

MICHIGAN TRADESMAN

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Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MAY 26, 1920

Number 1914

The Typical American

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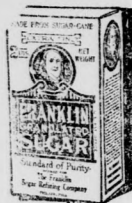
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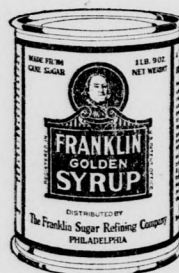
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(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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TRADESMAN COMPANY

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E. A. STOWE, Editor.

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five years or more old, 50 cents.Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.**OPPOSE FARMER SOCIETIES.**

The National Wholesale Grocers' Association plans a vigorous campaign against the Volstead bill for the exemption of farmers' associations from the anti-trust laws. The Association believes that the result of the enactment of the bill would be an inevitable increase in the prices of foodstuffs.

If the Volstead bill is enacted, farmers, planters, ranchmen, dairymen or fruit growers would be permitted to form organizations for the purpose of collectively marketing in interstate and foreign commerce the products of their members. The Secretary of Agriculture would be given the power to supervise the conduct of such organizations, and to prevent the lessening of competition whenever the operations of the associations unduly enhance the price of any agricultural product. The associations would be restricted in the payment of dividends to 8 per cent, a year on stock or membership capital.

Organizations of this nature are at present condoned and tolerated by the Clayton Act and by provisions in appropriation laws for the Department of Justice prohibiting the use of certain funds in the prosecution of farmers' associations aiming mutually to benefit members and secure fair and reasonable prices for their products. Such exemptions have always been recognized as unjust and undemocratic because they permit one class of our citizens to violate the law while others are held to a strict compliance. This is class legislation and discrimination which should not be extended but entirely wiped out. Labor organizations are likewise permitted to indulge in practices that are denied to others.

The effect of such a law would be ruinous and oppressive to a degree hardly contemplated by the proponents of such a measure, enabling farmers, dairymen, ranchmen and fruit growers to restrict supply, increase prices and otherwise nullify

and render ineffective the natural laws of competition and free trade in the business of the Nation.

The wording of the bill itself concedes that its effect would be to restrain trade and lessen competition by endowing the Secretary of Agriculture with discretionary authority to proceed against any association which "restrains trade or lessens competition to such an extent that the price of any agricultural product is unduly enhanced." The interpretation of what is an undue enhancement or advance in the price of an agricultural product (which means any food product) is left to the judgment of the Secretary of Agriculture. This is a dangerous delegation of the legislative branch of the Government and might lead to an abuse of a prerogative which is reposed in Congress and the courts.

The enactment of this bill would result in a tremendous setback to the country in its anxious efforts to effect a speedy return to normal conditions and normal prices, and would inevitably advance the prices of necessities. The principal sufferer would be the consumer.

FIVE PANICS IN AMERICA.

There are two Black Fridays in American history.

The first was Sept. 24, 1869, when Jay Gould and James Fisk, Jr., created a corner in gold by buying all the gold in the banks of New York City, amounting to \$15,000,000. Because of this corner gold increased in value from 144 to 162½. In the midst of the excitement, which amounted to temporary insanity, Secretary Boutwell, of the Treasury Department, threw \$4,000,000 gold on the market, smashing the corner after the conspirators had cleaned up \$11,000,000. This was not followed by a merchandise panic.

The second Black Friday was Sept. 19, 1873, when the Jay Cooke failure and other failures precipitated the panic of 1873. This panic grew worse until 1877, when it gradually receded.

We appear to have had five panics in this country, as follows:

1837—"Wild Cat" crisis.

1857—Failures to the amount of \$555,000,000.

1873—Heavy failures in New York and elsewhere.

1893—Attributed to fear of changes in tariff by the Democratic party.

1907—Precipitated by the bankers to stop speculation and secure an increase in interest rates. This panic did not affect merchandise values or wages, but ruined thousands of men who had dipped too deeply into speculative ventures.

WOMEN USED AS CAT'S PAWS.

A body of Republican women assembled in Grand Rapids the other day and, following the leadership of a political editor who announces that he is content from now on "to sit on the brick pile," solemnly resolved that it was the duty of Republicans to see to it that not one of the men indicted with Senator Newberry be given office at the hands of the G. O. P.

It would seem that women, who long suffered under the ban of disfranchisement, would be the last to undertake to disfranchise some of the brightest business men of the State who came forth unscathed from the persecutions of a clandestine investigation, conducted by partisans of the most bitter and vindictive type in behalf of a renegade Republican who had voluntarily placed himself, by his own utterances in the public prints over his own signature, in the ranks of disloyalty and treason.

To accuse a man of wrong doing does not convict him of criminality. No doubt the women thought they were righteously minded when they issued this threat, but the injustice of it on its face is too apparent to require discussion. When women are longer in political harness they will come to realize that all that glitters is not gold and that an accusation of wrong doing by partisan pettifoggers is not proof of culpability and that they can be in better business than permit themselves to be used as cat's paws by discredited politicians who are not in line with the highest aspirations and best traditions of the Republican party.

ECONOMY IN MANUFACTURE.

While the war was on, Government restrictions, the Commercial Economy Board and the committees formed at its instance under the United States Chamber of Commerce taught a valuable lesson in economy by standardization. It has in many cases been permanent. The National Association of Manufacturers declares that many industries are pushing plans for further simplification. But public demand for variety and keenness of competition have in still other businesses brought back the old complexity of design.

In furniture making the standardizing of designs to reduce costs and increase production has made marked progress since the war. The Furniture Dealers' Association reports that where buyers once had a choice of over thirty prominent designs for either dining room or bedroom sets, now they have hardly more than ten. Throughout the industry the cut in patterns is set at almost two-thirds.

A very different story comes from shoe manufacturers. Before the war perhaps 150 separate shoe designs were to be had from American makers; during the war Government rigidly limited the patterns, but in the active market since as great a variety of designs has been produced as ever. It is true that in planning fall styles some manufacturers have offered only half as many as usual, but this reflects an immediate trade uncertainty, and it is expected that fresh designs will be added.

Standardization means economy, and it also means concentration of production. The first fact strikes one when he learns that there were, for example, 518 patterns of piano stools; that man began his life in any one of eighty types of cribs and ended it in any one of 100 coffins. The waste lay in production of many articles on a very small scale; the extra labor and materials demanded for "fancy" patterns; the loss when any article went out of style unused; the consumer's loss of time in choosing, and the opportunities for fraud.

There are certain objections to extensive standardization—it must not hamper invention, or cripple art, or produce a deadening uniformity. Men's tastes vary. But its benefits are so great that it deserves every encouragement. In a period when sales are easily made, as they have been until recently, sellers look kindly upon standardization. In the coming period when sales will be more difficult and competition keen special efforts must be made to push it.

Not a Candidate For Treasurer.

John G. Clark, the Bad Axe wholesale grocer, sends word to the Tradesman that he is not a candidate for State Treasurer on the Republican ticket and will not permit his name to be used in connection with that office. The Tradesman is pleased to note that there is one man in Bad Axe who is willing to get along in the world without holding public office. He ought to be awarded a gold medal.

An excellent tonic for the business blues is the reading of some good trade paper about the methods and experiences of other men in your line.

It will not encourage people to buy if your voice and manner indicate that you do not expect them to buy.

Would you sit up half the night putting the engine of your car out of order when you were going on a long trip next day? What about mistreating your stomach at night in preparation for the next day's opportunities?

Hoarding money is not thrift; careful buying is.

THE ATLANTA MEETING.

Nothing Accomplished of Permanent Value To Trade.

The annual convention of the National Retail Grocers' Association at Atlanta last week, while interesting enough in a way, once more emphasized the necessity for a radical turn-about in the ideals and policies of that organization if it is to command proper respect and influence both inside and outside retail grocery circles.

There was an attendance smaller than at any convention in recent years—147 delegates—and a large part of that was inspired more by the travel lust on the part of distant grocery trade factors than because of any vital recognition of the value of the gathering to modify and influence trade customs and practices. Nor was the bulk of the time taken up in shaping broad and constructive policies, save in the discussion of the buying exchange and co-operative jobbing idea and a tirade against chain stores, etc.

That these two problems constitute a very sizeable "fly in the ointment" of the retail grocer no one can deny, but talking about it and inveighing against it will accomplish any change is very doubtful. Certainly the discussion at Atlanta, as it appears to one who reads the reports from there, did not help solve anything and was not a marvel of consistency. In one breath the retailer protested against sales to chain stores, co-ops, etc., at inside prices as unfair. In the next they advocated buying exchanges for the purpose of allowing retailers to buy on a jobbing basis. Taken together it looked as though what the grocer wants is not a fair and square deal but a low price.

The all-important question of choosing a secretary who will try to make the association a power of aggression and of co-operated effort—for the secretary must in the very nature of things be the motive power of such an organization—was left wide open for later action by the executive committee, which proposes to take its time in finding "a high class man with no local affiliations," as one well informed observer expressed it. Just what this means is uncertain, but smacks of a possible "dark horse."

Those who expected Frank B. Connolly to become an aspirant guessed wrong. Mr. Connolly sticking fast by his previously announced decision to stay in California, where he is well understood and a real power in trade matters. Mr. Connolly is said to have a larger salary as California State secretary than the National can or will pay. He is still acting as National secretary out of consideration for the emergency which arose with the death of the late secretary, Leon M. Hattenback.

While nothing appears on the surface as to the candidacy of John H. Meyer, New York State secretary, private advices indicate that he made a good impression and may yet be chosen. It is true that he has "local affiliation," but he has a record of being a man who is broad of mind and not partisan in his official work, which is more than some others were credit-

ed with, if the doings of the convention are any criterion.

Mr. Meyer, too, has lately been saying some sharp things about the past policies of the association, especially in the direction of self-support. The convention did not show up very creditably on its standing in the past in this respect. For instance, although it is generally reputed to represent the united force of 350,000 retail grocers, the record of the treasurer showed on a 25 cent per capita tax a membership of only 8,380, who paid in only \$2,095, which is not much more than half what the association boasted four or five years ago when John A. Green was the whole machinery.

The other revenues of the organization consisted of a monthly profit of about \$250 from the advertising solicited from the manufacturers in the bulletin and some \$5,000 collected from the same convenient sources through advertising in the regular convention programme. In other words, the association members paid only about one-sixth of the revenues which kept the association going; outsiders paid the rest. The natural conclusion is that, instead of commanding general respect, this organization does not appear to command much respect with its own potential members, who evidently feel that 25 cents isn't worth paying; in fact, that the association isn't worth that much. If the dues were two or three dollars, and really worth it, it might grow faster and "cut more ice."

Of the personal and factional squabbles perhaps this was no worse than some other conventions, although several spots in the session seemed to reflect unhappily in the breadth of the association policies. The hope of most real friends of the association will be that a secretary may be chosen who will "put it on the map."

Election of officers resulted as follows:

President—John A. Ulmer of Toledo (re-elected)

Vice President—Francis E. Kamper of Atlanta.

Treasurer—John H. Speas of Kansas City.

Trustee—George A. Amidson of Providence, R. I.

The leading resolutions adopted were the following:

Asking Congress to pass a garnishment law so that worthy Federal employes can more readily obtain credit consideration.

Requesting manufacturers to submit their canvassing plans to the local grocers in order to eliminate expense of delivering fictitious orders.

Urging the reduction in the cost of living and pledging wholehearted support to a thorough investigation so that all the facts might be fully brought to light and the profiteers prosecuted.

Condemning the practice of grocers who countermand orders given in good faith.

Insisting that manufacturers naming prices considerably in advance of the previous season announce that they and not the retail grocer are responsible for the advance.

Approving the decision of the New

York Court of Appeals in the Beech Nut Packing Co. case and commending the company for making the test.

Protesting against the use of Government buildings for the purpose of conducting commissary stores through which employes are supplied in addition to their pay, and calling upon the Treasury Department to abate the practice.

Disapproving the practice of manufacturers guaranteeing prices against decline to the jobber unless the latter in turn protects the retailer.

Requesting that wholesale grocers return to the cash discounts withdrawn during the war.

Asking that the official paper publish list of associations and their secretaries every six months.

Endorsing publications refusing mail order house advertising.

Calling upon the Bureau of Markets to assist in overcoming the practice of allowing perishable freight to remain on railroad tracks during a slumping market to spoil and throwing the odium upon the food trade.

Commending the Federal Trade Commission for its rulings with reference to false advertising and misrepresentation in the sale of merchandise.

Requesting all aliens to declare their intentions before receiving their citizenship.

Declaring commissary ventures operated by corporations or buying clubs promoted by manufacturers to be a species of unfair competition.

Declaring that co-operative buying by retailers to be a local matter, to be handled as such, rather than to make it a national issue.

Endorsing the Stephens bill.

Criticising President Wilson and Attorney General Palmer for their utterances holding the retailers accountable for the high cost of living.

Recommending legislation for the purpose of increasing production and thus reduce the cost of living.

Asking manufacturers and jobbers to give more attention to the packing and shipping of merchandise.

Naming a code of ethics to govern the retailers in their business.

Detroit — Feigenson Bros. have merged their soft drink manufacturing business into a stock company under the style of the Feigenson Bros. Co., with an authorized capital stock of \$75,000, all of which has been subscribed and paid in, \$10,000 in cash and \$65,000 in property.

Bad Axe—The Huron Truck Co. has been incorporated to manufacture and sell motor trucks, accessories and parts, with an authorized capital stock of \$300,000, of which amount \$150,000 has been subscribed, \$32,500 paid in in cash and \$20,000 in property.

Making a Goat of the Grocer.

There was a conference last week in Washington between the Attorney General and the wholesale grocers regarding the sugar question. Just what the outcome was is not yet made public, but it is evident that this question of "cost plus" played quite a part in it, with Mr. Figg's plan of "fair price margins" on one side and Mr. Palmer's arbitrary one-cent margin—irrespective of price level or cost of doing business—on the other.

Incidentally, there was also a strong representation from the Southwest, where certain energetic if not wise "profiteer hunters" have been arresting grocers on fanciful grounds. The chief claim is said to have been that their profits were excessive, but in many instances when the charges were sifted they did not offend a fair profit ideal on an actual average cost basis, nor exceed the "cost plus" standards.

The plain facts are that in many parts of the country energetic and perhaps well meaning officials, in their zeal to prevent profiteering, make arrests which they cannot bring to the point of conviction. Mercantile problems of the food trade are intricate at best, and this applies with special force to sugar, the tangles of which puzzle even the grocer in some instances. But with few exceptions grocers have been the "goats" for offenders frequently not in the trade at all. Grocers of the representative type will be found on the side of the Government quite as sincerely as the officials, and any policy as fair as Mr. Hoover's rules were will not be opposed by the rank or file in these times of stress and abnormality.

The merchant who does nothing about delinquent debtors and their accounts except wait finds himself waiting empty handed.



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The Sugar Situation

In view of the many conflicting reports that are appearing in the newspapers it is the purpose of this article to endeavor to give the public the situation as clearly as we can.

There is a world shortage of sugar, according to the best information that we can obtain, and this is part of the cause for the higher prices.

There has been some speculation in sugar by people entirely outside of the business and this, without question, has caused a part of the advance, as well as some confusion.

The present high prices are attracting sugars from other countries because they need money so badly, and if this importation continues it may help reduce our own price.

The shortage of sugar has been made more acute by the strike of certain selfish railroad employes who, apparently, are endeavoring to promote their own interests without regard for the interests of the remainder of us.

There have been some selfish consumers and some selfish retailers who, by going from store to store, have tried to buy more sugar than was their rightful share. These people have caused a great deal of annoyance and confusion and made a lot of fuss because the dealers have endeavored to deliver the sugar to their regular customers. We contend it is better policy to handle sugar in such a way that everyone has his share, so long as present conditions con-

tinue, than it is to let those more selfish ones acquire more than their share.

Our company some months ago, at large expense, succeeded in contracting for sugars for delivery from time to time during the season from outside sources, and this has helped to relieve the local situation.

There are some parts of the adjoining states where they have had almost no sugar for a great many weeks, and consequently we have failed in this locality to understand the seriousness of the situation.

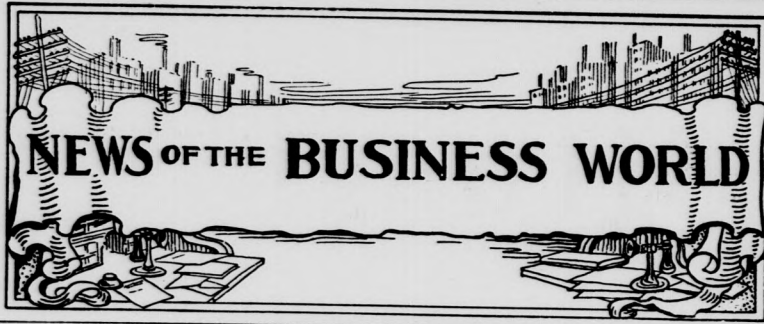
According to the best information we can obtain it takes nearly three carloads of sugar per day to care for the wants of the people in the community served by the Grand Rapids jobbers. Three carloads equal about 350 barrels or 1,500 bags of 100 pounds each, or 150,000 pounds. Consequently, where there may be a few hundred bags of sugar in Grand Rapids on some days, it is apparent that the extra supply in the city at one particular time is never more than enough to care for the trade more than one or two days, and it appears to us that a surplus stock of sugar would be an insurance against a future shortage, and ought to be encouraged rather than discouraged.

In view of the present acute conditions it seems to us that it ought to be the policy of the wholesalers and retailers in this community to accumulate reserve stocks which will be in the hands of the dealers for sale during the canning season when sugar will be so badly needed by the consumer.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

St. Louis—The Commercial Savings Bank has increased its capitalization from \$25,000 to \$50,000.

Detroit—The Rudy Decorating Co., Ltd., has increased its capital stock from \$40,000 to \$150,000.

Hillsdale—The Hillsdale Savings Bank has increased its capitalization from \$60,000 to \$100,000.

Ann Arbor—The State Savings Bank has increased its capitalization from \$150,000 to \$300,000.

Ludington—The Krogen Hardware Co. has removed its stock to Oshtemo, where it will continue the business.

Grand Haven—H. Summers, of Chicago, will succeed George Gildner as manager of the Gildner Hotel June 1.

Greenville—T. Burns, of Grand Rapids, has leased the Phelps Hotel and will assume the management June 1.

Coopersville—The Coopersville Co-Operative Elevator Co. has increased its capital stock from \$30,000 to \$60,000.

Kaleva—The Co-Operative Mercantile & Produce Co. has been incorporated with an authorized capital stock of \$30,000.

Laingsburg—G. L. Cantwell has sold his grocery stock and store fixtures to A. Elliott, who will consolidate it with his own grocery stock.

Saginaw—Symons Bros. & Co., wholesale dealer in groceries, dry goods and furnishings, has increased its capitalization from \$500,000 to \$1,000,000.

Kalamazoo—The Johnson-Howard Co., wholesale and retail dealer in flour, feed, builders' supplies, etc., has increased its capital stock from \$20,000 to \$50,000.

Marquette—Bissel & Stebbins are moving their stock from Munising to Marquette where they will continue their hardware, implement and building supply business.

Bridgewater—The Farmers Produce Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$10,000 in cash and \$40,000 in property.

Casnovia—The Casnovia Farm Products Association has been incorporated with an authorized capital stock of \$20,000, of which amount \$12,105 has been subscribed and \$11,495 paid in in cash.

Albion—The Wool-Verine Sales Co. has been organized to deal in wool, cotton, silk and other fabrics, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed, \$1,400 paid in in cash and \$2,000 in property.

Royal Oak—Leach & MacDonough, Inc., has been organized to conduct a general mercantile business with an authorized capital stock of \$16,000, \$8,000 of which has been subscribed and paid in in cash.

Jackson—The Mills Sales Co. has been incorporated to deal in motor vehicles and accessories therefor, with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and paid in in cash.

Ovid—Lawrence Lyon and Hiram DeVries, both formerly of St. Johns, have formed a copartnership under the style of Lyon & DeVries and engaged in the drug business. The store is modern in every detail.

Moddersville—Chris Ebels has sold his stock of general merchandise to Mark Jenema and Morris Reames, who have formed a copartnership, and will continue the business, adding lines of farm implements to the stock.

Menominee—The Waller Shoe Co. is the style of the new shoe merchandising concern which will occupy the premises of the present Waller Shoe Store on Broadway of this city. Mr. Waller has conducted this shoe business for the last seven years. E. C. Walker and Harold G. Lundegard have formed a partnership to take over the business. Mr. Lundegard is originally from Stillwater, Minnesota, where before the war he was employed by Mr. Waller. He has had a long experience in the retail shoe game.

Manufacturing Matters.

St. Joseph—The Velvet Dairy Co. has increased its capitalization from \$4,000 to \$15,000.

Jackson—The M. & K. Corset Co. has increased its capitalization from \$10,000 to \$75,000.

Elk Rapids—The Elk Electric Co. has increased its capital stock from \$25,000 to \$100,000.

Otsego—The Otsego Furniture Co. has increased its capital stock from \$70,000 to \$125,000.

