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MICHIGAN TRADESMAN

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Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 11, 1920

Number 1925



MY GUIDE



To respect my country, my profession and myself. To be honest and fair with my fellow-men, as I expect them to be honest and square with me. To be a loyal citizen of the United States of America. To speak of it with praise, and act always as a trustworthy custodian of its good name. To be a man whose name carries weight wherever it goes.

To base my expectations of reward on a solid foundation of service rendered. To be willing to pay the price of success in honest effort. To look upon my work as an opportunity to be seized with joy and made the most of, and not as painful drudgery to be reluctantly endured.

To remember that success lies within myself—my own ambition, my own courage and determination. To expect difficulties and force my way through them. To turn hard experience into capital for future use.

To believe in my proposition, heart and soul. To carry an air of optimism in the presence of those I meet. To dispel ill temper with cheerfulness, kill doubts with a strong conviction, and reduce active friction with an agreeable personality.

To make a study of my business. To know my profession in every detail. To mix brains with my efforts, and use system and method in my work. To find time to do every needful thing by never letting time find me doing nothing. To hoard days as a miser hoards dollars. To make every hour bring me dividends, increased knowledge, or healthful recreation.

Push Fleischmann's Yeast

That's the one way to cash in on the tremendous national campaign which is being run to educate the public to appreciate the curative properties of

Fleischmann's Yeast

Try it for what ails you then tell your customers of the benefits you experienced.

There's no limit to the sales you can make.

The Fleischmann Co.

Fleischmann's Yeast

Fleischmann's Service

Watson-Higgins Mfg. Co.
GRAND RAPIDS, MICH.

**Merchant
Millers**

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks



FIELD SEEDS

For Use Wherever Seeds Are Sown



TRADE MARK
BRAND NU

Continental Seed Company

Lock Drawer 730
CHICAGO, U. S. A.



FRANKLIN GOLDEN SYRUP

is in demand every day in the year.



This cane sugar syrup is equally delicious in summer and winter dishes. It is a wholesome addition to the table at every meal.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at seven plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables—Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets, Saur Kraut, Squash.

Fruits—Cherries, Strawberries, Red Raspberries, Black Raspberries, Blackberries, Plums, Pears, Peaches.

W. R. ROACH & CO., Grand Rapids, Mich.

Michigan Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE, CROSWELL, NORTHPORT

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MICHIGAN TRADESMAN

(Unlike any other paper.)
Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

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CONTRACTION OF CREDIT.

The contraction of credit in the dry goods market has had a very far reaching influence. Its effects have extended to greater lengths than merchants anticipated even when they were fully prepared for a decided shrinkage. It is difficult to see at this time, in view of the wide extent and the violence of the price declines how scattered liquidation can be avoided for the rest of the year. There will be a much more active business at some time than is now being seen, they think that it will not be on anything like the scale that has been seen in recent years.

Where conditions to-day are different from those immediately following the armistice cannot be called obscure by any discerning merchant. The public is in revolt against high prices, either because of a lack of money or a feeling that profiteering has been excessive. Whatever the cause may be the effect is apparent and is the same. Moreover, after the armistice money was cheap and it was plentiful enough in the banks for those who could give any fair collateral for it. To-day money is not only very dear, it is also very scarce, quite regardless of the collateral offered.

Another factor that is plain is that there is no real scarcity of merchandise. There is scarcity at low prices and abundance at high prices. That is to say, there are goods enough in sight to meet the limited demand which has been brought about either through high prices or other causes. Merchants have goods, mills have them, and consumers are not clamoring for them.

The actual price decline in the markets has been greater than is indicated in regular tables of prices issued for public consumption. This is known as any buyers who has gone about with cash in hand sufficient to pay for what he can have if he will pay spot cash. Converters have been offering out finished goods 40 per cent. under the top prices at which they sold them. If asked for a price on them they will give a higher price. If asked if they will sell for cash at

once, they will name a price that is far under current costs of replacement. And what is true of many converters is true of others.

It is recognized now that the mills are going to be forced to curtail production in many lines, not only to save themselves from loss by accumulating goods, but to save their customers from possible loss through forcing sales under the prices at which customers are taking goods in.

A great deal of advice is being given in all quarters concerning the necessity for holding prices up. For the present the liquidation has gone so far that nothing is to be gained by sacrificing prices to induce new business and mills or their agents will hardly be expected to name any lower prices that will imperil the delivery of goods already bought. Expectations that prices will come back soon or within a few months to the levels that prevailed before the decline began seem vain to most merchants of discernment. There will certainly be a rally from the extreme nervousness and dullness seen in the trade just now, yet there can hardly be a return to old levels when it is so clearly apparent that luxurious and extravagant buying on the part of the consumer has gone by.

It is recognized by many dress and suit manufacturers that time spent trying to educate a public to extraordinary prices for goods of a staple character is time wasted. Either the extravagant costs of tailoring must come down or there will be less work to do. That is the lesson that some very capable merchants have deduced from their experience of the past few months.

There are some divisions of the industry where it seems inevitable that there must be a long wait before buyer and seller can get together on values that will encourage large production. The knit goods industry is a conspicuous instance of this, the developments of the past week having only resulted in still more curtailment of buying and production.

MARRIAGE IN HASTE.

The explanations offered a few days ago by judges, persons engaged in suits for divorce and their friends, in connection with the extraordinary numbers of such suits in the city courts, are interesting and illuminating.

But after reading the explanations carefully, perhaps more than once, one has a kind of helpless feeling, a little sinking of the heart and the conviction that it is all very bad and cannot be stopped. If the increasing number of divorces is due only to the general cussedness of human nature, unfaithfulness to the marriage vows, extravagance and allied evils, as the explanations state, there may

well be wonder as to what can be done about it at the very time the feeling grows that something must be done.

Whether human nature is worse than it has ever been, whether men and women are less faithful to each other, are debatable questions. It is just as reasonable to take the position that in all these respects there has been marked improvement in recent years.

A better case might be made out for extravagance, and extravagance is due to the same cause that has been a prime factor in the increasing number of divorces in the last few decades. That cause is changed conditions of living. There are more things to buy, more places to visit and thousands more things that money will do now as compared with a generation ago. Hence, there is a momentary, if not a secondary, temptation to extravagance. But extravagance is only a minor factor in divorce, as was indicated in the explanations.

Changed conditions of living have affected the relations of men and women most vitally. In the "good old days," which any one of middle years can recall, there was comparatively little travel from one section of the country to another, from one state to another and even from one county to another. Boys and girls usually married in the community where they grew up. When John led Mary to the altar, he usually led a girl he had known from infancy. The couple had behind them a love affair of years that had become the talk of a community, and an engagement that probably had run over a year, if not two. This, also, had become public property, and the proposed match had been discussed from all angles. Under such conditions, all differences between the two, all possible clashes of "temperament," habits of this and that kind, had come out in the open. They were not left to be sprung after marriage with possible disaster.

Now it is very different. Many persons of marriageable age who are thrown together under all sorts of circumstances, regard an uneventful acquaintance of six months as a bar to developments looking to a union, a love affair of half that time a bore, and a long engagement "unthinkable." Occasionally the only party who knows of a marriage twenty-four hours in advance is the legal authority who must grant the license and who learns the most meager facts about the couple.

The divorce situation, as has been said, presents a big problem. But certainly one that would help would be for men and women to cease to make hurried marriages, based on slight acquaintance,

NOT QUOTING UNDERWEAR.

Unless there is a decided change in the attitude of jobbers, the underwear selling agents will be able to withhold their spring prices until September. This they are very anxious to do. They believe that the price of cotton yarn is due for a decline. If this comes, they will be in a position to quote prices on last year's level. Unless the price of yarn does come down, the new prices will be higher than those of the last season.

The position of the selling agents is easily understandable. They know that the price of all other textiles has declined, and that buyers will naturally expect concessions when they begin to lay in a supply of underwear. They know that it will be difficult to explain why there has been no decline. As a result sellers are anxious to await developments.

Business will be good if there is a decline in prices and business will be bad if there is an advance. This they all agree upon. However they fear that some of the jobbers who have cleared their stocks will insist upon immediate quotations as the season is already advanced. On the other hand there are some jobbers who have stocks still on their shelves, and these also are anxious to postpone the opening of a new season before they have cleared themselves.

The traffic situation is causing much annoyance. In normal times the trade would be willing to take a chance and delay the season, expecting efficient service on the part of the railroads. Now they fear that out of the turmoil there will arise innumerable delays, and that the policy of delaying the season too long will prove disastrous. But in the end it is likely the price announcements will be delayed, and the trend of the market will depend entirely upon the course cotton and woolen yarns may take.

There has been little change in the situation as regards hosiery. A little buying is going on in the wholesale markets, but it is said that this has only been caused by depleted stocks. Merchants are buying only with the idea of filling in. The outlook is very uncertain and no improvement is expected before the situation clears up.

Some of the silk hosiery manufacturers are said to be making inquiries in the raw silk markets, and it is believed they are preparing for another good season. The American woman insists upon wearing silk hosiery and when prices were soaring the demand always held up. Now that prices are expected to decline it is believed the demand will be even greater.

It is said that an idler always makes wretched bargains because he gives his time and gets nothing in return for it.

GRADUALLY SLOWING DOWN.

One does not have to look far nowadays to discover the evidences of contraction of business enterprises and of the deflation of prices. They are apparent to the most casual observer, and the continuance of these tendencies has been long enough to show the permanent trend in the directions mentioned. High lights in the process are in the lessening in the number of new enterprises launched and the increase in the volume of business embarrassments. For the first time in a very long period, last months showed a great drop in the number of new incorporations throughout the country. The same month was marked by the greatest number of failures since the end of 1918. It was noteworthy, also, that many of these failures were for large amounts and that they were especially numerous in manufacturing lines. While the tightening of credits had something to do with forcing the liquidation of a number of concerns, the real cause was the shrinkage of values which made it necessary for lenders to protect themselves against loss. There was no risk on a continually rising market, but there was peril when values kept dropping and realizing became a problem. Resistance has been, and still is, shown by various factors to a reduction of prices, but its futility is becoming more and more apparent as time passes. There is the perfectly natural impulse to have the other fellow take the loss which must be borne by somebody, but in the end the one holding the goods must be the sufferer.

One of the devices resorted to for the purpose of staying off the inevitable is a restriction of production. This involves in many instances a wide departure from former business methods. Manufacturers used to prepare for a season's output in view of an expected demand. They were reasonably sure of disposing of a certain minimum and could push things if more was required. If good judgment was shown the chances of loss were not great. They were the ordinary risks of business and, besides, it was the custom to offset the losses at one period with the profits of another. This habit seems to have gone into the discard since the appetite for great gains was whetted by the abnormal ones obtained during the war period and thereafter. Manufacturers and producers, to say nothing of distributors, are finding it hard to get back again to the normal. A number of them have taken the stand not to turn out anything unless they have a specific order for it at a satisfactory price. The trouble with this is that, in many instances, the buyers have failed to take the goods previously ordered because deliveries were not made at the times stated and that this has thrown back on the mills and factories large quantities of staples which are a menace because of the fear that prices will break when the attempt is made to market such articles. Then, too, there is no gauge as yet to determine what the general public will do in the way of buying. People have responded somewhat to the attractions of special and reduction sales, but even what appeared to be bar-

gains did not result in promiscuous buying.

Conditions of this kind do not help to inspire confidence on the part of buyers. Many of both classes have visited their markets of late and are still looking around, but have been rather deaf to the importunities of salesmen. Nor do they have a free hand in the matter, as their operations are more than ever under the control of the stores' department managers. Financing of purchases is somewhat harder than it was, and credit men are not disposed to take the chances they used to. Besides, the buyers are by no means convinced that bottom has been reached in the way of prices and they are inclined to hold back in the hope and expectation that these will be lowered still more than they have been. So they have been buying just enough to fill up gaps in depleted stocks and to be able to offer customers a fair assortment. This kind of hand-to-mouth buying means that buyers will have to pay a great many visits to markets before they finish their purchasing, and the volume of the purchases will be dependent on the manner in which the buying public responds to the offerings. There is already abundant evidence that the recklessness of buying at retail counters is a thing of the past. Unemployment is one of the factors in bringing about this change. It is not that this unemployment is as yet on any large scale, but there has been enough of it to set the workers thinking and this has brought about a change of mind. With others the continuance of the high cost of necessities has produced an enforced economy in other directions. The vogue for wearing old clothes and doing without things is an abiding fact.

To Put Screws on the Retailer.

A well-known wholesale grocer recently remarked that the direct selling plan of the Proctor & Gamble Co. was the most dangerous thing the retailer has ever had happen to him. His reasoning was this:

If the P. & G. Co. get away with this they will say to the retailer in a

little while, "Here, if you want to buy these goods right you must buy ten cases." The other direct selling manufacturers, like the Quaker Oats Co., will say the same thing, because they will all get tired of selling in five-case lots. The result is that the retailer who buys of these manufacturers direct will soon have five or ten times as much capital tied up in those few products as he should have, and, moreover, every time he replenishes he must do it on the same exorbitant scale. The retailer will find the thing the greatest nuisance in the world, for to compete with the chain stores he must buy the quantity, and if he buys the quantity he ties up too much money.

This is pretty keen reasoning, and every word of it is true—if the manufacturers who sell direct do as this jobber predicts. Will they do that? They may, short-sighted as it would be to do so. A manufacturer would be a pretty foolish fellow to deliberately break his customer's back. But if he is that foolish, well, the retailer will simply have to abide the consequence, fully realizing that the jobber is the only friend on whom he can absolutely rely in the event of trouble coming his way.

Tradesman Contributors and Correspondents.

If there is one feature, more than another, of which the Tradesman is justly proud, it is its list of contributors and correspondents, as follows:

Regular Contributors.

Shoe department—C. L. Garrison, Cincinnati.

Hardware department—Victor F. Lauriston, Chatham, Ont.

Grocery department—Arthur Gregory, Grand Rapids.

Drug department—H. B. Fairchild, Grand Rapids.

Woman's department—Prudence Bradish.

Free lances—J. M. Merrill, Grandville; E. E. Whitney, Ann Arbor; E. B. Moon, Lakeville, Ind.; Frank Stowell, Grand Rapids; Paul Findlay, Los Angeles; J. M. Bothwell, Cadillac.

Correspondence.

Detroit—James M. Goldstein.
Port Huron—Wm. J. Devereaux.
Saginaw—L. M. Steward.
Lansing—H. D. Bullen.
Battle Creek—John Quincy Adams.
Owosso—George W. Haskell.
Kalamazoo—Frank A. Saville.
Muskegon—E. P. Monroe.
Bozette City—Charles T. McCutcheon.
Sault Ste. Marie—William G. Tapert.

Bankruptcy Reporters.

George Norcross, Grand Rapids.
William J. Banyon, Benton Harbor.
Staff Poets.
Charles A. Heath, Chicago.
L. B. Mitchell, Hart.

Montgomery Ward Shows Large Gain

At a directors' meeting of Montgomery Ward & Co., held last week, President Thorne announced that the net sales for the first six months ending June 30, 1920, were \$53,113,007, compared to \$39,734,690 in 1919, a gain of 33.66 per cent. The June net sales were \$9,009,014, compared to \$6,786,464 last year, a gain of 32.74 per cent.

The company issues an annual statement only at the close of each year's business, but President Thorne stated that the profits for the six months this year have increased over last year at a ratio larger than the sales gain above noted.

It is idle to wait for your ship to come in unless you have sent one out.

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

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

HOWE, SNOW, CORRIGAN & BERTLES

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

When a Dealer Sells His Customer

an article bearing the name

—Be it

Self Raising Pan Cake Flour,
Golden Valley Corn Meal,
Flour for Bread, Pastry, etc.,
Or—

Any Product of the Milling Industry—



He knows that he is delivering Quality. This feature is vital to the welfare of his business.



1920
Pack



Products Are Always Fair Priced Too!

Complete information on our package Line will be gladly furnished on request by mail.

Commercial Milling Company,

- DETROIT

PROMPT ACTION OR WASTEFUL DELAY

Since our last talk about fire insurance recently, seven of our customers have had their business partially or wholly destroyed by fire. Each one has said:

I DIDN'T HAVE ENOUGH INSURANCE!

One of the faculties that stays with each of us from early childhood to ripe old age is hind-sight. It is so often our inclination to put off until tomorrow the things which should have been done to-day, and then to regret, and try to excuse ourselves for our lack of foresight.

Many of the dealers have thought they were too busy to take care of their fire insurance matters, and many others who have not taken an inventory recently have failed to appreciate the big advance in the value of their stock.

Practically every merchant who has taken an inventory has discovered that his stock is from two to four times its pre-war value, depending upon the kind of business he carries on, and a goodly number of these have failed to increase their insurance in proportion. Are YOU one of the procrastinators?

If you have not increased your fire insurance in the last six months, you need more.

Don't delay.

Don't jeopardize your hard work and savings of years by neglecting your fire insurance.

Stop, look and listen!

Let your foresight make us insure, and not permit our hindsight to let us delay.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Ravenna—Homer Bros. succeed C. E. Alberts in general trade.

Hastings—The Miller & Harris Furniture Co., has moved to Greenville.

Ashley—John Holechek succeeds B. I. Zigler in the grocery and meat business.

Kalamazoo—The Paper Trading Co. has increased its capital stock from \$30,000 to \$60,000.

Detroit—The Michigan Metal Supply has changed its name to the E. H. Walker Co., Inc.

Three Rivers—The Corlett-Stone Lumber Co. has removed its business offices to Kalamazoo.

Owosso—The Owosso Savings Bank has increased its capitalization from \$50,000 to \$100,000.

Negaunee—Curley Bros. have opened a meat market in connection with their grocery store on Iron street.

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

Custer—The Mason County Co-Operative Marketing Association has doubled the capacity of the elevator here which it recently purchased.

Lansburg—Alba Elliott, who has conducted two grocery stores here for some time, has sold one to John A. Wert, who will continue the business.

Charlevoix—A. E. Greene, expert sales conductor, is closing out the entire \$15,000 shoe stock of H. Bedford. The opening day's sales ran over \$3,000.

Six Lakes—G. E. Cornell has sold his stock of general merchandise to Balter & Riede, who also conduct general stores at Hudson and Moranci.

Battle Creek—A. E. Greene, expert sales conductor, has contracted with the Bock-Walker Hardware Co., to close out its \$80,000 stock. Over \$30,000 was sold the first week.

Monroe—The Hurd-Sterling Co. has been incorporated to deal in fuel, builders' supplies, tile, etc., with an authorized capital stock of \$120,000, all of which has been subscribed and \$20,000 paid in in cash.

Saginaw—Frank L. Robinson has severed his connection with Frank & Co., dealer in automobile and automobile supplies and will devote his entire attention to his jewelry store at 213 South Washington avenue.

Chester—Fred Lyons, formerly engaged in the grocery business at Charlotte, has leased the store building formerly occupied by J. W. Carskadon and will occupy it with a stock of general merchandise about August 14.

Detroit—The H. J. Martin Co. has

merged its fire place, tilings, etc., business into a stock company under the same style, with an authorized capital stock of \$75,000, \$37,500 of which has been subscribed and \$35,000 paid in in property.

Coleman—The Coleman Elevator Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, of which amount \$27,400 has been subscribed and \$20,000 paid in in property.

Perry—Clare E. Rann, postmaster for the past seven years, has resigned his position in favor of his son, Carl, and purchased a half interest in the hardware stock of C. C. Austin. The business will be continued under the style of Austin & Rann.

Prairieville—F. H. Wilkinson has exchanged his general stock and store building for a 90 acre farm four miles West of Hastings and has already moved on the farm. The new owner of the store building and stock is Charles A. Belson, who is already in possession.

Detroit—R. E. Hartwig & Co., dealer in books, stationery, art goods, etc., has merged its business into a stock company under the style of the R. E. Hartwig Co., with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and \$2,000 paid in in cash.

Hubbell—M. Toplon has sold his dry goods stock and store building to Stern & Field, who conduct a chain of stores. The business will be conducted under the management of Sam Toplon, son of the former proprietor and George Goudge, employe of Stern & Field for several years.

Byron Center—The Holleman-DeWeerd Auto Co. is erecting a new garage, 99 x 115 feet in dimensions, two stories in front and one story in the rear. The material used in construction is brick and tile. It is expected that the building will be ready for occupancy by Oct. 1.

Jackson—Reid & Carlton have merged their implement, hardware and seed business into a stock company under the style of the Reid & Carlton Co., with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$10,000 in cash and \$10,000 in property.

Milan—The Sanford Hardware Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$75,000, \$61,000 of which has been subscribed and paid in, \$500 in cash and \$60,500 in property. The company will conduct a wholesale as well as retail business.

Munising—L. A. and M. F. Madigan of Marquette, J. S. Madigan of

Big Bay and Frank Hausler of Munising, have formed a copartnership under the style of Madigan Bros. & Co. and purchased the stock and store buildings of the Bissell & Stebbins Hardware Co., taking immediate possession. T. E. and H. G. Bissell, who retired from the hardware business, will locate in Marquette and engage in the automobile and automobile supplies and accessories business.

Manufacturing Matters.

Detroit—The Great Scott Vaporizing Co. has removed its offices to Grand Rapids.

Detroit—The National Can Co. has increased its capital stock from \$500,000 to \$1,000,000.

Detroit—The Northeast Lumber Co. has increased its capital stock from \$40,000 to \$80,000.

Howell—The Howell Electric Motors Co. has increased its capital stock from \$375,000 to \$500,000.

Munising—The Electric Light & Power Co. has increased its capital stock from \$20,000 to \$50,000.

