sombrero, quaffing iced milk and imitation mint juleps, while watching the recipients of his bounty shed buckets of perspiration in the pea and bean garden.

Glenn McLaughlin, formerly on the road for the Grand Rapids Dry Goods Co., but who retired a couple of years ago to engage in the retail grocery business at 757 Eastern avenue under the style of Breen & McLaughlin, has re-engaged to travel for the Dry Goods Co., the engagement to date from May 17. He will take the Benton Harbor district as his territory, succeeding Mr. Godfrey, who retires from the employ of the company.

Will Canfield, who has been connected with the Judson Grocer Company for the past eighteen years, severed his connection with that house May 10. He is considering several offers made him by other houses. His successor has not yet been selected by the Judson Company.

Traveling men who have been over the new roadbed between Reed City and Cadillac this spring say that it has been practically ruined by the heavy trucks sent South over the line by the Acme Motor Truck Co., of Cadillac. Not content with using heavy trucks, the company has piled another truck on top of the truck in which the trip is made. Four weeks ago the road was in excellent condition. Now it is claimed by those who have traversed it this week that it is ruined in many places as a result of such unfair use of the road.

During the time the railway systems were under the control of the Government, railway employees got it into their heads that they were superior beings, the same as Government employees generally assume an air of superiority which makes it extremely difficult to do business with them on a reasonably satisfactory basis. Now that the railroads are turned back to private ownership, it is in order for these assumed supermen to get down off their perches and act the part of human beings again. Of course, there are some exceptions to this general rule, but the proportion of men who were not spoiled by Government red tape was very small. It is only a question of time when the man who sells you a ticket or checks your trunk will do so as a matter of course and not as a condescension bestowed on a mere civilian by a superior being.

No one can pass final judgment upon his fellow man without involving himself in error. The reason is plain. It is impossible to know all the facts about any human being. Such complete knowledge would require a study of every brain cell and nerve—of every item in the complex environment, training, education and heritage of the man. The wise thing to do, therefore, is to seek out the good qualities of our friends and neighbors. Always these qualities can be intensified by matching them with the good within ourselves. Thus kindness will thrive and meanness and selfishness be lessened in degree and influence.

Billions of forsaken seeds—radish, lettuce, spinach, onion and otherwise—held in duress in April, protest now against a strike that leaves the spade

rusting beside the coal shovel. For this is planting time. The horticultural impulse tingles through with cabbage sets and fertilizer. Already the strawberry runners are in green procession where they should not stray; the chives are pricking up in plebian defiance beside the elegant peonies; the rosy-stalked rhubarb is in modest leaf.

Better to be dumb in June than to be city-bound in spading days, when every one with a foot of soil to pet wants to get his seed in before it is time to set the eggplant and transplant the little beets; before a thousand Tomato Furiosos are demanding their chance to grow up in likeness to their astounding ancestors portrayed in the catalogue. Now is the hour for all the earth to be made fluffy. It is late enough to sow sweet peas.

The lawn needs raking, as the breathless gardener knows. The inconvenient uprising of the grass will soon demand the twilight mower. Even without strikes, there is never time enough to play with the hotbed, which always produces so many more radishes than any one family could possibly need. The free lance bulbs, in cheerful self-sufficiency, are up along the garden walk, proposing to furnish narcissi, daffodils and irises without much help save from the sunshine and the showers, provided they have found the place they like, for narcissi especially are temperamental about their housing. The roses are green beyond expectation, in spite of vernal snows, but the trellises need fixing. The paths are ragged. The garage needs a new clump of shrubs. Every day is enormous on the garden calendar now. What other business is there in April, when earth-hunger comes back with the "goodly damp smell of the ground?"

Highway organizations throughout the country are receiving many complaints of roads badly damaged by heavy truck traffic. The condition has been aggravated by the greatly increased truck business resulting from railway congestion and the necessity of getting goods distributed by the only reliable means at hand. Even the most enthusiastic of good roads partisans did not foresee the tremendous development of motor truck transportation which has come in the last two or three years, but which still is in its infancy. The result is that roads built in the old style have been unable to carry the burden placed upon them. There is apparent, however, no disposition to curb the use of trucks. The chief result thus far of road damage has been legislation enacted in several states to limit the weight of trucks and to limit the maximum loads they may carry. These limits in some cases are less than those set by the National Automobile Chamber of Commerce in its proposed uniform vehicle law which set the maximum weight of vehicles at 28,000 pounds and of loads at 800 pounds per inch width of tire upon any wheel concentrated upon the surface of the highway. The only solution seen by highway experts for a problem which is becoming manifest in all parts of the country is a virtual reconstruction of the entire highway system, which will entail tremendous expense and which will have to be done gradually. It has been demonstrated that the old type road construction is inadequate to present needs on roads upon which traffic is heavy. It is contended that only such types of materials as granite block, concrete and wood block should be used on the main arteries of travel and it also is asserted with the utmost emphasis that with good road building costing as much as it does now routes should be laid out with regard only for economic considerations and the serving of the largest number of persons. It is held that if the country is to be provided with a highway system adequate to its needs highway building must be divorced absolutely from politics and political patronage.

Enormous sums in the aggregate have been spent in the past in building good roads which serve only a few people and which are not likely to increase in usefulness in the near future.

Vigorous Defense of Senator Scully.

Almont, May 11—Your letter and Tradesman received. I have read much of the contents of the paper, most of which is good, as usual, but your condemnatory remarks concerning Senator Scully I cannot approve of.

In regard to the insurance legislation, I must say that I am not familiar with the subject, but on general principles I cannot believe that Senator Scully would pursue an unwise and dishonest course. He has always been so frank and above board in all his dealings with his home folks that we believe it is a strong characteristic of his that would not change away from home. Of course, I can understand how two men of strong convictions, like yourself and Scully, could differ on many questions and both be honest.

Scully and I do not agree on many questions, especially political questions, as we are of different political faiths, still we can work together on matters of public good and have great respect for each other's personal opinions.

You certainly cannot be very well acquainted with Mr. Scully if you think him vacillating or weak minded, for he is a man who is quick to decide and his judgment is good and when he has once formed an opinion he is vehemently strong in maintaining it and has to be shown. He has only a few enemies in his home town and in his absence in another part of the State on good roads work on caucus day these enemies combined and pulled off their stunt of getting delegates adverse to him to attend the county convention. You will not find many men in Almont but what will tell you that this was the dirtiest piece of political work ever done in Almont.

Mr. Scully, in doing war work, was compelled to put pressure on the slackers in the bond-selling drives and one or two of these slackers, with a couple of elevator men, scoured the town to get two or three more. The two men favorable to Scully were the leading village banker and the supervisor. You will find on primary day the township of Almont solid for him. In saying that he is catering to every prevailing craze I take it you refer to his endorsement of the Farm Bureau movement. Now, friend Stowe, as a man who is interested in the future welfare of the agricultural well being and development of Michigan, don't you think the agricultural interests of the State are far above the elevator interests? Take a day off and drive through the farming districts surrounding Flint, Pontiac and Detroit and see the empty farm houses and deserted farms and you will then realize that if any industry in the State needs to stand up for its rights, it is the farming business. The Farm Bureau may make mistakes, but it is only through organizing and demanding a fair price for his products that the Michigan farmer can maintain his self respect and his "place in the sun." Unorganized and exploited by organized capital, he must in time become a serf. The good work of our Agricultural College can be no better seen than in the disposition of the educated young English speaking farmers who are demanding a square deal. I would like to have you, at least, modify, if you cannot reverse your judgment of Senator Scully. You are unfair to yourself as well as to him.

Charles K. Farley.

The Cigarette Hog.

Grand Rapids, May 11—Decently well-bred people approve of your timely criticism of the cigarette hog. Not only are the habits of that animal offensive to occupants of sleeping cars, but to patrons of dining rooms, restaurants and cafeterias as well. In the old days children were trained by their parents to respect age and the fair sex, when they grew to mature years, but the cigarette hog today respects nobody. To smoke in the presence of ladies was an unpardonable social offense. The least the smoker of the past could do was to ask permission to light his torch when women or children were present. Public dining rooms and restaurants are not patronized as liberally as they were before the advent of the cigarette hog. The clothing of women and children, who patronize such places, are saturated with the poisonous gases of the doped cigarettes, which the hogs burn without regard to the rights of decent people.

Arthur S. White.

Waiting on customers in their turn is especially important when part of them are of one social class and part of another.

Calls Attention to Morrill's Wild Statements.

Scottville, May 10—In the Tradesman of May 5 Roland Morrill states that "sugar to-day that costs 30 cents per pound only costs the manufacturer 6@6½¢ per pound."

Cane sugar is selling in this section at 22@23¢ per pound on the basis of cost of a week or two weeks ago and that price probably prevails throughout the territory reached by Grand Rapids wholesale houses. Raw sugar is quoted at \$19.56 per hundred at New York. That is a long way from 6½¢ per pound and the sugar is yet to be refined and distributed.

I do not know whether Mr. Morrill's figures as to the cost of beet sugar are right or not; but this year's beet sugar began to sell at 12¢ retail, with a wholesale cost of ¾@1¢ less. That price continued through October November and part of December. Later it sold at 14, 15@16¢—none higher. There has been no beet sugar obtainable at any price for six weeks past. Probably ninety-five per cent. of this year's beet sugar was sold at 15¢ per pound or less, if sold in Michigan.

Mr. Morrill also asserts that a man "does not like to pay \$60 for a wool and shoddy suit of clothes which cost \$9 to \$11 to produce." He wants a sworn statement from the manufacturer as to the items of cost.