Constantine—The Drake-Merritt Casket Co. has changed its name to the Drake Casket Co.

Ann Arbor—The Economy Baler Co. has increased its capitalization from \$150,000 to \$400,000.

Fremont—The Fremont Canning Co. has increased its capital stock from \$140,000 to \$600,000.

Saginaw—The Booth & Boyd Lumber Co. has increased its capitalization from \$150,000 to \$250,000.

Detroit—The Burd Air Compressor Co. has been incorporated with an authorized capital stock of \$32,000 common and \$18,000 preferred, of which amount \$41,000 has been subscribed, \$3,000 paid in in cash and \$35,000 in property.

Kalamazoo—The Gibson Mandolin-Guitar Co. has increased its capital stock from \$100,000 to \$300,000.

Detroit—The Detroit-Star Grinding Wheel Co. has increased its capital stock from \$500,000 to \$700,000.

Detroit—The name of the Kuehl-Butcher Lumber Co. has been changed to Babcock Crate & Box Factory.

Benton Harbor—Thayer & Co., manufacturer of fruit packages, has increased its capitalization from \$30,000 to \$75,000.

Greenville—The Moore Plow & Implement Co. has completed the addition to its plant, thus greatly increasing its capacity.

Detroit—The Crown Battery Co. has been incorporated with an authorized capital stock of \$20,000, \$12,000 of which has been subscribed and \$8,000 paid in in property.

Detroit—The Venter Fan Manufacturing Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and \$250 paid in in cash.

Detroit—The Finkard Co. has been organized to manufacture and sell clothing, with an authorized capital stock of \$10,000, all of which has been subscribed and \$6,000 paid in in cash.

Bay City—The Clark Knitting Mills has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Menominee—The Menominee Boiler Works has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$10,000 in cash and \$40,000 in property.

Jackson—The Sunny Brook Creamery Co. has been incorporated with an authorized capital stock of \$25,000 common and \$25,000 preferred, of which amount \$26,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Flander Manufacturing Co. has been organized to manufacture and sell household furniture, with an authorized capital stock of \$45,000, all of which has been subscribed and \$15,000 paid in in cash.

Detroit—The Segui-Nite Manufacturing Co. has been incorporated to manufacture and sell soot destroyer and other like products, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Detroit—The Grundy Manufacturing Corporation has been organized to manufacture and sell parts and accessories for automobiles, motor boats and aeroplanes, with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in property.

Detroit—The Mac-Lar Battery Co. has merged its business into a stock company under the style of the Mac-Lar Battery Co., Inc., with an authorized capital stock of \$125,000, of which amount \$64,500 has been subscribed and paid in, \$14,500 in cash and \$50,000 in property.

Traverse City—Slaby Bros. have merged their wagon and sleigh manufacturing business into a stock company under the style of the Slaby

Vehicle Works, manufacturing vehicles, auto cabs, bodies and accessories, with an authorized capital stock of \$80,000, \$41,500 of which has been subscribed and paid in, \$500 in cash and \$41,000 in property.

Late News From Detroit.

Detroit, May 25—It is a matter of general congratulation that Mr. B. B. Cushman, General Manager of the National Grocer Company, has so far recovered his strength as to enable him to return to his desk at the general offices of the corporation here. Mr. Cushman's illness was long and critical and his complete recovery is due largely to an iron constitution and a determination to stay on earth awhile longer.

David Scheyer, member of the firm of A. Krolik & Co., Detroit, accompanied by his wife, will leave this week for New York, where they will spend a few days previous to sailing for Europe on the Steamer Imperator. A two month trip will include visits to England, France, Belgium, Germany and Switzerland, where Mr. Scheyer will re-establish the pre-war foreign offices of the firm.

That the Grand Council meeting of the United Commercial Travelers of America, to be held in this city June 3 to 5, will have the largest attendance in the history of the Grand Council is assured by the requests for banquet reservations from all parts of the State. M. G. Howarn, chairman of the convention committee, says that no effort or expense has been spared to give the visitors a welcome and entertainment that will reflect the general dynamic spirit of Detroit. The Council chamber of Cadillac and No. 9 Councils is located at 298 Randolph. Both Councils are co-operating in their efforts to make the convention the success that is indicated by assurances of a large attendance by all Michigan Councils.

Dealers Defy Clerks to Force Closed Shop.

The retail merchants of this city have flatly rejected an agreement submitted by retail clerks who are members of local union No. 387, which stipulated that all stores should be "closed shops"—that union labor be employed exclusively.

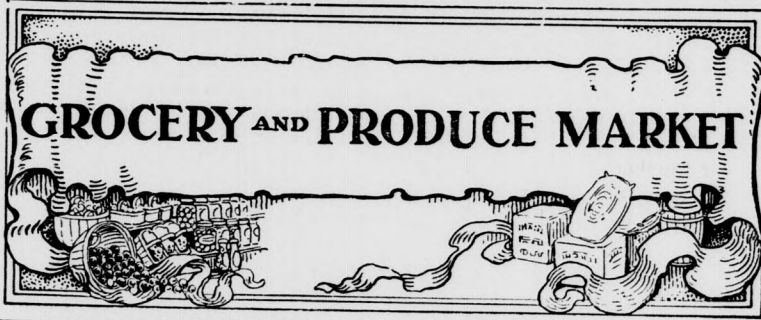
The agreement in question was tendered to every merchant in the city and was to go into effect April 1 this year and continue until April 1, 1921, with privilege of extension in case of delay in acting upon it.

The union clerks inserted a provision for an eight-hour day, with holidays on New Year's Day, Decoration Day, Fourth of July, Labor Day, Thanksgiving Day, Christmas and all Sundays. It provided further that when a holiday fell on Sunday the following day would be observed. Minimum wages for help of both sexes were also established.

The merchants were practically unanimous in declining to accept a clause which stated that union labor only should be employed by them. The question of store hours was also considered, it being felt that the hours recently set, of 8:15 to 5:30, were responsible for trade from outlying sections being lost to the stores.

William Mullen has engaged in the grocery business at 57 Straight street, the Worden Grocer Company furnishing the stock.

The Perkins Land & Lumber Co. has increased its capital stock from \$100,000 to \$150,000.



The Grocery Market.

Sugar—There is no market, due to the crazy scheme of the Attorney General in undertaking to hold the trade down to fast and hard lines. His action is so unbusinesslike as to be positively ridiculous. Grand Rapids jobbers are selling granulated at 30@26c, depending on the price paid for the staple. But for the interference of the administration, the consumer would be getting sugar at a reasonable price instead of paying 22@32c.

Tea—The market for new Formosas is said to have opened for the season, although specific information on the subject is small. It is said, however, in the New York market that new prices were considerably higher than last year. The tea market generally has been quiet since the last report. Some business is reported every day, but it is only for wants and shows no change in price.

Coffee—The coffee market has put in a dull and rather easy week. Options have fluctuated considerably, mostly downward, and spot coffee has been affected to some extent, but not so much. All grades of Rio and Santos are about where they were a week ago. Demand for coffee is extremely light just now. Milds remain about unchanged.

Canned Fruits—The California market is still on the advance, with peaches outselling apricots by a considerable margin. Clings are the firmest, but yellows are doing better, as the other line is cleaned up. In apricots extras are practically at opening, while the other grades are still at a discount. Peaches are 3@5 per cent. over opening except on second and standards, which are on that basis. The tendency is upward as the prospects indicate a high range on futures. So far only one packer has named his prices, as outlined in this paper in last Friday's issue. The values are all much higher than last year. Pineapples are selling at 25 per cent. over opening on the new pack and are in good demand. Old pack is cleaning up and is developing strength. Apples held unchanged all week.

Canned Vegetables—The tomato market is stronger, both spots and futures, especially on No. 2s. There is an active feeling in peas and corn, both spots and futures, with very firm prices. Spring pack spinach is meeting with ready sale, most packers being sold up.

Canned Fish—An improvement in the pink salmon market is the feature in the fish line this week. There has been heavier buying, which has put

the market on a basis of \$1.80@1.85, with the inside price not freely quoted of late. Medium reds have also improved, but were not as active in demand as pinks or red Alaska. Maine sardines are not as active as usual at this season as the packing season has been handicapped by the lack of cans and production so far has been light. Some packers have withdrawn their prices until the situation clears. The movement of new goods is moderate, while old packs are going in a small way. California and imported sardines sold in a small way, all week. The shortage of shrimp continues and the market is about bare. Tuna fish are offered only in striped, passed out of first hands. Futures are selling s. a. p.

Dried Fruits—Oregon prunes have been in better enquiry and the actual business is larger as the fear of a heavy surplus has about disappeared. A wire from the Coast states that growers are refusing to sell for less than 12c per pound, tree run. This makes the contracts made by independent packers look attractive as business last week was put through on the bulk basis for September-October shipment of Santa Claras, Napas or Sonomas at 12½c for 40s-70s and 12c for 40s-90s. Raisins were firm and active all week. Spot supplies are light which has created an advancing market, especially as there is a widespread demand from the interior markets for all varieties. As previously announced the California Associated Raisin Company is taking memorandum orders through the brokers for futures, but contracts will not be made until about Aug. 1 when the price will be named in the documents. Loose raisins will be handled, despite early reports to the contrary, but the volume of orders will be limited by the Associated. Currants are in surplus and were not active last week. Off grades are quite common and these are not wanted at the present asking prices. Northern apricots of the desirable grades are scarce and firm on spot. Southern have sold to better advantage of late on this account. Peaches also are being taken as a substitute, which has created a more active market. Peeled are the leader in interest. Pears have been taken in a small way, but cannot be said to be selling freely.

Corn Syrup—Transportation congestion and restricted production seriously retard the movement, although demand continues active. The market is very firm.

Molasses—A steady demand for the fancy grocery grades is supplied at

the prices heretofore quoted. Stocks continue light.

Chocolate—Hershey almond bar, or milk chocolate, has reached the 10 cent class. It formerly sold at 5 cents retail, then at 7 and 8 cents. It now costs \$1.60 per carton.

Preserves—Jellies and preserves are advanced at frequent intervals, the change being laid to sugar or the fruit outlook, and so on. Nineteen ounce jars of preserves which were \$3.75 a week ago are now \$5 per dozen. White and dark corn syrup is almost in the same class as sugar. When the switchman's strike came on the manufacturers already were behind and it is believed impossible to catch up this year.

Provisions—Everything in the smoked meat line is very dull sale, at prices ranging about the same as a week ago. The consumptive demand for pure lard substitute is also very light, with prices unchanged from a week ago. Dried beef, canned meats and barreled pork are all at very slow sale at unchanged prices.

Cheese—The market is firm at prices ranging about the same as a week ago. The new make is very late in arriving and selling at about 3c per pound less than old cheese. The market is in a healthy condition and we are not likely to experience any change in price until the new make arrives, which is not likely to be for two or three weeks.

Salt Fish—Mackerel shows no change during the week and only a very light demand. Prices are about unchanged, the dullness not resulting in as much weakness as would naturally be expected.

Review of the Produce Market.

Apples—Western fruit commands \$5.50 per box.

Asparagus—Home grown, \$1.25 per doz. bunches.

Bananas—8¾c per lb.

Beets—New, \$2.75 per hamper.

Butter—Receipts of fresh are being absorbed on arrival at prices ranging about 3c lower than a week ago. The consumptive demand is good and receipts are lighter than usual, owing to the difficulties in transportation. We look for better transportation facilities in the near future and then the goods will likely arrive more freely. If the market does change in the next few days it is likely to decline still further. The quality arriving is good for the season and likely to have increased quantities as the season advances. Local jobbers hold extra creamery at 54c and first at 55c. Prints, 2c per lb. additional. Jobbers pay 33c for packing stock.

Cabbage—\$5 per 100 lbs. for Texas.

Carrots—\$3.25 per hamper.

Cauliflower—\$4 per doz. for California.

Celery—California, \$1.50 per doz.; Florida, \$8.50 per crate of 3, 4 or 6 doz.; \$8 per crate for 8 and 10 doz.

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

Cucumbers—Hot house, \$2.50 per doz.

Eggs—The quality of receipts is the very best of the season. The con-

sumptive demand is about normal and prices are ranging about the same as a year ago. Considerable eggs are going into cold storage. The stocks this year are reported to be about 10 per cent. less than last year. The market is in a healthy condition on the present basis of quotations and not likely to change while the quality of eggs remains fancy, which depends considerably on weather conditions. Jobbers pay 38c f. o. b. shipping point for fresh, including cases.

Grape Fruits—Extra Fancy sells as follows:

28 size, per box	-----	\$4.50
36 size, per box	-----	5.00
46 size, per box	-----	6.50
54 size, per box	-----	7.00
64 size, per box	-----	7.50
70 size, per box	-----	7.50

Green Onions—30c per doz. bunches for home grown.

Green Peppers—\$1.60 per basket.

Lemons—Extra fancy Californias sell as follows:

360 size, per box	-----	\$6.00
300 size, per box	-----	6.00
270 size, per box	-----	6.00
240 size, per box	-----	5.75

Fancy Californias sell as follows:

360 size, per box	-----	\$5.50
300 size, per box	-----	5.50
270 size, per box	-----	5.50
240 size, per box	-----	5.25

Lettuce—Iceberg \$7 per crate of 3 or 4 doz. heads, hot house leaf, 18@21c per lb.

Onions—Texas Bermudas, \$3.50 per 50 lb. crate for White and \$3.25 for Yellow; California 25c per crate higher.

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

Oranges—Fancy California Valencia now sell as follows:

126	-----	\$7.00
150	-----	7.00
176	-----	7.00
200	-----	7.00
216	-----	7.00
250	-----	7.00
288	-----	7.00
324	-----	7.00
324	-----	6.50

Parsley, 60c per doz. bunches.

Pieplant, 75c per bu. for home grown.

Pineapples—Red Spanish are finding an outlook on the following basis:

18 size	-----	\$6.50
24 size	-----	6.50
30 size	-----	6.50
36 size	-----	6.50
42 size	-----	6.00
48 size	-----	5.75

Plants—Now on sale as follows:

Cabbage, per box	-----	\$1.25
Tomato, per box	-----	1.25
Geranium, assorted, per box	---	2.25
Rose Geranium, potted	-----	2.25
Silver Leaf, potted, per doz.	----	1.50
Pansy, 4 doz. flats	-----	1.40

Potatoes—Home grown, \$5 per bu. Baking from Idaho, \$5.50 per box.

Radishes—Home grown, 40c per doz. bunches.

Spinach—\$1.25 per bu. for Winter and \$1.50 for Spring.

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

Tomatoes—\$2.25 per 6 lb. basket from Florida.

Would Exact Cost Marking Law For Shoes.

Washington, D. C., May 25—The agitation to force cost-marking bills on the retail business men of the country is unceasing. The latest attempt, growing out of the Senate hearings on the high cost of shoes, comes in the form of Senate Bill 4285, for which Senator McNary, of Oregon, is responsible. This bill would require that all shoes, slippers, boots and sandals be branded with the manufacturer's net selling price. The bill, now in the hands of the Senate Committee on Manufacturers, proposes to make each pair of shoes bear in letters at least 1/4 of an inch high an inscription giving the manufacturer's name and address and these words, "Manufacturer received for this pair -----" The price set down must be what the manufacturer received, less any deduction or allowance. Moreover, it may "in no event include any allowance or charge for transportation, handling, insurance, or other service rendered in connection with such shoes after they leave the plant, factory or shop in which they are manufactured."

The retailer bears the full burden of responsibility, for he would be fined not more than \$1,000 or be imprisoned not more than two years, or both, if he sold a pair of shoes unstamped or incorrectly stamped. The Federal Trade Commission may under this bill make rules and regulations which the retailer is compelled to obey under the same penalty.

If the retailer or jobber owns the factory in which the shoes are produced, the price stamped on them may be the cost of manufacture plus the average amount of profit made on similar shoes under similar circumstances by independent manufacturers. But, on the other hand, a further provision makes the giving of a rebate, drawback or similar payment in order that the price paid may be larger, punishable by a fine of \$1,000 or two years in jail, or both.

This law has most of the worst features of the Siegel and Jones bills which the retail merchants of the United States successfully opposed during the past year. Naturally, any successful promotion of such a measure in the shoe trade would quickly lead to its extension into the whole field of retail trade.

Trade papers quote Senator McNary as saying that the purpose of the bill is to enable the public to protect itself from profiteering, if it so desires. Among his remarks on the subject are, "If people will refuse to buy when they are able to see the unconscionable profits that are being made, prices will soon tumble."

He further objects to the retailer getting the same rate of profit he was getting before the war. "One of the chief causes of the present high level of prices in shoes is that the dealer insists upon obtaining the same percentage of profit he got before the war. That percentage, based upon the present selling price, has given him double the profits he received before the war, and the fact is that while he keeps on telling his customer that he is making only the same percentage of profit he has always had, he is in fact getting quite the double in dollars and cents on his former profits." Like many others, this Senator forgets that the dollar of profit is worth no more than the dollar of wages.

The Montana cost-marking regulation has been declared unconstitutional in the U. S. District Court, and the way is being cleared for a final decision on the matter by the United States Supreme Court. Similar legislation introduced in the Mississippi legislature has only recently been killed by the adjournment of that body.

In the meantime in Wisconsin, Governor E. L. Phillipp has announced that he will call a special session of the legislature early in May to battle with the high cost of living problem.

One of the remedies that the Governor will propose, he has stated, is a proposition to require the purchase and selling price to be plainly marked on all articles of merchandise. In the meantime William J. Bryan, of Nebraska, is reported as touring the State urging passage of similar legislation. Bryan is quoted as saying:

"There should be local commissions in every community empowered to investigate all charges of profiteering. There must be penalties for those found guilty by the courts as the result of investigations by committees or otherwise.

"If investigating committees and penalties are not sufficient, a second remedy should be employed. This is to require merchants to attach the cost price to every article and let the purchaser be the judge of the fairness of the profit."

Organization is the only way in which merchants can protect themselves from injustice of this sort.

What Is Wanted In Hats.

After considerable study of the situation, both at wholesale and retail, the Retail Millinery Association of America has issued a bulletin on the most active sellers in the local market at the present time. In shapes, selling best in the order named, the bulletin gives the palm to large hats for sport and garden wear; off-the-face brims; banded sailors; Chin Chins and mushrooms and turbans for the older women.

As to trimmings, the bulletin puts flowers first, ostrich second and ribbon and worsted embroidery third. The materials, again best in order named, run this way: Milan, hemp, horsehair and basket-weave straw, all used for large sport and garden hats; batavia cloth for use in similar hats, and also in the off-the-face types; organdies and other sheer materials and ribbons.

The most popular colors run in this order: navy blue, both alone and combined with white, Nile green, orchid, flamingo, orange, copper and white. Lillies-of-the-valley are placed at the head of the favored flower trimmings, with the others coming this way: Tiny white flowers, nasturtiums, roses and field flowers. Ostrich tops the mode in feather trimmings, with hackle second best and coque third.

Death of Well-Known Shoe Jobber.

Edgar T. Hirth, Secretary of the Hirth-Krause Co., shoe manufacturers of Grand Rapids, died Friday morning at his residence on West Leonard road following a brief illness. He was 52 years old. He had lived in the city for 30 years.

Mr. Hirth was born in Ann Arbor and came to Grand Rapids at the age of 22 years. He married Miss Etta Smith. He was a member of Fountain street Baptist church and of the Knights of Pythias. His widow, three sons and two sisters, Mathilda and Bertha Hirth, all of Grand Rapids and his parents survive.

Mr. Hirth was a man of generous impulses, sterling integrity and attractive personality. His death leaves a large void in the circle of his friends and associates.

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

The Man Always "Just Going To."

He was just going to help a neighbor when he died.

He was just going to pay a note when it went to protest.

He meant to insure his house, but it burned before he got around to it.

He was just going to reduce his debt when his creditors "shut down" on him.

He was just going to stop drinking and dissipating when his health became wrecked.

He was just going to introduce a better system into his business when it went to smash.

He was just going to quit work awhile and take a vacation when nervous prostration came.

He was just going to provide proper protection for his wife and family when his fortune was swept away.

He was just going to call on a customer to close a deal when he found his competitor got there first and secured the order.

WHAT IS YOUR BATTING AVERAGE?

The professional ball player is vitally interested in his batting average. To raise his average he will curb his appetite, regulate his diet, restrain his social activities, subject his body to vigorous physical exercise and bend every effort to keep in prime condition.

He studies the strength and weakness of every pitcher he faces. He selects a bat of suitable size and weight—in short, he makes base hitting a science.

THE GAME OF BUSINESS

Do you want to raise your batting average in business? You can do it, and "base hits" in business are just as worthwhile training for as in baseball. Why be satisfied with a low record or be dubbed a "fanner?" Get busy—train for business—and you can hit the business ball on the nose. Lots of McLachlan graduates bat over .300 in business. What others have done, you can do.

HOW TO TRAIN FOR BUSINESS

Business is a science. You must learn the game. You must first learn the fundamentals of business economics, business law and business accounting. Pursue the study as far as your time and means will permit. Money spent for business training is not an expense, but an investment.