Saginaw—The Germain Bros. Co., manufacturer of piano backs and boxes, has increased its capital stock from \$425,000 to \$525,000.

Eaton Rapids—The Island City Pickle Co. is adding to its capacity in the hope of obtaining a greatly increased output of bottled goods.

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

Saginaw—The Synthetic Chemical Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$12,500, has been subscribed and paid in in property.

Detroit—The Never-Break Trunk & Bag Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$12,500 paid in in cash.

Lansing—The D. & B. Manufacturing Co. has changed its name to the Davis Metal Fixture Co. and merged its business into a stock company with an authorized capital stock of \$30,000.

Elk Rapids—The Campbell Folding Crate Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in, \$3,000 in cash and \$12,000 in property.

Marine City—The Schriener Brick Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in, \$2,000 in cash and \$13,000 in property.

Detroit—The Stuart Corporation has been organized to manufacture and sell proprietary medicines, with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Colon—The Lamb Knit Goods Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$90,000, all of which has been subscribed and paid in in property.

Detroit—The Detroit Wire, Steel & Brass Works has been incorporat-

ed with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$1,500 paid in in cash and \$3,000 in property.

Harbor Springs—Clyde C. Bradfield has obtained a patent on a water meter support. The device is for use in installing and removing water meters, and is said to save more than two hours on each operation.

Pontiac—The Pontiac Die, Tool & Machine Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and paid in, \$1,000 in cash and \$6,500 in property.

Chelsea—The Central Fibre Products Co. has been organized to manufacture and sell wood and paper products, with an authorized capital stock of \$7,500, \$3,750 of which has been subscribed and \$1,000 paid in in cash.

Marshall—The Main Electric Co. has been incorporated to manufacture and sell electrical fixtures, supplies, etc., with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and \$500 paid in in cash.

Hastings—The Viking Corporation has been organized to manufacture and sell fire extinguishing apparatus, machinery, etc., with an authorized capital stock of \$22,500, all of which has been subscribed and paid in, \$4,000 in cash and \$18,500 in property.

Detroit—The R. W. Runde Machine, Tool & Die Co. has merged its business into a stock company under the style of the Runde Machine, Tool & Die Works, with an authorized capital stock of \$200,000, \$150,000 of which has been subscribed and paid in in property.

Spices—The trade is buying hand-to-mouth, but at a fairly steady pace. Transportation difficulties continue. No expansive trend is looked for, but the feeling is that irregularity and unsettlement are likely to prevail. Pepper is steadier. Red peppers are scarcer and command high prices. Spot cloves have declined sharply. Pimento is steady and in wide need. No signs of acute change in situation.

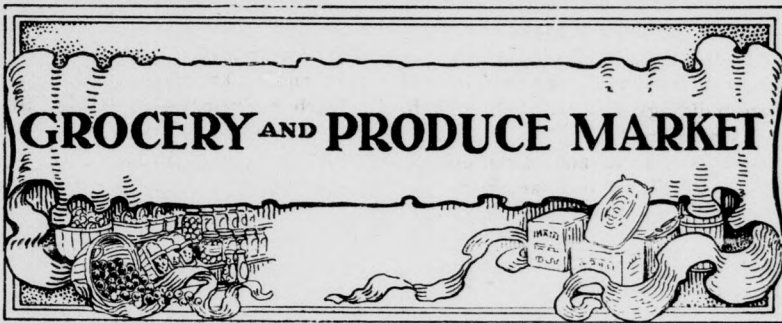
Catsup—Snider full line of catsups has advanced and chili sauce and oyster cocktails in the same proportion. The catsup figures are \$2.45 for pints, \$2.20 for 8 oz. or half pints, which are advances of 50c and 40c respectively. Gallon jugs advanced 20c each to \$1.95.

Soap—Jobbers are pushing soap hard to offset the P. & G. plan of selling direct to the retailer. The majority of the manufacturers seem to favor the standard of handling products by way of the wholesale house as in the past.

Honesty may be the best policy, but it is poor policy to be honest just for policy's sake. Be honest because nothing less is right or fair.

The merchant who is not cashing in on the national advertising done in his line is throwing away one of his biggest opportunities.

Inks—Carter ink and mucilage has been advanced \$1 per gross.



Essential Features of the Grocery Staples.

Canning is a leading subject just now. It is gratifying that the Maine sardine canners have announced their decision to continue under national inspection this year and several have decided to subscribe to the national association advertising campaign. It was in Maine five years ago that sanitary inspection service was started. This was followed by other canning centers.

The New York office opened by the National Canners Association to meet the sugar emergency has been moved to Washington headquarters. The former office was opened June 22. The head of sugar distribution for the canners says it is believed that sugar requirements for July shipment including needs to mid-August have been covered, and that September requirements for the canners can be provided in August, making due allowance, however, for car shortage and other interruptions.

From Hawaii comes the report that the pineapple packers consider this to be the biggest year known, expecting that 6,000,000 cases will be packed, daily deliveries aggregating 65 carloads. Material for cans is sufficient and the shipping situation is developing well.

Auction of two and three crown muscatel raisins in New York this week started a great deal of talk. It was regarded as a revolutionary method of sale by the California Associated Raisin Company. A catalogue was issued, covering 200 cars, shipment of raisins to be made in October or November.

This sale is to be utilized to determine prices for the 1920 stock, it is said. This is interesting because if there is any complaint then as to prices it is up to the buyers at the auction. Complaint was made last year as to the high raisin price. The federal trade commission was asked by the department of justice last September to look into the raisin corporation to see whether the trust was maintaining more than fair and reasonable prices and to make recommendations for readjustment of the business so it might be conducted in line with the law.

Sugar—General market conditions and refiners list prices remained unchanged, with little or no buying interest and increasing efforts being made to resell. In the local market American granulated has been offered on resale as low as 20½c and even this price has been shaded in some instances. Price cuts are re-

ported in the Chicago market and further Western points, but the sugar quoted by Chicago jobbers at 20c is not granulated at all, but a clarified sugar which retail grocers should avoid handling unless they explain to their customers that it is not fit for canning and preserving purposes. Local jobbers have accumulated sufficient stocks of good sugar to take them through the preserving and canning season, together with the purchases due to arrive in the meantime. The Tradesman advises its friends in the retail trade to stay by standard brands bearing the names of well-known manufacturers and not undertake to handle cheaper goods which may develop very unsatisfactory results in the hands of the consumer. Lower prices do not look very alluring at this writing. England has increased her sugar ration from 8 to 12 ounces and the Argentine has placed an embargo on importations of sugar to this country.

Tea—There has been some improvement in the market for Formosa tea, despite the generally unsatisfactory tone of trading at large. There has been no real change in prices but the feeling here is that the recent lows quoted will change for slightly higher levels within a short time.

Coffee—Very little new business is reported from day to day. Although it is believed that some of the smaller interests may be carrying very small stocks, purchases are only on a hand to mouth basis owing to the very unsettled condition of the market generally.

Canned Fruits—Old pack Hawaiian pineapple is about all off of the local market. What few lots are here are most generally offered to the jobbing trade, as they are held for the regular trade of the holder. New pack is offered in a small way at premiums of 25@40 per cent. over opening prices, depending upon the packer. New crop California cherries are arriving. As the market is bare of old fruit cherries are selling well. The early shipments are chiefly on orders and jobbing lots are not abundant as yet. Old pack peaches and apricots are mostly of the lower grades of unknown packers and for these there is very little demand. Desirable kinds would sell, as the market is about bare. New packs are not selling freely at the moment. No. 10s future apples are dragging. There is some buying but it is limited in volume. Last year's goods are moving in a narrow way.

Canned Vegetables—The canned

food market made little progress last week, as there was no stimulating influence at work in the way of buying demand. In fact, it was the contrary, as buyers continue to hammer at prices of old and new packs and they display no interest in acquiring stocks for later distribution. In common with all business at present, the demand is tame and restricted. Those who have visited the tomato sections say that the crop outlook is more than favorable and that the canners are assured of plenty of raw stock at favorable prices. They are short of coal and face high operating expenses in other directions and, lacking a large volume of future orders, they anticipate a short pack. Buyers, however, are bearish and are not buying in the face of what has been a declining market. Many say they will be out of the market for at least another month. The samples of new pack Wisconsin peas have been of more than usual quality. Corn has been dull. It is not to be had in big blocks, which keeps the market steady on standard grades. Fancy is short and held in sellers' favor. Other vegetables are rather neglected.

Canned Fish—Salmon is dull on spot and in limited demand. Coast advices of late are more reassuring than formerly and there is not the haste among holders here to clean out that was shown a short time ago. This is an element which indicates an improvement in the market, but it is the only feature worth noting. Offerings are to be had at the prices current of late. Maine sardines are not selling in the domestic or the foreign fields. Buyers are seeking lower prices, and even though they have buying orders in hand they are not filling them. The canner still refuses to shade his prices materially as he believes sooner or later the demand will develop and he is fortified with the knowledge that the pack so far has been light. California and imported sardines are selling in a small way also. Tuna fish is not taken at the opening prices. Here again the policy is "watchful waiting."

Dried Fruits—The apathy which buyers of dried fruits display as to spot and future offerings is distressing if not to say alarming. There is no pronounced nor normal interest in any of the 1920 packs and the volume of business on contract so far has been much less than usual. Prices are regarded as too high for consideration in the face of a lack of ready money from the banks and unsettled industrial conditions. The trade on spot has been marking time for several weeks and there is nothing in sight to indicate a radical change in the current of events during August. Until all opening prices have been announced the tendency will naturally be to go slow. New pack peaches illustrate the tendency of the market. During the week the California Peach Growers announced their prices on bulk packed at a considerable discount under those put out previously by other packers. Some

contracts have been made, but the display of buying interest has not been general nor of any considerable proportions. In figs the demand is almost entirely lacking for California new pack at the prices named by several shippers. Layers are not wanted at present, as the buyer says: "Not now, but maybe later on I will purchase." Smyrna figs have outsold the California product, as quite a few have been taken by the trade around 15c. Last year's unsatisfactory market is one cause for the neglect of this fruit. A very few 1920 apricots have been sold. The association is not offering its "Sunsweet" brand, but is taking orders on growers' packs. Blenheims and Northern Royals will be prorated in deliveries by the association, it was announced last week. Future prunes are in the same position as the other fruits. There is a feeling in some quarters that the California Association may underquote the independents by a substantial discount when it names its prices, which are hardly expected before the end of the month. This naturally tends to rob the buyer of interest in the stocks of independent packers which have been offered from time to time. The postponement of the Association's prices, due about August 15, it is understood, has been caused by the uncertainty as to the final grading, since the crop is not running to the larger sizes in the proportion which was at first expected. There is talk of short deliveries on the larger sizes. Nothing unfavorable has developed in the Oregon belt, as the crop continues promising and the Association there is still soliciting s. a. p. contracts. Raisin prices, according to the promise of the officials of the California Associated Raisin Co. are expected soon. If the auction sale last week is used as a factor in determining values there is no doubt but what the range will be high. Ignoring this, even, the Association, it is expected, will demand excessive prices on all its grades. Foreign raisins have sold well and unless all signs fail buyers will take independent fruit or foreign stock if the Association opens up at what will be considered prohibitive values. Currants of the new crop are selling to some extent for fall shipment. Shipments are expected in late September, bringing them here in early October. In spot trading the market in all lines is dull.

Molasses—There is no pressure to sell in view of small supplies, and the price scale continues firm.

Corn Syrup—Quotations are for deliveries on old orders. New business when transacted is being carried on subject to prices at date of shipment.

Sugar Syrups—Dull and weak conditions prevail. There is no price change to report.

Rice—There was no improvement in the market here yesterday. The prices now quoted are generally nominal, but the feeling prevails that concessions will be made in the lower grades to stimulate movement of stocks.

Wage For Prisoners Has Its Advantages.

Philadelphia, Aug. 9—I was pleased and interested in reading Adolph Lewisohn's letter re "Wages for Prisoners." I can speak from experience as well as from years of study and observation, and I am convinced of the rightness of the proposition, and the business part of it can be worked just as easily in jail as out of it.

While I am an American citizen, I have been in Australia and New Zealand for twenty years, and have studied the systems carefully. I am not informed yet of our system here, but the principle is the same and applies to all prisons in all lands. Whether a jail, hovel or palace, he must have shelter, food and clothes. If he cannot earn them, some other must work and earn them for him.

Why should not every able-bodied man and woman earn their own needs, whether in or out of jail? We are told "the prisoner is sentenced to hard labor." How hard it is in this country I don't know, but in New Zealand his shirt will never smell of sweat. True, he spends his time indoors scrubbing the cell floors and polishing the brass and hunting for invisible cobwebs. In the garden he keeps everlastingly at it; but one and all have the slow end of the government stroke.

Their labor does not pay for their keep, and not a penny for government expenses while interned. Neither is the prisoner profited and better fitted for honest, profitable citizenship when he comes out. For most part his enforced separation from his trade makes him less efficient, and present methods makes him a hypocrite, deceiver and liar, if he was not one before, for the understood policy is when they see the warder coming "to work like the devil, and drop right back into the go-slow policy as soon as he is out of sight, and to always keep your weather eye open to see if he is not watching round the corner."

An honest wage, for honest work, will help to make an honest man, in or out of jail. Up-to-date machinery should be put in every jail for making things in most common demand, and every man and woman, when going in, should be examined by a character specialist and put to the trade for which they are best fitted by nature, so that during their internment they would be fitted for work and restored to self-respect and be better citizens for the future.

They should be paid a good wage according to their earning capacity, and a bonus for good conduct and efficiency as a stimulus to awaken their dormant powers. This would tend to make them better men and women, and help to build characters that would restore them to their place as good citizens when they came out. The money earned should be held in trust and spent by the trust for family needs, as the education of the children and comforts of the mother, and if any left, help the man, when he comes out trustworthy, to secure some business that would enable him to honorably support his family. This method will not cost as much as the present system of unfitting the prisoner for even his own trade when he comes out.

Some object to prisoners producing. Well, if they do not produce for themselves, you will have to produce for them, in the way of taxes to pay all expenses. You can have your choice.

While the body is interned for self-protection, the mind must be educated and the will strengthened, or the time spent in jail is worse than wasted. To this end there should be at least half-hour lectures on all practical subjects twice daily, and the spiritual side should receive first attention by spiritually minded men and women.

You cannot make men and women good from the outside in, neither by shutting them inside of prison walls. Their reason, judgment and higher na-

ture must be appealed to. A cheery word of encouragement, with wise discipline oiled with love, and the kind of work with reasonable pay according to each individual's ability, will go far toward saving the average criminal and restoring him to home and good citizenship.

J. Thomas Wilhide.

From the Long-Time Yeast Man.

Mackinac Island, Aug. 8—How the time does fly!

I have read every issue of the Tradesman for thirty-six years.

It was my first reader in American tradesmanship and it is still my guide, even though I am a "has been." During the time I was going around the world—twice around, in fact—I found a fresh Tradesman at every port we touched and never missed reading a single copy. I was proud to read in your recent issue a letter written by my Grand Rapids successor on trade papers. The Fleischman Co. surely

Evidently Not in Sympathy With Grocery Jobbers.

Grand Rapids, August 7—Permit me as a retailer to comment briefly on the beautifully worded remonstrance to Proctor & Gamble's policy by Harry S. Sloan, Secretary Missouri River Wholesale Grocers' Association.

The P. & G. line is and has surely been a good line for the jobber, especially, and I can sincerely sympathize with Mr. Jobber because he is obliged to swallow that horrid pill. We all know in our natural mood that, "as you sow, so shall you reap." Mr. Jobber, have you been loyal to the retailer, the natural source of distribution and backbone of your business? Have you adhered strictly to the wholesale jobbing business? Haven't you furnished many of your influential friends (private families) with anything they may desire out of your stock and even made deliver-

Honesty is always the best policy. Do unto others as you would have them do unto you.

You cannot get away with it always.

Herman Hanson,

Chairman Executive Board Grand Rapids Grocers & Meat Dealers Association.

Ivory Soap Unpopularity Crops Out In Baltimore.

Apparently the unpopularity of Proctor & Gamble because of their policy of eliminating the jobber in their distribution of products was not confined exclusively to the wholesale grocery trade, but others recognize that there is some times occasion for "standing together," whether one is directly concerned or not, as a matter of common interest. The following letter was written to Proctor & Gamble by an importing and jobbing house in fruits, nuts and fancy groceries located in Baltimore, but which has never handled P. & G. products.

Baltimore, Aug. 9—We have your inquiries in regard to credit information of two of our customers.

As your company has decided to pursue a policy of ignoring the jobber in the distribution of your products, we do not think it quite fair to depend on the jobber in any way whatsoever.

You must realize that credit information is based on experience which has cost us all money, and it is that very experience which the jobber heretofore has been able to sell to your company as its distributor.

This matter is entirely an impersonal one with us, as we do not handle soaps of any kind, and have no business to lose by giving you the information requested. It is merely a matter of principle, and while we realize you have a perfect right to elect your own way of distribution, we, nevertheless, do not think it a proper or economical way, and have no idea of helping it out in any manner. Palmer, Harvey & Co., Inc.

TESTING TRADESMAN ADVERTISING

Pillow	Tubings	Standard
Grades, 40 inch	-----	.53
Grades, 42 inch	-----	.55
Grades, 45 inch	-----	.58

Look up Cotton advertisement in last weeks Tradesman and include with any order for above. Apron Gingham 27½. Beautiful high grade standard quality 27 inch Plaid Dress Gingham, fall patterns, for immediate delivery. .35.

9-4 Standard Sheetings, Brown, .75; Bleached, .82.

Mail orders to W. B. DUDLEY, Grand Rapids, Mich.

A GREAT HUMAN SERVICE.

When we can all of us see business as a great human service and take our part in it with that thought an impelling conviction in our consciousness, this will be a better world.

Being selfish—and doing it successfully—is a thing of the past. The man, the business, or the nation that seeks to serve itself alone is being challenged to show cause why its further existence should be tolerated.

The golden rule is the only safe foundation on which to build character or business. In proportion to its observance is there peace and prosperity or chaos in life and in business.

believes in trade journals. You have carried the yeast advertisement as long as I can recall the business. I hope you will see many more anniversaries of the Tradesman and that you will be able to break in a good successor, so we may enjoy some trips together—while traveling is good and rates are high. L. Winternitz.

Cattails For Food.

Possibly cattails may yet be cultivated for food. Their rootstocks, which are rich in starch, are eaten by some tribes of American Indians.

These cattail roots contain four times as much starch as potatoes, weight for weight, with more than 3 per cent. of fat, and they yield a flour that makes a "pleasing and palatable" bread. Under cultivation, the plant would yield, it is thought, valuable crops.

A Sound Investment

Stock in the Grand Rapids Brass Company

Incorporated in the State of Michigan \$1,250,000

This Company has a new record that attracts the most conservative investors. The business of the Company is increasing daily.

A staple and reliable product is being manufactured with the latest and most up-to-date factory.

A new line has been taken on and will be manufactured without the addition of any new equipment. This business should bring exceptional returns to our stockholders.

A post card or this coupon will bring you full information if addressed to Department A, Grand Rapids Brass Company, Grand Rapids, Mich.

Grand Rapids Brass Co., Dept. A.

Gentlemen—

Please send me details of your stock offer.

Name _____

Address _____

Business _____

Telephone _____



HOSIERY WEARS

Just Remember



HOSIERY WEARS

You are helping your customers to economize when you sell them BEAR BRAND HOSIERY. The QUALITY reduces the price to the lowest minimum.

Leading Styles

Men's Styles

Engineer & Fireman
Rider & Driver
Record
Ensign
Moccasin
Parasilk
Baronet
Montana
Dearborn

Women's Styles

Paramount No. 100
Paramount No. 105
Paramount No. 110

Children's Styles

Bearskin No. 1
Bearskin No. 2
Panama
Sandow
Samson
Twostep
Dress Parade

BEAR BRAND HOSIERY is sold thru your jobber bringing the merchandise close to your door for delivery, giving you the lowest possible freight rates and quick turn-over profits.

YOUR JOBBER WILL KEEP YOU POSTED ON BEAR BRAND PRICES

Paramount Knitting Company

MANUFACTURERS

HUNTER BUILDING

CHICAGO, U. S. A.

SPELL DOOM OF SMALL STORE

Will not the continued enforcement of the Lever act spell the doom of the small retail merchant, robbing him of trade which will be driven into the bigger stores?

This is the question which the merchants of Northern New York have been considering seriously since the recent decisions of the United States courts have so flatly banned the establishment of retail prices on the basis of replacement and insisted that it must be calculated on the basis of cost of the actual goods sold.

The point which the smaller stores make is that on rising markets the department stores and larger retail establishments have been buying much further ahead than the smaller stores, with their limited capital, have been able to do. Therefore, the cost of goods being sold to-day by the larger stores is much lower than that of the goods being offered by the smaller merchants.

On the face of it this situation looks like an advantage to the smaller store, from the viewpoint that it may charge higher prices than the big store without running afoul of the Lever act. This is a false advantage, however, the small stores declare. In fact it is a handicap, for where the big stores before were content to charge higher prices and take the higher profit which their longer purchases gave them, they are to-day actually being forced by law to underbid the small store in offering their goods to the public. That they are getting less profit out of it in no way helps the small store so long as the trade is drawn away from it, and if the situation lasts long enough, it is pointed out, the small store is sure to be the loser, for the department store, with its heavy financial backing, can "stand the gaff" of the small margins much longer than the small store can stand the loss of trade volume.

The only safety for the smaller merchant appears to be in the present promise of the markets of the world to decline. On a dropping market the advantage under this application of the Lever act would lie with the shop which carries minimum stocks and is accustomed to buying but a short time ahead.