There is on sale throughout this State a nationally advertised line of all wool suits selling here at \$45, the cost of which to the retailer is \$35. I do not know whether that is too much profit or too little. I am not a clothier. Some stores may sell these suits as high as \$50, but a man who would pay \$60 for a wool and shoddy suit which cost \$11, when he can buy an all wool suit guaranteed, nationally known and of correct style, for \$45 does not need a sworn statement of costs. He needs a guardian.

Now there is a vast difference in the "ratio" of 6½ to 30 and 6½ to 12 or 15, or the ratio of 11 to 60 and that of 35 to 45.

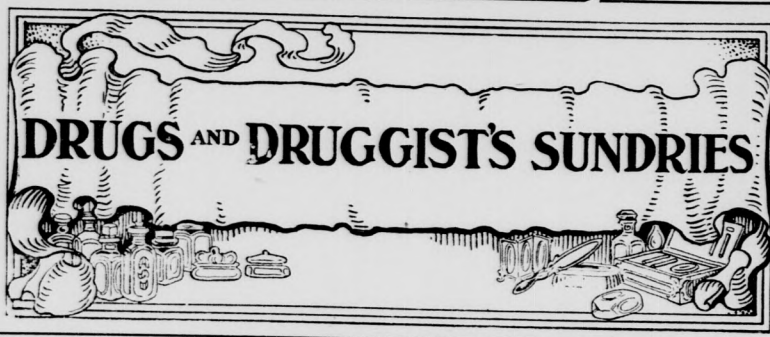
So long as the arrogant and self assumed leaders of our farmers send out such statements as these of Mr. Morrill's there is little hope of a better understanding between the different groups of people who make up our community life.

Let us learn to analyze the facts thoughtfully and see if we cannot cultivate more respect for the other fellow's job.

M. H. Coburn.

From all points of the compass come letters from merchants and business men generally commending the candidacy of Cassius L. Glasgow for Governor. The responses are so spontaneous as to leave no doubt as to the sincerity and enthusiasm of the writers. It would be a fine thing if Michigan could have an unpledged Governor once who was elected by the people because they wanted him to be Governor, instead of because he wanted to be elected so badly that he pledged every office at his command long before the cold gray dawn of November.

The recent sale of the Widdicomb building, at the corner of Monroe avenue and Market street, has set a new mark for the value of Monroe avenue frontage. On the basis of \$500,000 for the property, each of the 58 feet facing Monroe avenue brought \$8,621. The next highest price for Monroe avenue frontage was involved in the sale of the George G. Steketee 20 feet to the Steketee Realty Co. for \$70,000 or \$3,500 per foot front. It will probably be many years before the price established by the Widdicomb sale will be repeated.



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

Programme For the June Pharmaceutical Convention.

Jackson, May 11—The thirty-eighth annual convention of the Michigan State Pharmaceutical Association will be held at the Hotel Pantlind, Grand Rapids, June 8, 9 and 10.

All sessions and entertainment features on the convention will be conducted on Grand Rapids time.

Tuesday Morning—10 o'clock sharp.

Opening of registration headquarters in the lobby of the hotel. It will be necessary for each person attending the convention to register with the committee in order to obtain tickets to the various entertainment features of the convention. Registration fee, \$2. No other charge.

Tuesday Afternoon—1 o'clock sharp.

Opening of the convention in the convention room of the hotel. Announcements, reading of communications, appointment of committee on resolutions.

Address of President—C. E. Wilkinson, Lansing.

Report of Secretary—F. J. Wheaton, Jackson.

Report of Treasurer—Karl H. Wheeler, Grand Rapids.

Report of standing committees:

Executive—E. W. Austin, Midland.

Legislative—D. G. Look, Lowell.

Membership—J. G. Steketee, Grand Rapids.

Publicity—G. H. Grommet, Detroit.

Report of Secretary of Board of Pharmacy—E. T. Boden, Bay City.

Report of Committee on Prerequisite Propaganda—H. H. Grommet, Detroit.

Tuesday Evening—8 o'clock sharp.

Reception and grand ball. Dancing 8 to 12. Music by Tuller's orchestra.

Wednesday Morning—9:30 sharp.

The committee has made an extra effort this year to arrange the programme for this day so that there be nothing but commercial matters come up for discussion.

The first session will open at 9:30 sharp, with J. A. Skinner, of Cedar Springs, in the chair.

Mr. Skinner, as chairman of the Trades Interest Committee, will open the meeting with a talk along trades interest lines and has requested the committee to say to those in attendance that he will appreciate any and all suggestions that you may have to offer.

Please come prepared to take part in the discussion which will follow Mr. Skinner's talk.

Paper—Window Trimming as an Advertising Medium for the Retail Drug Store—Edson O. Geisler, Grand Rapids, followed by discussion.

Paper—Stationery as a Side Line for the Retail Druggist—Clarence A. Weaver, Detroit, followed by discussion.

Wednesday Afternoon—1:30 sharp.

Address by E. C. Brockmeyer, of Washington, D. C. Mr. Brockmeyer is General Attorney for the National Association of Retail Druggists. His talk will deal with National prohibition, narcotic laws and regulations. Every retail druggist in Michigan should hear Mr. Brockmeyer. Besides being a splendid speaker, he

comes direct from the seat of government and can give you this information first hand; also he will be pleased to answer any questions. Don't miss hearing this.

Paper—Candy as a Side Line in the Drug Store—unassigned.

The opening talk on this subject will be given by Clarence M. Jennings, of Lawrence. Every one will want to hear this, as Mr. Jennings is a pleasing speaker and a retail druggist who knows whereof he speaks. Mr. Jennings' talk will be open for discussion.

Paper—My Experience With Mail Order Competition—Ellis E. Faulkner, of Middleville.

We all know that this is a very vital subject, especially to the druggist from the country town. Mr. Faulkner has had many years experience with this particular subject and there is no doubt he will have some excellent suggestions for you. Every one is requested to come prepared to discuss this subject.

This session will close with a talk from our friend and fellow druggist, D. D. Alton, of Fremont. Subject, Why Do I Attend the Convention and What Do I Get Out of It? We all know Dal and will want to hear what he has to say on this subject; also Dal wants to hear from every man in attendance.

Now, Mr. Druggist, your committee has spent a great deal of time and thought on this program. We have endeavored to give you the best and most interesting day that this Association has ever enjoyed. Will you, in turn, give your best effort to make it what you want it to be—the biggest, best and most beneficial convention in our history? Come prepared to discuss the various subjects. Every man in attendance will have at least one thought that he can give. Come on, brother, loosen up. Let's have it. Attention, Ladies!

Wednesday afternoon at 2 o'clock sharp there will be an auto ride for the ladies, given by the Grand Rapids Retail Druggists' Association. This ride will terminate at the Kent Country Club, where the Hazeltine & Perkins Drug Company will entertain the ladies at 5 o'clock dinner. After dinner there will be special cars in waiting to convey the ladies to Reeds Lake, where the Grand Rapids Retail Druggists' Association will entertain for the evening at a theater party.

Wednesday Evening—6:30 sharp.

The DePree Co. will entertain the men at the Pantlind Hotel with a Dutch lunch and smoker.

At 8:30 sharp the Order of Laughing Hyenas will hold their annual meeting followed by an initiatory ceremonial, with Leo Caro as master of ceremonies. The committee has promised us something different this year.

Thursday Morning—9:30 o'clock.

Report of Board of Trustees of the Prescott Memorial Fund, Chas. F. Mann, of Detroit, Chairman.

Report of the Committee on Resolutions—

Report of Committee on Nominations—D. D. Alton, Fremont, Chairman.

Election and installation of officers.

Final adjournment.

Thursday Morning—10 o'clock sharp. Annual meeting of the Michigan Pharmaceutical Travelers Association.

Election of officers.

Thursday Evening—6:30 sharp.

Annual banquet at the Hotel Pantlind for every one registered with the committee.

Toastmaster—Lee M. Hutchins, Grand Rapids.

Address—Lee H. Bierce, Grand Rapids.

Address—to be supplied.

Music by Tuller's orchestra.

F. J. Wheaton, Secretary.

Undeserved abuse from a customer ought not to bother you very much, because you know you are not guilty. And deserved abuse is only giving you what you are entitled to anyway.

The difference between a smile and a smirk when greeting a customer makes the difference between pleasing and disgusting him.

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

CANDY



The "DOUBLE A" Kind

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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.

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Ask for a copy of our latest price list.

We are agents for LOWNEY'S in Western Michigan.

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QUALITY

As a quick turnover and a business builder Arctic Ice Cream wins friends that add to the popularity of the store that carries it. Let it be known that you are to be an Arctic Dealer.

Write us for information regarding the necessary steps to take for you to become an Arctic Dealer.

ARCTIC ICE CREAM CO.

Grand Rapids, Mich.

Claude G. Piper, Manager

Maintain Our Dye and Chemical Industry.

The world war taught us that it was very unwise and very costly for the United States to be dependent upon foreign supply of materials essential to the defense of our country. Germany before the war had a monopoly which greatly aided her in the struggle, well nigh made her victorious in its earlier years and correspondingly hampered and imperilled the Allies.

The dye monopoly of Germany was the basis of perfecting her poison gases and making material required in explosives. The patriotic and imperative creation of the dye industry in the United States during the war, with the consequent development of superior poison gases, is a well known part of our industrial war history.

The Germans and Austrians are again seeking to control the dye and fine chemical industries of the world; but, remarks the N. Y. Sun, the recent favorable action of the Senate Finance Committee indicates that a tariff will be placed on imports of these essential materials so that the industries created during the war for the protection and triumph of our country may have an opportunity to become firmly established and form a permanent part of our industrial national defense system.