We form a new training class May 24—Others on June 7 and June 21. School all summer.



A. E. HOWELL, Manager.

WHITE HOUSE DWINELL-WRIGHT CO. BOSTON—Principal Coffee Roasters—CHICAGO. COFFEE

NEW UP-TO-DATE PACKING—1-3-5 LBS. ALWAYS SAME SPLENDID QUALITY AS ONLY

THERE is not a grocer in the whole category who would not be benefited by the handling of "White House"—for, as "A man is known by the company he keeps" so is a Dealer known and appreciated by the type of goods he supplies to his customers; and "White House" is a type of coffee of the "Top-Notcher" class, and then some.

DISTRIBUTED AT WHOLESALE BY LEE & CADY

DETROIT, BAY CITY, SAGINAW AND KALAMAZOO

IT IS NOW A BUYERS' MARKET

With only too many persons the disposition is to regard merely the obvious. This, at times, results in putting undue emphasis on the influence of transitory happenings as against the more lasting effects of fundamental conditions. For the moment the public attention is being diverted to the slashing, or assumed slashing, of prices at retail counters pretty much all over the country, and the inference is drawn, rather rashly, that there is to be a quick drop in the high cost of living. More careful consideration, while having due regard to the influences and motives behind these price reductions and their possible effects, would incline one to regard them as a passing phase in the economic disturbance intervening between the abnormal of wartime and the normal of settled conditions. It is conceded that the price reductions are merely a sop thrown out to appease the rebellion of consumers who have been exploited beyond the point of safety. They are a bait, as it were, to induce them to resume the buying which they had quit doing. They are a test as to what kind of inducements, if any, will impel them to purchase not only necessities but also some of the superfluities in which they had been indulging for several years. Up to the present, according to the reports from the larger trading centers, the response has been quite marked. Buying has been unquestionably stimulated, but the great bulk of the purchasing has been of articles really needed. An absence, too, is shown of the desire to buy the most expensive kinds of things. No one is now pretending, as some imaginative profiteers did not so long ago, that sales can only be made if prices are chalked up. That much, at least, is a gain.

It is to be noted that any marked price recessions thus far have affected only sales at retail. At the sources of supply there has been as yet no response to the popular urge in this direction. Producers, after their long orgy of excess profits, are finding it hard to reconcile themselves to smaller returns, although they are showing some anxiety at the turn affairs are taking. In the textiles, for example, cautious buyers find they can get some concessions, but they are comparatively trivial and not calculated to appeal. The National Association of Manufacturers is, however, sizing up the situation fairly well, as was shown the other day in its expressed determination to cut down prices in a somewhat liberal way. As against this may be set the statements of some manufacturers that they expect to advance prices to cover the increased wages they had agreed to pay their employes, and of an association of garment manufacturers that announced higher prices for next fall's goods. Both may experience a change of heart before long when they find that buyers are unwilling to pay the higher prices because they are convinced that they cannot pass them along to their cus-

tomers. Both wholesalers and retailers are in a waiting mood just now. They have made up their minds to delay making their purchases until matters have been more clarified. They have ceased bidding up prices against one another, and they can no longer be stampeded. From now on it is to be a buyers', not a sellers', market.

The main thing to bear in mind in considering the reduction in the high cost of living is that articles of wear, to which for the most part decreases of price have been confined, form only one item in it, and that not the most controlling. Of the three great factors—food, shelter and clothing—the cost of the first named is the biggest among the items of expense. Under any conditions it is apt to take up a larger share of the family income than any of the others, and curtailment in its cost is one of the hardest of things. Shelter, which means the payment of rent in most instances, comes next, and it is only after these that clothing comes. There may be makeshifts in the matter of clothing. Garments may be worn until they are threadbare and also after they have been patched, shoes may be cobbled as long as they can be made to hold together, and similar devices may be employed as to other apparel so as to put off the buying of new things. But food must be renewed daily and rent must be paid at stated intervals. Now, as to food, there has as yet been no attempt at cut prices. There is just a possibility that the hardening of money and the calling of loans may release a lot of foodstuffs held in storage and so help bring down prices until the next harvest. But the real hope of cheaper food depends on the crops here and abroad. This is one of the fundamentals. Bread and meat are the food staples. The others are more or less dependent on them. If the prices on the main foodstuffs can be lowered by an abundant home production and a lessened demand from abroad, a large share of the high cost of living will be removed. Rents, however, promise to remain high until building overtakes demand.

As it is, however, if the prices of food can be appreciably lowered, this circumstance, taken in connection with reductions in the cost of clothing and other manufactured goods, will go far toward pushing down price levels and help in the inevitable readjustment to normal conditions. The key of the matter is in the cereals which provide food for persons and feed for the cattle which, in turn, produce the meat supply. So far as this country's supply of the grains is concerned, it is yet too early to estimate positively, but certain indications, viewed in the light of experience, are not without value. These are considered in a report of the Committee on Statistics and Standards of the Chamber of Commerce of the United States. Its conclusion is that there is a likelihood, with moderately favorable weather, of a

yield of 500,000,000 bushels of winter wheat. With very favorable weather on one hand or a most unfavorable season on the other this figure may be increased or decreased 10 per cent. in either direction. The lateness of the season has delayed the seeding of spring wheat, the acreage of which promises to be smaller than the record amount of last year. Taking everything together, and considering the large carry-over from last season, there is every indication that there will be a fair exportable surplus this year. Besides this, there will be a large corn crop and plenty of feed for livestock, much of the acreage formerly in wheat being this year devoted to these. Crops abroad promise to be large and especially in European countries, thus making it unnecessary to ship so much over there. These indications, if borne out, will inevitably result in lower food prices later on in the year. When this occurs, prices in general will come down to stay.

THE DRIED FRUIT MARKET.

The dried fruit market this week is in strong contrast to the weak periods which occurred during the opening months of the year when the situation was upset by the unloading of surplus export stocks at sacrifice prices. Then there were plenty of sellers and few buyers. Now the reverse has occurred. There is a disposition to hold spot goods in all quarters which makes it a seller's market and one in which advances are occurring. So far no weak spots have developed and from all accounts none are likely unless the rise is pushed too fast and too extreme. The market has depended largely of late on spot offerings as rail arrivals are so erratic they cannot be counted upon.

What proportion of the things you worry about ever actually come to pass, or if they do come to pass, prove of any real detriment?

It is easier to succeed now than ever before.

Mutual Automobile Insurance Has Rapid Growth

In the winter of 1914 a law was passed by the State Legislature which provided for the organization of mutual automobile insurance companies. The men who prepared this law organized the CITIZENS' MUTUAL AUTOMOBILE INSURANCE COMPANY of Howell, Michigan, taking out their license to do business August 27th, 1915. The company grew rapidly. Within a few months a number of competing companies were organized until now there are nine competing companies in the state.

One of these smaller companies had assets of \$887.80; another had assets above liabilities of \$88.14; a third had assets in excess of liabilities of \$1,273.55; while a fourth had a surplus of but \$65.27 according to their statements of January 1st, 1920.

The careful automobile owner is anxious to insure with a company having sufficient surplus on hand to pay the big claims. THE CITIZENS' MUTUAL AUTOMOBILE INSURANCE COMPANY of Howell paid one liability claim in April, 1920, of \$2,975, one fire claim of \$2,975, a personal injury claim of \$1,750. The company has never had to borrow a dollar and has always had sufficient surplus to pay its claims promptly. On account of the increased cost of automobiles and repairs it has made a slight increase in the cost of its policy. This has been approved by attorneys, bankers, business men and farmers.

The statement of the company as of May 1st, 1920, is as follows:

CLAIMS PAID		
	No.	Amount
Since organization	3270	\$435,092.98
First 4 months of 1920	506	72,716.85
During April, 1920	131	25,557.38
RESOURCES		
Current—		
Cash in banks, Commercial Acct.		\$26,957.60
Cash in banks, Savings Acct.		22,000.00
U. S. Bonds and Stamps		26,240.50
Total Current Assets		\$75,198.10
Capital—		
Insurance Building and Site		\$25,802.57
Our Up-to-Date Equipment		10,745.47
		37,548.04
Total Resources		\$112,746.14

Why insure in a small company with insufficient surplus when you can insure in the largest exclusive mutual automobile insurance company in the world with experienced officers and adjusters to take care of all serious claims.

Call on the local agent or write the Home Office.

Citizens Mutual Automobile Insurance Company
HOWELL, MICHIGAN

KING ALCOHOL IS DEAD.

No doubt the women delegates to the Democratic state convention felt sorely aggrieved because the prohibition resolution was snowed under so effectually, but they will have to learn that there are many grievous things about politics which must be borne if one is to take part in the battles for political supremacy in this land of ours.

The attempt on the part of a certain portion of the Democratic party to revive the corpse of John Barley-corn will prove love's labor lost, since our American women now have the ballot in too many states, and the Nation will soon be whiskyless from the Lakes to the Gulf.

After the old soaks die off there will be no trouble. The rising generation will be thoroughly grounded in temperance so that the days of the open saloon will be only a memory. The woman presiding officer of that big convention had a father who was an uncompromising prohibitionist in the days when to defy and denounce the saloon was as unpopular as was the cause of abolition in the era preceding the civil war.

The men of Michigan banished the saloon even before women attained the ballot. How worse than folly then, now that women, who were the greatest sufferers from the unrestricted liquor traffic, have the ballot and know how to wield it where this question of liquor selling is concerned.

The saloon will never again raise its head in our own Michigan and the outlook for its complete extermination in the United States is good. It will not be long before woman suffrage will win throughout the Union, after which the "wet" proposition may as well go hide its diminished head. There seems to be a considerable element in the Democratic party which still dreams dreams and indulges hopes for a resurrection of King Alcohol. Such visions, however, may better be smothered. Woman's ballot has sounded the death knell to alcoholism, and no party, however strong it has been in the past, will dare to openly declare for even light wine and beer, to say nothing of whisky and gin rickies.

Whatever conventions may resolve there is always the ballot box at which the American voter stands every four years and decides the destiny of his country. That voter is now very largely of the gentler sex, who seem to step glibly into line, ready and anxious to their part in shaping the political course of the Nation.

The women will not tamely bow to the will of Michigan conventioners, but will carry their cause to the gates of the National convention at San Francisco. There are enough problems—we call them such for want of a better name—to agitate and take up the time of that national body, without attempting to add to their troubles by hoisting a "wet" plank into the platform.

The league of nations covenant, soldier bonus proposition, Mexican

intervention, railway and labor troubles will tax the ingenuity of the San Francisco convention to make straight. When they get through with these, the Democratic delegates will note the presence of that warning hand of the women of the Nation, many of them voters now, others potential ballot-wielders, and will hesitate before doing anything so rash as to defy the wishes of the wives, mothers and daughters of the Republic.

It would be the height of folly—in fact, political suicide—for the Democratic convention to place a "wet" plank in the platform. However much political spellbinders prate of the inalienable rights of the people to eat and drink what they please, even these glib-tongued orators are too wise to commit their party to a policy that marks it for defeat three months in advance of the election.

King Alcohol is dead and its funeral sermon will be preached by the voters of America next November.

Dead issues have no place in the platform of any party this year. The liquor issue has passed. There are other questions which must be met and settled by one or the other of the great parties in the near future. The Nation wide primary has been broached as an important question. If, however, it is to be a counterpart of Michigan's primary law, it better be left off the statute books of the Nation. No law of recent years has proved such a complete failure as has the Michigan primary law, and the next Legislature will, if wise, repeal the fiasco. The old convention system, with all its drawbacks, was a paragon of perfection in comparison.

STILL GOOD AS GOLD.

The decline of some issues of United States Government war loans to 16 or 17 per cent. below the price of issue is an incident of the day which needs to be clearly understood. Many people have wondered why these bonds should not have advanced instead of declining, when the war was over and the raising of new "war loans" at an end. But the incident is neither new nor incomprehensible. Just before Lee surrendered, our Civil War 6 per cents. and the short-term "seven-thirties" were quoted at 112 and 119. They declined respectively to 104 and 96 a year later; and the reason was then the same as the reason for the present fall in United States bonds.

There has arisen to-day, as there arose in 1866, a money stringency of great severity, due to the vast exhaustion of capital in the war, and the urgent demand for it in the era of recovery and reconstruction. Existing facilities of credit were so far strained as a consequence, that financial and commercial borrowers presently found it difficult and sometimes impossible to obtain the necessary money. Most of such would-be borrowers had subscribed to the war loans at the time of issue, and these, at least, they could sell on the market. But when selling of this kind and for such purposes reached large

dimensions, it was inevitable that the price obtained should represent a progressive sacrifice in values.

This aspect of the market for Government bonds needs to be emphasized. There are occasions when decline in the price of an investment security implies doubt about its soundness. In the present instance, the selling is so far from indicating any such apprehension that it indirectly proves the market's confidence in the intrinsic value of the war loans. The individuals, merchants and corporations which are realizing on their United States bonds in order to raise ready money, have chosen those bonds to sell, not only because the supply of them in hand is relatively large, but because their unquestioned soundness makes the sale possible at a much smaller sacrifice than if any other outstanding security were selected.

Undoubtedly the decline in price of the Liberty bonds involves a hardship to small subscribers who may themselves be now in need of money, and who would wish to turn their holdings into cash. If possible, they ought not to sell at the prices reached under circumstances such as now exist. Those circumstances are in their nature temporary, but the intrinsic value of a United States Government bond remains; and the markets of the future will necessarily recognize it. Put in another way, the low prices for United States bonds provide one of those openings for conservative investors, large and small, which come very rarely in a lifetime.

The simple philosophy of the present investment market is that, as a consequence of the war, demands on the existing fund of capital have run far beyond available supplies; that the price which is paid for such capital—whether in lower prices or higher interest rates—has increased accordingly, and that therefore the individual with money to invest has in all respects the advantage of the situation.

WHY NOT BE CONSISTENT?

Attorney General Palmer, at a hearing before the House Committee on Agriculture on the amendment to the Lever Food Control act, uttered the following slander on the representatives of an honorable occupation:

Retailers are the worst profiteers—the greatest volume of complaints against profiteering to-day is made against the corner grocers. They come in contact with the people, and we have much evidence to prove they are extorting large profits.

Now Mr. Palmer shows his utter ignorance of the laws of trade by forcing the grocery trade to handle sugar at a profit of 1 cent per pound wholesale and 2 cents per pound retail, which does not cover the cost of doing business in either case. The cost report from the Harvard Bureau of Research, covering the experience of 1,000 retail grocers, shows that the average cost of doing business is 14.6 per cent., yet Palmer insists that the

retail grocer shall handle sugar at a profit of approximately 10 per cent.

In taking this stand, is the Democratic administration consistent? Not by a jugful. A most flagrant example of inconsistency on the part of the administration itself was shown when it disposed of 70,000 cases of pineapple at \$10.80 a case which it had taken over under so-called friendly commandeering of the 1918 pack on the basis of \$4.50 per case. At the same time a lot of 3,000,000 pounds of prunes was sold at 22 cents per pound, which the Government had taken over at 9½ cents, a clear profit on the two transactions of \$860,000. This act was not in keeping with the mandate of the Food Administration throughout the war—that retail grocers must not ask more than a reasonable margin over the delivered cost of the goods, irrespective of the replacement value.

CANNED GOODS SITUATION.

The canned food market has not had a parallel in many years in the lack of normal supplies in transit or purchased at packing points for prompt shipment. It is wholly a spot market and has been so ever since the railroad service became demoralized. What is more, it will continue along that line until the freight situation improves. All of last week there was a very healthy movement in all vegetables, and as the jobbing market has been active for some time, the warehouse stocks are greatly reduced to the point of making price a secondary consideration to the chain store or wholesale grocer who must have the goods for his immediate wants. There has been some buying for the winter trade on the strength of the belief that old pack goods will prove cheaper than the 1920 production, but this is a secondary factor in the situation. The real strength comes from the need of stocks for immediate use. There is ample reason for speculative buying, as the trend of future prices is upward and has been so ever since they were seriously considered by canner or buyer. The lack of spot stocks has made an interchange of jobbing lines more pronounced than in many months.

To point out that Carranza by defects of temper and judgment furthered his own ruin is not to pronounce absolute sentence on a man who by these very qualities of character undeniably won a fair measure of admiration even from his opponents. If a Carranza legend should develop in continuation of the Madero legend, Carranza's irritating obstinacy may yet be interpreted as the strength essential in one who would rule Mexico and guide it. His absolutism may be interpreted in the light of his motives. If it was his purpose simply to hold power, then he stands with Porfirio Diaz. If it was his purpose to educate Mexico to something like democracy, to inculcate the habit of civilian instead of military thinking, he holds a higher place in history than Diaz. It is the difference between the strong hand that holds down and the strong hand that guides.



Quality—Service—Attractiveness—Durability

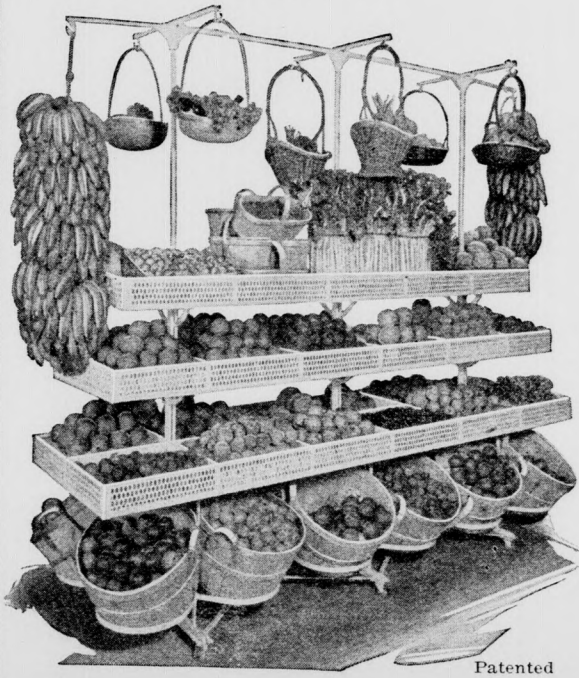
Constructed of heavy galvanized rust-resisting Armco Iron reinforced with bar steel, Dayton Display Fixtures will last a business lifetime. Metal bins for fruit and vegetables are perforated, preventing decay. The durable, white enamel finish protects from rust and permits of frequent washings, insuring cleanliness and sanitation. Mounted on roller bearing casters they are easily moved within the store or to and from the sidewalk. A

Dayton Display Fixture

affords perfect display of from two to four times the quantity of goods shown by old methods. It is guaranteed to increase sales, reduce delays, and increase valuable floor space. Quickly pays for itself.

Many types in different sizes and combinations.

Write today for illustrated catalog.



THE
DAYTON
DISPLAY
FIXTURE
COMPANY

Dayton,
Ohio

RAMONA

"The Park Beautiful"

OPEN

All the old popular attractions and some New Ones, including The Frolic, The Sensational Racing Coaster, The \$10,000 Carousal, Etc

"Where They Hang Out the Sign of Good Shows"

Ramona Theater

8 DAYS STARTING MAY 23

Prescott and Hope Eden

THE YOUNGEST MIND READER IN THE WORLD
WHAT'S ON YOUR MIND? SHE WILL TELL YOU.

EDITH CLIFFORD

PLEASING TO THE EYE AND EAR—
A RAMONA HIT FOR TWO SEASONS.
INIMITABLE SONG CHARACTERIZATIONS.
ROY INGRAHAM AT THE PIANO.

THE RAMSDELLS & DEYO

PRESENTING A SERIES OF DANCE NOVELTIES

Lucile and Cockie
THE HUMAN BIRD

Will Perry—The Frog
A REAL NOVELTY

Billy McDermott of Coxey's Army

RAMONAGRAPH

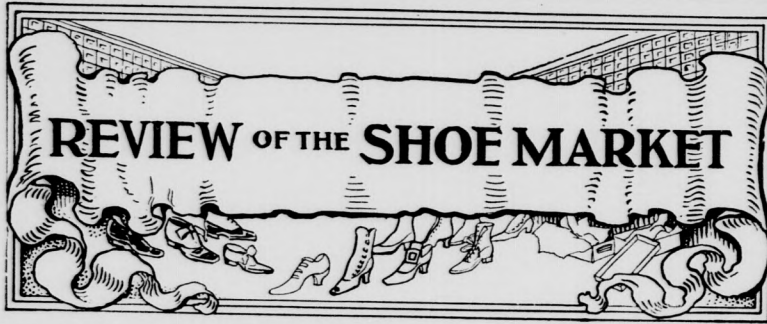
Matinees daily at 3:00 p. m. Evenings at 8:30 p. m.
Seat Reservations Downtown—Peck's Drug Store,
T. T. G. I. Wurzburg's Dry Goods Store, Pantlind Toggery
Shop, Ramona Box office. Citizens 1321; Bell M. 350. T. T. G. I.

Get the habit of securing your seats early. Ramona standard of shows will be maintained. It is going to be an S. R. O. summer for those who wait until the last minute. Seat reservations now for entire season.