It is realized, of course, that even the big stores will stop their purchases long in advance and increase their stock turns, so far as they are able, but the very size of their operations makes it difficult for them to buy and sell in so short a space of time as the smaller shop.

ALL PROPHECY WAS IN VAIN.

In view of what has occurred since the war ended, how vain appear not only the predictions made while it was in progress but also the studied policies solemnly determined to be put into effect when peace came! This is especially the case as regards the matter of economic policy, which was regarded as most important because of the revelations of the manner in which the Germans had been dominating in certain great and essential lines of industry and trade. It is worth recalling that a little more than a year after the war began there was held the famous Paris Economic Conference, which was attended by statesmen, economists and leaders of opin-

ion of the allied nations. After much discussion and deliberation a carefully drawn up course of procedure was mapped out for the reciprocal conduct of the nations participating and their future relations to the Central Powers. A great feature of it was the manner in which it was proposed to cripple the latter. Not a single feature of this has been found to be feasible. Later on a distinguished and able body of British statesmen, economists and leaders in various industries spent months in formulating for the empire what was called a "commercial and financial policy after the war." In this the period of reconstruction and the subsequent period were separately made for each. Practically not a single suggestion of all those made has been put into operation. These things do not discredit the ability of those who took part in the work. The unforeseen and unforeseeable change in events made all prevision worthless.

BETTER FEELING IN LINENS.

There is a better feeling in the linen market at present than for some weeks past. The demand from consumers has gratified the primary dealers as well as the retail stores. It was said last week by one of the largest retail factors in New York that business during the summer had surpassed his fondest expectations.

Prices are high, due to the shortage of flax. Russia remains isolated and the industry is not optimistic enough to hope for raw material from the land of Trotsky and Lenin for some time to come. But the crops in Ireland and on the Continent are said to be good and it is believed that these will relieve the shortage.

Imports of linen, arriving in this country almost daily, are now said to be sufficient to meet the demand here. The retail buyers, who have been so numerous in all markets for a month, are taking much the same attitude toward linen as to all other textile goods. They are withholding their orders, but it is not thought they expect a recession in linen prices as they do in other textile fields. The tight money market is assigned as the principal reason for the hesitancy on the part of some, while the stocks on hand have kept others out of the market.

THE SCUM OF THE EARTH.

Against professional labor agitators Theodore Roosevelt had this strong condemnation in his annual message of December 3, 1906:

"In dealing with both labor and capital, with the questions affecting both corporations and trade unions, there is one matter more important to remember than aught else, and that is the infinite harm done by preachers of mere discontent. These are the men who seek to excite class hatred against all men of wealth. They seek to turn wise and proper movements for the better control of corporations and for doing away with the abuses connected with wealth into a campaign of hysterical excitement and falsehood in which the aim is to inflame to madness the brutal passions of mankind."

PROVIDE THE SINEWS OF WAR

Sometime in October the constitutionality of the Lever law will come before the Supreme Court of the United States.

It is important for the freedom of retail business in the future that when the Supreme Court hears this case it should hear the retailer's side of the question from those lawyers who can present it in the most impressive way. For this purpose the National Retail Dry Goods Association has retained the most competent counsel, headed by Charles Evans Hughes, ex-Justice of the U. S. Supreme Court.

The Lever law is an emergency war act under which, nearly two years after the National emergency for which it was created has passed, the Department of Justice now is prosecuting retailers for alleged excessive profits on individual items of merchandise, and by authority of which Fair Price Commissioners, appointed by the Federal Government, are dictating margins of gross profit for retailers' observance.

Legislation of this type has generally been regarded in this country as undesirable because it restricts business unduly and places a paternalistic control of individual enterprise in the hands of the Government.

If the Supreme Court of the United States should hold the Lever law constitutional there is every indication that the retail trade will face many more restrictive acts, the net result of which will be further to penalize initiative and business ability.

To have the proper representation for the trade before the Supreme Court will require ample funds which the ordinary revenues of the Association do not provide. The Board of Directors has authorized the Manager to ask all members of the Association for a special contribution to set up a legal fund for this and such other similar emergencies as may arise.

The Tradesman trusts the response to this appeal will be both prompt and generous, to the end that the organization undertaking the defense may not be hampered by lack of funds to give the matter the best possible presentation.

THE RARE ART OF WALKING.

"It requires a direct dispensation from heaven to become a walker; you must be born into the family of Walkers," declares Thoreau.

Changed conditions of living have indeed made walking a rare and almost lost art in America. Only here and there one finds a devotee of this unusual sport; but wherever such a one is found it is absolutely certain that a most interesting personality is encountered. The real walker is a man or woman who always possesses a deep fund of knowledge, unique and original ideas and, just as important, a sound, alert and "durable" body.

Thoreau believed that he could not preserve either his health or spirits without spending at least four hours a day sauntering through the fields, woods and over the hills, "absolutely free from all worldly engagements." This lover of the outdoors,

whose mind was continually fresh and whose senses were keenly alert to all the sights and sounds of nature, deplored the fact that so many persons sit indoors all day, working at their trades, and declared that they deserved credit for not having committed suicide wholesale long ago.

Many of the greatest men have been great and regular walkers. An observant neighbor used to say that he could set his timepiece accurately by seeing Kant, the philosopher, start for his afternoon outing. Wordsworth, Hazlitt and many other literary men were inveterate walkers, and conceived some of the best of their productions as they strode steadily forward. Most geniuses have preferred to walk alone. Hazlitt welcomed companions, but only when talking was first and walking second.

Economies in health, doctors' bills, car fare and gasoline that are possible through regular exercise in the open would make life a new and a better proposition to countless thousands of city dwellers. Starting fifteen minutes or half an hour earlier and walking to work, or arriving home a little late with a steady jaunt and a bit of extra cash to one's credit, are all no more difficult than the simple resolution to give the proposition a test. If half a chance is allowed for the habit to form, the future will take care of itself.

But this is really the least important side of it. Walking not for economy or for the sake of walking, but in order to lose one's self to the ordinary world and become acquainted with the extraordinary world, is the real incentive to an hour or more in the open each day. It is better to walk on the crowded street than nowhere, but it is best and perfectly possible to walk through a park, a field, to climb a hill or even a mountain.

As Thoreau says, we hug the earth entirely too much, and might elevate ourselves a little more. If the mountain isn't around or the hill handy, we might, as he suggests, climb a tree, at least.

ONE AND THE SAME.

The united action of the union labor leaders of England to prevent Great Britain from making war on the soviet government of Russia proves very plainly that trades unionism and bolshevism are one and the same—forever inseparable. There should be no misunderstanding on this point, because there is no room for it. The iron-clad oath taken by the man who holds up his hand to swear allegiance to the trades union forever deprives him of any claim on Americanism or Christianity. It makes him a social outcast; a traitor to his country and an enemy to God. Having severed all the ties worth cherishing in this world, there is only one path for him to follow—the path of degradation which leads to the camp of the socialist, anarchist and bolshevik. Denials that this condition is true are useless. The fact stands out as plain as the nose on a man's face.



PIANOS PLAYER- PIANOS

Terms if Desired

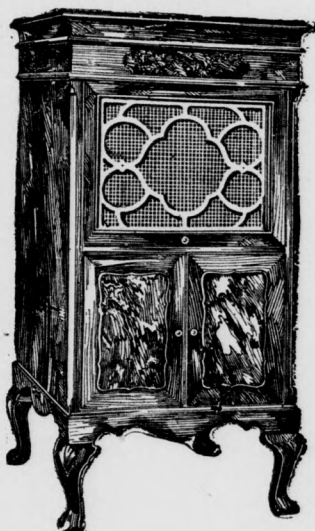
The HERRICK PIANO CO.

35 N. IONIA AVE.

GRAND RAPIDS, MICH.

Chickering
Vose & Sons
Miltons
Herrick
Irving

CHENEY
TALKING MACHINE
PEER OF ALL



*Sanitary
Convenient
Economical*



YOUR customers and their mothers before them have associated the word sack with salt.

They may ask for a sack of salt, but will be agreeably surprised to find you and your store alert enough to give them the round blue package with the handy aluminum spout.

Morton's Salt

IT POURS

WHO WE ARE.

Grand Rapids Store Fixture Co., Inc., June 16, 1916.

E. D. Collar, President.

Geo. S. Norcross, Vice-Pres.

Nemma Freeman, Secretary and Treasurer.

Office and Salesroom occupying 8 Floors of Clark B'dg. at 7 Ionia Ave., N. W., Grand Rapids, Michigan.

WHAT WE SELL.

Walrus Fountains,

Schuster's Fruits, Syrup and Drinks,

Dayton Display Fixtures,

Soda Fountain Supplies,

Store and Office Furniture,

Both New and Used.

HOW WE SELL.

Of Course We Like Cash—

But—if you are not in a posi-

tion to pay ALL cash we can

arrange a monthly payment

plan that is very satisfactory.

WHAT WE BUY.

Everything in Store and Of-

fice equipment, also Stocks

of Merchandise complete. Get

in touch with us if you want

to get out of business.

Use—Recommend—Sell

Ohio Blue Tip Matches

C. W. Mills Paper Company

Distributors for

S. P. Co.'s Roofings—Ohio Blue Tip Matches—Ohio Tires and Tubes—Coleman Lamps and Lanterns—Zebra Fibre Paper—Magic Ice Cream Dishes—Simplex Electric Cleaners.

Jobbers Of

Paper—Bags—Paper Containers—Paper Ice Cream Dishes—Toilet Paper—Crepe Paper (Towels and Napkins)—Woodenware—Cordage—Clothes Lines—Twine—School Supplies—Stationery—Office Books—Printed Sales Books—Toilet Soap—Brooms—Brushes—Sweeping Compound—Notions—Hosiery—Work Gloves—Mittens—Ice Cream Cones—Stove and Furniture Polishes—Pipes—Purses—Reach Baseball and Sporting Goods—and Many other Specialties.

204-6 Ellsworth Ave.

Grand Rapids, Mich.

Several Reasons Why Leather Holds Its Own.

Written for the Tradesman.

Leather substitutes may come and go, but leather goes on forever, the unbeatable material for shoes.

This doesn't mean, of course, that the entire shoe is to be made of leather. Only that for certain parts of the shoe—particularly the vamp—no equal for leather has yet been perfected.

The search for some such substitute will no doubt continue; and something very good may, in time, be developed; but that anything better or even as good as good leather should be processed, seems at present to lie just a little outside of the credible.

"I want an all-leather shoe," remarked a customer to the clerk, as the latter had finished measuring his foot.

The salesman looked up from the fitting-stool and smilingly said: "I know what you mean, but I doubt if you do. We haven't got an all-leather shoe in the house."

"Huh?" exclaimed the customer, "Why ain't you?"

"Because all-leather shoes aren't being worn this season."

"Why not? I thought—"

"Sure you did," interrupted the clerk; "I know exactly what you thought, and a whole lot of folks have been fooled into thinking the same thing. But look at this shoe; and he picked up the shoe he had just removed from the customer's foot; "see the cotton lining? That isn't leather, is it?" And the customer admitted it wasn't. "And these nails in the heel, they aren't leather are they?"

And the customer laughed. "You win!" he exclaimed, good-naturedly, "run along and get my size."

One of the well-known instances following periodic outbursts of pure shoe legislation and the popular outcry of unadulterated, all-leather footwear for the great and intelligent American public. Great stuff, that! We'll have another siege of it one of these days.

But all this is somewhat aside from the subject of leather substitutes.

"What about fiber soles?" somebody asks. Well, I was just coming to that. Generally speaking, fiber soles are all right. Take the sort that have been accredited through national advertising; the output of old and reliable concerns, backed up by established reputations; they are all right. Like leather, of course, all pairs are not equal. But they will wear. There's no doubt about that. And they resist moisture. And they are pliant. And look nice, too.

Maybe one man out of five, whose feet are inclined to perspire rather freely, will not find them as comfortable as leather; but, on the other hand maybe one fellow out of four will vow and declare they've got sole leather beat forty ways. And there you are. Opinions differ. And there are minor differences in the material itself. But, all in all, the composition sole has come to stay. It has made good. Some popular lines are made up in both fiber and oak leather soles; pay your money and take your choice.

And rubber half heels and full heels, how about them? All right if you like

them. And they have solid merits and dependable talking points.

Which reminds me of an amusing incident that came under my observation recently. It happened in the shoe department of a large metropolitan store. The clerk picked up an old cordovan oxford, looked at the rubber heel and exclaimed, "Bah!"

"Where the 'bah'?" inquired the customer innocently.

"Don't like 'em," answered the clerk.

"Is that so?" asked the customer. "Why not?"

"Rubber heels make a man's gait sloppy? They're all right for old men and invalids, but for you young men—" and he shook his head deprecatingly.

Can you beat it?

I wonder if that salesman ever heard anything to the effect that negative ideas kill sales.

Were you ever guilty of a bone like that? For goodness sake don't knock salable goods.

Let the customer do the fault-find-

ing, if there is any to be done. And generally there is.

Let your salesmanship be laid out on positive lines, that's the stuff.

But here I am again side-stepping from my principal subject, which is leather substitutes.

Leather heels have come in to stay. There are people who like them. Some folks want half heels, and some prefer full heels. Give them what they want, that's your business.

Two rather fundamental causes lie back of all this effort to perfect a satisfactory leather substitute for shoes: First, the world's leather supply is not adequate; and second, the price of shoes is becoming so high something must be done to counteract the tendency.

But as the price of leather goes up, the prices of rubber, cotton and other ingredients which must figure in leather substitutes also increases, so there isn't much relief in sight so far as prices are concerned.

Velvet shoes have had a brief but notable day.

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	\$2.85
Boys'	2½ to 6	2.60
Youths'	11 to 2	2.35
Women's	2½ to 8	2.35
Misses' (Spring Heel)	11 to 2	2.10
Child's (Spring Heel)	8 to 10½	1.85

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

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

MR. SHOE DEALER

HAVE YOU ENOUGH MEN'S FINE SHOES
FOR EARLY FALL BUSINESS?

IF NOT YOU HAD BETTER GET SOME
OF OUR IN STOCK WELTS AND
PREVENT THOSE LOST SALES



In Stock Unbranded

8760—Fine Russia Mahogany Calf Bal., A-D \$8.85
City Last, grain innersole, 10 iron oak outersole.
Quality throughout.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN

For years cloth tops in women's lines have proved popular and satisfactory.

And canvas in children's lines and shoes for adults' wear have become a sort of summer staple.

And so the search goes on for materials which may be used in the manufacture of shoes—the search for something that is good and dependable and adaptable to certain definite needs.

But the good, old dependable, all-round material for shoes is leather, the sort of texture mother Nature develops on the outside of horses, cows and goats.

Cid McKay.

What Union Affiliation Costs the Worker.

That labor and capital lost the enormous sum of \$875,000,000 through strikes in the fiscal year which ended June 30 last is the impressive statement of the Conciliation Bureau of the Department of Labor, just made public here. Of this amount, the workers are estimated to have lost approximately \$175,000,000, while the losses of manufacturers aggregated about \$700,000,000.

Large as these figures are there is reason to believe that they are under the total losses to employers and employees during the past year, as thousands of small strikes have taken place of which no report has reached the Conciliation Bureau of the Department.

During the fiscal year 1920 the Bureau was asked to mediate in a total of 800 cases, involving approximately 1,055,200 workers. These figures represent

a decrease as compared with the statistics for the year ended June 30, 1919, when a larger number of cases was brought to the attention of the Bureau and when the number of workers involved was nearly 100 per cent. greater.

"The Bureau has a record of only about one-third of the actual strikes which occurred," said Director Hugh Kerwin, in discussing the summary of the past year. "Under the law we cannot act unless invited, and hence there are many cases in which we take no part.

"In 1919 we handled 1780 cases and available data show that the total number of workers involved in the strikes in which we tendered our good offices, as well as those in which we did not appear, exceeded 7,000,000."

The estimate showing that the workers lost \$175,000,000 in 1920 is based upon the assumption of an average wage of \$5, and a total of ten days lost by each worker. Strikes which last less than ten days are so rare as to be practically negligible, the reports of the Bureau say.

The estimate showing loss by employers of \$700,000,000 is arrived at by assuming that wages on the average represent one-fourth the value of the manufactured products. It thus appears that the figures compiled by the Bureau do not represent a net loss to employers but merely the loss in value of production curtailed by strikes.

The strike of the steel industry last year is estimated to have cost the workers approximately \$3,000,000 a day in lost wages, but it may be as-

sumed that these figures are based upon the period when a considerable number of workers were out, and not upon the entire time during which the strike was held by labor leaders to be in force, although not substantially crippling producing plants.

Next to the steel strike in point of disastrous effect upon both workers and employers was the railroad strike. Wage losses in this controversy are believed to total nearly as much as those of the steel strikers.

"Strikes are not breaking out as often as they did a year ago," said Director Kerwin, "but they are much harder to settle now than formerly, and our twenty-five mediators are kept busily at work in all parts of the country.

"It now appears that workers wait to make sure they have what they consider an absolute grievance before determining to strike, but, once out, they seem determined to stay out until they win. It is an obvious fact, however, that both employers and workers now seem more willing than formerly to ask this Bureau for assistance."

Unique Merchandising Plan Successful.

Hillsdale, Aug. 10—A unique merchandising plan was recently inaugurated here when, for a week, Fuller's Shoe Market "gave away \$1 bills."

The idea was this: All low shoes in the store were grouped in four lots, one to sell at \$7 per pair, one lot at \$6, one at \$5 and one at \$4. Every woman who purchased shoes during the week was given a due bill, good for \$1 in trade whenever presented at the store.

Z. W. Fuller, proprietor of the store,

announced his plan to the public through daily paper and handbill advertising, dwelling on the fact that the customer not only made a saving on the first purchase but at the same time received a due bill that will cut down \$1 from the price of her fall and winter shoes.

"I put out a good many of these bills during the week," said Mr. Fuller, "and the good part about it is that every customer who got a due bill is sure to come back."

The less you know about the goods, the more trouble you will have with the kind of customers who want to know before they buy.

Study each regular customer with a view to getting all the trade of each one rather than only a part of it. Till your field intensively.

Home Ease

Glazed Colts—Flexible McKay. St. No. 500—\$2.60

Write for pamphlet showing other In-Stock Comfort Numbers.

BRANDAU SHOE CO.
Detroit, Mich.

STRAP SANDAL
In Stock



Mayer HONORBILT SHOES

The Line That Satisfies

Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER LEATHER CO.

57-59 Division Ave. S. Grand Rapids

Where Quality Predominates

Years of time tell a greater story about a given product than can be told in any other way.

Years of experience and careful painstaking workmanship brings a product to its highest degree of perfection.

Hirth-Krause makers of the greatest line of shoes in the state of Michigan have attained this standard of shoe making in the real old fashioned way.

Starting from a small shoe store finding business in the same year the Michigan Tradesman was born, it has grown with exceptional progress until now in the year of 1920 we have the position of one of the largest shoe manufacturers in the state.

This house in all its history has never knowingly made a poor shoe. And with the prestige and good will that we have created thro out our trade we are confident that we are able to hold this high standard.

Also remember that there is a state wide advertising campaign behind the Hirth-Krause line of shoes that makes the public realize the value of buying Hirth-Krause shoes.

Where ever you hear of the More Mileage Guarantee in shoes you know that it is the shoe with the Hirth-Krause Quality Mark.

Hirth-Krause
Shoemakers for three Generations
Shoes

GRAND RAPIDS, MICHIGAN

Manufacturers of Work Shoes and Horsehide Gloves

1883

1920



Interprets Stock Dividend Decision.

Directions for the application of principles enunciated by the United States Supreme Court in deciding the recent case of Eisner-Macomber, on question of taxability of stock dividends, have been sent out by the Bureau of Internal Revenue for the guidance of internal revenue collectors throughout the country.

Applications of the decision were given by the Bureau for the information of collectors in order that all stock dividend cases arising might be settled on the basis of the Supreme Court's decision in the recent tax case.

For the purpose of determining the amount of gain or loss derived from the sale of stock received as a dividend or of the stock with respect to which such dividend was paid, the Bureau instructed its collectors, the cost of each share of stock, provided both the dividend stock and the stock with respect to which it is issued have the same rights and preferences, is the quotient of the cost of the old stock, or its fair market value as of March 1, 1913, if acquired prior to that date, divided by the total number of shares of the old and new stock.

Among the interpretations of the Supreme Court decision it was held by the Bureau that:

"Where a corporation, being authorized so to do by the laws of the State in which it is incorporated, transfers a portion of its surplus to capital account, issues new stock representing the amount of the surplus so transferred, and distributes the stock so issued to its stockholders, incurs no liability for income tax by reason of its receipt.

"Where a corporation, being thereunto lawfully authorized, increases its capital stock and simultaneously declares a cash dividend equal in amount to the increase in its capital stock, and gives to its stockholders a real option either to keep the money for their own or to reinvest it in the new shares, such dividend is a cash dividend and is income to the stockholders whether they reinvest it in the new shares or not.

"Where a corporation which is not permitted under the laws of the State in which it is incorporated to issue a stock dividend increases its capital stock and at the same time declares a cash dividend under an agreement with the stockholders to reinvest the money so received in the new issue of capital stock, such dividend is subject to tax as income to the stockholder.

"Where a corporation having a surplus accumulated in part prior to March 1, 1913, and being thereunto lawfully authorized, transfers to its

capital account a portion of its surplus issued new stock representing the amount so transferred to the capital account and then declares a dividend payable in part in cash and in part in shares of the new issue of stock, that portion of the dividend paid in cash will, to the amount of the surplus accumulated since March 1, 1913, be deemed to have been paid out of such surplus and be subject to tax, but the portion of the dividend paid in stock will not be subject to tax as income.