By a tariff, or by whatever additional means may be necessary to serve that end, the United States Congress ought to make sure that this country never again shall be found naked of the fundamentals of protection against

a military power, Germany or other, that may compel us to take up arms in defence of our liberties, our rights and our lives.

Put the American dye and chemical industries on an imperishable foundation.

Green Coloration in Castor Oil.

What is the reason for the green color in certain castor oils and the best method of removing the same.

This is due to employing hot extraction which results in a larger yield of oil but of inferior quality. What is known as "cold pressed" oil is, as a matter of fact, expressed warm (perhaps the term "lukewarm" describes the condition fairly) to enable the oil to flow freely. By increasing the heat the yield of oil is increased, but there is also brought out some coloring and albuminous matters which are not easily separated afterward. Oil so pressed has more taste, and we would expect it to have a greenish color.

The only way we can suggest for removing this color is to filter the oil through a column of fuller's earth. The column of earth should be from 4 to 12 inches high, according to the quantity of oil to be filtered, and the depth of the color, and it will be necessary to keep the oil warm during the process, to expedite flow. Fuller's earth is much used in clarifying and decolorizing oils, and we think would serve the purpose well. Animal charcoal may also be used, and while more expensive might be preferable for a small quantity of oil, because less troublesome to use.

Wholesale Drug Price Current

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	17 1/2 @ 25	Almonds, Sweet,	85 @ 1 00	Aconite	@ 1 85
Boric (Xtal)	17 1/2 @ 25	Amber, crude	3 00 @ 3 25	Aloes	@ 1 65
Carbolic	30 @ 34	Amber, rectified	3 50 @ 3 75	Arnica	@ 1 75
Citric	1 25 @ 1 35	Anise	2 75 @ 3 00	Asafetida	@ 3 90
Muriatic	3 1/2 @ 5	Bergamont	9 00 @ 9 25	Belladonna	@ 1 40
Nitric	10 @ 15	Cajeput	1 50 @ 1 75	Benzoin	@ 2 40
Oxalic	72 @ 80	Cassia	4 50 @ 4 75	Benzoin Compo'd	@ 3 15
Sulphuric	3 1/2 @ 5	Castor	2 25 @ 2 50	Buchu	@ 2 70
Tartaric	98 @ 1 10	Cedar Leaf	3 50 @ 3 75	Cantharides	@ 3 00
Ammonia		Citronella	1 25 @ 1 50	Capsicum	@ 2 20
Water, 26 deg.	12 @ 20	Cloves	5 50 @ 5 75	Cardamon	@ 1 50
Water, 18 deg.	10 @ 17	Cocanut	40 @ 50	Cardamon, Comp.	@ 1 35
Water, 14 deg.	9 @ 16	Cod Liver	4 75 @ 5 00	Catechu	@ 1 50
Carbonate	22 @ 26	Croton	2 25 @ 2 50	Cinchona	@ 2 40
Chloride (Gran)	20 @ 30	Cotton Seed	2 35 @ 2 55	Colchicum	@ 2 40
Balsams		Eligron	12 00 @ 12 25	Cubeb	@ 3 00
Copaiba	1 00 @ 1 20	Eucalyptus	13 50 @ 13 75	Digitalis	@ 1 80
Fir (Canada)	2 50 @ 2 75	Hemlock, pure	2 00 @ 2 25	Gentian	@ 1 40
Fir (Oregon)	50 @ 75	Juniper Berries	10 00 @ 10 25	Ginger	@ 1 75
Peru	8 00 @ 8 25	Juniper Wood	3 00 @ 3 25	Guaiaac	@ 2 80
Tolu	2 50 @ 2 75	Lard, extra	2 15 @ 2 25	Guaiaac, Ammon.	@ 2 50
Barks		Lard, No. 1	1 90 @ 2 10	Iodine	@ 1 50
Cassia (ordinary)	45 @ 50	Lavender Flow	16 50 @ 16 75	Iodine, Colorless	@ 2 00
Cassia (Saigon)	90 @ 1 00	Lavender Gar'n	1 75 @ 2 00	Iron, clo.	@ 1 50
Sassafras (pow. 70c)	@ 65	Lemon	3 00 @ 3 25	Kino	@ 1 40
Soap Cut (powd.)	30 @ 35	Linseed boiled bbl.	@ 1 99	Myrrh	@ 2 25
40c	30 @ 35	Linseed bld less	2 09 @ 2 19	Nux Vomica	@ 1 90
Berries		Linseed raw bbl.	@ 1 97	Opium	@ 4 50
Cubeb	1 90 @ 2 00	Linseed raw less	2 07 @ 2 17	Opium, Camph.	@ 2 50
Fish	90 @ 1 00	Mustard, true, oz.	@ 2 95	Opium, Deodor'd	@ 4 50
Juniper	10 @ 20	Mustard, artifil, oz.	@ 1 10	Rhubarb	@ 2 70
Prickley Ash	@ 30	Nutsfoot	1 75 @ 1 95	Paints	
Extracts		Olives, pure	4 75 @ 6 00	Lead, red dry	15 1/2 @ 16
Licorice	60 @ 65	Olives, Malaga,	3 75 @ 4 00	Lead, white dry	15 1/2 @ 16
Licorice powd.	1 20 @ 1 25	green	3 75 @ 4 00	Lead, white oil	15 1/2 @ 16
Flowers		Orange, Sweet	12 00 @ 12 25	Ochre, yellow bbl.	@ 2
Arnica	75 @ 80	Origanum, pure	@ 2 50	Ochre, yellow less	2 1/2 @ 2
Chamomile (Ger.)	80 @ 1 00	Origanum, com'l	1 25 @ 1 50	Putty	5 @ 8
Chamomile Rom	60 @ 75	Pennyroyal	3 00 @ 3 25	Red Venet'n Am.	3 @ 7
Gums		Peppermint	12 00 @ 12 25	Red Venet'n Eng.	3 1/2 @ 7
Acacia, 1st	60 @ 65	Rose, pure	24 00 @ 25 00	Vermillion, Amer.	25 @ 30
Acacia, 2nd	55 @ 60	Rosemary Flows	2 50 @ 2 75	Whiting, bbl.	@ 3 1/2
Acacia, Sorts	35 @ 40	Sandalwood, E.	15 00 @ 15 20	Whiting	4 @ 10
Acacia, powdered	45 @ 50	I.	15 00 @ 15 20	L. H. P. Prep.	3 75 @ 4 00
Aloes (Barb Pow)	30 @ 40	Sassafras, true	3 00 @ 3 25	Miscellaneous	
Aloes (Cape Pow)	30 @ 35	Sassafras, arti'l	1 50 @ 1 75	Acetanalid	1 00 @ 1 05
Aloes (Soc Pow)	1 40 @ 1 50	Sparmint	17 50 @ 17 75	Alum	16 @ 20
Asafetida	4 50 @ 5 00	Stern	2 40 @ 2 60	Alum, powdered and	@ 17 @ 20
Pow.	6 75 @ 7 00	Tansy	9 50 @ 9 75	Bismuth, Sublim.	3 75 @ 4 00
Camphor	3 60 @ 3 65	Tar, USP	48 @ 60	Borax xtal or	11 1/2 @ 16
Guaiaac	@ 1 40	Turpentine, bbls.	@ 2 20	powdered	11 1/2 @ 16
Guaiaac, powdered	@ 1 50	Turpentine, less	2 30 @ 2 40	Cantharides, po	2 25 @ 2 50
Kino	@ 85	Wintergreen, tr.	12 00 @ 12 25	Calomel	2 22 @ 2 30
Kino, powdered	@ 1 99	Wintergreen, sweet	8 00 @ 8 25	Capsicum	38 @ 45
Myrrh	@ 1 40	Wintergreen art	1 20 @ 1 40	Carmine	7 25 @ 7 60
Myrrh, Pow.	@ 1 50	Wormseed	9 00 @ 9 25	Cassia Buds	50 @ 60
Opium	1 50 @ 12 00	Wormwood	16 00 @ 16 25	Cloves	67 @ 75
Opium, powd.	13 00 @ 13 60	Potassium		Chalk Prepared	13 @ 15
Opium, gran.	13 00 @ 13 60	Bicarbonate	55 @ 60	Chloroform	50 @ 60
Shellac	1 75 @ 1 85	Bichromate	57 @ 65	Chloroform	45 @ 55
Shellac Bleached	2 15 @ 2 25	Bromide	1 05 @ 1 10	Chloral Hydrate	1 70 @ 2 10
Tragacanth	6 50 @ 7 25	Carbonate	92 @ 100	Cocaine	13 60 @ 14 05
Tragacanth powd.	@ 5 00	Chlorate, gran'r	48 @ 55	Cocoa Butter	65 @ 75
Turpentine	35 @ 40	Chlorate, xtal or	28 @ 35	Corks, list, less	50 %
Insecticides		powd.	28 @ 35	Copperas, bbls.	@ 03
Arsenic	20 @ 30	Cyanide	27 1/2 @ 30	Copperas, less	3 1/4 @ 8
Blue Vitriol, bbl.	@ 10	Iodide	4 10 @ 4 25	Copperas, powd.	4 1/2 @ 10
Blue Vitriol, less	11 @ 16	Perranganate	1 05 @ 1 15	Corrosive Sublm	2 01 @ 2 10
Bordeaux Mix Dry	18 @ 23	Prussiate, yellow	50 @ 65	Cream Tartar	70 @ 75
Hellebore, White	38 @ 45	Prussiate, red	1 85 @ 2 00	Cuttlebone	90 @ 1 00
powdered	38 @ 45	Sulphate	@ 85	Dextrine	9 @ 15
Insect Powder	90 @ 1 40	Roots		Dover's Powder	5 75 @ 6 00
Lead Arsenate Po	35 @ 55	Alkanet	3 75 @ 4 00	Emery, All Nos.	10 @ 15
Lime and Sulphur	12 1/2 @ 27	Blood, powdered	60 @ 75	Emery, Powdered	8 @ 10
Paris Green	48 @ 58	Calamus	60 @ 1 50	Epsom Salts, bbls	@ 04 1/2
Ice Cream		Elecampane, powd.	22 @ 25	Epsom Salts, less	5 @ 10
Arctic Ice Cream Co.		Gentian, powd.	27 1/2 @ 35	Ergot	@ 7 50
Bulk, Vanilla	1 25	Ginger, African,	29 @ 36	Ergot, Powdered	@ 7 50
Bulk, Chocolate	1 35	powdered	29 @ 36	Flake White	15 @ 20
Bulk, Caramel	1 45	Ginger, Jamaica	55 @ 60	Formaldehyde, lb.	65 @ 75
Bulk, Grape-Nut	1 35	powdered	55 @ 60	Gelatine	1 55 @ 1 75
Bulk, Strawberry	1 35	Goldenseal, pow.	8 50 @ 8 80	Glassware, less	53 %
Bulk, Tutti Fruiti	1 35	Ipecac, powd.	4 75 @ 5 00	Glassware, full case	53 %
Bulk, Vanilla	1 40	Licorice, powd.	35 @ 40	Glauber Salts, bbl.	@ 2 1/2
Bulk, Chocolate	1 40	Licorice, powd.	40 @ 50	Glauber Salts less	3 1/4 @ 8
Bulk, Caramel	1 60	Oris, powdered	40 @ 45	Glue, Brown	21 @ 30
Bulk, Strawberry	1 60	Poke, powdered	40 @ 45	Glue, Brown Grd.	19 @ 25
Bulk, Tutti Fruiti	1 60	Rhubarb	2 25 @ 2 50	Glue, White	35 @ 40
Brick, Vanilla	1 60	Rhubarb, powd.	2 25 @ 2 50	Glue, White Grd.	35 @ 40
Brick, Chocolate	1 60	Rosinwood, powd.	30 @ 35	Glycerine	31 @ 45
Brick, Caramel	1 60	Sarsaparilla, Hond.	1 25 @ 1 40	Hops	1 00 @ 1 20
Brick, Strawberry	1 60	ground	1 25 @ 1 40	Iodine	5 70 @ 5 90
Brick, Tutti Fruiti	1 60	Sarsaparilla Mexican,	@ 80	Iodoform	7 00 @ 7 30
Brick any combinat'n	1 60	ground	@ 80	Lead, Acetate	20 @ 30
Leaves		Squills	35 @ 40	Lead, Acetate	20 @ 30
Buchu	5 50 @ 6 00	Squills, powdered	60 @ 70	Lycopodium	3 25 @ 3 50
Buchu, powdered	@ 6 00	Tumeric, powd.	25 @ 30	Mace	85 @ 90
Sage, bulk	67 @ 70	Valerian, powd.	@ 2 00	Mace, Powdered	95 @ 1 00
Sage, 1/4 loose	72 @ 78	Seeds		Menthol	17 50 @ 18 00
Sage, powdered	55 @ 60	Anise	35 @ 40	Morphine	13 50 @ 14 15
Senna, Alex	1 40 @ 1 50	Anise, powdered	40 @ 45	Nux Vomica	@ 30
Senna, Tinn.	30 @ 35	Bird, ls	13 @ 19	Nux Vomica, pow.	26 @ 35
Senna, Tinn. pow.	35 @ 40	Canary	13 @ 20	Pepper black pow.	37 @ 40
Uva Ursi	25 @ 30	Caraway, Po.	30 @ 35	Pepper, white	@ 50
Oils		Cardamon	2 25 @ 2 50	Pitch, Burgundy	@ 15
Almonds, Bitter,	16 00 @ 16 25	Celery, powd.	50 @ 55	Quassia	12 @ 15
Almonds, Bitter,	2 50 @ 2 75	Coriander powd	25 @ 30	Quinine	1 22 @ 1 72
Almonds, Sweet,	1 75 @ 2 00	Dill	25 @ 30	Rochelle Salts	50 @ 55
true	1 75 @ 2 00	Fennell	30 @ 40	Saccharine	@ 37
Almonds, Sweet,		Flax	14 @ 18	Salt Peter	20 @ 30
true	1 75 @ 2 00	Flax, ground	14 @ 18	Seidlitz Mixture	40 @ 45
Almonds, Sweet,		Foenugreeek pow.	10 @ 20	Soap, green	22 1/2 @ 30
true	1 75 @ 2 00	Lobelia	1 75 @ 2 00	Soap, mott castile	22 1/2 @ 25
Almonds, Sweet,		Mustard, yellow	45 @ 50	Soap, white castile	@ 22 00
true	1 75 @ 2 00	Mustard, black	36 @ 40	case	@ 22 00
Almonds, Sweet,		Poppy	@ 1 00	Soap, white castile	@ 22 00
true	1 75 @ 2 00	Quince	1 50 @ 1 75	less, per bar	@ 2 30
Almonds, Sweet,		Rape	15 @ 20	Soda Ash	05 @ 10
true	1 75 @ 2 00	Sabadilla	@ 35	Soda Bicarbonate	3 1/2 @ 10
Almonds, Sweet,		Sabadilla, powd.	30 @ 35	Soda, Sal	2 1/4 @ 5
true	1 75 @ 2 00	Sunflower	15 @ 20	Spirits Camphor	@ 2 00
Almonds, Sweet,		Worm American	45 @ 50	Sulphur, roll	4 1/2 @ 10
true	1 75 @ 2 00	Worm Levant	1 65 @ 1 75	Sulphur, Subl.	4 1/2 @ 10