Dancing Every Evening at the CASINO

This popular resort again under the management of Mr. and Mrs. Peake of Chicago. Many novelties and special features will be offered during the season. The music leaves nothing to be desired. The dreamy waltz and the peppy jazz by

Carl Hentschell's Ramona Orchestra



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.

Competition is King in the Shoe Business.

Legislation cannot supplant the laws of business competition in the interests of the people.

Whenever and wherever such legislation has been tried, it has resulted in unwieldy, slow-moving bureaucratic machinery whose chief product is "red-tape," whose absolute authority often intimidates the smaller business man, and whose maintenance cost involves greatly increased taxation.

It is the function of the Government to protect the public against collusion, monopoly and hoarding in every trade and industry; for it is by such means, and such means only, that profiteering is possible. Wherever there is active, keen competition, the public interest is automatically safe-guarded far better than by any legislative processes.

The Lever Food Control Act failed to lower food prices. Instead, prices have advanced materially since wartime law placed upon the statute books, proving the truth of what our forefathers declared, that no amount of legislation could make it possible to sell a two-penny loaf for a penny.

In the face of this concrete experience, when Congress was petitioned to extend the Lever Act to include wearing apparel, the sponsors of the petition promised such action would greatly reduce the high cost of living.

That this promise has failed to bear fruit the public is aware. It has failed, as it did in food, to effect any material reduction in prices. It has, however, been responsible for many erratic statements which have appeared in the newspapers about our American system of retailing in general, and about retail shoe merchandising in particular. The obvious attempt has been made, through sensational announcements and distorted facts, to have the public believe that retailers are the cause of high prices.

Every shoe retailer in the United States is keenly competing for patronage in his own community, but as much as he would like to sell shoes at prices the public would like to pay, he faces the fundamental elements of cost which have accumulated by the time the merchandise reaches his store, which elements are beyond his control, and which he has no choice but to pass on to the consumer.

It must be obvious to the thinking citizen that it is impossible to

legislate low prices, and that with the unrestrained laws of supply and demand fostering competition, the public everywhere is able to buy the best shoes made in the world for any purpose at the lowest prices which it is possible for the retailers to sell them and remain in business.

It is up to the individual consumer to conserve by buying stouter soles and sturdier leathers, and having shoes repaired again and again. If every one in America would do this sensible thing a surplus of materials and labor would soon be created and the result would surely be cheaper shoes.

A. H. Getting.

How Greenville Merchants Regard the Tradesman.

E. A. Eriksen, grocer: "The Tradesman is all right. It is a great help. We like it very much."

H. Bannen, meats: "We like the Tradesman. It is a real good paper and speaks for itself. We find it very useful in our business."

J. Ed. Van Wormer, grocer: "The Tradesman is all right or I would not continue to take it year after year. I feel it pays me well to take it."

J. Callaghan & Son, harness and implements: "We like the Tradesman very much, not only because it is a fine trade journal—the best we ever read—but on account of its true and fearless Americanism. The editor, Mr. Stowe, is doing a wonderful work for our country as well as for our merchants. I wish we had more men like him."

A. F. Johnson, grocer: "You can tell Mr. Stowe that I am very much pleased with the Tradesman and I enjoy reading it. It certainly is a great help to any one who is in trade."

D. M. Ahlstrand, grocer: "It is a great paper and very useful to any one in trade."

Edward Svendsen: "I'll certainly take the Tradesman another year. It is a fine paper and a great help to me in my business. Reading is the enlightenment of humanity and the Tradesman is full of splendid reading matter and I find I can also depend upon the Price Current better than on any prices quoted in other papers. I would not like to be without the Tradesman."

Chamber of Commerce, "We cannot speak too highly of the Tradesman. It certainly is a very useful trade journal."

So He Discovered.

"Yes," said the young wife, proudly, "father always gives something expensive when he makes presents."

"So I discovered when he gave you away," rejoined the young husband.

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

All Indications Point to a Big Ked Year

Prevailing high prices of leather footwear is one of the features that will help make this a big year for Keds.

Look over your stock and see that it is equal to the demand that is bound to come. Order while our stock is in fairly good condition.

It is going to be impossible for us to replenish our stock this year. The big sellers won't last long. So we recommend early buying to keep your own stock in the best of shape.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Proceedings of the Local Bankruptcy Court.

Grand Rapids, May 11—In the matter of Reinisch-Van Pelt Manufacturing Co., the bankrupt has filed schedule showing total assets of \$6,143, total liabilities of \$6,641.79, of which amount \$2,206.37 is shown as secured. The creditors of the bankrupt are as follows:

Secured.	
Edward N. Kruse, Grand Rapids	\$ 525.00
McMullen Machinery Co., Grand Rapids	800.00
Uptegrove & Beckwith, Grand Rapids	1,406.37
Unsecured.	
Brown-Morse Co., Muskegon	\$ 93.24
Joseph Renihan, Grand Rapids	24.90
Sidney H. LaBarge, Grand Rapids	41.00
Stonehouse Carting Co., Grand Rapids	15.50
U. S. Glue Co., Milwaukee	36.00
A. Steil, Grand Rapids	426.30
G. R. Wood Finishing Co., Grand Rapids	36.90
Grand Rapids Varnish Co., Grand Rapids	10.00
W. M. Ackerman Electric Co., Grand Rapids	114.52
Joseph Tandler, Grand Rapids	21.44
Sanitary Used Furn. Co., Grand Rapids	12.55
Dr. J. Popesker, Grand Rapids	7.00
Dr. R. R. Smith, Henry J. Van Den Berg and Solomon Perschbacher, Grand Rapids	300.00
Jeffers & Co., Grand Rapids	25.00
Barclay, Ayers & Bertsch, Grand Rapids	9.65
Skillman Lumber Co., Grand Rapids	71.55
Commercial Savings Bank, Grand Rapids	1,180.00
Henry Reinisch, Grand Rapids	889.09
H. Reinisch, Grand Rapids	511.44

E. N. Kruse, Grand Rapids	39.00
Henry Baarsma, Grand Rapids	21.20
J. Janusz, Grand Rapids	19.20
J. Jex, Grand Rapids	8.15
J. Spencer, Grand Rapids	6.65
Grand Rapids Dowel Works, Grand Rapids	6.30
Foster Stevens & Co., Grand Rapids	31.25
Walter Clark Veneer Co., Grand Rapids	36.00
L. M. Himler, Grand Rapids	16.00
Wicks, Fuller & Starr, Grand Rapids	408.50

The first meeting of creditors has been called for May 14, at which time said creditors will be allowed to prove their claims, elect a trustee and transact such other business as may come before the meeting.

Emil J. Klag, of Grand Rapids, has filed a voluntary petition in bankruptcy. He shows his present address as Spring Lake. Liabilities are scheduled at \$3,534.91, all unsecured and assets \$305.10, mostly exempt. The creditors of the bankrupt are as follows:

Edward B. Neuman, Grand Rapids	\$3,475.41
Peterson Brewing Co., Grand Rapids	59.50

Howard F. Moreau, of Grand Rapids, has filed a voluntary petition in bankruptcy and the matter has been referred to Benn M. Corwin as referee. Assets are household goods, practically, all exempt, and liabilities are shown at \$1,083.38, creditors as follows:

Modern Truck Sales Co., Detroit	\$1,042.38
O. R. Pearsall, Lansing	110.00
Richardson & Son, Grand Rapids	40.00

No first meeting of creditors has as yet been called.

In the matter of the McNulty Co., Big Rapids, the first meeting of creditors was held May 7. Claims were allowed and A. V. Young, of Big Rapids, was elected

trustee of the bankrupt's estate. The assets of the bankrupt were sold for \$37,525 to Louis Levenshon, of Saginaw. The trustee has on hand in addition approximately \$6,500 in cash, so the estate will aggregate approximately \$44,000. Liabilities are about \$52,000. The first dividend of 20 per cent. was ordered paid to all creditors of the bank whose claims have been proved and allowed.

Proposes To Be a Candidate For the Legislature.

Battle Creek, May 25—I recently extended to you an invitation to call at our home when you visit Battle Creek again and be our honored guest, but I did not hear from you in reference to that. However, the invitation stands, and I would be greatly pleased to have the opportunity of talking over with you several matters of mutual interest. I did not hear from you in reference to my campaign for the position of Secretary of the Chamber of Commerce, although I sent you the letter and information which went to all the most prominent men in this vicinity, whom I have known in any capacity, and the response was very encouraging.

When the opportunity comes I will be a candidate again on the Republican ticket for nomination for the Legislature, and I believe my past record and present convictions accord with your very correct and pronounced views, which you have for nearly

forty years brought clearly and consistently and with ability before the business men of Michigan.

Under a weak and incompetent administration, largely under the control of unscrupulous and office hungry Southerners of the carpet bag type, we have had a long period of waste, neglect, favoritism, political muddling, profiteering, wanton extravagance and scientific graft, and the people are now ready to turn them out of office for another twenty or thirty years. The common people are extremely supine to have stood for this and the change will come just in time to avoid an industrial and popular revolution.

Your fearless and eloquent onslaughts upon the crooked business men responsible for profiteering and manipulation, and the spineless political dubs who work hand in hand with them, have won you and the Tradesman the confidence of the citizens of this commonwealth, who care for the security of the home, the prosperity of the State and the integrity of the Nation.

Ralph P. Simonson.

Every day you smile through your business difficulties you make it easier to smile through the difficulties of the next day.

We with sorrow at this time announce to the trade and friends the loss of one of the members of the firm of Hirth-Krause, Mr. Edgar T. Hirth, its secretary since its organization. His untimely death occurred Friday the 21st of pneumonia.

HIRTH-KRAUSE CO.

Mr. Hirth has always been faithful to his trust and faithful to his friends.



8762
King of
Them All

- 8762—Mahogany Calf Bal. Oxford, City Last, A-B-C-D\$8.40
- 8703—Mahog. Full Grain Side Bal. Oxford, City Last, B-C-D-E...\$5.85
- 8749—Gun Metal Veal Bal. Oxford, Tremont Last, C-D-E.....\$7.00

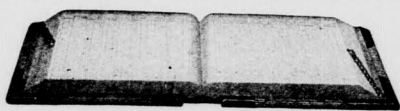
**QUALITY
STYLE
AND
SERVICE**

Are incorporated in the product of our plant. They are the three essentials to success in the merchandising of footwear and guarantee complete satisfaction to the man who wears R. K. L. Fine Shoes for Men. These Oxfords will build up your sales. You need them, so why not send your order in now.

RINDGE, KALMBACH, LOGIE CO.

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GRAND RAPIDS, MICHIGAN



**Flat Opening
Loose Leaf Devices**

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



GRAND RAPIDS, MICHIGAN



The Value of Money To-day and Yesterday.

Since July, 1914, commodity price levels have risen, according to Dun's index numbers, from 120 to 259.9, or almost exactly 115 per cent. But these are wholesale figures and include commodities of all kinds, some of them not really essential. According to figures recently compiled by the statisticians of several large industrial establishments, the actual rise in the retail price of the really essential, every-day commodities, such as food, shelter and apparel, has been something like 100 per cent. In other words, the purchasing power of a dollar has been reduced just one-half, so far as commodities are concerned.

But how about the purchase of money? Has the power of money to purchase money been reduced one-half? Let us see.

Examine the offerings of the first mortgage bonds and secured notes of any of the companies that are bold enough to go now to the public for new money and it will be seen that it takes a bait of from 7 per cent. to 8½ per cent. to lure dollars from the pocket of the investor. Is a 7 per cent. or an 8½ per cent. investment equivalent to a 50 cent dollar? I do not think it is, for the Pennsylvania Railroad, even in the most palmy days of railroad activity, was never able to attract funds from the public on a 3½ per cent. basis. But it is glad to get the public's money now at 7 per cent. or more.

The Standard Oil Company, big and powerful as it is, feels it is necessary to let the public in on new issues of one of its biggest subsidiary companies on an 8 per cent. basis, though it is doubtful if, even in the best of our past bond markets, it ever financed a new issue at 4 per cent.

The bond business is in the "doldrums." With Sinclair Oil offering its 5 year secured, convertible notes to the public for new money on an 8 per cent. basis; with the Roanoke Water Works Company (what business could be more stable than that represented by the water supply bonds of a company serving a big city with that prime necessity?), offering to yield 8½ per cent.; with Granby Consolidated Mining, Smelting and Power bonds on an 8 per cent. basis; with Pacific Gas and Electric convertible gold notes offered to yield 7.70 per cent.; with all kinds of short term bonds and notes being put out at from 7 per cent. to 8 per cent. by the best and strongest of corporations it merely means that those concerns, no matter how strong and substantial, that cannot afford to pay such prices for money must go without it. It

means that the public, if it thinks of investments at all, thinks of them in terms of 7 to 8 per cent. and when not thinking about investments, is bent upon speculation—and with much higher yields in mind.

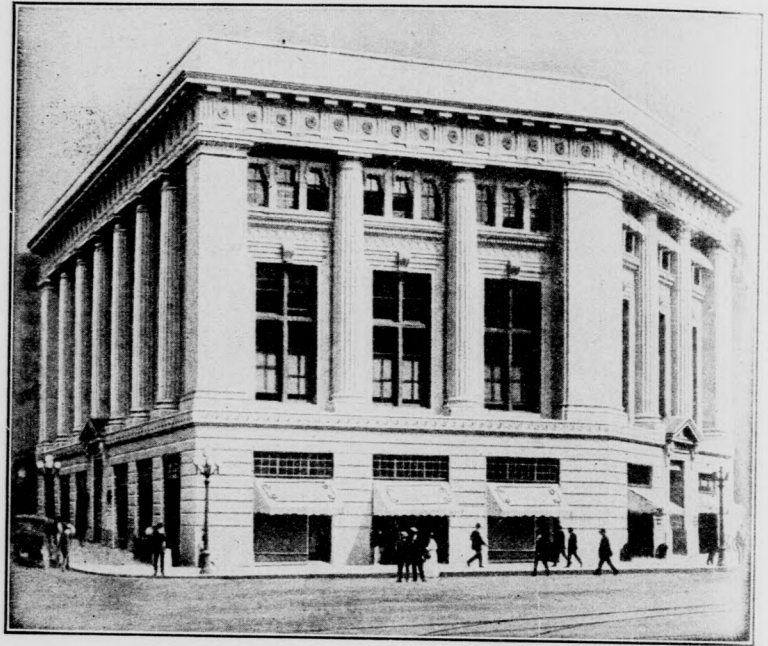
There are thousands of good substantial industrials, utilities and railroads that are badly in need of new money for development but cannot afford to pay the price asked. Municipalities, counties and states cannot afford to hire 7 and 8 per cent. money. In endeavors to compromise, they offer to let the public in at 5 and 6 per cent. but attract little of its money.

A man may get along without investing his surplus savings for a considerable period and suffer no ill consequences. He may use his surplus in various ways that do not involve the purchase of bonds or the short term notes that come under the general category of investments and speculative stocks are always alluring.

Investments, therefore, cannot be classed, strictly, in the list of essential commodities, but one cannot go without food, shelter and clothing. It is for this reason that the price of money, although high, has not risen to compare with the advance in price of general commodities.

Furthermore, why should an investor put his money into bonds that yield but 4½ to 5½ per cent.? Depending on the amount of his total income, the government will take away such a large proportion of this that he cannot afford to do it. At 7 or 8 per cent., he can and does afford it, though his net return is thus down to but

**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**

TRUST ESTATES

Trust Estates, whether created by will or agreements, are especially adapted to meet the needs of women and children. Such an arrangement relieves them from all responsibility and the dangers of making investments and conserving principal.

Trust Companies, with their training and experience, insure the best results. Their knowledge of investments makes possible a high return upon the principal of the estate.

Trust Companies have perpetual charters and that makes certain their availability at all times. Their large resources stand for safety, their equipment and organization for efficiency, and the volume of their business for economy.

WHY NOT NOW CREATE A TRUST, OR PROVIDE FOR ONE LATER?

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.
OTTAWA AT FOUNTAIN BOTH PHONES 4391

Wills cared for and filed without charge

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

little above the pre-war return basis and the dollar he receives will be worth just 50 cents.

I have tried to show why the public now insists upon high returns for its investments; a condition that may be expected to remain so long as the dollar is worth but 50 cents when applied to the purchase of the necessary commodities, and so long as the government insists upon putting its hand into our pockets and extracting so large a proportion of our income.

It has been said that the investing public is "profiteering" with its money. It is not so. It is merely demanding enough in return to make both ends meet. The investing public is liberal in its demands when compared with the yield insisted upon by the producers of the essentials.

But let us look it the psychology of the thing. Did the Pennsylvania Railroad Company actually need the \$50,000,000 badly enough to pay 7½ per cent, and more for it at this particular time? To be sure the money was needed just as all the railroads now need new money, but couldn't it have waited on a more favorable money market? Or is there something behind it all?

The railroads have recently been returned to their legitimate owners. Under the new Cummins-Esch Act many things in railroading may be done that were formerly prohibited. They may, among other things, buy, lease or consolidate with competing and auxiliary lines in their territory. Can it be possible that the Pennsylvania contemplates taking over into its system a lot of its competitors and feeders, and that the new \$50,000,000 it has just paid so dearly for is but a forerunner of other and perhaps larger issues for this purpose?

Or is it possible that the Pennsylvania Railroad, because it is the big-

gest and strongest railroad in the world, has been selected by the railroad group to break the dead-lock in new railroad securities that has existed for so long? It may be that the "railroad group" thinks this action of the Pennsylvania will tend again to popularize railroad bonds and that, the ice once broken, subsequent issues of it and other railroads may be marketed on a scale of gradually lessening yield until something like the old basis, both of popularity and yield, has been reached.

If this is the thought of the railroad men and bankers, and if it works, then the Pennsy is conferring a boon upon the community as well as upon those who invest in its bonds. The prosperity of our country is so wrapped up with that of the railroads that we should all welcome the day when the railroads "come back," and we hope the Pennsy is going to bring it about. Richard Hoadley Tingley.

Saginaw — The Raymond Motor Products Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,800 has been subscribed, \$6,278.69 paid in in cash and \$3,021.31 in property.

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

Detroit—The Auto Collapsible Rim Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$57,930 has been subscribed and paid in, \$2,213.45 in cash and \$51,786.55 in property.

What is put into the first of life is put into the whole of life. Start right.



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



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

11½ Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings

Constructive Public Accounting

This Department of Our Main Office

Prepares Income and Excess Profits
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Returns.

Installs General and Cost Account-
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Makes Audits and Investigations for
any purpose desired.

THE MICHIGAN TRUST COMPANY

PEARL AND OTTAWA
Citz. 4271 Bell M. 408
Grand Rapids, Michigan

Quick Service Safety Vaults on ground floor
Hours 9 A. M. to 5 P. M.

What About the Stocks and Bonds You Now Own?

Time perhaps to make some changes in your investments. Some of your money may be tied up in securities giving you a lower income than necessary. Conditions have changed since you bought them—other securities may now offer you greater safety.

Would you like to have someone competent go over your holdings and make suggestions that will increase the safety and income from your investments? Our representative will be glad to do this, without any obligation to you—he will be in your city soon. Simply write asking to have him call.

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STOCKS

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INVESTMENT BANKERS
GRAND RAPIDS MICH.

Assets \$3,572,588



Insurance in Force \$66,109,220

MERCHANTS LIFE INSURANCE COMPANY

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RANSOM E. OLDS, Chairman of Board

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

Columbia's Soldier Dead Shall Never Be Forgotten.

Grandville, May 25—More than half a century has gone by since the first Memorial day.

During all those years there has been no whit of abatement in the enthusiasm of the American people with regard to keeping that day sacred among all the days of the year as the one altogether appropriate for our remembrance. The hero dead who fought for the preservation of the American Union have long been enshrined in the hearts of their countrymen. It was for them this day of days was instituted as a loving tribute by their fellow Americans who profited by the victories won that the Nation might live.

So many suns have risen and descended since the close of that war, the great body of soldiers who wore the blue have sounded the last taps, answered the last roll call, and passed over to the majority.

It has been often asked if this memorial day would cease to be kept in sacred memory of the soldiers when the last man of that mighty host that followed Sherman from Atlanta to the sea, and bivouacked with Grant and Sheridan and Thomas on Eastern fields, had passed from earth. The query has been answered most emphatically in favor of the 30th day of May being forever enshrined in the hearts of our people as the one great day in all the year for a proper recognition of our hero dead. Not alone those who fought at Antietam bridge, on Lookout's bloody crest, through hail of shot and shell at Chickamauga where the "Rock" held the enemy back until the army was saved to win other battles later in the war. Not alone the men who wore the blue and saved us a Nation, one and indivisible, but those in khaki who stemmed the tide of German invasion on the other side of the Atlantic, winning new laurels for Old Glory at Argonne, Chauteau Thierry and Belleau Woods. These latter have come to keep the ranks filled, nor is it likely that the day will ever come when America has no veteran of the line for whom and with whom our people shall feel called upon to celebrate the victory dearly won by American arms.