"A dividend, paid in stock of another corporation held as a part of the assets of the corporation paying the dividend, is income to the stockholders at the time the same is made available for distribution to the full amount of the then market value of such stock, and if such stock be subsequently sold by the stockholder, the difference between its market value at date of receipt and the price for which it is sold is additional income or loss to him, as the case may be.

"The profit derived by a stockholder upon the sale of stock received as a dividend is income to the stockholder and taxable as such even though the stock itself was not income at the time of its receipt by the stockholder. For the purpose of determining the amount of gain or loss derived from the sale of stock received as a dividend or of the stock is the quotient of the cost of the old stock, divided by the total number of shares of the old and new stock."

Only a Slight Difference.

"What little boy can tell me the difference between the 'quick' and the 'dead'?" asked the Sunday-school teacher.

Willie waved his hand frantically.

"Well, Willie?"

"The 'quick' are the ones that get out of the way of automobiles; the ones that don't are the 'dead.'"

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

An Account With This Bank—

can mean much to you, and our interest and co-operation and what bearing they may have on the your ultimate success cannot be recorded in the pages of the bank book which shows the balance which we carry to your credit.



Established 1853

A PART of the traditions of this bank, its friendships, prestige and influence belongs to every one of our depositors—large or small. All departments of the bank are open for and to them.

The Bond Department, Foreign Department, Collection, Safety Deposit, Commercial and Savings Departments, all are for them and their needs so far as they can use them.

If you are not familiar with the functions of all these departments ASK about them. You should know and we want you to know about them that you may realize all that our complete service can mean to you.

OUR BOND DEPARTMENT offers only such bonds as are suitable for our own investment. We offer only safe, conservative bonds of good earning power.

Our Bond Department always is glad to talk over with you the matter of investing for safety and profit.

THE OLD NATIONAL BANK
MONROE AT PEARL GRAND RAPIDS, MICH.

Regularly Inspected by United States Government Inspectors

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

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

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

Credit Men Oppose a Gross Sales Tax.

Taking a different attitude to the Tax League of America, the Chamber of Commerce, the National Association of Manufacturers and many other organizations that favor the gross sales tax to replace the excess profits tax the National Association of Credit Men, which claims to have 33,000 business firms throughout the country as its members, expresses pronounced opposition to the one per cent. tax on general turnover of business. It gives as the main reason that while the excess profits tax ultimately falls on the consumer the gross sales tax will fall under the same category. It wants a readjustment of the income tax, the abolition of which it advocates.

Information received from Washington that both Presidential candidates are in favor of revision of the taxation laws and repeal of the excess profits tax has renewed the efforts of the National Association of Credit Men to present a plan that will result in all of the income of the country being taxed in proportion to the amount received by the individual. If this is done there will be plenty of revenue for the Government, according to J. H. Tregoe, secretary-treasurer of the organization.

The Committee on Federal Taxation, of which Roy G. Elliott, of Chicago, is chairman, has just issued a pamphlet favoring the substitution of a corporation earning tax at a graduated rate that will have a tendency to encourage payment of dividends. The recommendations are made on the grounds that if the reinvested income of an individual and the partner are subjected to the surtax as at present, then the reinvested income of the corporate stockholder must be treated in substantially the same manner. The undisturbed earnings of a corporation are the reinvested income of the stockholders, points out Mr. Elliott.

"The excess profits tax has encouraged so much business extravagance that the removal of such an assessment would tend to eliminate trade waste which would increase business income subject to income taxes," writes Mr. Elliott.

"The National Association of Credit Men is on record as being in favor of the levying of a tax on the earnings of the investment of each individual on the basis of substantial equality with every other individual enjoying the same measure of prosperity and without discrimination against incomes derived from any particular form of business organization.

"The proposed general sales or turnover tax would be passed on through the channels of distribution, resulting finally in a levy on the consumer, doubtless of larger volume than the revenue received by the Government, which would be a tax levied not in proportion to ability to pay, but in proportion to the necessities of existence.

"Under the present law individuals, whether conducting business alone or in partnership, are liable for tax on all profits whether drawn from or left in the business. The corporation, on the other hand, after paying excess profits tax and normal income tax may re-

tain its earnings as working capital and the individual stockholder remains free of liability for super income tax until dividends are distributed. Gross inequality results from this situation. Equality of distribution of the burden of taxes should replace the present system."

How Grand Haven Merchants Regard the Tradesman.

Peoples Mercantile Co., 109-11 7th street: "We like the Tradesman. Have taken it for years. Would hate to be without it."

R. A. Smith, 1320 Washington avenue: "I have taken the Tradesman twelve years. It is very good. Like it all right. Every merchant that wants to keep up-to-date should take it. It is worth many times what it costs."

Van Zanten & Fisher, 222 Elliott street: "Have been taking the Tradesman over fifteen years. Like it first rate. It is a splendid trade journal. No merchant should be without it."

A GILT EDGE PREFERRED STOCK**8%****Preferred Stock—**

with bonus
of 30% in
common stock

Issued by World's
Largest Manufacturer
of Felt Hats.

Average earnings last
four years 3 times div-
idend requirements.

Each share of prefer-
red is convertible any
time into two shares of
common stock. Earn-
ings on common last
four years averaged
\$5.62; last year, \$7.84;
first half 1920, \$10.

Business 72 years old,
managed by men of
long experience.

Ask for full details.
No obligation.

**HILLIKER, PERKINS
EVERETT & GEISTERT**

Investment Bankers

GRAND RAPIDS, MICH.

KEEP UP WITH THE TIMES

"THE CLOCK CORNER"
PEARL & OTTAWA

Garnered Grain

Your accumulations may be "as good as the wheat." Very well. But after you are gone there is the temptation besetting your beneficiaries to use up, or divert the principal. They possibly will exchange for a less sound proposition.

That risk and others, can be forestalled in a will, by naming this Company as general trustee of your estate. A well-drawn will becomes Law, and receives the support of the Court.

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

**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 Deposits10,168,700.00
Combined Total Resources13,157,100.00

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

One Hundred Per Cent. Increase in Trade.

The "Olneyville idea," designed to protect and increase the business of retail merchants in the annexed district of the city, has become so successful that it has been tried out with excellent results in several other communities in Rhode Island and Massachusetts.

Three years ago the Olneyville Business Men's Association got together to find some means of making the trading center of the district sufficiently attractive to offset losses in trade which were being felt as the result of "splurge" advertising by the big department stores. Frank expression of conditions in various lines showed that the small storekeeper in this populous quarter of the city was not getting what he should, in many cases, out of his business.

Some of the merchants argued that "the little fellow" had no chance against the big department stores, which bought stocks in large quantities and benefited by more liberal discounts and other trade advantages. The "live wires," however, called this all poppycock and told the old-fashioned storekeepers that the main reason why the residents of the district would pay carfare to the center of the city and leave their money was due to nothing else than the fact that Olneyville merchants were asleep.

A "wake-up campaign" was suggested. It looked like a daring stunt at the outset and there were many who went into it with misgivings. Its advocates, however, said it was the only road to follow, and their counsel prevailed.

"Let's advertise," they said. "We'll let the people here know we're doing business. Tell them we've got the goods and can offer prices that will save them money by staying at home. Let us all be honest in our advertisements. Don't put out any false bait. Give them some leaders and let them see we mean to go through with this campaign."

Here's the way the scheme is worked: The Business Men's Association guarantees the public that the indi-

vidual "ads" of the merchants are bonafide. The organization will stand for nothing shady. Each week in the leading newspaper the association has a display "ad" calling the attention of the people to what its purpose is. Then on the page with the district news, the merchants print advertisements. None of these are large, but each contains a bargain attraction for every Wednesday. The people watch for these "specials" and it gets them to the stores, where the merchants have other attractions that tend to increase their business.

One of the late announcements of the Olneyville Business Men's Association says: "Give the best quality merchandise at the lowest possible price" is the slogan of the Olneyville merchants, because it will increase the volume of trade in this busy center.

"Olneyville merchants have tried this policy and have found that thrifty people in this section will take advantage of real opportunities for saving money, time and energy.

"Consumers know when they are getting bargains, and through honest advertising the public has learned to place confidence in the announcements from Olneyville merchants. Olneyville business men conserve space, energy and capital to specialize in staple goods of sound wearing quality which are needed in every household.

"Special inducements are offered on Wednesday, but you will find it to your advantage to trade in Olneyville every day in the week. List your needs, visit Olneyville stores and verify the truth of the advertisements of Olneyville merchants."

East Providence took up the "Olneyville idea" six months ago and merchants there say it works like a charm. Phenix, the center of a thriving mill center in Kent county, has within a month fallen into line and a big boom on "trade at home" is now under way.

Leaders in the Olneyville plan are constantly called upon to appear in different places and review the success of the undertaking, which certainly has put Olneyville on its feet as far as a trading center is concerned.



Flat Opening Loose Leaf Devices

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

THE Proudfoot LOOSE LEAF CO.

GRAND RAPIDS, MICHIGAN

Michigan Finance Corporation

FLINT and GRAND RAPIDS

Capital \$4,500,000.00, Cumulative Participating Preferred Stock, 600,000 Shares of Common Stock

OFFICERS:

ALBERT E. MANNING, *President*

Resigned as Deputy State Banking Commissioner to accept Presidency of the Corporation.

C. S. MOTT, *Vice President*

Vice President of General Motors Corporation. President Industrial Savings Bank.

CARROLL F. SWEET, *Vice President*

Vice President Old National Bank, Grand Rapids.

CLARENCE O. HETCHLER, *Secretary*

President Ford Sales Company, Flint.

GRANT J. BROWN, *Treasurer*

Cashier Industrial Savings Bank, Flint.

DIRECTORS:

W. P. CHRYSLER

Vice President Willys-Overland Co., Director Industrial Savings Bk., Flint.

FRED J. WEISS

Vice Pres. and Treas. Flint Motor Axle Co., Director Ind. Savings Bank, Flint.

E. R. MORTON

Vice President City Bank of Battle Creek, Mich.

HERBERT E. JOHNSON

President Kalamazoo City Savings Bank, Kalamazoo, Mich.

DAVID A. WARNER

Travis-Merrick-Warner & Johnson, Attorneys, Grand Rapids, Mich.

LEONARD FREEMAN

President Freeman Dairy Co., Director Industrial Savings Bank, Flint.

FLOYD ALLEN

President Flint Board of Commerce, President Trojan Laundry, Flint.

S. A. GRAHAM

Vice President Federal-Commercial and Savings Bank, Port Huron, Mich.

CHARLES E. TOMS

Cashier American Savings Bank, Lansing, Mich.

A. C. BLOOMFIELD

Vice President National Union Bank of Jackson, Mich.

Old National Bank, Grand Rapids, Registrar.

R. T. JARVIS & CO., 605½-606 Michigan Trust Building, Grand Rapids, Michigan.

GENTLEMEN:

Without any obligation on my part, please send me full information regarding the purchase of Michigan Finance Corporation Preferred and Common Stock, which is

SOLD for CASH and on the MONTHLY PAYMENT PLAN

Name, _____

Address, _____

R. T. JARVIS & COMPANY

Investment Securities

605½-606 Michigan Trust Bldg. Citizens Phone 5433. Bell M. 433
GRAND RAPIDS, MICHIGAN

Fourth National Bank

Grand Rapids, Mich.
United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus
\$600,000

WM. H. ANDERSON, President
J. CLINTON BISHOP, Cashier
HARRY C. LUNDBERG, Ass't Cashier

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

How To Meet Adjuster Following a Fire Loss.

The attitude of the insuring public toward the insurance contract has always amazed us. Anyone undertaking to enter into an ordinary business contract would be very sure to see that all of the terms and conditions of the contract were clear and well defined and thoroughly understood so that the contract would be enforceable and not subject to misunderstandings and possible contest by one or the other of the contractual parties.

The average assured depends upon the writing agent to take care of his interests in the effecting of insurance. He accepts from an agent, without question, any policy written in any way and puts it into his safe without further thought until such time as he may pull it out for the purpose of making a claim against the company. He has no use for this contract or any particular interest in it until he does suffer a loss. When calamity has befallen him, he is indeed vitally interested, but oftentimes he finds that, as a consequence, he is going to suffer in the adjustment of the loss.

Many assured, in order to derive the maximum benefit out of their patronage, scatter their insurance among a number of agents. Since no one agent has the majority of the line, he does not greatly concern himself as to whether the assured has full and complete coverage, but only delivers his own policies written as well as his office is able to effect them.

We desire to impress upon the minds of the insuring public the necessity of having insurance contracts well in hand, so that, after a loss, policies may be in order and speedy and fair adjustments made. Large policyholders oftentimes have well organized insurance departments which are qualified to examine policies as they are delivered and which see that at all times the conditions of the policy are lived up to, especially as regards co-insurance, and, therefore, stand to protect the interest of the assured. There are insurance service institutions and auditing companies, which, for a fee, engage to examine all policies of a client and give him honest and competent insurance advice.

The interests of the assured are well taken care of under the plans above outlined and it is to the insured who does not come within these classes and who attempts to handle his own insurance affairs, that this editorial is particularly addressed. Such a policyholder should realize that the average agent is writing business for a commission, and that this self interest may at times rather becloud his judgment. If, however, he has the greater part of the line, it is for his interest to represent the assured as well as his companies, and, therefore, he does give honest insurance advice, but there are many policy holders whose insurance accounts are in deplorable condition because of the fact that they know but little of the details of insurance and are content to let matters take care of themselves.

"Better be insured than sorry" is a well known insurance slogan, but in order to be well insured and in position to face the adjuster without fears

or qualms, it is necessary to exercise some thought and diligence to be prepared against the fatal day of reckoning.—Live Coals.

Small Number of People Responsible.

Nothing could be clearer to anyone familiar with the fire losses in this country than that the big business man particularly in failing to meet responsibility for fire safety of his premises. Just at random the other day we gathered from the material at hand a few examples. For February, 1919, State Fire Prevention Commissioner Bell of Tennessee reports 271 fires causing a loss of \$461,256. Twenty-one of these fires in mercantile and industrial occupancies—all the fires listed for these occupancies—caused a loss of \$208,459. Here we have 42 per cent. of the Tennessee loss in one month in seven per cent. of the fires. The Journal of Commerce reporting the fire losses for the month of May, 1920, shows a total loss for the month of \$25,440,330, but sixty-four fires credited with losses of \$100,000 or more brought a total fire damage of \$16,564,000. Here we have nearly two-thirds of the loss of the whole country for the month of May in just sixty-four fires. As there were no conflagrations of any importance this means that sixty-four corporations and individuals in the United States, by their failure to observe rules of fire prevention and fire safety saddled upon society more than \$16,000,000 in fire losses. This is not a diatribe against the business man. The trouble with him is that he is as careless and indifferent as most of us are. These examples can be multiplied almost indefinitely.

Now why is this business man peculiarly responsible? Because he has been entrusted with great values which are concentrated in a comparatively small area, and because he knows or should know that no fire department can hold the losses on his premises to a low figure once the fire gets a start of a few minutes and he has failed to take necessary precautions to prevent fire from starting or to prevent its spread should it once begin burning. In spite of the expense to which his city has gone to furnish the fire apparatus made necessary by his concentration of values, no city department can hold a fire loss in the large unprotected mercantile and industrial occupancies to a small figure unless it can be assured of access to the fire immediately after it starts.

Inspection of property of business men does not meet the situation. Some defects may be corrected after the visit of the inspector but within a few weeks all is as it was before the inspector's visit. It is necessary that there shall be someone in every plant responsible for its fire safety. Someone should fix responsibility for fire safety, a responsibility as vigorously enforced as that for production and sale of products handled. Inculcation of this responsibility is the way to success, for once this is present, it will lead to thoughtfulness, carefulness on the part of the management and employees as well as to the employment of modern methods of sending in fire alarms and extinguishing fires.

Assets \$3,186,069



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GRAND RAPIDS, MICHIGAN

You can buy here a **Complete** stock of Dry Goods, Draperies, Hosiery, Underwear, etc. All goods first-class in every way and up-to-date—the reliable products of dependable mills only. The following lines are shown in great variety, ready for shipment:

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Dependable, wanted merchandise
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Grand Rapids Office—Lindquist Building
Mr. M. W. Whims in charge

THE GOLDEN WEST.

How It Looked To Ex-Congressman Belknap.

Written for the Tradesman.

While my mind is on the people who make up the many villages of Arizona and New Mexico, I must say a word for the Indian. There are many of them scattered about this vast domain under many tribal names, as in the Southern countries of Europe, only here in America they are all "Indian."

In the beginning the Indian owned the country, then we foreigners came in to get his hide and we had nearly all the hides on the fence to dry before we found God. Then conscience began biting us so hard we had to let go our strangle hold to scratch our backs well up between the shoulders. After many days we are now deeding back to them many of the lands we had closed on them, without even the form of a mortgage.

The Government has discovered by the investigation of many commissions that the Indian has a soul, same as the white man, and that a real live Indian is of more value than a dry hide on the fence. This accounts for the Indian towns and schools which are to be found along the Sante Fe Trail.

These schools are models that it would pay any community to follow, and the towns—they are where there is water or where water can be piped or ditched to them. I am interested in one built right on the trail, said to contain two thousand people. Aside from its church, all else are adobe that might have been dropped from the sky like rain drops.

The one main road through the city comes in on the river side without knocking, looks about awhile, then runs off a bit sideways and stops at the church. There it bounces off to the left, escaping between a horse carall and a comfort station. Then, as if trying to reform, it kinks a bit just wobbles about until the driver gets dizzy.

Besides the chauffeur there were two others trying to drive our car and I spent a lot of my time watching the back track for runover paposes. How we ever got through that town without killing our weight in wild children is a subject to be thankful for.

I have often wondered where all the genuine Indian woven blankets came from. Now I know. Some of them are made in this wild town. There are several mills down East that turn out the Navajo blankets. That's the proper term, "turn them out," but they do create the real thing. There is something about the real Indian blankets the white man cannot imitate. They have an odor, a style, a pattern or design, as if the maker put her soul in it. When you have secured a real Indian blanket, you have part of an Indian's life—his being. Water and soap will not wash the Indian out of it.

Blankets are not the only industry. Pottery, handshaped cups, vases and plates, water jars and a hundred articles ornamental and useful, are set out to be sun dried and painted. Indian boys shape bows and arrows for

the tourist's trade. Indian girls bend over intricate bead designs.

But there is another side to the school boy Indian out in the canyons. Along the sloping plains, wherever there is water, you will find his tepee and herds of cattle, goat and sheep. He has learned the ways of the white man. The ranch house is his castle. His squaw is his wife, not his slave. Her best dress may be an uncut sheet of red bandana handkerchiefs, but it is clean and covers all her body. So the Indian is coming back to his own.

The church in this Indian city did not have the appearance of the old Spanish missions. If it was designed by a white man, it must have been built by Indian labor, not on the eight hour plan. Some parts of it must have been built after dark.

the air, seeing things by the wayside in this untamed country.

The Colorado River some day will aid in feeding the millions of people that now congest our cities. It is just getting a start at it, much of its waters running wild, unharnessed, untamed to-day.

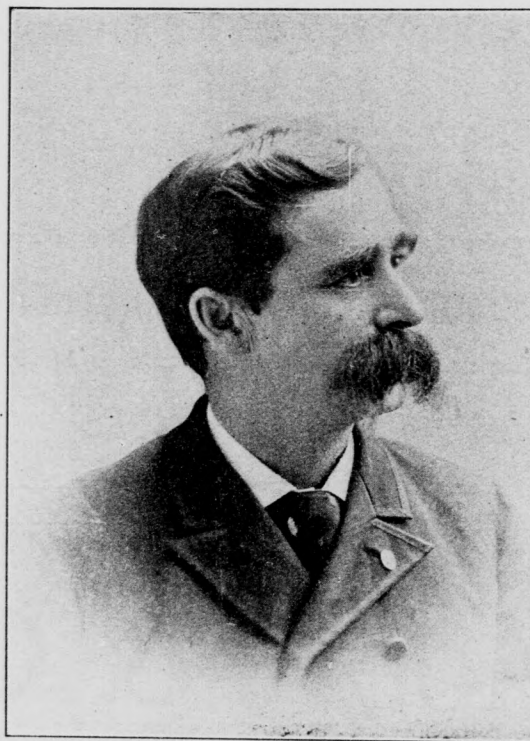
After following its winding course over many miles of jumpy roads, and dry washes, we were coming to the foothills, "The Needles." All along the mountain sides were prospect holes. It seemed a touch of warfare to drive gold, silver or copper out of the trenches. Every drop of water for man, beast or engine must be hauled by trucks from the river, often miles away. As we closed in on the

were climbing up to touch the sky and the road was fine, smooth hard gravel and stone. By the trail map there should be a city close by. It would not be fair to give the name of this city, for to-day it is a busted community. Stocks are quoted low. Next week some venturesome cuss may strike it rich and it will boom. The entry to this place was marked by two lines of empty miners' cabins. No two builders employed the same architect. The owners came from all parts of the world, with all sorts of plans and material, except paint.

A half mile of this and we met a couple of kiddies, girl and boy, with their dinner boxes and school books. By their happy faces we sensed the days of long ago, the boy beaung home from school his best girl. By way of greeting I said "good evening, my boy. What's the matter with this town. Why so many vacant houses?" "Ah, you gwan, you ain't seen all this town yet." We went on for ten miles. That town was two rods wide. Our car, a Packard, switched back at several turns to get turning space.