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ARE ALWAYS THE BEST SELLERS

You can always afford to carry the brands of goods that are nationally advertised. They are the ones the trade demands.

We carry them all, such as:—

Pepsodent Tooth Paste	John Holland Fountain Pens
Icy Hot Bottles	Ever-Sharp Pencils
Dennison's Paper	Colgate's Goods
Tanlac	Allen Quality Candy
Reach Sporting Goods	Djer-Kiss Perfume
Parker	Velvet Pencils
Fountain Pens	Williams Line
Prophylactic	Adoration Perfume
Tooth Brushes	Eaton, Crane & Pike
	Box Paper
	Melba Goods
	Pyrex Ware
	Eli Lilly
	Pharmaceuticals

ORDER TO-DAY

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

TANGLEFOOT



The Non-Poisonous Fly Destroyer

The U. S. Dept. of Agriculture says in the bulletin: "Special pains should be taken to prevent children from drinking poisoned baits and poisoned flies dropping into foods or drinks."

GROCERY PRICE CURRENT

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

ADVANCED

Ralston Food
Shredded Wheat
Saxon Food
Candles
Milk
Hominy
Baskets

DECLINED

AMMONIA

Arctic Brand
12 oz. 16c, 2 doz. box 3 00
16 oz. 25c, 1 doz. box 1 75
32 oz. 40c, 1 doz. box 2 85
Moore's Household Brand
12 oz., 2 doz. to case 2 70

AXLE GREASE



25 lb. pails, per doz. 18 80

BAKED GOODS

Loose-Wiles Brands
Krispy Crackers 18
L. W. Soda Crackers 16
L. W. Butter Crackers 18
Graham Crackers 18
Fig Sni Bar 25
L. W. Ginger Snaps 18
Honey Girl Plain 25
Honey Girl Iced 26
Cocoanut Taffy 40
Vanilla Wafer 40
Subject to quantity discount.

BLUING

Jennings' Condensed Pearl
Small, 3 doz. box 2 55
Large, 2 doz. box 2 70

BREAKFAST FOODS

Cracked Wheat, 24-2 4 60
Cream of Wheat 9 00
Grape-Nuts 3 50
Pillsbury's Best Cer'l 2 90
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brkfst Biscuit 1 90
Quaker Corn Flakes 3 35
Ralston Purina 4 00
Ralston Branzen 2 70
Ralston Food, large 4 15
Ralston Food, small 3 15
Saxon Wheat Food 5 50
Shred Wheat Biscuit 4 90
Triscuit, 18 2 25

Kellogg's Brands

Toasted Corn Flakes 4 20
Toasted Corn Flakes
Individual 2 00
Krumbles 4 20
Krumbles, Individual 2 00
Biscuit 2 00
Drinket 2 60
Peanut Butter 3 65
No. 1412, doz. 2 25
Bran 3 60

BROOMS

Standard Parlor 23 lb. 5 75
Fancy Parlor, 23 lb. 8 00
Ex. Fancy Parlor 25 lb. 9 50
Ex. Fcy, Parlor 26 lb. 10 00

BRUSHES

Scrub
Solid Back, 8 in. 1 50
Solid Back, 11 in. 1 75
Pointed Ends 1 25

Stove

No. 1 1 10
No. 2 1 35

Shoe

No. 1 90
No. 2 1 25
No. 3 2 00

BUTTER COLOR

Dandelion, 25c size 2 00
Perfection, per doz. 1 75

CANDLES

Paraffine, 6s 16
Paraffine, 12s 16 1/2
Wicking 40

CANNED GOODS

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

Blackberries

3 lb. Standards @ 13 00
No. 10 @ 13 00

Beans—Baked

Brown Beauty, No. 2 1 35
Campbell, No. 2 1 50
Fremont, No. 2 1 35
Van Camp, 1/2 lb. 80
Van Camp, 1 lb. 1 25
Van Camp, 1 1/2 lb. 1 60
Van Camp, 2 lb. 1 80