The Spanish war, as well as the world conflict, has served to keep memory green, as it is destined to remain for all time. While the United States exists as a Nation there will be a memorial day dedicated to our soldier heroes, which is as it should be, one day of blessed remembrance in which we can all join in singing praises to the armor-bearers of the Republic.

One year ago we were still very shadowed so many homes. This year near to that conflict of arms which we are able to view more calmly the great work accomplished by the American soldier in his latest battle for the perpetuity of free government and the honor of the flag which floated at Bunker Hill and Yorktown when the Nation was in the making and made good throughout four years of struggle and final victory, cinched by the hand of the Union's greatest commander at Appomattox.

Our last resort to arms in defense of American honor and the right to the freedom of the seas as a neutral has again demonstrated the fact so firmly fixed in the past, from Lexington to San Juan Hill, that the American soldier is the peer of any soldier in the world. Fresh from the counting house, the shop, the field, came the Yankee boy to enlist under the banner of the stripes and stars, the banner under which his grandsire fought and fell in the days of the Civil War.

We old chaps who remained at home know how proud we felt for our representatives over there who faced the veterans of Germany and beat them at their own game. As usual the mothers of the boys who went over there are the ones who suffered

most, many fondly hoping against hope that her boy would yet return, even though "missing in action" seemed to sound the last call of her loved one.

You aged dame, with frosted head,
Can not believe her hero dead;
But waits within her cottage home,
Believing that her boy will come.
Oh patient heart, no longer wait—
To him no more will swing the gate;
For "missing" means that he has trod
The path of death that leads to God.
He gave, beyond the battle line,
Freedom's immortal countersign,
And pitched his tent on yonder shore,
Where peace is peace for ever more—
Where not a battle drum doth beat,
And not a bugle sounds retreat.

There is no other day in all the year so close to the mother and father heart of the Nation as the 30th day of May. Religious differences have no place then, nor political plottings. The sorrow which the whole Nation feels as we garland the graves of our soldier dead is such as to shut out all partisan feeling in that whelming tide of affection which goes out from every heart to the loved and lost from the life tide of this great, free Nation.

With uncovered heads let us stand beside the dust of our soldier heroes, nor feel the blush of shame that tears dim our eyes at thoughts of what these boys in blue and khaki did for us on those blood-bedecked fields of war.
Old Timer.

Fourth National Bank

United States Depository



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

Savings Deposits

Commercial Deposits

3

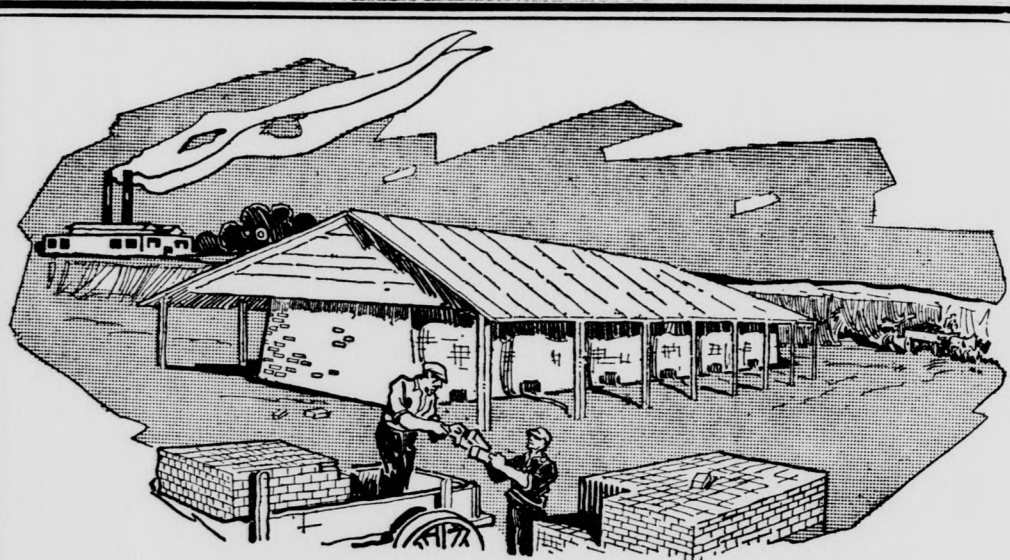
Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

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. ED'SON, Ass't Cashier



The Worth of a Brick

In the right place and when needed a brick is worth a whole lot. Just a few years ago you could buy common brick at \$7 a thousand. Today we are compelled to pay \$22 per thousand—and we use a lot of them.

The clay costs more, getting it out, shaping, burning, shipping, unloading, all cost much more because the demand is high, largely due to the widespread resumption of building which was held up by the war. Labor costs, too, are a factor, a big factor, today. The brickmaker and bricklayer right now earn more than ever before.

Then we must use cement along with the brick in our manholes and buildings, and that is away up, the increase in five years being more than 100 per cent.

Clay conduit, which we use by the dozen carloads, has increased nearly 300 per cent. Teaming costs have advanced from \$4 to \$12 a day. Trench-

ing costs are up proportionately.

All these items greatly increased the cost of your telephone service, but our rates did not increase proportionately. How are we to pay the bill?

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

MICHIGAN STATE



TELEPHONE COMPANY



\$3,000,000

Carnation Milk Products Company

Five-Year Sinking Fund 7% Convertible Gold Notes

Dated May 1, 1920

Due May 1, 1925

Interest payable May 1 and November 1, principal and interest payable in Chicago, New York, San Francisco and Seattle. Coupon notes in denominations of \$1,000 and \$500. Registrable as to principal only. Callable at par on any interest payment date on 30 days' notice.

INTEREST PAYABLE WITHOUT DEDUCTION FOR FEDERAL INCOME TAX NOT IN EXCESS OF 2%

CONTINENTAL AND COMMERCIAL TRUST AND SAVINGS BANK, CHICAGO, TRUSTEE

From a letter of Mr. E. A. Stuart, President of the Company, we summarize as follows:

The Carnation Milk Products Company is one of the largest companies in the United States engaged in the manufacture of evaporated milk.

Business was established in 1899 and has had a rapid and consistent growth. Gross sales have increased from \$7,906,820 in 1914 to \$36,794,687 in 1919.

Total assets, after deducting all indebtedness except this note issue, are over \$13,000,000, or more than 4 times the amount of the issue. Net working capital is \$7,508,192, or over 2½ times this note issue.

For the past ten years average net earnings of the Company after interest, all taxes and depreciation, have been \$1,022,459, or in excess of 4½ times interest charges on this note issue. For the past five years average net earnings have been \$1,550,073, or more than 7 times such interest charges.

The Company agrees not to mortgage its present fixed property and at all times to maintain net quick assets equal to at least 150% of the amount of this note issue and all current indebtedness.

Annual Sinking Fund is provided for the retirement of notes equal to 15% of the net earnings available for Common Stock dividends.

Notes will be convertible at the option of the holder after November 1, 1921, and until 10 days prior to maturity or redemption, into 7% Cumulative Sinking Fund Preferred Stock, on the basis of 100 for the notes, and 95 for the stock.

The Company is incorporated under the laws of the State of Maine, but will be succeeded by a Delaware Corporation, which will execute the definitive notes convertible into the preferred stock of such Corporation.

The Company is under the same management that has been responsible for its success since its inception.

PRICE 96½ AND INTEREST, TO YIELD ABOUT 7.85%

All legal matters will be approved by Messrs. Mayer, Meyer, Austrian and Platt, Chicago. Balance Sheet and Earnings Statements certified by Price, Waterhouse and Company. Temporary negotiable receipts will be delivered, exchangeable for definitive notes when, as and if issued and received by us.

Continental and Commercial Trust and Savings Bank
Chicago

Blyth, Witter & Co.
San Francisco New York

Cyrus Peirce & Company
San Francisco

The above statements are not guaranteed, but are based upon information which we believe to be accurate and reliable, and upon which we have acted in the purchase of these notes.

Likens Accounting to Compass of a Ship.

Redfield, South Dakota, May 18—The accounting part of any store is the most important part. It is like a compass on a ship. It guides the buyer from the danger of overbuying, guards against losses in discount or the ever present evil of too much credit business and helps to increase the net profits.

Dependable, up to date merchandise, efficient clerks, a good location—all essential to the welfare of a business—but all of these are of no avail if the accounting end of the business is not able to produce the correct figures in a sure and concise way. The only form of bookkeeping that will accomplish the desired results—results that are adequate—is the double entry system. True there are a number of different forms of double entry bookkeeping but the one that I shall endeavor to describe has many short cuts from the old form of double entry bookkeeping. It does away with the old form of a separate cash book and a separate journal, ledger and accounting book. The cash-journal or cash-distribution pages, as we call them, are divided into seven columns: the cash bank account, the ledger column, sales account, produce account, accounts payable, accounts receivable, interest and discount account. There are five smaller divisions for expense distribution according to departments.

This method eliminates the re-copying of figures and in this way promotes accuracy. To these pages everything that is received or every transaction that takes place in the store is taken and items like cash and charge sales, cash received and paid out, produce bills paid are recorded daily as they occur. These cash distribution pages are balanced from time to time and in this way insure accuracy. It is a vast improvement from the old way of looking for pos-

sible errors, pages and pages back or from one book to another.

But you may ask where we obtain these figures, such as the sales, the cash received on account and the produce or all of the transactions that take place during the day. Let us begin the day's work and we shall soon see that there is little room for doubt as to the truth of the statement.

Finding the correct amount of change in the till, we turn to the sales slips, the charges and cash sales from the foregoing day. The slips are carried on a day sheet, each slip is copied under its book number and follow in order according to its number. The sales of each department are carried separately, also each clerk's sales. The cash sales are entered in one column and the charge sales in another. The first addition is that of the cash sales, at first according to the department and then collectively in order to determine the cash sales of the day. Then we turn to the cash received on account, together with the cash sales and the cash received on account plus the produce and the petty cash paid out. Trade checks and store money must equal the cash on hand. The charge sales are added in the same way. All these sales are added from the original slips first and then according to the day sheets thus insuring their correctness.

By keeping the sales separate according to the department and sales-people, we can tell readily the amount of each clerk's sales during the day, also the sales of each respective department; and from these facts arrive at a conclusion which department is making and which is losing for the firm. The total of these sales are taken to the cash-distribution pages daily, the cash sales and the cash received on account including a check issued to cover the produce. Trade checks and small expenses occurring during the day make up the deposit,

which entered as a debit to the cash-in-bank-column, credit to the sales account and the amount of sales and the cash received on account, a credit to the accounts receivable.

After figuring the profit and loss for each department, we deduct the cost of the sales from the cost balance leaving a balance to forward to the next month and always showing the amount of merchandise still on hand. Should merchandise advance or decline in value we add the advance and deduct the amount of decline. By decline we mean goods we sell below retail value, as those we put on sale or those that decline in value. These mark-ups or mark-downs as the case may be affect the retail value of the merchandise mark-ups, increasing the mark-up percentage, the mark-downs decreasing the mark-up percentage. Hence if a department has many mark-downs it decreases the mark-up percentage, it naturally makes the

cost of the sales greater and the net profits small. Sometimes serious loss is shown.

When goods are returned to wholesalers a deduction is made from the merchandise purchased at cost value. Also from the retail value. The cost value of the merchandise during the month less anything that is returned is taken to the cash-distribution pages once a month and is entered as a debit in the general ledger column and a credit to accounts payable. When invoices are paid, figures taken from the check book, the entry is made as a credit to the cash bank column and a debit to accounts payable. Again when balancing the distribution pages we can tell exactly the amount of bills we owe.

This method of bookkeeping seems to us to be the most adequate. We govern our business not by guess work but by positive records of our books.

T. Ray Cole.

STRENGTH More than 2,000 property owners co-operate through the Michigan Shoe Dealers Mutual Fire Ins. Co. to combat the fire waste. To date they have received over \$60,000 in losses paid, and even larger amounts in dividends and savings, while the Company has resources even larger. Mutual and associated with the Michigan Shoe Dealers are 10 other Stock Companies. We accept insurance on mercantile stock, building and fixtures.

Michigan Shoe Dealers Mutual Fire Insurance Company

Main Office: FREMONT, MICHIGAN

ALBERT MURRAY, Pres.

GEORGE BODE, Sec'y

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

C. N. BRISTOL, Manager
FREMONT,

A. T. MONSON, Secretary
MICHIGAN

The Grand Rapids Merchants Mutual Fire Insurance Co.

STRICTLY MUTUAL

Operated for benefit of members only.

Endorsed by The Michigan Retail Dry Goods Association.

Issues policies in amounts up to \$15,000.

Backed by several million dollar companies.

Offices: 319-320 Houseman Bldg. Grand Rapids, Michigan

HAVE YOU A GOOD MEMORY?

THEN REMEMBER THIS NAME:

Michigan Bankers and Merchants Fire Insurance Co.

OF FREMONT, MICHIGAN

THEN REMEMBER THIS ALSO:

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

Wm. N. SENF, Secretary.

Freedom Kitchenette Cooking Gives the Housewife.

Written for the Tradesman.

"But where is your kitchenette?" I asked of the agent, as we looked over the "two-room-bath-and-kitchenette apartment" advertised on a gold and black sign outside of the highly respectable apartment building and reached by what appeared to be perfect elevator service.

"Kitchenette?" he repeated, blankly, as if hearing the word for the first time in his life. Then: "Oh, yes, here it is. And opened the door of an absolutely dark closet about three feet by four, without window, airshaft or ventilation of any kind.

I said I would "think it over," and I have been thinking it over ever since; all the more because I have been moving out of a house in the suburbs where there was a glorious kitchen of the old-fashioned kind—spacious because it was a Sabbath day's journey from the sink to the roller towel, and cooks used to ask for more wages on the ground that they wore out shoes!

The kitchen of our grandmothers is gone; we can't spare the space for them any more. And it is probably just as well, for the old-fashioned servant is gone, too, and the average woman must do a good deal more of the domestic work herself. The time consumed in journeys back and forth across a great space of kitchen floor counts up, and we must save it for other uses, if we are not to become mere household drudges.

Another thing I discovered that day was that even where there was a reasonably light little nook for cooking, the best I could have in the way of a stove was an electric plate—even that much frowned upon by the fire laws and to be conducted at one's own risk. In any event I must readjust my old methods of cookery and get along with a small outfit, compactly tucked into mere cubbyholes.

The situation would have disturbed me more, I believe, if I had not recently been watching the cook on a railroad car, where the entire arrangement of kitchen, butler's pantry and dining room was of the dimensions of a linen closet of the old-fashioned country kind. Also, I remembered a cosy little dinner party with a friend in a studio apartment, where a complete dinner was cooked and served from a kitchenette with a gas stove, a very small refrigerator, tiny sink and a few small shelves in the wall for all the outfit of pots, pans and dishes.

The pretty table, with its lace doilies in place of the books which had graced it a few minutes before, was set in a corner of the studio a few steps from the kitchen corner.

The first course of grapefruit was on the table when we sat down. There followed soup, chicken, two vegetables, salad and dessert, all without any fuss; nor did it take two maids to cook and serve the meal. One level-headed, competent woman took two hours to do the whole thing. Dishes were used with economy, to save space and dish-washing later. The soup was served in cups, the vegetables around the chicken on the platter, the salad was ready on a table

near-by, and the simple dessert of toasted crackers and cheese, coffee and bon-bons we ate sitting around the fireplace afterwards, while a screen was put around the dinner table so that we forgot the culinary department.

"Oh, the solid comfort of it!" exclaimed my friend in response to our praise of the simplicity and efficiency of her achievement. "After struggling with a large house and servants I save now in one day enough to permit us to go to a hotel or a fine restaurant for a dinner if we wish, and wear-and-tear on nerves beyond computing.

"Oh, yes, one has to like cooking, and know, or learn, how to do it. You have to modify some of the old ways, too. There are a lot of utensils nowadays that your mother never heard of. The cooking kettles, three-in-one, for example, enable you to cook three vegetables over one gas-burner; and the pressure-cookers, which cook in tiers, one above the other, save space and gas and perform all sorts of wonders. The heat is so intense and yet can be kept so steady with the gas turned low that certain things such as baked beans, can be cooked thoroughly in much less time than by the old way. We find a stuffed breast of lamb and many other meats perfectly manageable in this device.

"Some of the small new vacuum ice cream freezers and those with a tin outside pail instead of the bulky wooden one, are very handy in this sort of housekeeping."

"Breakfast must be a cinch here," remarked one of the men.

"Not worth mentioning," she said. "With the help of a percolator coffee pot and an electric toaster, your outfit will produce cereal, bacon-and-eggs, or any other simple sort of breakfast in no time. And even for a much more elaborate dinner than we have had, all you need is a little careful planning, and some general common sense.

"You can get your bread, biscuit and rolls outside; but if you are fond of cooking and have the time, there is no reason why you shouldn't bake them yourself right here. Yes, and cookies or cake, as fine as you please. The removable oven is right there under the divan.

"One does many things in the interest of simplicity. Honey or jam, with fresh home-made biscuit, makes a perfectly good dessert.

"And for after-theater parties one is entirely independent of the restaurants. You can come right home and fix up anything you like in the way of shrimp or other salad, welsh-rabbit, clam or lobster Newburg, hot crackers and cheese, scrambled eggs, creamed sweet-breads, oysters or mushrooms, cream soups or what not.

"I know many a housewife who wishes she could go into the kitchen and cook as she used to do when she was first married, but who is now the slave of servants. Besides, it is no fun to work in another person's shop."

"But you have to know how to begin with," demurred a little, helpless looking woman among the guests.

"Not necessarily. This is a good way to learn." Prudence Bradish.

(Copyrighted 1920.)

24-FAST SELLERS-24

RED CROWN

INSTANT SERVICE

CANNED MEATS



**IN
BIG
DEMAND
AND
EXPANDING
DAILY**



Sold by
Wholesale Grocers

Acme Packing Company
CHICAGO, U. S. A.
Independent Packer

Making New Customers

Creating a demand for our product is not your job—but we depend upon our distributors to hold the customers we have already made through twenty years of consistent, educational advertising. We hope to merit your continued good will and co-operation and will do our best to supply the full demand for

Shredded Wheat Biscuit

during the coming year. Distributing this product will help your customers to solve the problem of the high cost of living. Shredded Wheat is 100 per cent. whole wheat and is the most real food for the least money.

MADE ONLY BY

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





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

Wool, Fabrics and Clothing.

At last the expected break in wool prices has come on this side of the Atlantic. It was manifest in England a fortnight or so ago. Even fine merinos are no longer scrambled for and other kinds are going begging. The reasons are that buyers are all fed up, the mills have heavy supplies on hand and the quantity of wool available is tremendous. There are larger amounts on hand everywhere than has ever been the case before and the huge stocks of this year's Australasian clip are still to be added to the stores. The British Government is finding it hard to dispose of what it owns, either by means of its numerous auctions or by private sales. The auctions in Boston during the past week have been somewhat of a frost, with a very big percentage of withdrawals. The edge is also off the manufacture of wools. More fabrics have been turned out than can be marketed, especially when the cutters-up are meeting with determined resistance from retailers to stock up with goods at present price levels. It is this condition that gives point to the action of the American Association of Woolen and Worsted Manufacturers in trying to put a stop to cancellations of orders. The clothing industry, especially in the metropolitan district, is in a rather unsettled condition. A number of the workers are out of employment and the outlook is such as to discourage attempts at further wage advances such as were suggested some time ago. The state of affairs was what led the Amalgamated Clothing Workers the other day to resolve that there should be a standard quantity of production as a requisite for a week wage system. It was recognized that labor demands had about reached a limit.

Situation in Cotton and Cottons.

Pretty much the same kind of stories were used during the past week to affect the quotations of cotton as have done service for a long period. The main reliance of those interested in higher levels was upon those which pictured untoward weather conditions in the growing districts. On the other hand, those on the opposite side laid stress on the financial situation and the announced determination of the banks to cease loaning on hoarded commodities or to

encourage speculation in them. Consumption in the mills seems to have kept up well, the total for April having been 567,839 bales of lint and 29,955 of linters. Transportation difficulties are keeping a lot of the finished goods out of market, but, as against this, the demand has been slacking up very materially. Jobbers have announced their purpose to delay purchases later than usual this year in all kinds of cotton goods. Prices have been pushed to such outrageously high figures as to discourage buying, especially as production has been keeping ahead of demand and retailers show no disposition to hurry orders while price reduction sales are in progress. The hosiery manufacturers are countering the jobbers' attitude by threatening to close down their mills if orders are not promptly forthcoming. They say they will not manufacture for stock and take all the risk of carrying the goods on a falling market. But this is not taken seriously. Underwear openings will be late because of the uncertainty of prices. There seems to be a waiting game all around, with the odds against the manufacturers.

Looks Good For Blouses.

Cable advices from European representatives of the United Waist League of America say that more French women are wearing blouses to-day in their street attire than ever before. A statement to this effect has been issued by M. Mosessoehn, Executive Director of the League. In it Mr. Mosessoehn points out that the European reports will have a marked effect on fashions in this country, and that there is already a tendency on the part of the American woman to regard the blouse with more favor than has been the case in the recent past.