About half way up there was a sag in the hills. There, in the industrial and commercial center, the buildings draped in flags, the people were holding a carnival. It would have been possible to select a regiment of physically fit men for any arm of the service. Some of these men were still in their overseas uniform. Some were cowboys in their costumes. All were profuse in their admiration of our car. The further we got into that town the more interested we were in trying to find a way out. All the time we followed the highway, though we often circled entirely around a man's house, getting a look into both parlor and kitchen, a moment later looking down on the roof. We put the car in low and kept in there nearly all the afternoon. If Gabriel ever should want a lot of angels all he need do is to fence up each end of the canyon and fit wings on the inhabitants.

On the summit we halted our car to view the grandeur spread out before us and to eat our lunch. While we were there a young Mexican and his wife came up in a wagon. The horse shied at an object in the road, the man picked up a club from the wagon, jumped down and killed a rattler, half as long as a rail. They



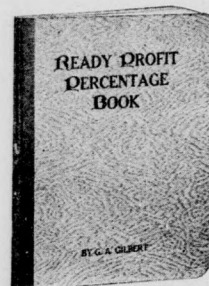
Hon. Charles E. Belknap.

I have visited many of the old Spanish missions of the coast country. To me they are a never ending subject of interest. I can understand them, but this church building takes on the plan of the main street of the town. It seems to be going somewhere all the time. At every angle you view it, it looks as if ready to jump or maybe fly, but when the sun is going down behind the hill top, and you listen to the music of the silver bell, high up in the arched gable, you forgot there ever was an architect to plan unsightly temples.

In the last minutes of the evening light, we slowly moved up grade, passing one of "God's Acres" on the left, countless white crosses in dreary loneliness; on the right, a wail of solitude, an old squaw lamenting for the dead came drifting up the river. Many times when I was a small boy I had heard that Indian wail, causing creepy tingles up my whole body and now it seemed the wail of a passing race. The monastery bell in all its charm failed to clear the trail. The resting place for the night was an hour's ride. In all the way I was hearing things in

hills, lonely miner's shacks gave a bit of life to the scene.

Mile after mile the trail followed the grades. In vain we looked at the peaks for an outlet that we knew must be there, the hills being so blended in their colors and outlines. Gradually the trail wound about the base of a foothill, the gate was open to a Canyon on either side. "The Needles"



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GEO. A. GILBERT & CO.

380 East Eleventh Street

Portland, Oregon

Bankers Use an Interest Book. Why Shouldn't a Merchant Use a READY PROFIT PERCENTAGE BOOK?

Announcement

The Corl-Knott Co. has now moved from our building to its own building across the street, and we shall immediately begin remodeling our entire building. This expansion will enable us to carry larger and better assorted lines of merchandise. We shall also install pneumatic tubes and other modern equipment which will enable us to better handle your business. You will then receive a duplicate invoice in each package, as well as an original by mail. On every floor we are installing complete modern sample show rooms so as to better facilitate buying in the house.

Our fixtures will be completely remodeled on the most modern lines and we can confidently say that our merchandising methods and equipment will be the last word in the wholesale dry goods business.

This doubling of our floor space will enable us to add other departments and enlarge certain of our departments in accordance with the needs of our trade.

We are constantly increasing our house and sales forces in order to handle our large increase in volume of business. We think that business will continue to be good this autumn and have stocked merchandise accordingly. The wise merchant will get the business because he is now buying the merchandise he needs and the others will lose the business because they will not have or will not be able to buy the merchandise when they need it to sell.

On our sixth floor we are beginning the installation of equipment to manufacture such merchandise as we handle in those lines. This will not only assure you of merchandise at most reasonable prices but also of a quality unexcelled.

We shall have a Grand Opening Sale later—probably in October—but meanwhile we invite you to visit us and note our progress toward making this house the most complete and modern wholesale dry goods establishment in this section.

GRAND RAPIDS DRY GOODS CO.

GRAND RAPIDS, MICHIGAN

EXCLUSIVELY WHOLESALE

NO RETAIL CONNECTIONS

were a fine couple, had a sheep ranch in the valley we were going into and were on their way to the town we had passed through to attend a dance.

The girl was strikingly handsome, had a beautifully embroidered skirt and a silk scarf to cover her wealth of raven hair. The young man's hat had a gold cord that weighed a pound and the costumes of the two must have cost a season's wool crop.

He pointed out his ranch house in the "Mesa." Later, as we passed by, we saw the fenced garden with flowers and vegetables, an artesian well flowing plenty of water, a little world all their own. If they had a worry it must have been the high cost of Mexican embroidery and gold hat cord.

On the winding road we passed from an elevation of 3,500 feet to twenty miles of Mesa meadows, then gradually up again to an altitude of 3,300. This Mesa is geographically known as the Sacramento Valley in the midst of the Black Mountains, the Treasure Chest. To get this treasure of gold, silver and copper, men give even their lives. I never looked up to those prospect holes that stare at you from the arid mountain side but I think of a cool, shady swimming hole in the Wolverine country. I see myself with a bass rod. It is much more romantic than a miner's pick. To me those painted mountain tops look better from the outside than from a rat hole inside.

However, there is no combination to raise the price on Arizona air. One man told me when he first arrived in the country, he got all the air for his system through a bicycle pump. He now runs a garage and supplies air free to all autos on the trail. The air from river valley to mountain top is full of kick. It is not 2½ per cent. stuff and were it not for the dust, one white collar would last the season through.

There is also a lot of good drinking water in the state, but most of it is hidden away in the hills, to be piped into the towns often miles away. At the bend of the trail, there was a pipe that led out of a canyon. Far up the sloping plain, there was a stockman's adobe ranch house blistering in the sun. With a five gallon tin oil can, the mother of that home had come to the water tap. First she turned the water over her hands and face, drinking often between times, then slipping her arms through a pair of straps, she adjusted the load like a soldier's knapsack between her shoulders and set her face to the ranch. This was one of the every day chores, the same as cooking the meals and washing the dishes. It certainly was two miles all up grade. How good that water must have tasted to the kiddies, how grand the mother love of that bit of a woman. Saint Peter at the gate will credit the glistening tin water can with more value than the solitaire that shines on some wealthy woman's throat.

Charles E. Belknap.

The merchant who knows no more about his business than he has learned in his own store will be an easy mark for a live, observant, studious trade paper reading competitor.

Selling Garments For the First Baby.

In the first place, there must be something to recommend the department to the expectant mother when she first thinks of buying the little garments. In her former visits to the store, the baby department must make a favorable enough impression to bring her the first time. What would appeal more than an attractive, neat, dainty, cozy place?

If possible, there should be outside windows where the sunshine will help to make it a cheery place. The fixtures should be simple but appropriate. If economy in fixtures must be practiced in some part of the store, let it not be in the baby shop, because a woman who might patronize a very ordinary shop in purchasing her own garments, will go to "the nicest baby shop in town" to purchase the things needed upon the arrival of the aristocrat of the family. "Welcome" should be the spirit that pervades every nook and corner of the baby shop, whether the expectant mother has a limited income or a generous allowance at her service.

The baby department should be conveniently reached. Many expectant mothers do not like to tramp the whole length of a store in search of the baby shop. Yet, it should to a certain extent be secluded so that the sensitive may avoid the gaze of every passer-by or customer of the store. Showcases, cleverly arranged, serve a triple purpose in the baby shop. They should be high enough to obstruct the view from other parts of the store, to ensure privacy. Thus, they would also be conspicuous enough so that they may easily be found. There should be plenty of cases with attractive displays to interest the expectant mother, as well as the hosts of friends and relatives who will be looking for suitable gifts for the baby.

Comfortable chairs, plenty of them, should be provided and the counters and tables should be of the right height so that the customer may comfortably do her shopping while sitting, if she prefers.

A "looker" in a baby shop is a distinct compliment—evidently she has been attracted by the interest displays and dainty merchandise. She undoubtedly is looking for ideas—many, many mothers still prefer to make the little garments themselves. Show her as many garments, and more than she expected to see, advising her what materials are most desirable, always with the tastes (the amount that can likely be expended in mind, so as not to embarrass her) also what trimmings are daintiest and prettiest, what patterns are being used, how much is required and demonstrate how they are cut, if she seems to appreciate or want help. The tactful salesperson will know. She will appreciate the courtesy, and nine times out of ten she will buy a garment to be used as a guide. It might be advisable to carry in the infants' department yard materials which are commonly used for baby garments.

Just another word about the "looker." Even if, after you have given her all the information she needs to make the garments herself, she does not buy a single piece, she will ap-

preciate the kindness and will come to you for the little shirts, bands, booties, etc., which she must buy ready made.

A display of nursery furniture always attracts attention. Draw her attention to it, inviting her to come in again and you will show her the complete line.

Choose the best, the most intelligent, the most sympathetic, the most human salespeople in the store's employ for the baby department—it is the most important department and should be made the strongest, most successful one. "Immense structures can only be built on strong foundations."

Let the strong foundation be the baby shop. The people in the infants' department must be more than just department buyers, managers and clerks; to gain the complete confidence of the expectant mother, they must know all about babies, they must be prepared to, in a way, be a second doctor, a practical nurse, a dear friend, a sweet mother. They can do more for the baby's welfare than they imagine. They must have big hearts; keen intelligence, and, last but not least, an extra supply of tact and common sense. They should not only know whether the mother should buy wool or silk, what a January baby needs, or what are the requirements of a baby born in July, but have a general knowledge of the baby's food, the bath, etc.

Rather a big bill, isn't it? But isn't it reasonable that when an expectant mother is made to feel that she can come to Miss —, at Blank's store, with her problems, and get intelligent information, that store will be her first thought in the future?

Of course, once a store knows that a customer is interested in baby things, no stone should be left unturned to keep her interested, not only in baby things, but in baby things from your store. Keep a list of all customers in this department and use the telephone and Uncle Sam's mail service. Personal attention is very important. Often a personal letter from the clerk who has made a previous sale, in which she tells of something new or interesting in a chatty way, will put just the right amount of friendliness where it is appreciated. Of course, the type of the customer must be very carefully studied. It would be impossible to

lay out any prescribed course of treatment for all customers.

Direct newspaper advertising and circular advertising should be generously used, and the infant's department should get just a bit more than its share of window display. Upon the arrival of the baby, a baby record book or something similar, accompanied by a letter of congratulation, will be appreciated by most parents, and the book serves as a reminder for many months, yes, years.

A display of layettes in some part of the department at all times is a good thing. Whether the expectant mother buys one complete or not, it will always serve to remind her of the things she has not as yet purchased.

Condensing it all; if the department is attractive and complete and the salespeople intelligent, human, tactful and above all, interested, the expectant mother will find it easy and the most natural thing in the world to come back again and again.

Olivia K. Miller,
(J. W. Knapp & Co., Lansing.)

Fifteen Reasons Why the Merchant Failed.

He did not know how to advertise.
He did not keep up with the times.
He tried to do everything himself.
He tried to save by hiring cheap help.

His word could not be depended upon.

He looked at every system as useless red tape.

He strangled his progress by cheese-paring economy.

He did not have the ability to multiply himself in others.

He did not think it worth while to look after little things.

He ruined his capacity for larger things by burying himself in detail.

He never learned it is the liberal policy that wins in business building.

His first success made him overconfident, and he got a "swelled head."

He thought he could save the money which his competitors spent for advertising.

He did not take inventory twice a year.

He did not have confidence in his helpers.

One second at the right time is worth more than a thousand to-morrows.

Burnham, Stoepel & Co.

Wholesale Dry Goods

48 North Ionia Ave.

Citizens Phone 1474

Grand Rapids, Michigan

Blue Buckle Overalls ^{Union Made}

BLUE BUCKLE Overalls and Coats sell easier and sell faster than other work garments because the demand is greater. Wearers have *proved* Blue Buckles are the biggest value work-garment in America.

Look at Blue Buckles' sturdily woven indigo-blue denim, enduring Union workmanship, special features like the solid reinforced backband, tack-stitched pockets and seams. They're the things that mean wear and service, that bring back Blue Buckle customers again and again.

We're driving home the story of Blue Buckles quality to overall wearers in magazines, farm and trade papers, brotherhood publications, newspapers, and on billboards in 1500 towns and cities.

Make your overall trade bigger and more profitable with Blue Buckles. Get them from your jobber.

**"Strong
for
Work"**



Placing girder in hull of an American merchantman in an Eastern shipyard.

Copyright 1920 by
Jobbers OverAll Co.
Inc.

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

Blue Buckle "Buddies"

are the best wearing play garments for children sold anywhere. Made in sizes from 4 to 16 years they duplicate the men's garments in every detail. Their sales possibilities are enormous.

Jobbers OverAll Company, Inc., Lynchburg, Va.

New York Office: 63 Leonard St.

Wm. T. Stewart, Representative

Largest manufacturers of overalls in the world

PRICE REDUCTIONS.

Reasons Why No Real Loss Is Involved.

By reckoning profits and losses according to units of merchandise, instead of in dollars and cents, it is possible to explain much more satisfactorily why the money returns during the period of inflation were much larger than they were in normal times. Figuring on the same basis according to a representative clothier, it is also indicated that no matter how merchandise depreciates no actual loss should be shown. The tendency has been, he explained, to disregard this method of comparison and to dwell only on the situation from an angle of dollars and cents. He pointed out that it was necessary when prices were advancing to revalue retail stocks in accordance with the market advances unless the retailer determined to go out of business. With conditions changed about and prices declining, stocks should be marked down for the same reason they were marked up.

"The public has been largely misinformed," he said, "concerning the reasons for large profits during the period of inflated values. It was quite possible for a concern to maintain its ordinary percentage of profit and still make a good deal more money than in ordinary times. By simply considering the matter from a standpoint of units of merchandise, rather than from the angle of dollars and cents, it can be easily shown why the profits were bound to be larger.

"Take clothing as an example. If in 1913, a thousand suits were bought at \$20 the capital required to operate that business would be \$20,000. If no price advance was in prospect, the retailer could mark those suits at a price that would yield him his ordinary profit and the money required to buy 1,000 more suits at \$20. If, however, the wholesale price advanced after he had received those suits, it would be necessary for him to add to the price in order to be able still to buy 1,000 suits. But consider for a moment what would happen if he made no allowance for the wholesale increase. The money he got through the sale of the suits would not represent 1,000 suits. It might represent merely 800. Reducing his problem to its logical outcome, the time would come when he wouldn't have the capital to buy a tenth of his needs.

"Going ahead with the case of the man who raised his price in order to buy his normal quantity of merchandise, the result would be a constant increase in the capital of his business. Where \$20,000 was represented in normal times, the capital necessary to finance the purchase of 1,000 suits would increase perhaps to double its size. As wholesale advances were made, he would find that \$40,000 was required to buy. All during this time his percentage of profit remained the same. In dollars and cents, however, a large increase would be shown.

"Now, as I have pointed out, if a merchant wanted to stay in business it was plainly necessary for him to mark his merchandise on its replacement value, otherwise he could not provide himself with funds sufficient

to supply his trade with its normal requirements in merchandise units. The question of old stock bought before the large market advances does not enter into the matter. If an article was bought at \$10 and a similar article at \$15, when the market value rose to \$20 it would be necessary to add \$10 to the first and \$5 to the second article's cost in order to have enough money to purchase two more articles of the sort. The extra money added to the cost did not go into the merchant's pocket. It went into the price of the articles which had to be bought to replace those sold.

"Now, when profits are spoken of as coming from the enhanced value of stocks bought on more favorable terms, the profits can be considered only as paper ones in view of the fact that the profits so derived must immediately be put into the purchase of additional stocks at greatly increased prices, that is, if the merchant or manufacturer intends to stay in business. He can't take such profits unless he decides to buy no more goods.

"The conditions I have described and the methods applied to those conditions go to prove that it was possible for either a merchant or a manufacturer operating along accustomed lines to make a great deal more money than formerly and at the same time in no way fall into the profiteering class. For those who saw easy money and could not resist taking it, there were a hundred different ways to exact more profit and just as many semi-convincing ways of explaining the justice of their additional demands. Many business men were unconscious profiteers, inasmuch as they took into account in figuring their costs contingencies that never happened. Thus, it was quite an ordinary thing for a manufacturer to tack on something to take care of further wage increases, which might or might not occur. The least rumor of a shortened hour schedule also got these gentlemen busy with paper and pencil to figure how much more the goods would cost.

"In the main, however, I really think that the average merchant could not bring himself around to repricing his stock on the basis of market values. The jumps were too big to make him think it possible to put the advance immediately into effect with his customers. The general rule, I think, was to make these prices increase by easy steps. Therefore, instead of being able to pick up \$10 with which to meet the increased wholesale cost of an article, the merchant would ask only \$5. In other words, he could not immediately pass along the wholesale increase to his customers. Then it became necessary, when he entered the wholesale market for further purchases, to take along part of his profits in order to pay the additional cost of the merchandise he needed. So that the ordinary thing, I believe, was that while the honest merchant's ordinary percentage of profit yielded him more in dollars and cents, he was frequently obliged to take some of these profits and put them with the rest of his money in order to place his usual order.

"Considering the conditions which have arisen since the break in prices, the operation of a business on the basis of units of merchandise will occasion no actual loss to the merchants. By this I mean that, (whereas there will be a shrinkage of capital and a consequent shrinkage in dollars and cents profits, the same profit percentage may be employed and the returns will gradually go back to their former amounts. Take the case again of the merchant who bought 1,000 suits in 1913 for \$20,000. Last year the same quantity of suits may have cost him \$40,000. Now, as values recede, let him keep selling those garments at prices based on wholesale values. When the price comes down to \$30 he can sell the \$40 suit at \$30 and still not lose \$10. All he loses, if that can be called a loss, is the difference in what the percentage of profit yields at the high and the low figure. What the price cutting operation means is the merchant returns to his normal profit, not that he has to take a loss because his stock depreciates in value.

"Of course, there is this to be said about a price-cutting movement. When declines set in the retail merchant feels the effect first and his reductions often have to be made before they appear in the wholesale market. If he finds it necessary, in order to meet competition, to reduce prices below what must be paid to replace that stock, he suffers not only a profit loss but an actual loss. To illustrate this on the basis of merchandise units, if it costs him \$30 to replace a suit which he sells at a

figure that places his wholesale cost at \$20, then he has to pay \$10 out of his pocket for the suit to take the place of the one he sold.

"But, all told, if the operation of buying and selling is conducted along the lines I have described, there is nothing for the merchant to fear except getting back to normal dollars and cents profits. The tendency right along has been to regard the risk of a loss of capital on a declining market as an actual loss, whereas such is not the case if replacement values are properly taken into account. The element of risk is another matter. There is no doubt but that, with prices so high, in dollars and cents a merchant has more to lose than when values were normal and lower. But, when he sees the manufacturer facing the same risk and knows that a decline in the retail end must mean a decline in the wholesale branch, there should be some comfort for him because, after all, if he has to sell for less, so has the manufacturer. If the same number of units cost him less, he can afford to sell for less."

An Example of System.

The late J. Pierpont Morgan was a remarkable example of system. As an instance of this, Mr. Morgan visited Aix-les-Bains for his health, for more than eighteen consecutive years. He arrived there almost always on the same day, at the same hour, and on the same train. He stayed there three weeks to an hour, and always left on the same day, at the same hour, and on the same train.

HAKA-RAC

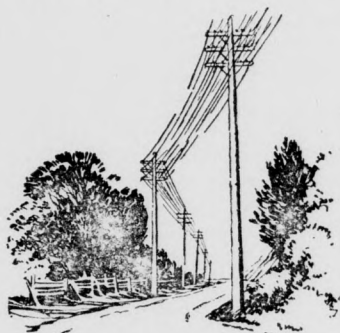
Gloves
Mittens
Sweaters
Caps
Hoods



Perry Glove & Mitten Co.
Perry, Mich.

What we are doing to make Telephone Service Better

Hardly a week passes that does not see some plan or device in operation, or a prospect, that will make the telephone service more as we both would have it.



During the past three and one-half years, for instance, more than 10,000 miles of additional telephone wires have been strung in Michigan. These additional lines have added greatly to the scope and quality of long distance and toll service.

A new cable connecting the upper and lower peninsulas of Michigan has also been placed. This cable has added greatly to the long distance service which we are giving Michigan.

More than 6,000 switchboards have been installed in Michigan to date and as many more as can be procured will be placed at the disposal of subscribers desiring them this year.



All of these improvements and additions have been put through in the face of the most difficult material delivery conditions Michigan has experienced.



Great attention is being given the work in our operator training schools in the cities throughout Michigan, that these young women may come to their tasks proficient, and with a full understanding of their responsibilities.

And so it is throughout every department of the business. Difficulties are being experienced. The results are not always all that we wish. But we will keep at work until we have overcome every obstacle to good service.

MICHIGAN STATE TELEPHONE COMPANY



Advantage of Employing Competent Traveling Salesmen.

Webster's idea of a salesman and that of some whom one meets behind counters do not agree. Where one is interested in their respective ability he tolerates a great deal more than will the displeased customer. The customer often quits.

"Do you know what I look forward to?" a traveling salesman asked a friend one evening. "I look forward to the day when I will have to peddle no more; when I can walk into a store with the feeling that I have as much right there as any other customer. I want some smart salesman, or merchant, for that matter, to spot me as a salesman—as they always can do somehow—and ignore me until he gets good and ready, just as they do now. Then I just want that sweet five minutes of pleasure in which I'll tell him that I came in to buy and not to sell—and then I'll walk out.