Beans—Canned

Red Kidney 1 35@1 45
String 1 35@2 70
Wax 1 35@2 70
Lima 1 20@2 35
Red 95@1 25

Clam Bouillon

Burnham's 7 oz. 2 50

Corn

Standard 1 45@1 65
Country Gentleman 2 00
Maine 1 90@2 25

Hominy

Van Camp 1 35
Jackson 1 30

Lobster

1/4 lb. 2 45
1/2 lb. 4 60

Mackerel

Mustard, 1 lb. 1 80
Mustard, 2 lb. 2 80
Soused, 1 1/2 lb. 1 60
Soused, 2 lb. 2 75

Mushrooms

Buttons, 1s, per can 1 40
Hotels, 1s, per can 1 00

Plums

California, No. 3 2 40

Pears in Syrup

Michigan 4 50
California 5 50

Peas

Marrowfat 1 60@1 90
Early June 1 45@1 90
Early June sifd 1 75@2 40

Peaches

California, No. 2 1/2 4 75
California, No. 1 2 40
Michigan, No. 2 4 25
Pie, gallons 12 00

Pineapple

Grated, No. 2 4 00
Sliced No. 2 Extra 4 75

Pumpkin

Van Camp, No. 3 1 60
Van Camp, No. 10 4 60
Lake Shore, No. 3 1 35
Vesper, No. 10 3 90

Salmon

Warren's 1 lb. Tall 4 10
Warren's 1/2 lb. Flat 2 60
Warren's 1 lb. Flat 4 25
Red Alaska 3 90
Med. Red Alaska 3 50
Pink Alaska 2 40@2 65

Sardines

Domestic, 1/4s 6 00@6 50
Domestic, 1/2s 7 00@8 00
Domestic, 3/4s 7 00@8 00
California Soused 2 00
California Mustard 2 00
California Tomato 2 00

Sauerkraut

Hackmuth, No. 3 1 50
Silver Fleece, No. 3 1 60

Shrimps

Dunbar, 1s doz. 2 10
Dunbar, 1 1/2s doz. 3 75

Strawberries

Standard No. 2 4 50
Fancy, No. 2 5 50

Tomatoes

No. 2 1 35@1 75
No. 3 1 80@2 35
No. 10 @ 7 00

CATSUP

Snider's 8 oz. 1 85
Snider's 16 oz. 3 10
Royal Red, 10 oz. 1 35
Nedrow, 10 1/2 oz. 1 40
Royal Red, Pins 10 00

CHEESE

Brick 32
Wisconsin Flats 33
Longhorn 35
New York 35
Michigan Full Cream 30

CHEWING GUM

Adams Black Jack 70
Beeman's Pepsin 75
Beechnut 80
Doublemint 70
Flag Spruce 70
Juicy Fruit 70
Spearment, Wrigleys 70
Yucatan 70
Zeno 65

CHOCOLATE

Walter Baker & Co.
Caracas 43
Premium, 1/4s or 1/2s 56
Walter M. Lowney Co.
Premium, 1/4s 50
Premium, 1/2s 50

CIGARS

National Grocer Co. Brands
El Rajah, Diplomat- 70 00
icas 74 00
El Rajah, corona 74 00
El Rajah, Epicure, 50 74 00
El Rajah, Epicure, 25 83 00
El Rajah, Ark, 50 65 00
El Rajah, President, 50 100 00
Odin, Monarch, 50 65 00
Mungo Pk., Perfectos 75 00
Mungo Park, African 90 00
Mungo Park, Gold 100 00
Stand, 50 105 00
Mungo Park, Gold 105 00
Discount on Mungo Park.
Lots of 500, \$1 per 1,000
Lots of 1,000, \$2 per 1,000
Lots of 2,500, \$3 per 1,000

Worden Grocer Co. Brands

Harvester Line.
Record Breakers, 50s 75 00
Delmonico 50s 75 00
Panatella, 50s 75 00
Epicure, 50s 95 00
Favorita Extra, 50s 95 00
Presidents, 50s 112 50
Royal Lancer Line
Favorita, 50s 75 00
Imperial, 50s 95 00
Magnificos, 50s 112 50
La Azora Line
Washington, 50s 75 00
Panatella Foil, 50s 75 00
Aristocrats 75 00
Perfecto Grande, 50s 95 00
Opera, 50s 57 00
Sanchez & Haya Clear
Havana Cigars, Made in
Tampa, Florida
Diplomatics, 50s 95 00
Rosa, 20s 115 00
Bishops, 50s 115 00
Reina Fina, 50s Tins 115 00
Queens, 50s 135 00
Worden's Special 150 00
Ignacia Haya
Made in Tampa, Florida.
Extra Fancy Clear Havana
Delicados, 50s 120 00
Primeros, 50s 140 00

Rosenthal Bros.
R. B. Cigar (wrapped
in tissue) 50s 60 00
Lewis Single Binder 58 00
Manilla Cigars
From Philippine Islands
Lioba, 100s 37 50

Other Brands

Charles the Eighth (Do-
mestic), 50s 70 00
B. L., 50s 56 00
Hemmett Champions,
50s 59 00
Scarlet Runner, 20s 36 00
El Dependo, 20s 37 50
Court Royal, 50s 60 00
Court Royal, 25 tins 60 00
Qualex, 50s 50 00
Knickerbocker, 50s 58 00
Boston Straight, 50s 56 00
Trans Michigan, 50s 58 00
Templar Perfecto, 50s 95 00
Iriquois, 50s 56 00

CLOTHES LINE

Hemp, 50 ft. 3 00
Twisted Cotton, 50 ft. 3 25
Twisted Cotton, 60 ft. 3 90
Braided, 50 ft. 4 00
Sash Cord 5 25

COCOA

Baker's 53
Bunte, 15c size 55
Bunte, 1/2 lb. 50
Bunte, 1 lb. 48
Colonial, 1/4s 41
Colonial, 1/2s 35
Epps 42
Hersheys, 1/4s 42
Hersheys, 1/2s 40
Huyler 36
Lowney, 1/4s 48
Lowney, 1/2s 47
Lowney, 5 lb. cans 48
Van Houten, 1/4s 12
Van Houten, 1/2s 18
Van Houten, 1/4s 36
Van Houten, 1s 65
Van-eta 36
Welch 33
Wilbur, 1/2s 33
Wilbur, 1/4s 33

COCOANUT

1/4s, 5 lb. case Dunham 46
1/4s, 5 lb. case 45
1/4s & 1/2s, 15 lb. case 45
6 and 12c pkg. in pails 4 75
Bulk, pails 38
Bulk, barrels 35
48 2 oz. pkgs., per case 4 00
48 4 oz. pkgs., per case 7 50

COFFEE ROASTED

Bulk
Rio 25@28
Santos 37@40
Maracabo 43
Mexican 43
Guatemala 42
Java 50
Mocha 50
Bogota 43
Peaberry 41

Package Coffee

New York Basis
Arbuckle 38 50

McLaughlin's XXXX

McLaughlin's XXXX package
coffee is sold to retail-
ers only. Mail all orders
direct to W. F. McLaugh-
lin & Co., Chicago.

Coffee Extracts

N. Y., per 100 10 1/2
Frank's 250 packages 14 50
Hummel's 50 1 lb. 10

CONDENSED MILK

Eagle, 4 doz. 12 00
Leader, 4 doz. 9 90

EVAPORATED MILK

Carnation, Tall, 4 doz. 6 60
Carnation, Baby, 8 doz. 5 90
Pet, Tall 6 60
Pet, Baby 4 45
Van Camp, Tall 6 60
Van Camp, Baby 4 45
Dundee, Tall, doz. 6 60
Dundee, Baby, 8 doz. 6 00
Silver Cow, Tall, 4 doz. 6 50
Silver Cow Baby, 6 doz. 4 25

MILK COMPOUND

Hebe, Tall, 6 doz. 4 20
Hebe, Baby, 8 doz. 4 00
Caroline, Tall, 4 doz. 4 35

CONFECTIONERY

Stick Candy Pails
Horehound 33
Standard 32
Pure Sugar 6 00@4 75
Boston Sugar Stick 38

Mixed Candy

Broken 32
Cut Loaf 32
Grocers 24
Kindergarten 35
Leader 33
Premio Creams 44
Royal 30
X L O 27
French Creams 33

Specialties

Auto Kisses (baskets) 31
Bonnie Butter Bites 35
Butter Cream Corn 38
Caramel Bon Bons 37
Caramel Croquettes 37
Cocoanut Waffles 37
Coffy Toffy 40
Fudge, Walnut 35
Fudge, Walnut Choc. 35
Champion Gum Drops 28
Raspberry Gum Drops 28
Iced Orange Jellies 32
Italian Bon Bons 32
AA Licorice Drops 2 15
Manchus 31
Nut Butter Puffs 35

Chocolates

Assorted Choc. 37
Champion 36
Honeysuckle Chips 53
Klondike Chocolates 45
Nabobs 45
Nibble Sticks, box 2 75
Nut Wafers 45
Ocoro Choc. Caramels 43
Peanut Clusters 50
Quintette 37
Regina 32
Victoria Caramels 42

Gum Drops

Champion 28
Raspberry 28
Favorite 31
Superior 29
Orange Jellies 32

Lozenges

A A Pep. Lozenges 35
A. A. Pink Lozenges 35
A A Choc. Lozenges 35
Motto Lozenges 37
Motto Hearts 37

Hard Goods

Lemon Drops 32
O. F. Horehound Drps 32
Anise Squares 35
Peanut Squares 38
Rock Candy 40