"The encouraging reports that we are receiving from Paris," continues Mr. Mosessoehn, "presage a busy period for the blouse manufacturers, as well as retailers in this country, because of the important part that city plays in setting styles for the world. Our Paris representative tells us the French woman is favoring the blouse and skirt, as well as the blouse and suit, for her attire, and there is little doubt that the vogue will soon be taken up here."

An Improvement.

Clothing Salesman—I think I can invent a better name for those bow-leg garters.

Merchant—What, for instance?

C. S.—Preventer of parenthetical pants.

Final Word to the King of Hell.

Battle Creek, May 25—Now gosh all helmlock hear the talk, as wets begin to swear and mock about this country going dry; it seems they want to give the lie to all them good old saints and seers who worked so hard these twenty years; but seems to me they're wasting time, and so I'm rigging up this rhyme:

The lid is on, the Devil's fooled and this fair land by reason ruled. Thank God, old sport, their reign is done and now they see their setting sun; The King of Hell has gone to sleep, or else he's full of prunes and weeps. He got too many jolts and jars and now he sees unlucky stars:

Gone are the days of Demon Rum, of vicious bar room and its bum; the time is past for booze and crime and politics trailed in the slime. For slaves who sold their bodies, too, when held in mesh by whiskey's crew. Now bank your fires—King of Hell, and learn this final lesson well; put up your sign. This place for rent, and while its not too late, repent. Now watch the bank deposits grow, while wife and children see the show; milk bottles on the steps increase and all the land bedecked in peace. The little children now can smile, for daddy spends at home his pile; disgrace, disease and want can fly, and prejudice can quit and die; the gamblers and the prostitutes can greet the law with sneers and hoots; but every decent man can say that Rum & Co. have had their day; the friends of vice, the vicious gang, will cough and snort, and now go hang; but folks of sense know peace has dawned; and into hades where he spawned, the tyrant booze has slunk at last, there to be chained up hard and fast.

Now King of Hell, your doom has come, just hear the hustling factories hum; while sober men and women now need not before a despot bow; no longer will the ballot box be stuffed and gagged by men of rocks; the

eagle now can scream at length in splendid power and towering strength; leading the world in righteous laws, a triumph for the temperance cause. Good night old gink your work is done, the voters say your race is run; the law courts now have naught to do, since we at last got rid of you; the hispitals will empty, too, as men now work instead of stew; and wages rise while H. C. L. must soon be stalled with you in Hell.

The working man wants education for all the children in the Nation; he wants a better chance, by gosh; and not so much B. S. and josh; he wants his boys and girls to rise from poverty and win a prize; he wants his church and automobile, and in his jeans some cash to feel; he wants to wear a pleasant smile and have his wife dress up in style; but all that you could offer King far from him he will surely fling; you never have been welcome here, to fill the land with soaks and beer; so here's your hat, get out and stay, we usher in a better day.

Ralph P. Simonson.

It is mighty easy to stop and gossip during working hours, but time spent in that way is thrown away. Every time you waste time that way, you make it easier to do it again.

We are manufacturers of

Trimmed & Untrimmed HATS

for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL-KNOTT COMPANY,

Corner Commerce Ave. and
 Island St.
 Grand Rapids, Mich.

WATCH US GROW

Daniel T. Patton & Company

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

ROCKFORD SOCKS

No. 60 } Put up in gray, blue and
 No. 70 } brown solid to bundle—
 No. 80 } sizes 10 to 11½.

Order a sample dozen. Our prices are right.

Quality Merchandise—Right Prices—Prompt Service

Paul Stekete & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



The First Boss Glove Advertisement is Being Printed

THE biggest presses in America are rapidly printing the first Boss Glove advertisement to appear in the national magazines. Millions of prospective customers will read the advertisement in the July issues. This is the start.

Are you ready to start with the advertising? See that your stock of Boss Work Gloves is complete. Your market is waiting. Every man

and woman with hands needs Boss Work Gloves. The present demand is enormous. The advertising will more than double it.

Boss profits are good. The gloves can't be beaten. They are carefully made and inspected. No rough edges. Every seam is strongly sewed. Three styles of wrist—ribbed, band and gauntlet. The following are the most popular:

THE BOSS MEEDY—The world's favorite work glove for odd jobs around the house and garden, and all light hand-work. Made of the best quality, medium weight canton flannel.

THE BOSS HEVY—The best bet for all work that requires a strong, wear-resisting glove. Made of the very best quality, heavyweight canton flannel.

THE BOSS XTRA HEVY—The world's champion heavyweight handwear for rough work. Made of the finest grade of extra heavy canton flannel.

THE BOSS WALLOPER—This is the super work glove. Strong, flexible and built for rugged work. Made of the highest quality, heaviest weight canton flannel.

THE BOSS LETHERPOM—Strong gloves for strong work, made of heavy, durable canton flannel with tough leather stoutly sewed on the work side of palms, fingers and thumbs.

THE BOSS JERZY—Warm, sturdy gloves made of highest quality, cotton jersey cloth. These are for work and play, and are made in distinctive colors.

THE BOSS TIKMIT—Big, roomy mittens, made of ticking that wears like iron. Made for hand-protection and rough work.

THE BOSS ELASTO—A flexible, hand-fitting canton flannel work glove, made by a patented process in one weight only. This glove will be a big seller.

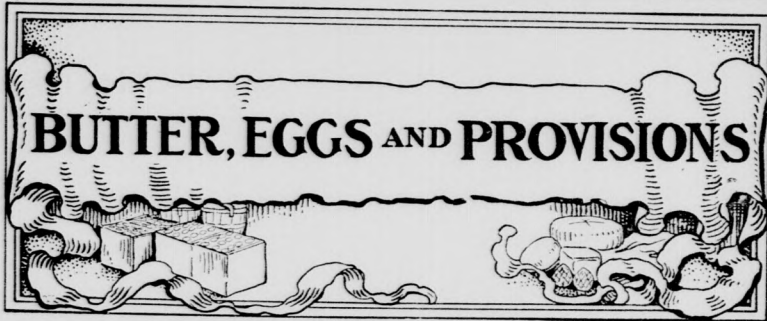
The Boss line includes highest quality, leather-palm, jersey, ticking, and canton flannel gloves and mittens. Your service to your customers cannot be complete unless you have a good line of Boss Gloves in your stock. Write us for full particulars, sending your jobber's name.



This Trade Mark identifies genuine Boss Work Gloves. Be sure it is on every pair you buy.

The Boss Manufacturing Company

Sales Offices: Kewanee, Ill.—Brooklyn, N. Y.



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.

How to Retail Fruit Most Efficiently.

There are certain commodities in retail grocery stocks which have the supremely valuable property when sold, of lifting other things with them. When these are pushed vigorously not only do they yield increased profits in increased ratio, but their sale tends to better the turnover in other lines. Such things elevate the tone of the store, increase its average profit yield, and everything done to speed their sale reacts favorably on the entire business.

Oranges is one of these preferred lines; lemons another. Note, too, that they are the great staples of the fruit department; for the yellow fruits—oranges, lemons, grape fruit and bananas—are the only fruits that come to you fresh every month in the year.

To derive the maximum results from the sale of oranges and lemons you must buy and sell them every week. Do not carry more than such supply as can surely be sold out, clean and fresh every seven days. Buy less if you like, or if you are in doubt, but never buy more. Find out just how many you can sell per week and buy accordingly. You want your sales to grow. The surest road to growth is by rapid sales of conservative stocks. If your business now justifies the display of four sizes of oranges, watch and handle your stock so your sales will be four boxes or over each week as a minimum. If you can sell only two boxes, work for the minimum turnover of two boxes each week. These figures are merely suggestive, of course. You may sell four sizes and yet turn fifty boxes a week, or a hundred a week. In any case never carry more than will care for your current sales on the basis of one complete turnover each week.

Every time you depart from your weekly turnover you jeopardize your annual earnings. Remember that the failure to make one weekly turnover will lose you the net profit on that week's sales—or more. Speculation does not belong in business. Rapid, frequent turnover keeps capital active and minimizes waste—and waste is the canker-worm that eats out the heart of the profit account. Big stocks and slow sales result in leftovers and loss. Leftovers are not turnovers. Remember, too, the weekly stock—of everything—requires the minimum of handling. Most or all of

it can be opened and put right on display and sold without rehandling. But any surplus which you buy must be stored, rehandled once more, and not only subjects you to risk of greater shrinkage, but adds to idle investment, saddles you with increased labor cost whether you handle the stock yourself or hire another to do it.

The latest investigations show that the prize grocer, who had the lowest expense ratio, was one who turned his stock 18.4 times, whereas the average over the country is not much over six times. Even the average wholesale grocer only turns stock a little over five times. That is why he makes so little money.

The next advantage of the yellow fruits is their display value. Here is where they lift the other merchandise and tend to elevate the plane of the entire business. Nothing is so effective in the general display of fruits and vegetables as the yellow toned fruits, for they have distinctive colors whereby they stand out from, yet in perfect harmony with, the entire range of green goods display. One reason is because nobody ever tires of looking at them. That is the test of color harmony, that it never palls the sight—it is ever fresh, always new and pleasing. Why?

Because these are nature's colors and nature makes no mistakes. Moreover actual, scientific tests have demonstrated that the bright, cheerful tone of the orange appeals more strongly to more people than the color of any other fruit.

But oranges, lemons, grape fruit, the yellow fruits, are more effective than all others for another important reason—that reflection, as we call it, or halation, as the window artists call it, does not distort the vision when the glass is backed by oranges and lemons nearly so much as when the darker reds and greens of other fruits are in preponderance.

Do not be afraid of using the odd price. If you say 39 cents a dozen, instead of 40, you will be surprised to note the increase in your sales by the dozen. If you say 3 for 10 cents, you will have a sluggish sale at 3 for 10 cents. If you say 40 cents the dozen, the customer immediately thinks how six will cost 20 cents and three can be bought for 10 cents. But at 39 cents she instinctively senses the fact that she can save the cent only by taking the full dozen. The same ap-

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.

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

SEND US ORDERS **FIELD SEEDS**

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.



M. J. Dark & Sons

Wholesale

Fruits and Produce

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

Grand Rapids, Michigan

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

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

plies to 29 cents, to 33, 27, 21 cents, etc.

Sometimes I am asked whether regular, legitimate cash and carry or service stores should make a practice of holding "sales." Indeed, yes; No matter how high-brow the store may think itself, the "sale" belongs in it if it is to keep from getting rusty—continue alive and vigorous. "Sales" can be carried on in various ways. They need not always be cut-price sales, any more than advertising must be accompanied by specially low prices, as so many merchants seem to think is necessary. But sales based on fortunate market conditions always belong in every wide-awake store.

Such events usually break rules—apparently. For instance, oranges may be sold way below 25 per cent. margin and yet produce big earnings. These are the correct, legitimate exceptions to all rules.

We often hear the statement that lemons will sell just so fast and no faster, no matter what the price; that a woman will only use so many anyway; that the storekeeper who reduces his price simply sacrifices his profit. In fact, some grocers say: "I can sell just as many lemons at three for 10 cents as at 25 cents a dozen." That is also the opinion of many fruit jobbers.

But my experience and investigation shows that lemons will go into consumption many times as fast as now if you will follow the wholesale market down as immediately as you now follow it up. It has been shown time and again that if lemons are priced at 19, 23, 25 and 29 cents the dozen, housewives buy dozens. When they are 3 for 10 cents, they buy 3. Another point is that when a woman has a dozen lemons, she "makes lemon pies," as one dealer reported to me, and finds many ways to use them. If she has only three she won't even use those. Sell lemons by the dozen. Sell them out each week and buy again. Thus will your customer "make lemon pies." Their husbands will like the pies and demand more; then more will go into consumption, you will make more money and your customers will be better off because of this increased use of healthful food. Do not forget, also, that lemons which formerly went over the bar in immense quantities in the form of mixed drinks, are going over the grocer's counter in future to the women if he will merchandise lemons intelligently. If he fails in this, the fruit specialist will not fail, and the grocer will lose another opportunity to retain a valuable line of merchandise in his store.

Back in Flint, Mich., there is a very remarkable fruit jobber who also does an immense retail fruit business in a double-front store. How does he manage to run such a big retail store and yet retain the trade and good will of all local retailers and of those in the surrounding towns? He does it by retailing only the off sizes. He retails only those sizes that you regular storekeepers say you "cannot sell."

Yet this jobber in Flint, Michigan, sells more fruit than anybody in any five to ten or more stores in the vicinity—and he sells nothing whatever

except the off sizes. To whom does he sell them? Why, to the very same consumers that the grocers say won't buy them. Paul Findlay.

Famine in Sap Sago Cheese.

The stoppage of imports and increased local demand for the Swiss cheese termed Sap Sago (or Schab Zieger, the Swiss name) has caused a famine of this variety of food in this country. The price in pre-war time was 10 cents for a four-ounce cube, or three for 25 cents at retail. It sells now at 35 cents per cube or \$1.40 per pound when it can be obtained at all. Time has been, lately, when there was none to be had at any price. There has been little or none made in this country for the trade for the reason that much more labor and care must be used than in making any other kind of cheese, not to mention the difficulty in growing the plant—the powdered leaves of which give to this cheese a flavor and color all its own.

The Swiss immigrants of 1845 brought with them the seed of the plant as well as the art of making this cheese. For many years they made enough for local use, but later ceased to produce it, mainly because it required too much work and time. Its present scarcity and high price indicate a far greater demand for it than was supposed possible and there is open a profitable field for its production on a large scale. There is no reason why it cannot be made in America—the equal in quality of the Swiss imported.

How to make it is best answered by referring to the making of Cheddar cheese in Italy, which was accomplished by inducing a few American cheesemakers to go there and for good compensation they fitted up and operated factories in American fashion successfully. There is no secret or mystery either in the making and curing of this cheese nor is the plant which provides the color and flavor one that cannot be grown here. The Latin name of the plant is Trifolium Mellilotus Coerulea, but it is no more or less than the blue flowered sweet clover. It is cut before growing into hard stalks and carefully dried in the shade. It is then pulverized and mixed with sufficient salt, and worked and ground into the ripened curd. The curd is the product of absolutely skimmed milk and of sweet whey, precipitated by sour starter.

Of course, no one but those expert in such work should be expected to produce mercantile, uniform cheese of this kind any more than to expect expert work of other kinds from the inexperienced.

I am moved to write this because I believe the scarcity and price of the article seems to show the way to employ the labor of young people profitably in making a by-product that is valuable food and yet does not crowd out anything else. J. Luchsinger.

Holland—The Holland Rusk Co. has been re-organized under the same style with an authorized capitalization of \$150,000, of which amount \$75,750 has been subscribed and \$15,000 paid in in cash.

Improved
"Taylor Made"
 Honey Comb Chocolate Chips



You've tried the rest
 Now Buy
 the Best

W. E. TAYLOR, Maker
 Battle Creek, Michigan



8 oz. to 100 lbs.

Bel-Car-Mo

Peanut Butter

The care exercised in the preparation of "Bel-Car-Mo" insures its goodness and justifies its makers in guaranteeing the quality. It's a good, wholesome, staple food product that always pleases the customer, and that is what builds up business—consider the customer from the customer's standpoint.

Order from your jobber

You'll always find it in the stock of the Good Grocer

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.

Watson-Higgins Mlg. 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

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



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.

Suggestion is a Big Help in Making Sales.

Written for the Tradesman.

Last Christmas a lady went into a down town hardware store to select a gift for a friend. She was in that undecided state of mind where she didn't know just what to get. She wanted something useful, and was willing to spend up to perhaps \$15 for it. She named over half a dozen lines but nothing shown her seemed to suit. Either the article shown wasn't just right or, oftener still, the intended recipient of the present was already well supplied.

The clerk's questioning had elicited that the intended recipient was a married woman who kept house.

"Have you thought of something electrical?" suggested the salesman.

The lady hadn't.

"Perhaps a coffee percolator." He showed the article, and explained how it worked. "That will be just the thing," said the customer.

The dictum of a good many indifferent salespeople that if the customer wants a thing he will ask for it did not hold in this case; for the customer bought an article she had not considered at all until it was suggested. The customer buying for himself usually knows what he wants; but the gift-giver is quite often undecided, perplexed and in a mood to welcome suggestions.

This applies, not merely to Christmas gifts, but to birthday and wedding gifts all the year round; and is particularly worth remembering in the next few weeks, when June brings its extra complement of brides. The store whose salespeople can suggest suitable gifts will most distinctly have the edge on the store whose salespeople leave the matter of selection entirely to the initiative of the customer.

Suggestions, however, to be of value, necessitate a pretty thorough knowledge of the stock. Quite often the hardware dealer himself doesn't realize the possibilities. He says, "We will give that silverware a bit of prominence the next few weeks. It is gift stuff." He thinks of cutlery, cut glass and a few other lines as appropriate also. But he fails to realize and to urge the limitless possibilities of the hardware stock in this direction.

Remember, in spite of the all-pervading demand for luxuries, there is also a strong trend toward utility in gifts. Young married people welcome presents that reduce the initial ex-

penditure of properly equipping a home; and such presents are more and more appreciated as the ensuing years pile up new obligations. The hardware store is par excellence, the emporium of useful gifts. Add to this the necessity of labor-saving contrivances in an era when hired help is inefficient where it can be obtained at all, and the hardware dealer will realize the desirable note to stress in appealing to the gift trade.

The great thing, though, is to be in a position to make suggestions to that class of customers who have only the vaguest idea of what to buy. A necessary preliminary is systematic survey of the stock. Take a little time to look over your stock, and size up its gift possibilities. Compile as long a list as you can, assorting articles according to price as well as character. If you have one of the handy gift-lists printed in your trade paper from time to time, go over that, and add to it.

How about a modern, well-equipped kitchen range as a gift from Dad? That is both useful and handsome. Or a fireless cooker? Or a set of aluminum—you might have suggestive lists of aluminum kitchen equipment? For showers and young or juvenile givers, small kitchen utensils of one sort and another are all right. Silverware, too, is handy. Cutlery is good, in spite of the ancient superstition that a keen edge cuts friendship. Then if you handle electrical goods, they make excellent gift articles, from the electric toaster and the electric iron clear up to the electric sewing machine and the electric washer. Even if the hopeful bride fondly expects to have the housework done by hired help, she will stand a better chance of securing hired help if she has modern equipment of this sort.

Take your suggestive list, and go over it with your salespeople. Give each member of your selling staff a copy and have each salesman study his list. Get into your salespeople the idea of suggesting things.

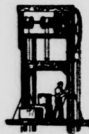
Quite often the one thing the intending purchaser definitely knows about his requirements is the amount he has to spend. With that as a basis, and the list as a guide, with all articles classified according to price, it is easy to suggest something at the desired price. Quite a few merchants have such lists printed for distribution. Such lists make the selection of gifts a far easier matter than it would otherwise be.

However, the alert salesman should not depend too much on his printed or typewritten list. Its intrusion into the actual selling is a sign of weakness. Rather, the salesman should

OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

37-239 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

For Better Piston Ring Service

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



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

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

A. B. Knowlson Co.
 263-207 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
 Signaw Brick Co., Signaw
 Jackson-Lansing Brick Co., Rives Junction

Signs of the Times Are

Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.

We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797

Citizens 4261

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

have his facts and figures at his fingers-ends, so that, without reference to the list, he should be able to make the necessary welcome suggestions and assist the purchaser in selecting something appropriate.

Perhaps nine out of ten of the salesman's suggestions will be rejected? Very well. That is all in the game. Suggestions may, indeed, be made almost without end, and yet no immediate sale be made. This does happen now and then, but it is no reason why the method I suggest isn't worth adopting as a standing feature of your business.

For the suggestion of suitable gifts enhances the probability in every case of making a sale. Where you miss a sale after making suitable suggestions, you were pretty sure to miss anyway; and you will make quite a few sales that you would have missed if you hadn't suggested articles of whose gift possibilities the customer had no previous idea.

That, however, isn't all. Your process of suggesting is doing even more than making immediate sales. It is educating your public steadily and persistently to the gift values previously unrealized in useful articles; and to the vital gospel of giving useful things instead of merely ornamental things. This sort of education will help your business in a permanent way.

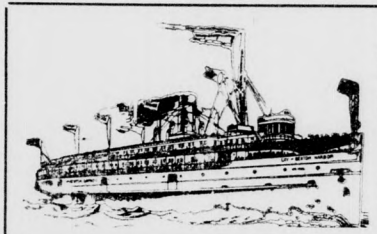
You know the slogan of the florists: "Say it with flowers." That has helped in recent years to make big business for the flower stores, particularly on such occasions as Christmas, Easter and Mothers' Day. Why shouldn't the hardware dealers have a slogan of their own: "Give Something Useful." And why shouldn't some of the crowds that on the first or second Saturday in May buy mother something that will wither not, be diverted to the hardware store where they can buy mother some labor-saving device that will keep her from withering? It looks to me as though hardware dealers were neglecting some opportunities.