In Missoula, Mont., a traveling auditor stepped into a drug store to buy some stationery to fit some loose-leaf books. Unfortunately he carried the two loose-leaf covers under his arm. He was a customer in reality, but a salesman in appearance. For that reason the girl at the front of the store continued to talk personal matters with a woman who was leaving the store, the man being left to enjoy the scenery. How long the frost would have lasted may only be judged by one's knowledge as to the limit of two idle women's conversation material; but the auditor walked over to the girl and asked:

"I guess you mistook me for a salesman—I am a customer. Does that make any difference?" The girl was flustered. She "thought" it was some one to see Mr. So and so, the buyer." Hence she should worry and didn't. There are some salespeople who might talk to salesmen to more advantage than they talk to mere conversationalists.

There is a girl of the progressive sort in the paint department of Barker Bros., Los Angeles. A man went in there to buy some enamel and paint to use in making a baby crib "as good as new"—also to get some information. He went in to buy one can of enamel, but what the girl sold him was something more.

She listened to the man's ideas of what he had to do and wanted. Then she showed salesmanship.

The paint man was in here last week and I had him explain how to do a job of this sort. Here's a preparation you need to take off the old enamel. Then it won't look so rough." (That was extra item number one.) "And it is better to put on a coat of flat-tone white paint before the first one of the enamel." (Extra number two.) "These mornings are cool, so the salesman said in putting on enamel that it should first be heated, not by putting it directly on the blaze, but say in a pan of water. To get a perfect finish you need a brush with the bristles rubber set. Have you one?" (As the man was contemplating a brush that had painted everything from fences to little toys, this meant extra item number three.) "And here's the enamel—and this folder tells how to use it." That girl had taken an inter-

est in the job rather than the single can of paint which the man came in originally to buy. Her salesbook and the man's impression of the store's paint department show the difference.

In many stores the rule is, "If they leave without buying you can consider them lost." But in a certain city south of Denver there came before the writer's observation a salesman—correctly named—who did let a couple leave the store and yet promised the writer that they would return. And, sure enough, they did with a smile and the words, "We've decided to take that \$51 carriage;" for they were looking at baby carriages.

"You must have sold them the first time. How did you do it?" the salesman was asked.

"I knew exactly what they'd find at the other two stores they would be most sure to visit. You see, we are the only store in this city that has nerve enough to handle real merchandise. Others carry stuff at a price. We do, too, of course, but we get into higher grades. We never begin showing a cheap article unless we are sure the customer wants and can buy only that class—and these days a salesman cannot be too sure on that subject; for even a person who looks anything but prosperous may pull a roll that will take away your breath. The laboring class is buying better things. This couple was an example. A \$51 baby carriage would seem above their pocketbook and—"

"Well, how did you know it wasn't?"

"Why, I simply found out that her husband is with Speers, Pierce & Co., as foreman. Must be getting good wages. When I found out that I began showing them the medium and better grades, at the same time mentioning that we have them down to \$22.50, but that they are not good investments unless the person is limiting himself to that mark. As they did not bat an eye or ask any more than to take a look at the cheap carriages, I knew what they were prospects for. I started at the point where the best grade of the other places leaves off. In better grades there are reasons for the price. And if you get the price you have to show something besides price. I went over that carriage just like my brother does at the automobile agency. Showed the wheels, the gear, the inside finishing, for that appeals to the mother who wishes her babe surrounded with looks and comfort. I straddled the body to give a sight of its strength, showed how firm it was on the springs, how it could be turned to face mother or face away, how easily the springs work—then what a nice appearance it makes. (At this point I rolled it up beside the \$22.50 style.) Let the mother run it down the aisle, then the father; and I knew when they looked at the one on the next street they would see ours right beside it. Guess they did, too."

"Where do you get your talk?"

"Several ways. Women's magazines talk some about better house-keeping plans, the advertisements do some more talking, for they, like ourselves, are talking points to women; but the handiest form of getting the information is in these little folders some manufacturers get out. Here's

one I am studying on fireless cookers. It's interesting. It gives me the purpose of these, how they work and what they will do. I get so that I can talk more intelligently about ranges, refrigerators and other goods than the customers and some of the other stores that sell by price only.

"Salesmen for the manufacturers have to demonstrate to us and we never miss getting their talk. It pays in selling better grades—besides, it's a lot more interesting."

Charles Abbott Goddard.

To Organize National Jobbers Salesmen.

The movement among the wholesale grocery salesmen of St. Louis to form a joint association for promoting their own and their employers' interests has made such progress that 105 members, or about half those known in that city, are already enrolled, and steps are under consideration for making it a national association.

There was informal talk following the meeting of changing the name of the association to something like the "National Wholesale Grocery Salesmen's Association No. 1," in order to make it a national movement. To this end an effort is to be put forth to get the co-operation of both the National and Southern Wholesale Grocers' Associations in order to get the movement underway throughout the country.

The Association expects to incorporate under the laws of Missouri as soon as possible and a committee was appointed with that object in view.

The salesmen now feel that they are in position to put committees actively at work to help promote the welfare of the retail grocers, wholesalers, manufacturers and brokers, as well as their own kind. They anticipate results and request the full co-operation of the entire trade. A button is to be adopted in order that the member can be distinguished.

With respect to handling specialty orders, about which there has been considerable complaint in the past, the meeting adopted this resolution:

Whereas—It is the sense of this Association that no specialty orders shall be accepted by our employers unless the price and all conditions appertaining to the sale shall show on the order and that when a signature appears not to be that of the buyer or invalid in any way, the jobber shall not accept said order and that a copy of this resolution shall be sent to the wholesale grocers of St. Louis and also to the secretary of the St. Louis Auxiliary of the American Specialty Manufacturers' Association.

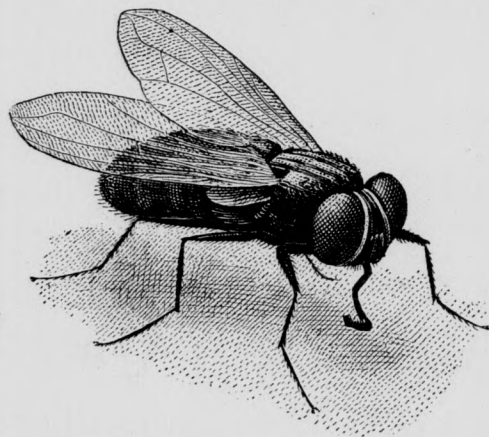
The purpose of this resolution, so it was explained, is to lessen the returns of specialty orders and that the specialty men shall insert every price and promise made to the retail grocer. Also it is claimed this move is made to protect the retailer, jobber, salesmen and honest fair specialty men from the evils which have crept into this branch of the trade.

The happiest guy we ever saw was one who sailed right into the thing he wanted to do.

Don't be a parrot; let your talk show that you have a brain as well as a tongue.

TANGLEFOOT

The
Sanitary
Fly
Destroyer



Non-
Poisonous

Gets 50,000,000,000 Flies a Year
Vastly more than all other means combined
POISONS ARE DANGEROUS

The O. & W. Thum Company
Grand Rapids, Michigan

Manufacturers of

Tanglefoot Fly Paper, Tanglefoot Fly Ribbon,
Tree Tanglefoot and Tanglefoot Roach and Ant Powder

To Tourists and Visitors in Grand Rapids

There is in our store a department of quite unusual interest. On our second floor a large, beautifully decorated room is entirely devoted to the display of art wares—china, pottery, glassware, novelties. Some of the things are costly, but there are hundreds of inexpensive pieces—the sort of things you might like to pick up for yourself or to send to friends. It pleases us to have people come in, even though they merely look around, and no one need feel the slightest obligation to make a purchase.

Rookwood Pottery Lenox China
Fine English and French China
Lamps and Shades
Engraved and Decorated Glass
Novelties

On the left as you enter the store is the Silverware Department and a few steps further back you will find Vacuum Bottles, Jars, Carafes and Motor Lunch Kits. Our assortment of these compact outfits for carrying and serving picnic meals is very complete at present. We have them equipped for four to six persons.

Our Sporting Goods Department is in the rear of the store. Lovers of out-door life and sports will find this filled with things of great appeal. There is everything for Tennis, Golf and Baseball, besides a most complete line of Fishing Tackle, including a great variety of Baits, Flies, Etc.

Visitors are always welcome and no effort will be made to sell you anything unless you wish to buy.

FOSTER, STEVENS & CO.

Hardware, Sporting Goods, China, Glass and Silver

Agreements As To Resale Prices Contrary to Law.

This subject is not an easy one to talk about. But it is important for you all to have a clear understanding about what you can do and what you cannot do in this matter of price maintenance. And I shall do my best to give you a clear understanding of the precise condition of the law on this subject at the present time.

I have no time and you have no patience to waste on ancient history. It is the present and not the past law on resale price maintenance that we are interested in at this convention. Some of you can recall the good old days of McKinley and Cleveland when all kinds of so-called gentlemen's agreements about prices and territory were much in vogue among competitors. The laws then were very much the same as they are today. But they were not enforced. They probably were not ever known to exist until somebody consulted his lawyer to enforce an agreement against some competitor who was so ungentlemanly as to cut prices or to invade territory. And then, as today, there were a lot of ungentlemanly competitors.

It is interesting and important to remember that it was not until these gentlemen's agreements were found to be ineffective and were reinforced by pooling arrangements by which offenders could be penalized without resorting to the courts that they had any material effect on prices. And it was only when they became effective that there was created a public sentiment to enforce the anti-trust laws and stop price maintenance and other agreements which interfered with free competition.

The railroads first felt the effect of the Sherman law. The enforcement of this anti-trust law brought on the period of consolidation of 20 years ago which in turn resulted in a rigorous prosecution of the big industrial combinations in the days of Roosevelt and Taft, culminating in the Standard Oil and the Tobacco cases, the enactment of the Clayton Act and the creation of the Federal Trade Commission. All this is familiar ground to you. And it is now settled beyond doubt or question that any agreements as to prices between competitors or between manufacturers and distributors is illegal. Such an agreement cannot be enforced. A person injured by such an agreement can recover three times his actual damages. The parties to such an agreement are even subject to criminal proceedings. The law is plain. The question is settled once and for all unless Congress changes the law.

As you may imagine rather frantic efforts have been made to escape from this situation. Patentees and the owners of trademarks, copyrights and secret processes have claimed the right to establish resale prices by agreement or notice. The courts at first were far from unanimous but finally after fifteen years of litigation it is pretty well settled by decisions of the United States Supreme Court that the law of resale price maintenance is the same for patented as

for unpatented articles. It makes no difference whether you are selling coal or Kodaks, leather or liver pills, shoe findings or shoe machinery—the law is the same. Resale price agreements are illegal.

For ten years efforts have been made to get Congress to enact a law which will protect the manufacturers of trade marked articles, sold under their own name and widely advertised, against the evils of price cutting. There is much justice in the demand for this protection. The plan has had many earnest and eminent advocates including Justice Brandeis before his appointment to the Supreme Court. But Congress will not act soon. For the next two years Congress will be too busy for one thing, and for another, until the cost of living gets down at least to pre-war levels Congress will do nothing to protect anybody—except perhaps labor—against unrestricted competition, however unfairly it may operate in particular cases.

There is no help in sight from Washington to solve this resale price maintenance question. But during the past five years another way has been found by which each one of you manufacturers and jobbers can protect your own business against the evil effects of price cutting if only you have the necessary independence and determination. It is such a very simple thing to do that I am surprised that it didn't occur to somebody before. If you do not like the way your customer transacts his business or distributes your line why simply do not sell him. He has no legal right to make you do business with him if you do not want to. You can decline for a silly reason or for a sensible one. Because he has red hair or wears spats or because he does not pay his bills or cheapens your product by distributing them at too low a price. "Before the Sherman Act it was the law that a trader might reject the offer of a prospective buyer for any reason that appealed to him;—it might be because he did not like the other's business methods or because he had some personal difference with him political, racial or social. That was purely his own affair with which nobody else had any concern. Neither the Sherman Act nor any decision of the Supreme Court construing the same nor the Clayton Act has changed the law in this particular. We have not yet reached the stage where the selection of a trader's customers is made for him by the government." With these words Judge Lacombe closed his opinion in the Cream of Wheat Case decided in 1915. And during the past five years the same principal has been reaffirmed by other courts in other cases.

But—and this is the biggest and most important "but" in this address—the right to select customers may very easily develop into an agreement in restraint of trade unless it is exercised absolutely independent of what the other fellow is doing. You can discontinue selling a customer because he hurts your business or the line or the trade in general by not

reselling at fair prices—but you cannot go to a competitor and say, "Smith is cutting prices I will cut him off if you will." Neither can you report the fact that Smith is cutting prices to an organization of manufacturers like the Rubber Heel Club for instance, with any expectation that they can or will pass a vote or make an agreement not to sell to Smith.

I think I can best indicate the exact condition of the law on this subject at the present time by referring in some detail to three recent and important cases. The Colgate case, the Lumber Association case and the Beechnut case.

Colgate did what Cream of Wheat did—refused to sell to jobbers who failed to charge fair prices. Colgate was indicted. The indictment was dismissed in the lower court. When the case reached the Supreme Court the decision of the lower court was sustained. So far so good. But the decision of the Supreme Court was based on a narrow question of pleading and not on a broad principle of law. The actual point decided by the court was that the indictment did not charge Colgate with selling its products under agreements requiring dealers to maintain prices to be fixed by Colgate. So that as a precedent for future decisions on this subject by the Supreme Court the case merely holds that the indictment was not so drawn as to define a criminal act under the Sherman Law. It is true that in its opinion the court affirms

the right of a manufacturer to refuse to sell to customers who will not hold to resale prices fixed as fair and reasonable by the manufacturer. But the court significantly adds "he cannot do so fraudulently, collusively or in unlawful combination with others." And as authority for this qualification the court cites a recent decision of the United States Supreme Court in the case of Eastern States Lumber Association vs. United States, decided in 1915.

A retail lumber dealers' association circulated a confidential report giving the names of wholesalers who sold direct. Nothing was done but to circulate this report. There was no agreement to blacklist the wholesalers. Each member was left free to act as he chose. But the purpose and object of the report was to cause the members of the association to stop buying from the wholesalers on the list. The Supreme Court held the circulation illegal. "A retail dealer" said Justice Day "has undoubted right to stop dealing with a wholesaler for any reason and may do so because he thinks the wholesaler is trying to undermine his trade. But when he conspires and combines with others of like purpose to unduly suppress competition by placing obnoxious wholesalers under the coercive influence of a condemnatory report circulated among others he exceeds his lawful rights. The Sherman Act covers any illegal means by which interstate commerce is restrained . . . whether occasioned by unlawful con-

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Grand Rapids,

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***Increased Floor Space and Modern Facilities
Mean Much to Dealers Handling the
Bertsch and H. B. Hard
Pan Shoe Lines***



Every inch of space in this big eight story and basement building is used by us in our business. Every convenience for efficient production is employed. We invite merchants when in the city to visit this modern shoe factory. Dealers everywhere are concentrating more and more on the BERTSCH and H. B. HARD PAN shoe lines, because they find the wonderful HEROLD-BERTSCH value one of their best business builders.

HEROLD-BERTSCH SHOE CO.

11-13-15 Commerce Ave.

Grand Rapids, Michigan

tracts, trusts, pooling agreements, blacklists, boycotts, coercion, threats, intimidation and whether these be made effective in whole or part by acts, words or printed matter."

I have quoted this language fully because in my opinion it clearly marks a very important qualification of the right to select customers. A trader—and that means either a manufacturer or a jobber—can select his own customers provided that he does his own selecting. But the minute he acts by agreement with another—written or oral—express or implied—or is coerced or substantially influenced by threats, blacklists or boycotts he is not doing his own selecting. He is acting collectively. And any collective action in this matter of the selection of customers is dangerous if not illegal.

My point can be further illustrated by the last case that I want to take up. The Beechnut case. The Federal Trade Commission has consistently denied the right of a trader to refuse to deal with customers because they would not maintain resale prices. At the present time several hundred complaints have been issued against firms—including some of the largest advertisers of the country—on account of this practice. One was issued against the Beechnut Packing Company and after hearings an order to cease and desist was entered from which the Beechnut Company took an appeal to the Federal Courts in the Southern District of New York. In February of this year the Circuit Court of Appeals handed down its

decision sustaining the appeal. The decision was made squarely on the authority of the Colgate case.

Now the reason that I have called this case to your attention is that the Beechnut Company did two things. They refused to sell to price cutters and they refused to sell to customers who themselves maintained standard prices but sold to other distributors who cut prices. The Federal Trade Commission maintained that both practices were illegal. The Federal Courts in New York held, on authority of the Colgate case that both were legal. It is my prediction that when the case gets to Washington the Supreme Court will say that neither were right. That the Beechnut Company can choose its own customers, but that it cannot control other concerns in the choice of their customers. And this on the authority of the Lumber Association case to which I have called your attention.

Well, gentlemen there is the law of resale price maintenance up to date. To summarize: These points are fairly well settled:

First: All agreements about resale prices are in restraint of trade and contrary to law.

Second: A trader—anyone who has anything to sell—provided that he is not a public utility, or engaged in a business essential to life—can select his own customers. He can refuse to sell to anyone for any reason including the reason that the customer does not charge fair prices.

Third: There can be no collective agreement not to sell to price cut-

ters. The right to select customers is an individual right. It cannot be exercised collectively. For the moment you act collectively you are acting pursuant to agreement, coercion, threat or intimidation. And this, as we have seen in the Lumber Association case, is illegal.

One point is still unsettled, namely can you refuse to sell to a customer who himself maintains prices but who sells to others who don't? It may be argued that if you can refuse to sell because you do not like your customer's prices you have the same right if you do not like his trade. And on the other hand, since it is illegal to boycott a wholesaler who sells direct isn't it equally illegal to boycott a distributor who cuts prices?

It is my own opinion that the courts will finally decide that the right to select customers is a personal right and does not include the right to control others in the choice of their customers.

Grosvenor Calkins.

A Use For Jack Pine.

The announcement that manufacturers have found a use for the despised jack pine as a source of pulp for making wall board continues an old story into a new chapter.

There was a time when Michigan forests were counted valuable mainly for their white pine, with Norway a much less esteemed second choice. Michigan white pine was the best in the world and so common that anybody might have all he wanted of the

finest and clearest lumber. Then the quality began to run down a little as the best trees fell, and finally there was no more white pine. Norway followed, and hemlock, which had been considered worthless, came into the market. In early days also there was no end of walnut for interior work and a good deal of it was used as rough lumber. At the same time what was then called white wood, but is more commonly known now as yellow poplar, was a common building material out in Michigan forests and built into beautiful homes. But the walnut grew scarce and the beautiful tree from which the white wood came was even scarcer. About that time builders began to use white pine where the better woods had been used and so another descending scale of lumber quality began to be run.

But nobody thought that anything would ever be done with jack pine except to revile it as worthless. Is it doomed also, and has the old experience in destructive exploitation taught Michigan nothing about forestry? Its salvation thus far has been the general belief that it is good for nothing, but even if it proves to have only a very moderate degree of usefulness it will claim an outstanding virtue in the fact that it grows on the worst land in the State. If the worst tree can still make the worst land good for something, surely it deserves careful consideration.

Selling a customer so he stays sold, so he continues to be glad he bought, means repeat purchases and a steady trade.



CITIZENS LONG DISTANCE SERVICE

REACHES MORE PEOPLE IN CITIES TRIBUTARY TO GRAND RAPIDS, AND POINTS IN WESTERN MICHIGAN THAN CAN BE REACHED THROUGH ANY OTHER TELEPHONE MEDIUM.

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Lansing	5,510 telephones	Ludington	1,503 telephones
Muskegon	5,400 telephones	Grand Rapids	17,805 telephones
Hastings	1,470 telephones	Jackson	2,658 telephones
Traverse City	1,760 telephones	Owosso	2,245 telephones
Holland	1,545 telephones	Saginaw	4,650 telephones

AND ALL INTERMEDIATE AND CONNECTING POINTS

CITIZENS TELEPHONE COMPANY

WORKED ITS WAY TO FAME.**Story of How a Pennsylvania Town Was Resurrected.**

In many a clean, inviting grocery store a feature is a card bearing the words: "Grove City."

The sign carries distinction. It is its own advertisement, like breeding. It is its own proof, like success. It is a name that carries confidence, because when it makes a promise it keeps its word.

The things that come from Grove City, Pa.—butter, cheese, condensed milk—do not stay on shelves or take up space in refrigerators. They move. The people who pay for them spread their fame. To the public Grove City means butter—rich, sweet, satisfying, of dainty condition; cheese—making it clear that all that was ever really imported was quality, and that that has been duplicated or bettered in the domestic article; canned milks—famous for uniformity.

In the beginning there was nothing to this ordinary country community that other towns did not possess except its purely latent possibility of and adaptation for a future it never suspected, and realized in the end only through the happy chance of someone else interfering with its Sleepy Hollow lassitude. Grove City was a community of small and careless farmers, of old-fashioned slack ways. There was no suggestion then of the place of the model dairy, for in those days a cow was only a cow, and the housewife rather sneered at the occasional talk of "blood."

Grove City's first acquaintance with

the fate for which it was destined came when one of its citizens caught a glimpse of what its future might become and then with the habit of his kind, jumped at his partial premise as a chub at a minnow. This first promoter of the cheese factory idea had the gift of talk, and Grove City fell head over heels without discounting by 1 per cent. the lure of the promoter's ebullient enthusiasm. The factory started, the farmers rounded up more scrub cows, there was a general and uninformed rush to go into dairying. Afterwards there was a failure, some investors discovered that a good deal of money could go a very far way and never come back—and Grove City was milk-fed, and fed-up on milk, to say nothing of feeling that it had been milked dry.