Pop Corn Goods

Cracker-Jack Prize -7 00
Checkers Prize 7 00

Cough Drops

Putnam Menthol 2 25
Smith Bros. 1 65

COOKING COMPOUNDS

Mazola
Pints, tin, 2 doz. 7 75
Quarts, tin, 1 doz. 7 25
1/2 Gal. tins, 1 doz. 13 75
Gal. tins, 1/2 doz. 13 50
5 Gal. tins, 1/4 doz. 20 50

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1,000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

CREAM OF TARTAR

6 lb. boxes 75
3 lb. boxes 76

DRIED FRUITS

Apples
Evap'd, Choice, blk 22

Apricots

Evaporated, Choice 33
Evaporated, Fancy 45

Citron

10 lb. box 60

Currants

Packages, 12 oz. 20
Boxes, Bulk, per lb. 23@27

Peaches

Evap. Choice, Unpeeled 22
Evap. Fancy, Unpeeled 24
Evap. Choice, Peeled 23
Evap. Fancy, Peeled 25

Peel

Lemon, American 35
Orange, American 36

Raisins

Choice S'ded 1 lb. pkg. 24
Fancy S'ded, 1 lb. pkg. 25
Thompson Seedless,
1 lb. pkg. 25
Thompson Seedless,
bulk 22

California Prunes

80-90 25 lb. boxes @18 1/2
70-80 25 lb. boxes @19
60-70 25 lb. boxes @20
50-60 25 lb. boxes @21 1/2
40-50 25 lb. boxes @25
30-40 25 lb. boxes @28

FARINACEOUS GOODS

Beans
Med. Hand Picked 8 1/2
California Limas 16 1/2
Brown, Holland 6 1/2

Farina

25 1 lb. packages 2 80
Bulk, per 100 lbs. 2 80

Hominy

Pearl, 100 lb. sack 5 50

Macaroni

Domestic, 10 lb. box 1 10
Domestic, broken bbls. 8 1/2
Skinner's 24s, case 1 37 1/2
Golden Age, 2 doz. 1 90
Fould's, 2 doz. 1 90

Pearl Barley

Chester 6 50

Peas

Scotch, lb. 7
Split, lb. 9

Sago

East India 11

Tapioca

Pearl, 100 lb. sacks 11
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant, 3
doz., per case 2 70

FISHING TACKLE

Cotton Lines

No. 2, 15 feet 1 45
No. 3, 15 feet 1 70
No. 4, 15 feet 1 85
No. 5, 15 feet 2 15
No. 6, 15 feet 2 45

Linen Lines

Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00

Floats

No. 1 1/2, per gross 1 50
No. 2, per gross 1 75
No. 2 1/2, per gross 2 25

Hooks—Kirby

Size 1-12, per 1,000 84
Size 1-0, per 1,000 96
Size 2-

HIDES AND PELTS

Hides	
Green, No. 1	20
Green, No. 2	19
Cured, No. 1	22
Cured, No. 2	21
Calfskin, green, No. 1	40
Calfskin, green, No. 2	38½
Calfskin, cured, No. 1	43
Calfskin, cured, No. 2	41½
Horse, No. 1	10 00
Horse, No. 2	9 00

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

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

Wool	
Unwashed, md. & fine	@50
Unwashed, rejects	@35

HONEY	
Airline, No. 10	4 00
Airline, No. 15	6 00
Airline, No. 25	9 00

HORSE RADISH	
Per doz.	1 00

JELLY	
Pure, per pail, 30 lb.	5 00

JELLY GLASSES	
8 oz., per doz.	40

MAPLEINE	
1 oz. bottles, per doz.	1 75
2 oz. bottles, per doz.	3 00
4 oz. bottles, per doz.	5 50
8 oz. bottles, per doz.	10 50
Pints, per doz.	18 00
Quarts, per doz.	33 00
½ Gallons, per doz.	5 25
Gallons, per doz.	10 00

MINCE MEAT	
None Such, 3 doz.	
case for	5 60
Quaker, 3 doz. case	
for	4 75

MOLASSES	
New Orleans	
Fancy Open Kettle	92
Choice	75
Good	62
Stock	28
Half barrels 5c extra	

NUTS—Whole	
Almonds, Terragona	35
Brazils, large washed	26
Fancy Mixed	32
Filberts, Barcelona	32
Peanuts, Virginia raw	16
Peanuts, Virginia,	
roasted	18
Peanuts, Spanish	25
Walnuts, California	39
Walnuts, French	

Shelled	
Almonds	65
Peanuts, Spanish,	
10 lb. box	2 75
Peanuts, Spanish,	
100 lb. bbl.	25
Peanuts, Spanish,	
200 lb. bbl.	24½
Pecans	95
Walnuts	85

OLIVES	
Bulk, 2 gal. kegs, each	4 50
Bulk, 5 gal. kegs each	10 50
Stuffed, 4 oz.	1 80
Stuffed, 15 oz.	4 50
Pitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19	
oz.	5 50
Queen, Mammoth, 28	
oz.	6 75
Olive Chow, 2 doz. cs.	
per doz.	2 50

PEANUT BUTTER



Bel-Car-Mo Brand

8 oz., 2 doz. in case	
24 1 lb. pails	
12 2 lb. pails	
5 lb. pails, 6 in crate	
10 lb. pails	
15 lb. pails	
25 lb. pails	
50 lb. tins	
100 lb. drums	

PETROLEUM PRODUCTS

Iron Barrels	
Perfection	18.7
Red Crown Gasoline	26.9
Gas Machine Gasoline	41.3
V. M. & P. Naphtha	26.9
Capitol Cylinder, Iron	
Bbls.	49.8
Atlantic Red Engine,	
Iron Bbls.	31.8
Winter Black, Iron	
Bbls.	19.3
Polarine, Iron Bbls.	51.8

PICKLES	
Medium	
Barrel, 1,200 count	14 50
Half bbls., 600 count	8 00
5 gallon kegs	3 00

Small	
Barrels	18 00
Half barrels	10 00
5 gallon kegs	3 50

Gherkins	
Barrels	25 00
Half barrels	13 00
5 gallon kegs	4 50

Sweet Small	
Barrels	28 00
5 gallon kegs	5 75
Half barrels	15 00

PIPES	
Cob, 3 doz. in box	1 25

PLAYING CARDS	
No. 90 Steamboat	2 25
No. 808, Bicycle	4 00
Pickett	3 00

POTASH	
Babbitt's, 2 doz.	2 75

PROVISIONS	
Barreled Pork	
Clear Back	48 00@49 00
Short Cut Clear	40 00@41 00
Pig	
Clear Family	48 00

Dry Salt Meats	
S P Bellies	32 00@34 00

Lard	
Pure in tierces	24@25
Compound Lard	24½@25
80 lb. tubs	advance ¾
69 lb. tubs	advance ¾
50 lb. tubs	advance ¾
20 lb. pails	advance ¾
10 lb. pails	advance ¾
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	34 @36
Hams, 16-18 lb.	33 @35
Hams, 18-20 lb.	32 @34
Ham, dried beef	
sets	41 @42
California Hams	22½@23
Picnic Boiled	
Hams	35 @40
Boiled Hams	54 @56
Minced Hams	18 @20
Bacon	35 @50

Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	14@15
Veal	11
Tongue	11
Headcheese	14

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

Pig's Feet	
¼ bbls.	1 75
½ bbls., 35 lbs.	3 40
¾ bbls.	11 50
1 bbl.	19 00

Tripe	
Kits, 15 lbs.	90
¼ bbls., 40 lbs.	1 60
¾ bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	@65
Beef, round set	19@20
Beef, middles, set	50@60
Sheep, a skein	1 75@2 00

Uncolored Oleomargarine	
Solid Dairy	28@29
Country Rolls	30@31

RICE	
Fancy Head	
Blue Rose	15 50

ROLLED OATS

Monarch, bbls.	10 20
Swedish Rapee, 1 lb. gls	85
Steel Cut, 100 lb. sks.	5 00
Monarch, 90 lb. sacks	5 00
Quaker, 18 Regular	2 15
Quaker, 20 Family	5 50

SALAD DRESSING

Columbia, ½ pints	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	5 80
Durkee's med., 2 doz.	6 75
Durkee's Picnic, 2 dz.	3 00
Snider's large, 1 doz.	2 40
Snider's small, 2 doz.	1 45

SALERATUS

Packed 60 lbs. in box	
Arm and Hammer	3 55
Wyandotte, 100 ¾s	3 00

SAL SODA

Granulated, bbls.	1 95
Granulated, 100 lbs. cs.	2 10
Granulated, 36 2½ lb. packages	2 25

SALT

Solar Rock	
56 lb. sacks	70

Common

Granulated, Fine	2 75
Medium, Fine	2 80



Per case, 24 2 lbs.	2 25
Five case lots	2 15

SALT FISH

Cod	
Middles	28
Tablets, 1 lb.	3 20
Tablets, ½ lb.	1 75
Wood boxes	19

Holland Herring

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

Herring

K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 25
Scaled, per box	21
Boned, 10 lb. boxes	24

Trout

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

Mackerel

Mess, 100 lbs.	25 00
Mess, 50 lbs.	13 25
Mess, 10 lbs.	2 30
Mess, 8 lbs.	2 00
No. 1, 100 lbs.	24 00
No. 1, 50 lbs.	12 75
No. 1, 10 lbs.	2 80

Lake Herring

½ bbl., 100 lbs.	7 50
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SEEDS

Anise	45
Canary, Smyrna	12
Cardamon, Malabar	1 20
Celery	65
Hemp, Russian	11
Mixed Bird	13½
Mustard, white	40
Poppy	65
Rape	16