Meanwhile, it will pay to get yourself and your salespeople trained in this habit of helping the doubtful shopper by dint of intelligent suggestions as to what is appropriate for a wedding gift. Don't be satisfied to take up the idea in a spurt of sudden enthusiasm and let it drop when June is past. Rather, start on a small scale

and make suggestions an all-the-year-round habit.

You'll find it helps business immensely, and adds a great deal to the popularity of your store.

Victor Lauriston.



GRAHAM & MORTON
Transportation Co.

CHICAGO

In connection with

Michigan Railroad

BOAT TRAIN 7 P. M.

Tuesdays, Thursdays
Sundays

Freight for CHICAGO ONLY

MCCRAY

SANITARY

REFRIGERATORS

For All Purposes

Send for Catalog

MCCRAY REFRIGERATOR
CO.

944 Lake St. Kendallville, Ind.

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

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

DICKINSON'S



SEEDS

The Albert Dickinson Co.
MINNEAPOLIS CHICAGO

"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.



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.

Interesting Experience in Life of Pioneer Traveler.

Adrian, May 21—In looking over the Tradesman from week to week, I often see names that take me back to the long ago, when I was a resident of Grand Rapids.

In a late issue I noticed a full page advertisement of the Worden Grocer Company signed by Guy W. Rouse, President.

I never knew this Mr. Rouse, but I knew his parents before they were married. His mother was Miss Nellie Winchester, a daughter of the late Samuel A. Winchester, and his father the late William H. Rouse, for many years identified with the furniture industries of your city.

I do not wonder Mr. Rouse should achieve the success he has, considering the sterling qualities he must have inherited from both of his parents.

At the time I went to Grand Rapids in 1869 and entered the employ of Henry S. Smith, Will Rouse was employed by Mr. Smith as a traveling salesman, his territory being Central Michigan. Upon one of his trips an incident occurred that we had a lot of fun over and could Will know I am sure he would not object to my telling it, for he enjoyed a joke, even though it was at his own expense.

At that time, it was the style for young men who could grow a beard always to do so and, although he was only about 24 years old, his hirsute adornment was a full set of bright red whiskers, except that his mustache was of a lighter hue. He took great pride in his beard and kept it groomed in fine shape. If any beard is beautiful, he had one.

The incident referred to happened at Battle Creek at the depot. A young girl along in her teens, who evidently had not seen much of the world, was waiting, with others, for a train. She was, as is usually the case, loaded with boxes and packages and was trying to make the train with them, when Will saw her and, being every inch a gentleman and very gallant, said to her, "Pardon me, young lady, can I help you with your packages?" She looked at him a moment and said, "No, sir, you can't. When I left home ma told me not to have anything to do with a man who had red whiskers."

Of course, Will was disconcerted and amidst the laughing and jeers of the crowd, he boarded the train, but took the smoker. He could endure the gibes of the men, but was not in the right frame of mind to reply to the ladies.

A traveling man who was present when the affair occurred came to Grand Rapids, walked into our office and told us the incident. About a week later Will came home. I saw him coming and, as he opened the door, I said: "My ma told me." He broke out with a laugh and remarked,

"Who's been here since I've been gone?"

This last winter I learned of his death. From our earliest acquaintance there was always a strong bond of friendship between us. Whenever I went back home, I always called to see him and if I go again, I shall miss the cordial greeting, the hearty hand shake and the happy smile I always received from him.

Friend after friend departs
Who hath not lost a friend?
There is no union here of hearts
That hath not here an end.

Speaking of whiskers, I remember when about 1877 a young man from Hudson, Michigan, came to Grand Rapids, and after a while started a trade paper. He, like Will Rouse, wore (at times,) whiskers, but not as bright a color. At the time the paper was born, there was some question how long it would live, but it had a good nurse and all these years, the Michigan Tradesman has been an instrument for good.

I notice that the young man referred to now offers a summer cottage for sale and that it is only a mile from an island recently purchased by Henry Ford. I am inclined to think he made a mistake in letting that be known, for there are people who would not care to have Henry live as near as a mile to them.

For Governor, I notice you mention At. White, I remember him well, although my acquaintance with him was limited. He is about the only one living of the old time newspaper men of Grand Rapids. He was contemporary with A. B. Turner, Albert Baxter, M. H. Clark, Eli F. Harrington, James N. Davis, Clark C. Sexton, Col. Isaac E. Messmore, Dr. C. B. Smith and Robert Wilson. E. B. Fisher became associated with the Eagle about 1870 and is still with you. He is about Will Rouse's age and, like him, formerly wore a full set of whiskers, and so did I. Mine were long enough to tie in a knot at the back of my neck. Ladd J. Lewis.

Plea For The Tradesman.

Mears, May 25—I know a man who ran a store 'bout thirty weeks and then no more; alas he busted.

Not because times were not good or he failed to do his best, as a grocer should, or foolishly trusted.

No, he was a guy who was awful wise and spent lots of coin to advertise, but still went under.

He had no time to read a trade paper. That is where he cut one "helofa" caper. So he busted, by thunder.

Had he taken the Tradesman for three bucks a year, which is too darn cheap, with other things dear, he'd be in business now.

He is farming again, keeps five hens and a pig, and is trying his darndest a living to dig, and he can't buy a cow.

Yes, he saved a few dollars, and maybe some time he can run his grocery along an ancient line. But he runs it no more.

For fear I am liable to get in the same boat and, like this same fellow, prove myself the goat, I enclose three bucks, don't get sore.

This all goes to show that I would as soon try and farm 300 acres without a plow as to try and run business without the Tradesman.

Chronic Kicker.

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
Exp. rt Merchandising

200-210-211 Murray B'dg.
GRAND RAPIDS, MICHIGAN

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

GOODRICH BOATS

TO CHICAGO

Sunday, Monday, Wednesday and
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., W. S. NIXON, City Passenger Agt.
Interurban Station, 156 Ottawa Ave., N. W.

OCCIDENTAL HOTEL

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

Beach's Restaurant

Four doors from Tradesman office
QUALITY THE BEST

RED CROWN Gasoline 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.

Mayer's
**Martha
 Washington
 Shoes**

*More than 70 Numbers—
 all Staple Sellers*



No. 27—Glazed Dongola
 Martha Washington
 Lace, 7½ Inch High Cut,
 Medium Narrow Recede
 Toe, Imitation Tip, 2
 inch Cuban Heel, Turn
 Sole, A-D, 2½-8-

FOR nearly half a century *Martha Washington* shoes have helped maintain the *Honorbilt* reputation for supreme quality. Each new generation brings the *Martha Washington* new friends from among women who demand quality as well as style and service.

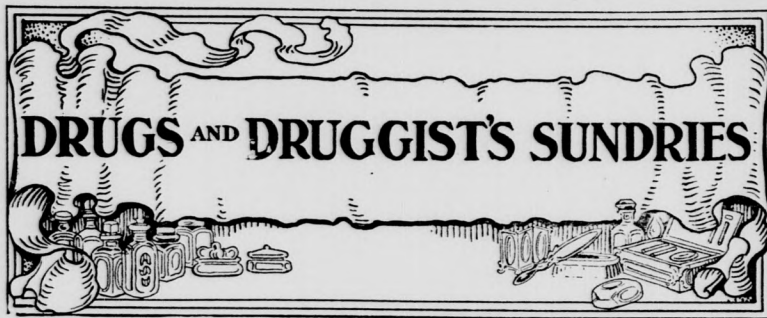
Sales are easily made because of our forceful *Martha Washington* national advertising and our energetic dealer co-operation.



Increase the sales of your women's shoe department by placing these high grade nationally advertised shoes in stock. Send in a sample order today. Ask for catalog.

F. Mayer Boot & Shoe Co., Milwaukee, Wis.

EXPORT DEPARTMENT: Bush Terminal Sales Building, 130 West 42nd St., New York City



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.

June Examination Session at Detroit.

Bay City, May 25—The Board of Pharmacy will hold a meeting for the examination of candidates for registration at the Detroit Institute of Technology Y. M. C. A. building, Tuesday, Wednesday and Thursday, June 15, 16 17, 1920, commencing at 9 o'clock, a. m. of the 15th. All candidates must be present at this hour.

Candidates must file their application with the Secretary at least one week before the examination and must furnish affidavits showing that they have had the practical experience required, and furnish satisfactory evidence to the Board that they have completed work in the public schools equivalent to tenth grade.

Applications for examination and blank forms of affidavits for practical or college experience may be obtained from the secretary.

Fee for registered pharmacist, \$5; fee for registered druggist, \$3; fee for re-examination: registered pharmacist, \$3; registered druggist, \$2.

E. T. Boden, Sec'y.

Co-Operative Newspaper Advertising in the Drug Trade.

Co-operative advertising is one of the latest methods found to defeat the high cost of printed publicity, and it is being used to special advantage by our Canadian friends. Owing to the enterprise of several of the leading papers many merchants who cannot afford elaborate display are made parties to publicity campaign which assures them that their ad will be read daily by hundreds of people.

Vancouver, B. C., is one of the places where this plan has been worked most effectively. Early in the spring one of the newspapers went to a dozen merchants and induced them to take one-twelfth of a page, to run every Saturday for six weeks. Then they announced a painting contest, open to all the school children of Vancouver and vicinity. The idea was that each child should paint the twelve ads (each of which contained a cut of some article of merchandise carried by the advertiser) and send them in to the paper with the name, address and age written on the margin. Each week a prize of \$3.00 was offered for the best set of colorings. It is easy to see the valuable publicity this gave the merchants, as all the children in town were coloring the ads and showing them to proud parents and friends. Each week, too, the four best sets of paintings were exhibited in the show window of the newspaper, where they were viewed with much interest by hundreds of passers-by, as well as scores of people who were personally conducted hither by the aspiring young artists.

In order to stimulate interest some of the dealers offered additional prizes. For example, McDondalds, one of the leading druggists, gave each week a pound box of chocolates for the best painting of their particular ad—a young woman seated in a window enjoying a box of chocolates de luxe. Such a bonus was a double incentive to the children, and they became one and all most enthusiastic boosters for the firms whose goods they were painting.

Another excellent example of co-operative newspaper advertising was launched by one of the newspapers of Edmonton, Ala., during the big provincial fair. The advertising manager took two full pages and divided them into spaces containing 24 small ads each. Each advertiser placed in his space whatever his fancy dictated, the majority, of course, confining themselves to a few short phrases with a punch. From eight of the ads one letter each was omitted—letters being dropped from different ads each day, the missing letters when discovered forming the word "Bulletin," the name of the newspaper. A prize of five dollars was offered each day for the first person sending in the ads with the missing letters supplied. Over the tops of either page—separate prizes were offered for supplying the missing letters on pages one and two—was the suggestion of the publisher: "Win a Prize and Spend the Money with the Advertiser." It was not compulsory that this be done, but the suggestion was often carried out by the prize winner. It will be seen at a glance what effective publicity this gave the large list of patrons, as it was like hunting for a needle in a haystack to locate the letters, and each ad had to be carefully scanned each day, as the letters were seldom dropped twice from the same ad.

Brekello, one of the prominent druggists, took occasion to feature their velvet ice cream, saying:

Why Not?

If you like ice cream in good, firm condition, let us have your next order. While waiting for a car, step in and try a dish of our Velvet Ice Cream, and ice cold soda, or some refreshing grape juice.

They also had cards printed bearing their name and address on one side, and on the other wording similar to that in their newspaper ad. These were placed in the front seat of every vehicle that came to town during the big fair, and were also handed over the counter with every purchase during this period.

The great success of these two particular contests and the wide publicity they gave the participants suggests

that many druggists could inaugurate similar campaigns of their own, without waiting for the co-operation of other merchants. It would be an easy matter to stage a painting contest and offer a prize each week for the best painting of his ad. It need not be a money award—in fact, probably nothing would be more acceptable than a box of his own candy, or perfume, or stationery. It would be certain to give him wide publicity and bring his various lines to those who had not previously thought of purchasing from him. The missing word plan could be worked to special advantage whenever the druggist was having a sale of sundries, with scores of specials advertised. A letter omitted from this ad here and there would cause the entire list, with prices, to be carefully scanned. As in the other case, better prizes could not be awarded than some of his own confections or other specialties with several consolation prizes.

Whatever method of publicity is used, however, the attractive window

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

CANDY



The "DOUBLE A" Kind

Made by
People Who Know How

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

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

The Sign of  Good Candy

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

Ask for a copy of our latest price list.

We are agents for **LOWNEY'S** in Western Michigan.



It means something for the public to know that you are an "Arctic Dealer," selling the finest of all ice creams and it's profitable for you.

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

trim should never be overlooked. A brilliant background, sharp contrast in colors, an air of coolness, all of these cause the passing crowds to gaze, and once the attention is attracted the delicious sweets almost sell themselves.

William Bliss Stoddard.

Terpeneless Extract of Lemon.

There are at least two ways of making this extract. The older method is to shake oil of lemon with diluted alcohol for several days, then draw off the alcoholic solution.

quantities of citral, etc. The standard has been simply that of the strength of the extract so made, and that was ascertained by comparison with some straight-oil extract arbitrarily taken.

A better, cheaper and surer method is to use the terpeneless oil of lemon which is now sold by all dealers in essential oils, and which is made by distillation.

Only a business man of much experience can hope to make snap decisions upon business questions and have them right.

Wholesale Drug Price Current

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

Table of Wholesale Drug Prices. Columns include categories like Acids, Ammonia, Balsams, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Ice Cream, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, and Paints. Each item lists its name and price.

Allen Qualley Chocolates

SAINT PAUL, MINNESOTA THE BEST BY TEST

We are featuring such popular numbers, as:

- RIP VAN WINKLE HINDUSTAN BLACKSTONE POPPIES NUT MEATS MARGUERITE NUT NOUGATS RADISSON DELLWOOD FRIVOLITE JOAN OF ARC ADELE BITTERSWEETS TOWN AND COUNTRY CHERRY ALLYNS CAMBRIDGE

In half pound, 1 pound and 2 pound packages.

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."

HIDES AND PELTS

Table listing various hide and pelt types such as Green, Cured, and Horse, with their respective prices.

Table listing pelts like Old Wool, Lambs, and Shearlings with prices.

Table listing tallow products like Prime, No. 1, and No. 2 with prices.

Table listing wool products like Unwashed, medium, and Fine with prices.

Table listing honey products like Airline, No. 10, 15, and 25 with prices.

Table listing horse radish products like Per doz. and Pure, per pail.

Table listing jelly products like Jelly and Jelly Glasses with prices.

Table listing mapleine products like 1 oz. bottles, 2 oz. bottles, etc.

Table listing mince meat products like None Such, 3 doz., and Quaker.

Table listing molasses products like Fancy Open Kettle, Choice, Good, and Stock.

Table listing nuts-whole products like Almonds, Brazils, and Walnuts.

Table listing nuts-shelled products like Almonds, Peanuts, and Pecans.

Table listing olives products like Bulk, 2 gal. kegs, and Stuffed.

PEANUT BUTTER



Table listing Bel-Car-Mo Peanut Butter products like 8 oz., 2 doz. in case, etc.

PETROLEUM PRODUCTS

Table listing petroleum products like Perfection, Red Crown Gasoline, etc.

Table listing pickles products like Barrel, 1,200 count, etc.

Table listing small barrels and gherkins with prices.

Table listing sweet small barrels and half barrels.

Table listing pipes products like Cob, 3 doz. in box.

Table listing playing cards products like No. 90 Steamboat, etc.

Table listing potash products like Babbitt's, 2 doz.

Table listing provisions products like Barreled Pork, Clear Back, etc.

Table listing dry salt meats products like S P Bellies.

Table listing lard products like Pure in tierces, Compound Lard, etc.

Table listing smoked meats products like Hams, 14-16 lb., etc.

Table listing sausages products like Bologna, Liver, Frankfurt, etc.

Table listing beef products like Boneless, Rump, new, etc.

Table listing pig's feet products like 1/2 bbls, 35 lbs., etc.

Table listing canned meats products like Corned Beef, Roast Beef, etc.

Table listing mince meat products like Condensed No. 1 car, etc.

TRIPE

Table listing tripe products like Kits, 15 lbs., 1/4 bbls., etc.

Table listing casings products like Hogs, per lb., Beef, round set, etc.

Table listing uncolored oleomargarine products like Solid Dairy, Country Rolls.

Table listing rice products like Fancy Head, Blue Rose.

Table listing rolled oats products like Monarch, Rolled Avena, etc.

Table listing salad dressing products like Columbia, 1/2 pints, etc.

Table listing saleratus products like Packed 60 lbs. in box.

Table listing sal soda products like Granulated, bbls., etc.

Table listing salt products like Solar Rock, 56 lb. sacks.



Table listing salt fish products like Middles, Tablets, etc.

Table listing holland herring products like Standards, bbls., etc.

Table listing herring products like K K K K, Norway, etc.

Table listing trout products like No. 1, 100 lbs., etc.

Table listing mackerel products like Mess, 100 lbs., etc.

Table listing lake herring products like 1/2 bbl., 100 lbs.

Table listing seeds products like Anise, Canary, Cardomon, etc.

SNUFF

Table listing snuff products like Swedish Rapee, Norkoping, etc.

Table listing soap products like James S. Kirk & Company, American Family, etc.

Table listing Lantz Bros. & Co. products like Acme, 100 cakes, etc.

Table listing Swift & Company products like Classic, 100 bars, etc.

Table listing scouring powders products like Sapolio, gross lots, etc.

Table listing washing powders products like Snow Boy, 100 5c, etc.

Table listing soap powders products like Johnson's Fine, etc.

Table listing soda products like Bi Carb, Kegs.

Table listing spices products like Allspice, Jamaica, Cloves, etc.



Table listing pure ground in bulk products like Allspice, Jamaica, etc.

Table listing twine products like Cotton, 3 ply cone, etc.

Table listing vinegar products like Cider, Benton Harbor, etc.

Table listing wicking products like No. 0, per gross, etc.

SEASONING

Table listing seasoning products like Chili Powder, Celery Salt, etc.

Table listing starch products like Kingsford, 40 lbs., etc.

Table listing Kingsford products like Silver Gloss, 40 lb. lb.

Table listing muzzy products like 48 1 lb. packages, etc.

Table listing syrups products like Barrels, Half Barrels, etc.

Table listing table sauces products like Lea & Perrin, large, etc.

Table listing tea products like Medium, Japan, etc.

Table listing gunpowder products like Moyune, Medium, etc.

Table listing young hyson products like Choice, Fancy.

Table listing oolong products like Formosa, Medium, etc.

Table listing English breakfast products like Congou, Medium, etc.

Table listing Ceylon products like Pekoe, Medium, etc.

Table listing twine products like Cotton, 3 ply balls, etc.

Table listing vinegar products like Cider, Benton Harbor, etc.

Table listing wicking products like No. 0, per gross, etc.

WOODENWARE

Table listing woodenware products like Baskets, Bushels, wire band, etc.

Table listing butter plates products like Escanaba Manufacturing Co.

Table listing churns products like Barrel, 5 gal., etc.

Table listing clothes pins products like Escanaba Manufacturing Co.

Table listing egg cases products like No. 1, Star, etc.

Table listing faucets products like Cork lined, 3 in., etc.

Table listing mop sticks products like Trojan spring, Eclipse patent, etc.

Table listing pails products like 10 qt. Galvanized, etc.

Table listing toothpicks products like Escanaba Manufacturing Co.

Table listing traps products like Mouse, wood, 4 holes, etc.

Table listing tubs products like No. 1 Fibre, No. 2 Fibre, etc.

Table listing washboards products like Banner Globe, Brass, Single, etc.

Table listing window cleaners products like 12 in., 14 in., 16 in.

Table listing wood bowls products like 13 in. Butter, 15 in. Butter, etc.

Table listing wrapping paper products like Fibre, Manila, white, etc.

Table listing yeast cake products like Magic, 3 doz., Sunlight, etc.

Table listing wicking products like No. 0, per gross, etc.

Table listing yeast-compressed products like Fleischman, per doz.

Are Advertising Experts Going a Little Too Far?

The annual meeting of the Associated Advertisers Clubs of the World will be held in Indianapolis next month. The programme says that laymen will preach sermons in five churches in Indianapolis when the convention opens there. The churches are these: First Baptist, Second Presbyterian, Christ Church, Roberts' Park Methodist and Meridian Street Methodist. The thought naturally rises as to what Christ would say or do if He should go to Indianapolis on that occasion. First, He would surely be confused by so many denominations. He would recognize one only by name. The lowly Nazarene would be startled to find the simple truths He long ago taught now so ostentatiously represented by fine edifices thronged with people who pay \$150 for a suit of clothes, \$75 for a bit of gaudy millinery, \$20 for a pair of shoes and 50 cents for a crazy haircut. He would be shocked, I think, to discover the profession of advertising dictating the sermons and advertising itself in the Houses of God. Would He not upset the tables of the money-changers as He did 2000 years ago, and hotly denounce the systematic clutching for gold? Would He not lift a warning finger and declare that it is easier for a camel to pass through the eye of a needle than for a rich man to enter the kingdom of Heaven? I imagine He would drive out the Pharisees who so boldly entered the pulpits to espouse edvertising—a calling that teaches men how to grow rich through system and science. There is not a line, so far as I am able to find, in the New Testament where the Man of Sorrows ever so much as nodded assent to such a proceeding as is about to be enacted at Indianapolis.