Then came a faint-hearted attempt to organize a creamery—chiefly, one imagines, in order to make some use of the cheese cows it was such a labor to keep milked—and when it, too, ran on its predestined failure, it became difficult to mention butter without giving offense. Grove City did not want to be stung twice, and the fact that it finally produced men with the sheer nerve to offer themselves as the goats to the local historic jest is perhaps the most remarkable of its achievements since the "Professor" came to town.

The "Professor" was a laboratory expert of the Dairy Division of the United States Department of Agriculture. He cared nothing for the history of Grove City. All he saw was the place, which fitted his dream of what he wanted to put the test of commercial success on a theory that

already answered affirmatively all his mathematical requirements. What the "Professor" had demonstrated over his separators, his retorts and other paraphernalia was that when the milk went into the pail every ounce could, in one way or another, be transformed into a marketable product.

Having picked Grove City as the spot for the experiment, the name of the Government, the eloquence of the "Professor," perhaps some latent sporting instinct, influenced stock subscriptions of \$31,000, and the creamery came into being, the Dairying Department its patron saint and directing genius.

What Grove City came to mean afterwards has been told, but on the day the creamery went in operation only 28 patrons delivered milk to produce 78 pounds of butter fat. In a month the news had spread and 106 farmers were delivering. In a year there were 338. In four years, in June 1919, 677 farmers were delivering daily 18,000 pounds of milk.

For the fiscal year 1919 the Grove City products totaled 500,000 pounds of butter, 85,000 pounds of sweetened condensed milk, and 25,000 pounds of cottage cheese—erstwhile buttermilk.

In the five years since the "Professor" found the spot for his experiment in the large, there have been distributed among farmers over \$1,000,000 in purchase of the raw products, the creamery has trebled its capitalization and doubled its plant equipment and is a thriving and profitable enterprise; and Grove City, which the "Professor" happened to find, has won a way to the lips, the minds, and has

become a select something for the tables of the country.

The story might be extended indefinitely. One is tempted to dwell, for instance, on the usual suggestive effects of one marked success. The miracle of team play learned by virtue of once crossing the line in concert has there one of its perfect illustrations. Grove City has been metamorphosed from a rambling, more or less irrelevant, more or less indifferent and aimlessly individualistic community, into a compact, co-operative organization realizing that a common asset is the foundation of a multitude of diverse successes.

Grove City has learned that the first thing in life is to know how.

Robert L. Gray.

It is a Disgrace—

Not to be a true man or a true woman.

Not to back up your chance in life with the best that is in you.

To disappoint your relatives and friends, especially your father and mother.

Not to make good, especially in a country where the very climate is a perpetual tonic, where the marvelous resources arouse ambition as nowhere else in the world.

To go through life using only a small percent. of your possibilities. It is every one's duty to be a hundred-percent efficient.

To accept your second best when your best is possible.

To be indolent or idle when there is work in the world that you should be doing.

Post Toasties

Lead the Demand for Corn Flakes

The superiority of these flakes not only insures present sale, but continued popularity.

Keep Well Stocked

The demand is sure.

The profit is good.

The same square treatment which has built our business will always back the trade from jobber to consumer.



Postum Cereal Company, Inc., Battle Creek, Michigan



The Woman Who Kept Her Nerve.
Written for the Tradesman.

It was my privilege lately to be close to a woman who was passing through a great trouble, which shook her life to its foundations, compelled her to readjust nearly every part of her customary conduct and take her children with her into a new place and entirely different kind of surroundings within the boundaries of ordinary existence.

She always had stood to me as an example of calmness and self-control, a strong character, full of definite and downright convictions, leader of her fellows, yet poised and self-commanded to a degree beyond anything I ever have seen in any other man or woman.

It is unnecessary to describe the thing that happened to her and her family, except to say that it was sudden, unforeseen, and contrary to every form of experience through which she or any of her family ever had passed or thought of passing.

"Steam rolled, that's all," was the way my husband put it. "If they can

stand up under this they can go through anything, and no hero medals will be good enough for them."

Well, they stood up under it. No one outside of their own little circle ever saw a sign of what they suffered or ever heard a whimper from any of them as they put their shoulder under their new burdens and adjusted themselves to the radically changed conditions of their lives.

As I say, it was my privilege to stand very close to this woman as she passed through these terribly deep waters, and to observe the composure, the cheerfulness, with which she met the new face with which life confronted her.

"How do you do it?" I asked, upon one of the rare occasions when her misfortune was mentioned between us.

"Anybody can be cheerful when everything is going to suit her," she replied, with her radiant smile. "What courage we have is given to us, I suppose, to fall back upon when things go all wrong. Besides, you must not forget that I have children, and I

should have to be brave for them, if for no other reason."

"Yes, but you cannot deceive them. They know as well as any of us that what has happened has torn your life up by the roots."

"That is just the point. Because this thing is about the worst that could happen to us I must give them an example of courage and self-command. I must show them that endurance is for the hard times, not for the easy ones. Not that they need it so very much—they have been wonderful through it all."

"Wonderful is no word for it," I said. "I never have seen anything like it in my life. I don't believe there ever was anything quite like it."

"Yes, there was. Let me tell you one thing that has helped me greatly, not only now, but all my life. You never knew my mother. Well, she was a wonderful woman, and most wonderful in her courage and self-poise. If you had known her you would think nothing of the fact that I have been able to bear this great trouble without hysterics. From my earliest memories of her she was the model of calmness, bearing shock and grief without losing her composure; always smiling, or at least cheerful, and setting for our whole family an example of steadiness and good spirits. I never saw her lose her temper—yet she was a woman of strong will and exceedingly positive qualities.

"One day when I was a very little girl I fell down a deep well on the farm where we were spending the summer. The water was very deep and very cold, and I went clear under,

and when I came to the surface of the water and clung to the stones, which fortunately were rough, there was no way in which I could climb up or by which she could get to me. Needless to say, I was terribly frightened, as she must have been, too.

"It was a long time before, the necessary help came to get me out, and all that time—it seemed hours and hours to us both—she sat there at the top of the wall, making me stop crying, keeping me brave and quiet, even joking about the thing so that I almost had to laugh. And when they pulled me out and were rubbing me down and wrapping me in warm blankets she chaffed me about spoiling the drinking water and all that sort of thing. Now, I wasn't deceived a bit, I knew she was frightened almost to death and that the doctor feared pneumonia from the terrible chilling that I got. I noticed that for days after that she was very white and tired, and I haven't a doubt that the shock to her nerves was something she never quite got over.

The lesson I got then is one that has stood by me ever since. Little girl though I was, I determined then that I would follow my mother's example and try to maintain composure and steadiness of nerve and temper as long as I lived—all the more when what was happening was just as bad as could be. I remember hearing a minister say in a sermon years ago that "you can tell the temper of a man by the way in which he faces the inevitable." And when I heard it I thought at once of my mother and the way in which all her life she met

"SUGAR LOAF" Means Quality

The thoughtful grocer will begin to make arrangements to secure canned foods, which bear the certificate of inspection of the National Canners Association. This certificate will signify that the foods have been packed in cleanly canneries, and that they are wholesome. The consumers will be told about this certificate in a nation-wide campaign of advertising to begin next January. Now is the time to get your house in order for a demand which undoubtedly will be marked and sustained.



THE SEARS & NICHOLS CANNING CO.
Factories in Ohio, Michigan, Illinois and Indiana
Main Office, Chillicothe, Ohio, U. S. A.

shock and grief, disappointment and heart-breaking bereavement, with the same even composure and poise—and even gayety—that she showed when I was in the well. I have tried to do the same thing for my children.”

“It isn't easy,” I said.

“No, it isn't easy. But the harder it is, the more it is worth doing, both for them and for myself.”

Prudence Bradish.
(Copyrighted 1920.)

Straight To the Sun for Power.

Don't worry about our lessening supplies of coal and oil. There need be no collapse of the industrial world as long as the sun goes on shining.

For the sun of course is the source of all power and one way to run our factories and heat our homes would be to go direct to the sun. In an experimental way it has been done already a number of times.

Of course the conversion of sun-heat directly into steam or electricity on a commercial scale, and the application of it to all the various work of civilization is a very different matter from the making of a successful laboratory experiment. No one can foresee what practical difficulties would be encountered. It is probable that man will go on using the power which nature has stored in the earth as long as it lasts; that he will supplement it first by a careful development of all water power resources; by the making of fuel alcohol on a large scale, and that the direct conversion of sun heat into power will come last. That it will come ultimately there is little doubt. And some scientists of conservative reputation and high standing will tell you that this development is overdue now. They say it is only the immense inertia of men as a whole their devotion to habit, and their lack of properly organized scientific enterprise which prevent the speedy development of sun-power plants.

When asked to explain how such a plant might operate, this scientist said there was nothing either secret or speculative about the matter; that patents on apparatus for the purpose had been taken out both in this country and abroad, and that the machinery had repeatedly been applied as power on a small scale. One of these patents is held by the Bureau of Standards and any American citizen can obtain the right to manufacture under it. At least one commercial

organization has been formed in this country for the manufacture of a sun-heat power generator, and it has built apparatus and placed it on the market, but without attracting any widespread attention.

The Bureau of Standards patent is for an electrical generator and is the invention of Dr. W. W. Coblentz. Strangely enough, in perfecting the device he was not trying to make a heat generator, but to measure the heat of stars. By connecting two tiny flakes of metal of different kinds, he made a thermo-couple which would set up an electric current when light was focussed upon it, just like any other electric battery. Dr. Coblentz made a thermo-couple of such delicate sensitiveness that it would register the heat of the North Star, which, he estimated, would raise the temperature of a gram of water one degree centigrade in a million years.

It is evident that if you made a thousand of these little thermo-couples and exposed them to the heat of the sun, you would generate much electricity. The manufacture of the many small parts would involve no real difficulty. The watch manufacturers solved that problem long ago. The chief practical problem would be to devise a means of storing this electrical energy so that you would be sure of a continuous supply on days when the sun was not shining.

Sun heat could obviously be converted into steam as well as into electricity. The principle that a mirror of parabolic form will concentrate all rays of light striking it on a certain point, could be used, for example. Imagine a mirror a block long, bent into the form of a parabolic trough, with a water pipe suspended at the point in front of the mirror on which the sunlight will focus. If the mirror is of the right size in proportion to the pipe, the water will be converted into steam.

Nature sets man an example by her economical use of power. Take the matter of light. The heat—that is power—necessary to make an electric light is so great that it adds perceptibly to your discomfort on a hot night. Nature makes light with so little power that you can scarcely detect the heat. Harvey Ferguson.

It has been said that ignorance is bliss, but that doesn't apply to business.

Our Pride Mrs. Clark's and Luxury Bread

No reason why every town in Michigan shouldn't have the best. Send for a trial order. We pay all express charges to regular customers.

City Bakery Company
Grand Rapids, Mich.

A. E. Brooks & Co.
GRAND RAPIDS, MICHIGAN

Manufacturers of

**Pure Candies and High
Grade Confectionery**

**Brooks'
CHOCOLATES**

Our Valeur Bitter Sweet Chocolates
are all that the name implies—value
—and good value at that.

Compliments of
Thomas Canning Co.
Grand Rapids

MIRACLES IN THE GARDEN.

Inherited Intelligence Exhibited By Plants and Vegetables.

Sorrel is the most unselfish of all plants. Many who have it in their gardens look on it as a weed and a nuisance—thus is true nobility of character oft misjudged. It is, in truth, a miracle of altruism. See what it does! Like all other plants, it loves a rich soil, dotes on growing luxuriantly. But does it choose the rich spots in the garden, where it could vegetate profusely? Not a bit of it. Once in a while you see a morally degenerate specimen which forgets its manners and spreads its roots in a rich place intended for other, sweeter vegetables but as a rule it exiles itself to the most arid corners of garden or pasture.

Why does it do this? Simply because it has got it into its head that its mission in life is to help gardeners. How? By informing them that the soil in which it has ascetically and acetically decided to grow is sour (birds of a feather flock together) and needs lime to sweeten it. "If wild sorrel grows freely about your garden you need lime," says the guide book.

American gardeners, instead of being grateful to the sorrel for this information, mercilessly hoe it out. The French are more astute and appreciative. In reward for the self-abnegation of the oselle they give it a good place in the garden, where it can be happy, and the best intensive cultivation. Then they eat it. Wouldn't you rather be eaten by epicures than just rudely hoed down?

In one respect the sorrel is like other plants. There are no old maids in the vegetable world. Every individual plant regards it as its moral duty to leave as many children as possible. I have sometimes thought that I would count all the seeds on a single wild mustard plant, but when I looked at it my courage oozed away. Life is short. Wild sorrel also produces seeds by the million; the tops of the plants paint whole fields a rich brown, so that any one who understands the language of flowers can read at a distance, "This soil needs lime."

If you think plants have no intelligence, the ingenuity they display in the matter of having children must surely seem to you nothing short of miraculous. Take any one of a dozen weeds that might be named. If they begin life early in spring, when the soil is rich and moist from frequent showers, they spend lots of time in growing tall and sending out side branches covered with blossoms, laying their plans for progeny with old-fashioned patriarchal lavishness. But if they begin their career late in summer or during a drought, the same plants that in spring would have indulged in Solomonic dreams of a thousand children content themselves with a dozen. While weeding I have often been struck and almost touched by the despairing, frantic efforts of a poor mutilated plant to leave something behind, be it only a single seed. A plant lecturer on Malthusianism or birth control would be promptly hooted out of the garden.

Hasn't Maeterlinck or somebody else written a book on the intelligence

of plants? I haven't seen it, but I should like to write one myself to help explain why I am a garden maniac. Gregory (I forget his first name) wrote a book on squashes, in which he called attention to a trait of these plants which I have repeatedly tested. As they want always to look their best and dread being mutilated by the wind, they produce tendrils with which to cling to grass or anything available. If there is no grass and you put a stick in the ground, the vine will steer toward it. Then, when it has almost reached the stick, if you move it right or left, the vine changes its course and again makes a beeline for it. How does it do that? Darned if I know. It's one of the daily miracles in the garden.

Underground, the roots are led by a similar instinct (or whatever you choose to call it) to hunt around for manure and water. In quest of these things potato roots go down from three and a half to four and a half feet, while corn roots have been known to bore for moisture to a depth of six feet. Potatoes and corn and other garden vegetables know a lot more about their business than we do; but we are gradually learning, thanks to the recent study of root anatomy, which thoroughly condemns the vigorous hoeing and hilling that used to be fashionable and disastrous. Use your little fork and you will see that such plants as corn and potatoes have networks of horizontal roots in the topmost inch or two of the soil, which are destroyed by even moderately deep tillage. For an excellent account of the harm done by not letting intelligent plants grow as they want to see Samuel Fraser's book, "The Potato," pages 11 to 16.

My corn and my potatoes, now in blossom, haven't been touched by hoe or plough, except to remove the weeds carefully, since they were planted, and I wish you could see their luxuriant growth. If the Aroostook County crop is equal to mine this will be a great potato year.

A few years ago I discovered an interesting fact that others, of course, must have noticed, though I have never read about it. This is a great region for dew; nearly every morning it is so heavy that I always wear my rubber boots until 8 or 9 o'clock. On the other hand, we don't usually get our just share of rain. There are showers, but you know how aggravatingly local and limited showers usually are. If you don't know and want to see it demonstrated graphically, spend a summer, as we did twice, at the hotel on top of Roan Mountain, in North Carolina. The landlord will show you, any day, in which county or township of which of the five States in sight the particular shower you see is going on.

Yesterday there were showers all around us, on the mountains and in the valleys, but our garden got about seventeen drops. This morning, nevertheless, the potato plants had little rings of moisture around their stems. The bright little things have learned how to circumvent drought by gathering the dew and growing a special set of rootlets near the surface to profit by it, if only for a few hours daily. Corn utilizes the dew the same

way; so does lettuce, while the conical shape of the romaine plants seems to have been evolved especially for dew-catching purposes; it helps them flourish in midsummer.

I remember reading, some years ago about an attempt made in some arid region to collect the dew by means of huge conical metal sheets. There are lots of things plants can teach us.

Darwin called the tiny brain of the ant the most marvelous thing in the world, but Mark Twain showed by his amusing experiment in the Black Forest how grotesquely limited is the ant's vaunted intelligence. To me the seed of a plant seems far more marvellous in its way. Suppose you buy a mixed package of poppy seeds. Most of them are indistinguishable to the eye and much smaller than a pin's head; yet each of them grows infallibly into the same poppy that descended from, be it Iceland or Oriental or Darwin or Shirley or California, or what not. Not only that, but any changes or improvements made by plant breeders are promptly imbedded in the mysterious substance of the tiny seed.

Nothing I have ever said to Luther Burbank in admiration of his achievements pleased him more than my noting at once that the Sunset Shirleys in his Santa Rosa garden were perceptibly more golden than the preceding summer and that I looked forward to enjoying the new shade in my Maine garden the following summer.

In Burbank's garden, certainly, miracles are of daily occurrence. When he first began in California to "do stunts" with the plants, making them disregard the established order of things, a minister invited him to his church and then fiercely denounced him in his sermon as one who interfered with the laws of nature as God alone had the right to do. But Bur-

bank knew there was nothing impious in his new creations; that he was simply accelerating nature's processes of natural selection and improvement, doing in a decade what nature unaided would have taken hundreds or thousands of years to achieve. So he went his way quietly, putting new colors or fragrance into flowers, taking pits out of plums, removing the thorns from blackberry vines and cactus leaves, making nut trees bear in less than two years instead of only in ten or fifteen, removing the arid and indigestible tannin from the walnut, creating entirely new fruits and berries such as the phenomenal and primus and the plumcot, and putting more luscious flavors into old ones, growing some five hundred varieties of cherries on one tree and a hundred other things for the delectation of mankind.

Burbank is a great believer in the intelligence of plants; he knows that if you give them a chance they'll perform what to our limited intelligence seems like miracles. Some years ago he suggested that a motion picture be taken condensing half a month of the growth of a sweet pea vine into an eight-minute reel, which would show us the vine wriggling and writhing and squirming, waving its tendrils around in the air, feeling out every inch for some support, and altogether displaying "an inherited intelligence which would be surprising even in an animal."

Henry T. Finck.

Sad Prospect.

"I certainly dread to see prices coming down," said the gloomy looking customer.

"For goodness sake, why?" asked the surprised salesperson.

"Because when prices get to where it doesn't take all I can scrape to pay for mere necessities. I'll have to figure out ways to waste what's left."

Your Customers Blame You



and not the manufacturer when you sell them an article which is not satisfactory. No merchant ever received blame for selling

Van Duzer's Certified Flavoring Extracts

The richness, strength and purity which have steadily increased their popularity, during more than seventy years, are just as effective in building good will for the merchant as they ever were.

Van Duzer Extract Company

New York, N. Y.
Springfield, Mass.



Wilmarth show cases and store fixtures in West Michigan's biggest store
In Show Cases and Store Fixtures Wilmarth is the best buy—bar none
Catalog—to merchants

WILMARTH SHOW CASE COMPANY

1542 Jefferson Avenue

Grand Rapids, Michigan

Made In Grand Rapids

New Perfection Flour

is rich in high quality gluten, that healthful substance so necessary to the making of good bread.

Recent laboratory tests have proven that certain varieties of Michigan red wheat which are used extensively in the manufacture of NEW PERFECTION contain the highest known quality of gluten.

We aim to keep the quality of NEW PERFECTION far above ordinary flour.



Watson-Higgins Milling Co.
Grand Rapids

CAUSES OF PAPER SHORTAGE.

Only Available Way Famine Can Be Averted.

The demand for book and news print paper has increased greatly during the last three years. The publishers of books, magazines and newspapers have called for an increased supply of paper. The flood of new books and the increased space devoted to advertising have called for paper in ever increasing quantities. While the demand has been skyrocketing the capacity of the pulp and paper plants of the country has remained more or less constant. Production could not easily be increased.

During the war few pulp and paper making machines were made, and it was impossible to equip the plants to meet the abnormal demand. Considering the distribution of the timber available for pulpwood, the pulp and paper industry was too much centralized in the North and the East. To increase the capacity of many of these plants would unduly shorten their lives. Increased production must come largely from the West and the South. Until more pulp and paper plants are located in these sections and the pulpwood and mill waste used in the making of paper, no great increase in the production of paper from woodpulp can be expected. The center of the pulp and paper production may remain in the North and East for many years, but to meet the demand the proportion of paper produced from woodpulp in the West and South must steadily increase.

According to Secretary Houston, "only one-third of the American newspapers issued in 1919 were printed upon the product of American forests." This clearly shows that the pulp industry of the United States must be increased enormously before we approach independence of foreign supplies. While it may be advisable to import large quantities of pulp and paper in order to extend the life of our pulpwood supply, there is always the possibility of foreign nations placing an embargo on the export of woodpulp and paper. The recent action of the Canadian government indicates the possibility of an embargo.

The available supply of timber suitable for pulp and paper is a world problem as much as that of petroleum. Within twenty or thirty years the actual shortage of both petroleum and pulpwood will be serious, barring the discovery of new sources and substitutes. While Colorado shale may provide the oil and various vegetable fibres the paper, it is high time to take inventory of the raw materials now being used.

Paper is made from many different raw materials, and the number brought into use from time to time is constantly increasing and with the advance in prices others will be added. Although the raw materials used in making paper are numerous, the forests are the principal sources. More than 75 per cent. of all the paper used in the United States is made from woodpulp. If the supply of timber suitable for the making of paper were to be exhausted within the next

ten or fifteen years the problem would be most serious. The chemists and papermakers would find it next to impossible to supply the quantity of paper now made from woodpulp from other materials.