SHOE BLACKING

Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	1 25
Miller's Crown Polish	90

SNUFF

Swedish Rapee, 1 lb. gls	85
Norkoping, 10c 8 for	64
Norkoping, 1 lb. glass	85
Copenhagen, 10c, 8 for	64
Copenhagen, 1 lb. glass	85

SOAP

James S. Kirk & Company	
American Family, 100 7 85	
Jap Rose, 50 cakes	4 85
Kirk's White Flake	7 00

Lautz Bros. & Co.	
Acme, 100 cakes	6 75
Big Master, 100 blocks	8 00
Climax, 100s	6 00
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00

Proctor & Gamble Co.	
Lenox	6 00
Ivory, 6 doz.	8 15
Ivory, 10 oz.	13 50
Star	8 00

Swift & Company	
Classic, 100 bars 10 oz.	7 25
Swift's Pride, 100 9 oz.	6 00
Quick Naphtha	7 85
White Laundry, 100	
¾ oz.	6 75
Wool, 24 bars, 6 oz.	1 85
Wool, 100 bars, 6 oz.	7 65
Wool, 100 bars, 10 oz.	12 75

Tradesman Company	
Black Hawk, one box	4 50
Black Hawk, five bxs	4 25
Black Hawk, ten bxs	4 00

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

Scouring Powders	
Sapallo, gross lots	11 00
Sapallo, half gro. lots	5 50
Sapallo, single boxes	2 75
Sapallo, hand	3 00
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

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

Soap Powders	
Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 25
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 30
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50
Sunbrite, 72 cans	3 40

KITCHEN KLENZER



80 can cases, \$4.40 per case

SODA

Bi Carb, Kegs	4
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SPICES

Whole Spices	
Allspice, Jamaica	@18
Cloves, Zanzibar	@60
Cassia, Canton	@30
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochon	@20
Mace, Penang	@75
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-8	@50
Nutmegs, 105-110	@45
Pepper, Black	@30
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	

Pure Ground in Bulk	
Allspice, Jamaica	@18
Cloves, Zanzibar	@65
Cassia, Canton	@40
Ginger, African	@28
Mustard	@38
Mace, Penang	@85
Nutmegs	@36
Pepper, Black	@34
Pepper, White	@52
Papper, Cayenne	@29
Paprika, Hungarian	@60

Seasoning	
Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Ponelly, 3½ oz.	2 60
Kitchen Bouquet	2 60
Laurel Leaves	20
Marjoram, 1 oz.	90
Savory, 1 oz.	90
Thyme, 1 oz.	90</

Review of Some of the Principal Hardware Staples.

Binder Twine—There is a fair demand for binder twine, but it is not expected that this will be as heavy as a year ago, because the Government reports indicate that this year's wheat crop will be short.

Eaves Trough and Conductor Pipe—Sales on eaves trough and conductor pipe continue to be very heavy and jobbers state that they have been able to procure limited deliveries from their source of supply. Present prices are not guaranteed, however, for any length of time, as jobbers are unable to obtain protection from the manufacturers on prices.

Files—Very satisfactory business is being done on files. Jobbers state that their stocks are very good and they have no complaint about deliveries from the manufacturers. The advance in price did not curtail the sales.

Freezers—The demand is still very light in this line, with prices showing no change. There are rumors of a shortage this year, and the dealer would do well to secure at least part of his season's requirements.

Galvanized Wire—Due to the switchmen's strike, jobbers state that they were again forced to reduce all orders for kerosene and gasoline cans to a single crate, except the three gallon size, where there is a limit of one dozen to a customer. The shortage of all kinds of galvanized ware continues to be very acute and jobbers continue to ration out their entire line in order to obtain as wide a distribution as possible.

Glass—Price on glass continues to be very firm and the demand is very active. There is a shortage of glass and stocks in general are very low. Manufacturers of window glass are making special efforts to increase the production and as soon as the railroad situation eases up a bit, it is expected that glass will be more plentiful.

Lanterns—Orders for lanterns for future delivery continue to be booked in very satisfactory volume by the jobbers. They continue to accept orders to be shipped at their option after July 1, invoice to date Sept. 1. It is not likely that lower prices on lanterns will prevail, as several of the manufacturers state that their output for the year has been sold.

Milk Cans—Demand is beginning to increase in this line, with prices holding as last quoted. The backward spring has delayed the growth of the pastures to such an extent that none of them is in use yet, and the call for additional equipment is still light.

Paper—A representative of one of the largest paper houses in the country admitted that present conditions in the paper market "stumped" him. His factory was, until the railroad strike rapidly catching up on orders, sales were falling off, but another advance was rumored to be on the way. Raw materials are extremely scarce, and transportation difficulties add to the paper manufacturer's troubles. The local market is practically bare of red rosins and deadening felts, and prices are holding strong as last quoted.

Rakes—One of the important manu-

factures of wooden rakes has advanced prices. Jobbers in some instances have a good supply of wooden rakes on hand, when those of general lines are considered, but as compared with stocks in former years at this time, the supply to-day is small. This fact has given rise to more or less talk of a real scarcity of rakes before the season closes.

Rope—Retail sales of rope are beginning to show a good increase, although not so heavy as had been expected, due to the general congestion of freights and the consequent non-delivery of goods. Prices are unchanged.

Sandpaper—There is no change in the market condition on sandpaper. Prices and supply remain at about the same level as heretofore. Orders, however, are increasing and factories, in this way, are losing ground in filling their contracts.

Screw Drivers—A manufacturer of a popular priced line of screw drivers has advanced his prices in accord to a similar revision made by other manufacturers a short time ago. Some sizes of screw drivers are in short supply, but generally speaking there appears enough of most kinds to fill all requirements.

Screws—One of the largest Western manufacturers of automobiles is sounding out local jobbers on machine screws, but so far has been unable to find what is needed. In fact, the machine screw supply situation is just as acute as it has been right along and there is every indication at the moment that the demand will continue to exceed the supply for some time to come. While wood screws are by no means plentiful, we hear of no one actually suffering for same.

Tacks—There is no change in the market on tacks, although the supply is very low. Some factory shipments are being received, but factories are still far behind on orders and transportation of orders hampers any prompt delivery.

Wire Nails—There has been no change in the situation as to wire nails since last reported. Jobbers have very few if any nails on hand and, naturally, with the freight congestion, there are very few nails being shipped into this market. A premium is being paid for spot deliveries.

How Constant Striking is Regarded by Wives.

I wonder why nobody has ever written about what the women think of strikes.

We hear much about the good they do the "Cause of Labor" and all that, but we women are not a Cause, we are human beings.

Of course we stand up for strikes because our husbands do, and we are loyal if nothing else, and are for our men folks first, last, and all the time.

But when we are alone we think differently, and when we get together just a few workers' wives, and there are no spies present. And here is what we think:

1. It's a great pity people can't go along and do their work peaceably without fighting and disputing.

2. What is a government good for if it is not to prevent injustice and

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.

"ECLIPSE" STANDS for Berries, Fruits and Vegetables



These Stands are Steel Sectional Revolving Ball Bearing. Occupy 60 inches floor space—save two-thirds the space now used.

Manufactured by

The Wellston Manufacturing Co.

WELLSTON, OHIO, U. S. A.

keep people from being treated unfairly? There ought to be some other way than strikes, with their loss and hard feelings and violence, to get more pay and better conditions when they are needed.

3. We hate the sight of the professional agitators who flock to town when a strike is threatened. The passions of the men are already inflamed and these agitators make things worse. The more trouble they can stir up the more money they can make for themselves; that's the way it looks to us women.

4. We have to see that the home is kept up, the children fed and clothed, and things kept going. When the pay envelope is stopped we are the ones who suffer most. If the men had to stay home and make the pot boil instead of loafing around at meetings they would see things in another light.

5. Especially is a strike dreadful when there is sickness in the family and funds are low.

6. Most of the men's troubles are local, and if all of those connected with the local works could get together and talk things over they could soon settle matters. It's the outside agitators and big guns that mix in and make trouble.

7. One bad thing about strikes is

you never can tell when they are over. When one is settled another is liable to break out any time. We sometimes doubt if all the good we get out of them is worth the continual distress of mind they keep us in.

8. If employers and bosses would take half the trouble to get acquainted with the workmen and co-operate with them that the agitators do it would be money in their pocket. Of course, this is impossible under closed shop conditions, because a man working in a closed shop is prohibited from talking with the boss. All the talking must be done by the union officer who is invariably on the payroll of the employer.

9. The workingmen have rights, the capitalists have rights, and the public has rights; we are always hearing about them; but what about the rights of the women and children?

10. Men go out on strike lots of times without knowing what it's all about, just because the others do. Well, what if they found their wives on a strike when they reached home, and the women would not cook and clean and sew and take care of the children, but spent their time at meetings talking about their rights?

Early to bed and early to rise makes a man a farmer.

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.

CASH REGISTERS

REBUILT CASH REGISTER CO.

(Inc.)

122 North Washington Ave.,
Saginaw, Mich.

We buy sell and exchange repair and rebuild all makes.
Parts and supplies for all makes.

FOR SALE

For Sale: Four Nickle
Plated Circular Waist Stands,
Extensible, Heavy Base,
Nearly New. Revolving
Circle 24 Inches in Diameter,
Allowing Display of an ex-
tremely large stock of waists
in small space. Will Sell
Very Cheap.

Write O. M. Smith & Com-
pany, Flint, Michigan.