Men have been driven out of advertising for cheating and lying, and rightly so. The men who drove them out, however, seem to look with favor upon this sacrilegious scheme of making organized advertising a part of the doctrines taught by Jesus. Is it not false and misleading for profane laymen to utilize the pulpit to promote scientific and systematized advertising, when that institution utilizes cajolery, self-praise, alluring pictures, honied words, psychology and the gentle art of fol-de-rol to enlarge bank accounts and tighten monopoly? Think of linking up Christianity with the advertising of cigarettes and Coca-Cola and Victrola jazz records! Is it not misrepresentation in the first degree to graft a money-making science upon an ideal creed evolved by a Man whose every act on earth opposed the piling up of riches? I have no brief to file for the Christian religion, for I am in the business of making money myself. It jars like a discord when I try to harmonize my advertising creed with the supremely beautiful religion that came out of Bethlehem. The whole idea of advertising in the pulpit is so counter to my notion of the eternal verities that this humble protest against the practice is respectfully registered. The thing should be frowned upon by every sincere man in advertising. It ought never be tol-

erated again. The religion of Christ and Twentieth Century business are not chemical affinities. They will not mix.

The day following these lay sermons at Indianapolis one of the topics to be featured is this: "Putting Longer Legs on the Advertising Dollar." It is difficult to see how this academic discussion of making a dollar go far so that it can gather in a greater harvest of coin harmonizes with the teachings of the Son of God. "How to Analyze Buying Motives" is another subject. When you get through with such an analysis, you have taken the human mind to pieces and caught all its high signs. Thus may you so lure the man with a dollar in his pocket that it will be transferred to yours. There is no particular objection to this fine Italian work so long as you call it business, but when you try to link it up with the Sermon on the Mount, you are doing something that rasps on the senses of honesty, fairness, decency and self-respect. A third subject is "Scientific Advertising Training in Schools and Colleges." This is highly praiseworthy from the viewpoint of commercialism, but is antagonistic to every teaching of Jesus. He is not on record as favoring anything of the sort. If He should go to Indianapolis and see the programme outlined for that occasion, He would forbid the use of His name in connection with any feature of it. He would advise opening the convention in a bucket shop, rather than in pulpits where His truths are presumed to be taught. Anyhow, that is the only deduction to be made from anything He is on record as saying.

The idea of utilizing the pulpit to advertise advertising has been carried out, perhaps, by men who think they are sincere, but who lack the vision to realize what they are doing. The idea is probably considered clever. It is the old Barnum notion of turning every occasion into an advertisement for the institution or the circus. Barnum got his name and his Own and Only Show into the pulpit by indirection; but, with all his boldness and effrontery, I can find no instance where he openly got into the preacher's place and preached the moral and educational features of his circus. There are enough ways to advertise advertising without laying the mercenary fingers of commerce upon the church. The church has its duties to perform, just as has advertising. Each has its own orbit in which to revolve. If you put them in motion in the same path, nothing but a cataclysm can result. If advertising, as we know the thing, wants to be religious, it will have to invent a new creed of its own. It cannot take over the religion taught by the Son of Mary. Advertising should rise above the attempt to wrest a religion from the Holy Land. Let it make a religion fitted into the needs of a condition it has created. Let every barrel stand on its own end. Hypocrisy and phariseism are things that nobody can successfully perpetuate.

Nothing I have said is intended to decry either the Christian religion or the institution of advertising. My

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.

DIAMOND CRYSTAL

The Salt
that's all salt.

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

only desire has been to show the sacrilege of combining the two. There is nothing Christian about the advertising of to-day. It is a cold-blooded business proposition that undertakes to increase profits, to outwit competition, to maintain high prices, to promote private ambitions and to pile up great fortunes. And, viewed in that light, we look upon it as proper and permissible. But it does not harmonize and accord with the teachings of the Saviour. Frank Stowell.

Strong Advocate of the Soldier Bonus

Detroit, May 25—I am an ardent admirer of your paper, but there was an article in a recent issue which I cannot say I like. It concerns the bonus to the soldiers who were in the army during the late war. I hope you will permit my protest to appear.

I gave one son to the navy, another to the army and a daughter, a trained nurse, to the Army Nurses' Corps. I think, therefore, I have a right to speak upon the subject. Moreover, because of my sympathy with the cause and advice to my children to enlist I felt out of place as a Quaker minister and member, and accordingly resigned both.

Now it seems very strange to me that there should be any question raised as to giving a bonus, and a cash bonus at that. It is admitted that, with the exception of some of the officers, the soldiers in the service received far less in payment than the same and inferior class of men were paid as wages out of the service. Why should there not be something done to equalize matters? It is not a question of a gratuity; it is a question of mere justice. Think of the billions of dollars which the Germans would have exacted as indemnity if "the boys" had not gone in at the critical moment and won the day. I am told there have been a great number of new millionaires made by the war. Instead of the war making this country poorer, it made it very many billions richer than it would have been had the war not taken place. To haggle and raise so much bluster about raising the extra billion or two to

remunerate those who went through such hardship and loss to win the day seem to most of us extremely unworthy, not to say mean.

As to the method of raising the money, the country ought to be glad to have a three-cent postage stamp and a two-cent stamp on every check drawing money out of a bank in order to meet the obligation. It is the rich folk that kick so much. The officers, many of whom have abundance and did not lose by going to war, may well enough decline to receive the remuneration, but they have no right to deprive others in order that their pride may be saved. My boy is a member of the Legion and tells me that it is a universal desire to have a cash bonus awarded by Congress.

One of the soldiers whom I knew from his boyhood at school (who went through the toughest battle of the campaign, was gassed, went three days without food, got enclosed in a "blind trench" and had to feign death when the Germans came around, but lived until the Americans took the trench again) tells me that there was an utter lack of cordiality between the officers and men, and the behavior now being manifested by some is intensifying the ill feeling. No officer will get a soldiers' vote for any office. If another war should unfortunately come drafting would have to be resorted to and slackers would be far more numerous than ever before. This would be largely due to the part now being played by officers in regard to this question of "making good" some of the loss incurred by men who patriotically enlisted and others who went cheerfully when drafted to keep the country from German greed. Samuel H. Hodges.

H. P. Hossack & Company, general dealers at Cedarville, write as follows: "Enclosed please find my renewal subscription. Your journal is a great benefit to every merchant who reads it and every merchant should read it. Two of our clerks take your journal and read every line of it. I believe every good clerk who wants to better his condition should take the Michigan Tradesman."

Puritan Flour

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

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

JUDSON GROCER CO.

Wholesale Distributors

GRAND RAPIDS MICHIGAN

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.

If you want to sell or exchange your business or other property no matter where located, write me. John J. Black, 130th St., Chippewa Falls, Wis. 883

Wanted—Salesman to sell tapestry covers, curtains, piecegoods in draperies and marquissettes, also lace curtains, on commission. Bickel & Co., Philadelphia, Pa. 896

For Sale—Four-screw cider press. C. W. Yeiter, Alto, Mich. 897

FOR SALE—Elegant 60-room resort hotel on Pine Lake, northern Michigan, at sacrifice. Investigate. Philip Muller Jr., Dushore, Pa. 898

For Sale—Store building, general merchandise, stock and fixtures. A splendid going business. Established nineteen years ago. If interested for further information to G. E. Cornell, Six Lakes, Mich. 899

SHOE STORE FOR SALE—Finest store and quick repair shop in city. Established twenty years; will do \$40,000 this year. A bargain. Address Lapeer Shoe Co., Lapeer, Mich. 901

WANTED—A reliable and experienced hardware man. One capable of handling other men, assuming responsibility and holding a position of trust. Must be able to furnish the best of reference as to character and ability. No other need apply. The Edwards & Chamberlin Hardware Co., Kalamazoo, Mich. 902

SALESMEN WANTED AT ONCE—The largest sale organization in the world wants one hundred men of sterling character, who have ability in advertising, making show cards and the advanced methods in merchandising. Either experienced special conductors or assistants or men of high class caliber to learn our method. Profitable steady work. Address: A. J. Stewart, Sales Manager, 2548 Nicollet Avenue, Minneapolis, Minnesota. 903

Wanted—Trade a poultry-egg-creamery buying station, building and equipment for sixty to eighty acre farm or stock of groceries or general merchandise. James Locke, Perry, Mich. 904

For Sale—Stock groceries, paints and notions. Fine farming country surrounding town. Building and fixtures leased. Number 905, care of Michigan Tradesman. 905

For Sale—Grocery and meat market in live town in Western Michigan. \$3,500 investment. \$38,000 business last year. Up-to-date fixtures. Good reasons for selling. Address No. 906, care Michigan Tradesman. 906

For Sale or Rent—Large double store building situated in Ravenna, a thriving little town of 600 half way between Grand Rapids and Muskegon. On railroad, also gravel line to both places. Terms reasonable. Mrs. Oscar A. Conklin, Ravenna, Mich. 907

GARAGE For Sale—Good location in Michigan's most thriving manufacturing town; on Mackinaw Trail. Well equipped shop, sales room and service station. Dodge agency; owner ill. F. W. Kelley, Cadillac, Mich. 908

Wanted—A good clean drug stock in good town, without soda fountain. State lowest terms in first letter. Address No. 909, care Michigan Tradesman. 909

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.

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

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

MUST SELL, on account of sickness, lunch room, candy and cigar store. Have the only bar in city of 6,000. Write for particulars. Henry Robinson, Charlotte, Mich. 886

BANISH THE RATS—Order a can of rat and Mouse Embalmer and get rid of the pests in one night Price \$3. Tradesman Company, Grand Rapids, Michigan.

Wanted—An all around tinner and plumber for a shop in a country town of 1000. Want a man who will be satisfied to remain permanently if conditions are satisfactory. Salary \$35 to \$40 per week. M. E. Southwick, Merville, Iowa. 888

For Sale—We have the largest grocery business in the city. Our town has about 15,000 people. We do \$90,000 business per year. Address A. L. L. care Michigan Tradesman. 889

FOR SALE—TIMBER—40 acres of oak timber in Lake Co., Mich., five miles from R. R. station. Inquire of C. A. Morrow, 1019 5th St., N. E., Canton, Ohio. 890

For Sale—One Hubbard portable oven, capacity 180 loaves. Bargain. Lock Box 238, Alanson, Mich. 891

For Sale—Chandler & Price 10 x 12 Gordon for \$200. In use every day, but wish to install larger machine. Tradesman Company.

Wanted—Good all around clerk for general store. Must be good salesman. Kuyers-Longwood Co., Grant, Mich. 892

For Sale—Candy and cigar store, and ice cream parlor in city of 4500; good paying business. Arthur W. Maskey, Allegan, Mich. 894

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

General Conditions in Wheat and Flour.

Written for the Tradesman.

Some publicity has been given to \$40 flour on the coming crop of wheat. We believe this is a great exaggeration and is very harmful publicity as under present conditions it does not appear than any such prices will prevail.

Twenty dollars per barrel flour is possible on the next crop and yet rather impossible.

Winter wheat prospects are improving materially and it is to be hoped we will harvest at least 800,000,000 bushels, which with a carry over of nearly 200,000,000 bushels will provide approximately 1,000,000,000 bushels of wheat.

Of course, this estimate is made on the basis of a normal crop of spring wheat. Seeding has come along first rate out in that country and weather conditions are ideal all over the entire wheat growing section of the United States. If they continue as favorable right along we ought, without doubt, to produce the 800,000,000 bushels of wheat as stated.

American requirements for bread and seed are approximately 600,000,000 bushels. European requirements will be 300,000,000 bushels. This will give us a carry over, you can readily understand, of 100,000,000 bushels and undoubtedly considerable effort is going to be made to encourage greater farm production. City folks are waking up to the fact that reserves are getting dangerously low and a continued trend in movement from farm to town will surely result in famine conditions and disastrous results. "A Back to the Farm" movement is bound to be encouraged and we believe prices on farm products are going to be attractive during the next few years, which in itself will be a factor in favor of the desired movement.

Large manufacturers are seeing the necessity for encouraging additions to their plants that call for an increased amount of labor and many of them are making a real effort to get along with less men.

We have complained about high prices, but a rather interesting article appeared in the Northwestern Miller under date of May 19, which reads as follows:

"While current prices appear to be extremely high to the present generation, possibly a few high figures from the past, submitted by Howard Bartels & Co., Chicago, may at this time prove interesting. In the early part of May, 1867, spring wheat flour sold at wholesale in the Chicago market at \$12.50@15 per barrel and white winter wheat flour at \$16@18.50. Retail prices were about \$1.50@2 per barrel more. Winter wheat flour from Nashville, Tenn., sold at \$18.50, and Plant's Extra from St. Louis at \$18 wholesale and \$20 retail. During the first ten days of May, 1867, spring wheat sold in round lots in Chicago at \$2.75@3. One car on track sold at \$3.05, and one car in bags at \$3.10, delivered. One lot of 5,000 bushels sold at \$2.80, seller, the last half of

May. A Chicago miller sold 20,000 bushels choice milling wheat to an interior Illinois miller, for which he received a check for \$60,000."

People paid above prices for wheat and flour at a time when labor was receiving approximately \$3 per day as a maximum wage. Current prices of grain are approximately the same as in 1867 and the average wage about \$5 per day, so it would appear that extravagance on the part of labor is responsible in most instances for financial embarrassment, rather than the actual cost of foodstuffs and we must expect reasonably high priced foodstuffs under present conditions if we may hope for increased production as the farmer cannot be persuaded to invest in high priced labor with an outlook for low prices for his produce.

As regards the price of wheat and flour we feel we should take the conservative side of the question and purchase only in a hand to mouth fashion, that is, buy only as we need for normal requirements. August and September should show lower prices and also will probably prove to be profitable months during which to purchase wheat and flour.

Lloyd E. Smith.

Another Echo From the National Convention.

Cass City, May 25—May 12 is a day that will long be remembered by Mrs. Jones and myself, as this was the day that we left Cass City bound for the Sunny South. We left Cass City at 2:55 p. m., reaching Detroit at 9:30, secured a sleeper there and the next morning we found ourselves in Cincinnati. Here we met Mr. Bothwell, our genial Secretary, whose pleasing personality made our trip all the more enjoyable. He has already explained through our Michigan Tradesman our wonderful trip through Kentucky with the visit to Mammoth Cave, one of the seven wonders of the world, and our stay at Chattanooga with its many points of interest. We were very glad to have the privilege of seeing and hearing a Southern mocking bird while we were at Mammoth Cave and only wished that we might have persuaded him to have returned to Michigan with us. Then, too, the beautiful magnolia trees were in blossom, filled with the beautiful tulip shaped flowers.

One experience we must not forget was the ride from Glasgow Junction to Mammoth Cave on the Limited Express, better known as Hercules. The cab was built around the engine and the train consisted of one small coach which looked as though it might have been a fair smoking car about fifty years ago. The distance from the Junction to the Cave is nine miles and its schedule time is 45 minutes, but on this particular occasion with four passengers aboard, a gentleman from Boston, Mr. Bothwell, Mrs. Jones and myself, we were one hour and ten minutes flying over this nine miles. Our stay at the cave was very enjoyable and many times on our trips through this wonderful place I felt sorry for our worthy Secretary, who was obliged to double up like a jack-knife in order to get through. I was very thankful that I was not built on the same plan.

Our ride from Nashville to Chattanooga Saturday morning, May 15, was a great experience, due to the fact that I had the privilege of sitting on the observation platform and viewing the handiwork of God as displayed in the mountains covered with the beautiful green verdure of spring and the pleasant valleys with their winding streams. All out doors never looked prettier than on this bright sunshiny

morning and long before we were in sight of Chattanooga, Old Lookout Mountain beckoned to us from the distance and we were filled with awe and wonder as we viewed this monarch made historic by the struggles of '61 to '65. Here on the summit you will find the New York monument which speaks more than words can express. This monument stands 90 feet high and cost \$100,000 to erect. Some of the stones that are in it weigh from ten to fourteen tons. On the top of it stands one of the boys in blue and one in grey with hands clasped and over them are the stars and stripes with the eagle on the extreme top, telling to all that the North and South are now and forever one united country.

From here we got a sleeper for Atlanta, arriving there early the next morning. We had the pleasure of attending church, both morning and evening, and found both places filled with people who were really interested in the worth-while things of life. Here we were introduced to the Southern hospitality that we had heard so much about and immediately we were made to feel that a most cordial welcome was ours. We only wish that we might have brought back to the Northern people some of that genuine hospitality which makes it so easy for us to love these friendly people of the South.

On Sunday, thanks to the kindness of Earle G. Thomas, a fine young man who is a student at the Georgia School of Technology, we enjoyed a most pleasant ride of three or four hours' duration through all the beautiful drives in and around Atlanta. After lunch that evening we were glad to tumble into our little beds and so here we will say good night until next week.

E. W. Jones.

Sidelight on Work of the National Convention.

Cadillac, May 25—Retail business has just recently been recognized as the foundation on which all other business must of necessity rest. The retailer must first receive from the consumer the idea as to its requirements. Must secure the order and deliver the goods, also collect the money therefor, which money goes back to manufacturer for more goods to be again distributed as before. The constant repetition of this transaction keeps business moving.

This being true, it is but natural to look to the retailer, if conditions in business are to be properly stabilized and it is further true that the consumer fully expects the retailer to keep prices at a true level. To illustrate, the Attorney General, from his high position, has set a price on sugar, with the result that the laws of supply and demand have been ignored. The consumers, being afraid of regulated conditions, have bought and stored sugar against the time when the price would be higher or the quantity to them would be also regulated. This has caused a decided hardship on those who could not or would not hoard and, through Government regulation, has caused the disregard of that one great principle of our constitution, that every citizen have an equal chance.

A fundamental principle of good citizenship is co-operation and, because the great problems of the Nation have been solved by our representatives in Congress, in like manner the great problems of business must be settled by representatives of business interests, so retail grocers from thirty-five states gathered at Atlanta, Georgia, May 17, 18 and 19, as delegates to the twenty-third annual convention of the National Association of Retail Grocers of the United States to consider the problems that have made the grocery business somewhat of a difficult job.

Attention was given to the unfair competition of chain stores, mail order houses, co-operative stores, manufacturer and jobber to consumer selling co-operative wholesale stores, ex-

change buying clubs, as well as many other matters and efforts will be made to bring laws into existence that will be made because of the experience of those making them and as a result the following telegram was sent to A. Mitchell Palmer, Attorney General, Washington:

The following is a crystallization of many suggested resolutions of protest wired to this convention by our affiliated associations in various sections. It was drawn up by our resolutions committee and unanimously adopted as a protest against a recent announcement in the daily press that you expected the retail grocers to reduce their margin on sugar to two cents per pound, which is considerably less than operating expense.

Whereas—We, the National Association of Retail Grocers of the United States, in annual convention assembled at Atlanta, Georgia, on the eighteenth day of May, nineteen twenty, believe that sugar should be distributed like any other food commodity; and

Whereas—It should be sold by the retail grocer on a legitimate margin of net profit; and

Whereas—We further believe any set price would be unfair; therefore be it

Resolved—That it is the sense of the National Association of Retail Grocers of the United States that the Department of Justice should release all control of sugar and other products affected by war time regulations and allow the sale of such commodities to be governed by the law of supply and demand.

If we are to have a prosperous Nation, business must be so stabilized that capital invested will yield a satisfactory return, and since the regulated price on sugar does not allow a proper margin, is it to be wondered at that both dealer and consumer are at a loss for a reason for continued regulation? Co-operation is positively necessary if we are to be successful and as a suggestion permit me to say that your efforts will be more effective if you join with the other members.

J. M. Bothwell.

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 25—P. C. Payette, manager of the Woodhouse Co., has returned from New York and Washington, where he spent a week or ten days. He attended the convention of tobacco growers, manufacturers and dealers at Washington, called for the purpose of protesting against any further increase in the tax on tobacco.

Fred Oesterle, Rindge-Kalmbach-Logie's veteran salesman in Western Michigan, who recently underwent an operation at Butterworth hospital, is rapidly recovering and expects to be back on his territory in a few weeks. Mr. Oesterle is well known to the shoe trade throughout Michigan and has a host of friends who will be pleased to know he will soon be in his territory selling the product he exploits with so much pride and satisfaction.

H. L. Rutherford, Senior Counselor of Saginaw Council, is spending a couple of weeks at the Burleson Sanitarium.

Guy W. Rouse, President of the Worden Grocer Company, was taken to Blodgett Hospital Monday morning, suffering intense pains in the abdomen. An X ray examination showed that his trouble was due to a kidney stone which will probably be eliminated by a minor operation. His condition is not regarded as serious by the attending physician.

Edward Krusenga, manager of the local branch of the National Grocer Co., is in Detroit this week, attending a meeting of the directors of the parent corporation.

Thomas Carlyle, flour buyer for the Worden Grocer Company, is spending a couple of weeks in the spring wheat sections of the Southwest, posting himself on the conditions and prospects of the flour business.