O. M. SMITH & CO.
FLINT, MICH.

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

For Sale—My sheet metal business and
store building with living rooms on sec-
ond floor. Furnace in basement, hot and
cold water. A good business in roofing,
eave troughing and furnace work. Build-
ing \$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 Mich-
igan 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 ma-
chine is in good shape and has sales slip
and ribbon. For terms write No. 870
c-o Michigan Tradesman. 870

BANISH THE RATS—Order a can of
Rat and Mouse Embalmer and get rid of
the pests in one night. Price \$3. Trades-
man Company, Grand Rapids, Michigan.

For Sale—Complete and up-to-date
meat market and grocery located in one
of the best cities in Michigan. Equip-
ment includes ice machine and bone cut-
ting 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 pre-
pared to make substantial payment down.
Address No. 854, c-o Michigan Trades-
man. 854

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

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

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

If you are thinking of going in busi-
ness, 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-es-
tablished meat market, in a town of about
1,100 inhabitants. Also property consist-
ing 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

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

Puritan Flour

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

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

JUDSON GROCER CO.

Wholesale Distributors

GRAND RAPIDS MICHIGAN



Flat Opening
Loose Leaf Devices

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

The Proudfit
LOOSE LEAF CO.

GRAND RAPIDS, MICHIGAN

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

SIDE LIGHTS ON OLD CRAZE.

In the trains bound for the ever new oil fields of the Southwest, still jammed to the doors with eager passengers, is there no one with a ready pen to describe the scene as Bayard Taylor described the Forty-Niners, Mark Twain in "Roughing It" the Nevada Eldorado, and Jack London the Klondike? The roaring oil fields have been with us for two generations, since Pit Hole leaped into temporary place as Pennsylvania's third city. Save for such brief pictures as in Howell's "A Hazard of New Fortunes" and such matter-of-fact histories as Miss Tarbell's, little has been written on their excitements and exhaustions.

The skeletons, not of mule trains and prairie schooners, but of fords, line the roads to oil regions. Cities have unfolded on virgin sites. Perhaps none offers an exact parallel to San Francisco, a trading village in 1848 and a metropolis in 1850. But Fort Worth, styling itself "the great Texas oil city," "the fastest growing city in America," "the world's greatest oil center," boasts a growth of 70,000 in the last three years. The penniless are made millionaires—Fort Worth counts 100 made in this period, three a month—and millionaires beggars. The panorama of prospecting, speculation, hard work, hope, despair, is as wide as of old. A picturesque lingo, from "pay sand" and "duster" to incomprehensible jargon, is ready for exploitation.

Crime?—it is not as frequent as in Virginia City in Mark Twain's sojourn, when shooting was so joyously promiscuous, or as in Bret Harte's mining camps, where the first necessity was to stake out a cemetery. But violence is not unknown in raw, new towns, and more refined wrongdoing flourishes. No salter of mines was more ingenious than the driller in one Southwestern locality. He took a lease on a limited area and sank a well, discovering by unmistakable signs when near the oil level that he had a gusher. Excited farmers had gathered in a crowd; the drill was kept revolving in air for hours; and the driller then ruefully announced that it was a dry hole. When a "dummy" had signed extensive new leases with the disappointed farmers he "brought in" his well.

The very names have color. Bret Harte, dwelling on the aroma of early California names, mentioned "Juliet" and "Romeo." To-day in Texas the Desdemona field is famous. Not all wells have numerals and "Big Whip" or "Mary Jane" may become as famous as a Western lode. And the oil booms have a business background that gold rushes never had. For the Forty-Niner there was no counterpart to the great pipeline and refinery companies, the tankships that plough all seas, the distributors that make their cans a common sight in China and Africa and the international rivalries that perplex statesmen.

NO PRIDE IN THEIR WORK.

One of the most discouraging things that manufacturers in various lines have to contend with is the

changed aspect of many workers toward the results of their labors. In the old days of the typical American mechanic, one of the outstanding things was the pride he took in his work. He felt he had a reputation to maintain and did his best toward that end. This disposition was not lost when the greater use of automatic machinery put the worker in the position where his individual effort was not so apparent. For it was recognized that, even under the new conditions, care, skill and conscientiousness still counted and that automatic machinery required something other than automata to attend to them in order to get the best results. Lately, however, there has been shown in different manufacturing processes, a disposition on the part of operatives to work in a perfunctory fashion and to be oblivious of everything except the time clock. They seem to regard themselves merely as a portion of the mechanism to be worked so many hours a day regardless of the quality of the output. This necessarily results in a waste of power or material or both and the turning out of an undue proportion of "seconds," all of which means extra overhead charges and the consequent increase in the cost of goods. Manufacturers ascribe this change of attitude by the workers to the pernicious teachings and practices of the labor unions to encourage and maintain loafing and mediocrity rather than skill or aptitude, and they would welcome a change of spirit or methods that would put a premium upon conscientious service and honorable workmanship.

TACT.

Tact is the oil that makes commercial wheels go round; modifies an irate customer; makes a permanent friend of a critic and an ally of an enemy.

A tactful answer turneth away wrath.

Tact gilds the bitter pill of reproof or warning when it is necessary, and so administers the dose that no feeling of injustice remains as a rankling "root of bitterness." Tact writes the angry letter, but puts it in the "never post" locker.

True tact requires keen sympathy; a ready appreciation of the other fellow's point of view; an intuitive reading of human nature; a well-controlled temper; a mouth like a clam. These virtues are not picked off every hedgerow, but are part of the golden fruit which grows in the garden of discipline, watered by experience, and brought to perfection by self-control.

Good Word for Mr. Scully.

Finlay City, May 11—In the May 5 issue of the Tradesman you have an editorial on the candidates for Lieutenant Governor, one being Charles B. Scully, of Almont, our neighbor town. Notwithstanding all you say, Mr. Scully is a man every inch of him, and you are wrong. The delegation that turned him down at the county convention did not represent Almont sentiment and the balance of the county went for him, except a few soreheads which one finds in all communities. The leader of the Almont delegation was one of the most notorious slackers during the war. Had I (a German) been one-fourth as disloyal I would and should have been tarred and feathered and told to "git."

Review of the Produce Market.

Apples—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—The market is steady, with a good consumptive demand at prices ranging about 3c per pound lower than a week ago. The decline was caused by the opening up of the freight traffic and an increase in the production of butter. The quality arriving is good for the season and prices are now ranging about the same as they did a year ago. The production is likely to increase from now on and we are likely to have a still further decline within the next few weeks. Local jobbers hold extra creamery at 58c and first at 56c. Prints, 2c per lb. additional. Jobbers pay 35c for packing stock.

Cabbage—\$6.50 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—The market is firm at prices ranging about the same as a week ago, with a good consumptive demand. Considerable eggs are being put into cold storage for future use. The weather conditions are very favorable to a good production and fine quality eggs. Owing to the lateness of the season the accumulation in storage is smaller than it was a year ago. We look for continued good production, but do not look for much change in price while the weather remains favorable. 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	----- 5.25
46 size, per box	----- 6.00
54 size, per box	----- 6.50
64 size, per box	----- 7.00
70 size, per box	----- 7.00
80 size, per box	----- 7.00
96 size, per box	----- 6.75

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

Green Peppers—\$1.60 per basket.

Lemons—Extra fancy Californias sell as follows:

360 size, per box	-----\$5.00
300 size, per box	----- 5.50
270 size, per box	----- 5.25
240 size, per box	----- 5.00

Fancy Californias sell as follows:

360 size, per box	-----\$4.50
300 size, per box	----- 5.00
270 size, per box	----- 4.75
240 size, 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 for yellow and \$5.25 for white, 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	-----\$6.00
100	----- 6.75
126	----- 7.75
150	----- 8.75
176	----- 9.00
200	----- 9.00
216	----- 9.00
250	----- 9.00
288	----- 9.00

Parsley—60c per doz. bunches.

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

Plants—Now on sale as follows:

Cabbage, per box	-----\$1.40
Tomato, per box	----- 1.40
Geranium, assorted, per box	----- 2.25
Rose Geranium, potted	----- 2.25
Silver Leaf, potted, per doz.	----- 1.65

Potatoes—Home grown, \$4.75 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 6 lb. basket from Florida.

Bottom Facts From Booming Boyne City.

Boyne City, May 11—The Council has placed the city park at the disposal of the automobilists who will want a pleasant camping place during the summer and many of our residents are listing houses and rooms with the Chamber of Commerce for the use of those who want pleasant accommodations for a summer outing.

R. C. Leavenworth has sold his photograph business to F. B. Finlay, of Caro. Russ has been the photographer of this city and community for many years. There is not a camp, mill or industrial plant within a hundred miles that he has not shot, and very few men who have worked in them cannot find their faces in some of his pictures. He has also won for himself a name as a sportsman. This prowess as a fisher and hunter places him in the front rank. Mr. Leavenworth goes to Lansing to take up commercial photography. We wish him the best of luck.

Matt Cunningham has commenced remodeling the Von Platen mill for manufacturing lath. The plant will employ fifteen men and will be a good addition to our industrial population.

The Council confirmed the appointment of Dave Vaughn as Chief of Police for the coming year. Mr. Vaughn will make a good officer and a careful conscientious worker. He is on the job all the time and does things.

The Chamber of Commerce is posting the roads leading into the city from Mackinaw to Cadillac, so that travelers will know better how to find igan lead to this place, it is some job, the town. As all the roads in Michigan City being so well known it was hardly necessary, but that the travelers who wish to get here in the shortest possible time, to feast their eyes on the transcendent beauties of our hills and lakes, it was deemed but a human act to relieve their anxiety by marking the way plain. Maxy.

The Imperial Machinery Co. has changed its name to the Imperial Metal Products Co. and been incorporated with an authorized capital stock of \$100,000, of which amount \$54,000 has been subscribed, \$1,000 paid in in cash and \$33,000 in property.