Paper is made from many different kinds of fibres. How far paper will be made from hemp, flax, grasses, bagasse, bamboo, seaweed and other vegetable fibres cannot be determined. The bamboo and grasses from the East Indies and Africa will no doubt furnish raw material for much paper, in the future much of this paper, however, will be sought by other nations of the globe. The chemists will no doubt find American plants which will provide paper, but the quantity to be obtained and the cost of production cannot be foretold. There is no need to speculate regarding such materials. We are considering something more tangible—the timber supply.

For many years spruce has afforded the principal supply of the best newsprint and was much preferred in the trade. There is a feeling that with the disappearance of spruce our chief source of woodpulp is gone. In recent years hemlock and several other conifers have been used in increasing quantities. Aspen or poplar has been used for a long time. For years it was commonly said that satisfactory paper could not be made from yellow pine, but this is refuted by the existence of plants in the South where yellow pine is successfully used. It is true that the spruce in the East is fast disappearing and that the paper industry is not reproducing timber as fast as it is being cut. But a survey of the supply of spruce, fir, balsam, hemlock, yellow pine and other species from which newsprint has been made successfully shows conclusively that exhaustion will not come for many years.

Timber is a visible raw material, the supply of which is constantly being diminished. The annual cut is probably three or four times as great as the annual growth of timber in the States. This is not only true of our lumber supply, but pulpwood is also being depleted more rapidly than it is grown. The timber supply of the United States is approximately 2,500,000,000,000 board feet. This includes saw timber and does not include an enormous amount of timber suitable for pulpwood but not large enough for lumber. More than four-fifths of this timber is softwood or conifers. The annual cut of lumber has stood approximately stationary for the last ten years. Recent figures show a decline in the annual cut. Assuming that the annual production of lumber remains about constant the timber supply, if cut into lumber, would last for about seventy years. This makes no allowance for the growth of timber during that period nor for destruction by fire and wind. The increased use of cement and steel may permit the consumption of lumber to remain constant, although that is uncertain. Another factor that may affect our supply is the export trade. If the policy of some of our most enthusiastic exporters should be successful, it would mean a material drain upon our supply. The demand for

paper may also cause much of the smaller softwoods to be cut into pulp stock and thus reduce the timber available for lumber. No matter whether our timber lasts fifty years, seventy years or one hundred years, it is high time for the nation to adopt an aggressive forestry policy.

Some claim that Alaska will supply the world with pulp for many years. Alaska has an area of 590,884 square miles, but less than one-third of this area is covered with timber, and on much of this the stand is very light. The total timbered area is slightly larger than California, but the well-timbered area is no larger than Georgia. The timber is found along the rivers and the Southern coast. As far as lumber is concerned, the supply of Alaska would not supply the United States for more than three years. The scattered timber is small and knotty. While there are several million cords of pulpwood in Alaska, it is not accessible at present, and although it may some time furnish a valuable addition to the present supply, it will never become the main source.

The present shortage of paper is due to many causes, but an actual shortage of pulpwood is not one of them. Lack of machinery and equipment is one of the causes. During the war little new equipment was manufactured. This left the capacity of the pulp mills about stationary when the great increased demand for paper took place. Paper making machines were also not in stock. Both the labor and materials were needed for war work, and the result was that the mills had an inadequate equipment to take care of more business. Transportation facilities were inadequate, and it not only affected the delivery of pulp and paper making machinery and logging equipment, but the delivery of pulp and paper as well. Price fixing also had a deterrent effect upon the producers of pulp and paper. They were not certain that they could raise their prices as fast or faster than the advance in the cost of production. They would not risk added expense for fear they could not recover in price. Whether this fear was justified or not has nothing to do with the result. Increased advertising, already mentioned, had a most decisive effect toward producing the shortage. The flood of war books also called for increased quantities of "book" paper, which further added to the shortage.

The buyer of paper is most concerned with the immediate future. It can be provided for by the erection of more pulp and paper plants in the South and on the Pacific Coast. If an actual paper shortage does come about within the next twenty years, it will be due to the fact that the pulp mills have not been built in these sections.

The very early exhaustion of the pulpwood of the United States is predicated upon the assumption that the mills will only use such wood as they are now using. It does not take into consideration that other coniferous trees from which satisfactory newsprint paper has been produced will be used in the future. Nor does it consider the larger sizes

that can be used and will be used if the return to the owner of the timber is greater as pulpwood than as lumber. Furthermore, smaller sizes can also be used, especially on the Pacific Coast. And again the annual growth will add materially to the supply, as will also the mill waste in the South and the Far West. The future may also see bamboo, bagasse and other materials make up any deficit occasioned by a decline in the production of woodpulp. While we may rely to a degree upon substitutes for woodpulp, we should take immediate steps toward providing a supply of pulpwood for the future.

The reproduction of our woodpulp forests is not taking place rapidly enough to keep pace with the cut. There will come a time when there will be a shortage of second-growth timber for the paper plants of the country. To provide for the future immediate steps should be taken to grow pulpwood on lands best suited for that purpose. John M. Gries.

The Leak in the Pail.

I used to think that it was only the big things that counted—increasing the volume of sales, speeding up the turnover, and so on. Working on that principle, I doubled my sales within a year and a half (that was in normal times, when prices didn't fluctuate so much), and did it without using any additional capital. Quite naturally, my net profits increased.

I felt quite cocky about what I had accomplished until I got to talking with some other fellows in the same line at our state convention. There I found that several of them were making more money than I was, selling the same brands of merchandise and in towns of about the same size, although their sales were nowhere near as large.

The answer? Simple. Just that they were paying attention to the little things as well as to the big. When I got home I spent most of a week investigating my store—getting to know the corners as well as the display windows.

And this is what I found: There was a leak—or rather, a lot of small ones—in the bottom of my profit pail. Some of these leaks were:

- Poor collections.
- Forgotten charges.
- Disputed accounts.
- Errors of employees.
- Thefts of customers.
- Thefts of employees.
- Leaky packages.
- Wasted time.
- Unnecessary labor.
- Stock depreciation.
- Lazy clerks.

Frank Stowell.

Not Like Home.

"Pruntytown is a very dull place," a trifle wearily said the traveling salesman.

"Eh-yop!" returned the landlord of the tavern. "There is so little murdering and robbing and thugging going on, and foot-padding and short-changing and running off with other gents' wives, and all such that I don't see how you young fellers from the city can stand it to stay here overnight."

J. H. DUPREY, PRESIDENT

P. H. DUPREY, VICE-PRES.

GEO. W. FAULMANN, SEC'Y-TREAS.

Master Brand

DuPrey-Faulmann Co.

*of Detroit***Mustard - Vinegar - Catsup - Pickles - Olives**

TO THE RETAIL AND WHOLESALE GROCERS OF MICHIGAN

Four years ago we started in business with the determination to reach a certain volume of sales.

We realized that to achieve this result we must put up nothing but goods of quality and render a high grade of service to those upon whom we depended to distribute our products.

Our anticipations have been more than realized and at this time we want to express our appreciation for your co-operation which has been so loyally extended to us, during the past.

We will strive to continue to merit your co-operation and will follow out those policies which have apparently met with your approval in the past.

Thanking you cordially for your patronage and the courtesies shown us in all our dealings, we beg to remain

Very respectfully yours

THE DUPREY-FAULMANN CO.

MAKE THEIR HOME HAPPY

If You Wish to Retain Your Servants.

"It's a question of making servants happy in your home just as you would any one else living with you."

This was the keynote of the solution of the servant question that Mrs. George Baldwin of 54 Park avenue gave as she discussed what underlay the obvious harmony in her household, a wonderful example of the practicability of her theories. There is a sense of home about it that one had almost believed to have vanished from the city apartment.

"In a home every one must be happy," Mrs. Baldwin said. "One discontented person can ruin the peace of a family. She will poison the atmosphere. She cannot help it; and then her unhappiness will spread."

"A servant's happiness depends on just the same things that yours and mine depend on—comfortable conditions of living, personal consideration from those around us and a chance to have some life of one's own. You must make it possible for the girl who helps you keep your family comfortable and well to have a home of her own within yours and to be comfortable and well herself. Then she will be happy and you will have solved your servant problem."

Mrs. Baldwin speaks with authority. She has kept her servants for years.

"I chose this apartment," Mrs. Baldwin continues, "because the servants' rooms look out over the park and are so arranged that they have a privacy and dignity of their own. They were too small for comfort, so I had two rooms thrown together in order that one good-sized living room might be the center for the family life of the man and woman who live with us here. Their baby is carried in to sleep in Mr. Baldwin's room every morning after Mr. Baldwin goes out, because it is sunnier and airier and because that baby has an inherent right like every other baby to the best sun and air the earth affords. At some time during every day I relieve the mother and take care of the child."

Mrs. Baldwin instantly repudiates the idea that she is doing anything unusual in making her servants so integral a part of her home. They are of as much concern to her as guests and yet she adheres strictly to the requirements of their work. Their work must be done well, but it goes without saying that it is in such a household.

"I do not know that it helps much now to say how we should consider our servants," she continued, "for we have already done the damage. Go into almost any apartment house and look over the rooms reserved for the servants. In all of them, practically without exception, the rooms are not big enough for any sort of comfort and look out over inside courts. A table could not be wedged in beside the bed and the bathroom arrangements are just as meager as they can possibly be. A girl cannot be happy in that sort of room."

Jasper, the colored chauffeur, has been with the family twelve years. His philosophy of the servant question is adequate for Jasper and, one cannot think, would be adequate for many others too. Jasper belongs to a chauffeurs' club where the men register on the bulletin board if they are willing to consider another position. Every man except Jasper is registered, regardless of his present salary. If some one needs a chauffeur badly and can offer more money, that man can take his choice—but he can't have Jasper.

"I tells 'em," Jasper says emphatically, "They'se fools." Who goin' take care of them when they'se old and feeble, like Mr. Baldwin goin' take care of me? Who goin' look after 'em when they'se sick like Mrs. Baldwin look after me? I tells 'em they ain't makin' no friends and they'se goin' get old without no money and no home a'tall."

When Jasper had to have his tonsils cut last winter Mrs. Baldwin went with him to the hospital and stayed with him through the operation.

"Only yesterday," Mrs. Baldwin said, "I made Jasper's wife go to the dentist. I had to go and get her in the car and stay with her at the dentist's, but she had to have that tooth out, and she was afraid to go alone."

"I phoned her in the morning and told her that I would be around after her. 'I'se afraid, Miss Lucy,' she said, 'I'll be hurt.' 'But I'll take you to a dentist who won't hurt you. He'll give you gas.' 'Yas'm, Miss Lucy, but I'se afraid of the gas.' 'But I'm not nearly so afraid of that,' I answered her, 'as I am of your having a bad tooth in your head.'"

"Mr. Baldwin sometimes says to me that he doesn't make people in his office take medicine. He doesn't see to their being well. They look after that themselves; but I tell him that is the difference between a home and an office. In a home every one must be happy and must feel that some one has a personal interest in them. Otherwise there is no home."

"In Savannah we had eight servants. None of them lived with us, as even in the South now the colored people prefer to live in their own quarter of the town. But the relation was the same. None of them nor any of their families ever bought a bit of medicine for themselves or made each other do things they should when sick. That was my responsibility. They expected me to help bury a grandchild just as much as to help nurse a sick grandmother who had served me for many years. It is that family relation expressed possibly in different ways that we need now."

"We had a typically English trained man at one time who told me that until he came here he had never had a mistress who had spoken to him. His mistress did not know who her servants were. They were responsible to the butler, who employed and dismissed them. There was no home life in any sense for the servants. I have an English woman now who comes in for four hours every morn-

ing. At first she came in and went through her work like an automaton. She did her work well, but I could not have any one about in whom I did not have some interest. And so I tried to get acquainted with her. She is a very nice woman and we are good friends now."

"It is easy to establish a relation of confidence and happiness if one will make a little effort. Perhaps that is what so many women who have trouble with their servants are unwilling to do. They must, of course, take a little trouble, just as they would for anything else they want. They must consider the girl."

"If a girl goes into service young she is often hurt by contrasts that are hard for her to bear. She lives, perhaps, with a family where there are daughters who are her own age and no better looking than she is. They have many beautiful clothes that she does not have and many good times are provided for them when no one takes thought for her pleasure. In addition, what is possibly the hardest of all, it lessens her chances of being married to have been a servant. A man does not like to have it said that he married a girl who was in service. That should not be so, for a girl who has kept a house for some one else has habits of orderliness and neatness that are a help to her in a home of her own. She is a better home maker than the girl who has worked in a factory."

"If every one in the home is moved by a desire to give and not only to get," Mrs. Baldwin concluded, "we could solve our home problems without unhappiness resulting to any one."—Maude Ardele White in New York Evening Post.

You Are Surely Beaten—

When "If" controls your efforts.
When you think you are a failure.
When you get discouraged and lose heart.

When you cease to stand up for your principles.

When you let up in your efforts to push ahead.

When you say "Yes," when you should say "No."

When you are a leaner, a follower, an imitator, a trailer.

When you throw up your hands and surrender to obstacles.

When you have no fixity of purpose, no one unwavering aim.

When you are pessimistic and have a wrong outlook on life.

When you don't demand the highest thing of which you are capable.

When you fail to stand by your proposition like the Rock of Gibraltar.

When you allow jealousy or envy to mar your life, to make you unhappy.

When you cease to do your best and are half-satisfied with your second best.

When you go about showing dejection and despair in your face and bearing.

When you cease to work for a living, to strive, to struggle to get on in the world.

When you choose the lower and the

higher is possible. Not failure, but low aim is crime.

When you are not master of yourself and let your animal appetites and passions rule you.

When you feel like a coward; a nobody, a down-and-out, and give way to discouragement.

When you are afraid to step out of the crowd, to live your own life, to think your own thoughts.

When you cease to be a good citizen and neighbor, and to stand for something in your community.

When you can't stand up like a man and face the music, or take your medicine—whatever it may be.

When you begin to say, "Oh, what's the use? The world is against me! A cruel fate is on my track!"

When you are making excuses for not standing up like a man when difficulties and obstacles confront you.

When you are so sensitive that you can't take advice, and go all to pieces when you are criticized or crossed.

When you cease to walk, talk and act like a conqueror; when you cease to carry victory in your very face and bearing.

When procrastination runs in your blood; when you can't decide things; when you are forever on the fence, always reconsidering your decisions.

When you choose the easiest way; when you are enamored of the easy chair; when you are not willing to pay the price for the larger thing of which you are capable.

When you lose your backbone; haven't iron enough in your blood; when you are afraid to begin to do a thing which you know you are capable of doing and ought to do.

When you can't give an impetus to progress, a lift to civilization. When you can't leave the world a little better off, a little higher up and a little further on—a better place to live in.

When you don't stand by your word, make good your promises; when you are not honest, straight, square, then you are beaten so far as being a man is concerned; and that's what you are on this earth for—to play the part of a man, to do your work with courage, good cheer, in a helpful spirit. O. S. Marden.

Words of Wise Men.

Many a great effort owes its final success to the sound of a faint cheer.

Being good is creditable, but still more creditable is being good for something.

Let not your mistakes and false steps embarrass you. Nothing is so valuable in experience as the consciousness of one's errors. This is one of the cardinal means of self-education.

Quiet waiting often requires more courage than the most desperate action. Troops awaiting the charge of the enemy find it so, and many a man in daily life knows the severity of the test.

A man can pile up a palace of marble and live the life of a pauper within it, or he may be able to build only a hovel and yet live a princely life within its poor walls. The things that can really help or hinder a human being are, after all, comparatively few.

The House of Quality



Rademaker-Dooge Grocer Co.

Wholesale Grocers

Grand Rapids



The House of Service

FUTURE GOOD WILL.

Now Is Time To Lay Sure Foundation.

Written for the Tradesman.

To-day the problem is not so much selling goods as it is of buying enough to satisfy the demand. When such conditions exist, it is the most natural thing in the world to become careless and to neglect to prepare for a future good will, for a friendliness and confidence on the part of the customer which will result in his business when times once more become normal and he can make his purchases anywhere he desires to make them rather than where he can find the goods that he wants.

Different business men are using different methods for building for the future. Some are advising economy and the putting off of purchases as long as possible. This does not always result in reducing sales, however. There is one case on record where a concern advertised the advisability of reducing purchases, of not making any more purchases at the present time was absolutely necessary and the result was a very considerable increase in sales at the store. This advice, nevertheless, is likely to be remembered at some future time when spending is not being done so recklessly as is the case at present.

One hat store was able to do good work towards building future, as well as present, good will by placing in the window of a store it was about to vacate a card setting forth the facts. The card told the people who read it that the landlord had increased

the rent to such an extent that it was necessary to move or to increase the price of hats. The card stated that it had never been the policy of the store to put up prices any more than was absolutely necessary, so it planned to move to a cheaper location.

Everyone is now having his experiences with landlords in one way or another and this card did not fail to make an appeal. The sympathy of the readers was sure to be with the hat store and the window card did not fail to increase present business and to lay the foundation for future good will.

We are now being told that the mania for spending money is reaching the end. We are informed that the number of people who are cutting their expenditures down to actual necessities is constantly increasing. Although as yet the number of people of this class has not increased sufficiently to have a very decided effect upon the volume of business done, it is certain that if things go on as they are there will be enough people in this class eventually to have a very serious effect upon sales.

For the past few years there has been a great deal of talk about prices going up. It has made little difference what the article may have been, if one entered a store to buy it, the chances were that he would be advised to buy at once or to buy in quantity, because prices would soon advance. In newspaper advertising we have found that warning about prices going up. At every turn we have been faced by high prices and

the warning that prices will go higher. This has not tended to build up future good will. It has tended to cause consumers to make charges of profiteering.

It has also had another bad result. The workers have been demanding increases in wages in order to meet the increasing cost of living. Each warning that prices are going still higher has aroused a fear that wages will not meet expenses. It may have aroused a suspicion that the producers were attempting to annul any advantages accruing from the last increase by boosting up prices to an unwarranted level. In short, they may have feared that the producer was using the last increase as an excuse for profiteering. In order to prevent this they demand another increase. This increase may be refused and a strike or a lockout result, with a consequent falling off in production which in itself would send up prices.

Everyone knows that the cost of doing business can be reduced only by increasing volume. The greater the volume for a given overhead, the greater will be the saving in cost and the lower the price at which the output can be sold. The automobile business has demonstrated this fact as it has never been demonstrated before.

Reducing volume works just the other way. It increases the cost of doing business and makes a higher price necessary. This higher price is all too likely to be interpreted as an attempt to secure an unwarranted profit with the result that ill will re-

sults, the consumer makes unjust charges and the employees make matters worse by cutting down their productiveness or demanding higher wages or both.

It is along this route that we have been traveling during the past few years. It is to show their customers that they are no longer traveling this route that so many dealers are advising economy and doing everything that they can to show their customers that they are striving to cut down the selling price.

Some concerns that have been operating on a credit basis have changed to strictly cash. This has enabled them to do a larger volume of business with the same capital and has also enabled them to reduce prices. Featuring this out in prices has tended to build up good will for the store and it has laid a good foundation for future business.

When times become normal again, the hardest thing that any dealer will have to overcome is the impression on the part of the public that he has been making unduly large profits. The time to correct any wrong impression is now while the demand is still good. A little delay may mean that people will believe that the change in heart has been due to a falling off in trade which has made a reduction in price necessary. They are not going to have a friendly feeling towards that dealer. They are going to have, instead, a gloating feeling.

Dealers in all lines of business have been charged with profiteering. It is quite possible that some of these

SELL Lowell Garments

and have satisfied customers

*Our Fall Lines are now ready and we
guarantee to fill all orders we accept*

LADIES'

Gingham and Percale Housedresses, Sacques, Wrappers, Aprons, Outing Flannel Night-gowns and Pajamas.

CHILDREN'S

Gingham and Percale Dresses, Outing Flannel Night-gowns and Pajamas.

MEN'S

Outing Flannel and Muslin Night-shirts and Pajamas.
Out Sizes and Stouts for Men and Women a Specialty.

LOWELL MANUFACTURING CO.
GRAND RAPIDS, MICHIGAN

Hemstitching

Cotton, Silk or Linen Fabrics, Shirt Waists, Lingerie, Collars, Dresses, Night-robes, Sheets, Pillow Cases, Napkins, Table Cloths and other articles.

White and black cotton and silk thread furnished by us. All other colors must be sent with goods.

Prompt Service Work Guaranteed
Special Prices to Merchants

Lowell Manufacturing Co.
Grand Rapids, Mich.

charges have been just. It is apparent that most of them have not been just. But just as one bad egg in a case may make the whole case smell bad until they have been taken out and washed, any justification of profiteering charges will tend to create ill will for all dealers until they can prove their innocence to the satisfaction of the public.

A realization of this fact is making the economy movement as popular if not more popular among the dealers than it is among consumers. It is causing dealers to place more and more emphasis upon the efforts they are making to bring down selling prices.

There are a couple of ways of keeping down operating costs which will mean that the dealer can give his customers better values than would otherwise be possible, and keep his business in better shape to meet any condition that it may have to face in the future. These are careful buying and more effective advertising and selling.

Careful buying means buying in such a manner that the stock of goods can be turned the maximum number of times each year. In a seasonal business like the hat business this is not so easy as in some other lines of business, but it is possible in most cases to speed up turnovers. Merely buying those goods that sell the fastest and buying in quantities that mean the shortest possible stay in the store will naturally mean a speeding up of turnover.

Advertising will not fail to cut down the cost of selling. At the same time it can be used to bring before the public facts that will help build up future good will. Business men at the present time are very much in the position that a miner is in when he can see the time ahead when his mine will be worked out. If that miner is wise he will begin to prospect for new ore while he is still deriving profits from the mine. If he does not there is grave danger that he will go broke.

The business man of to-day is in a position where he is still doing good business and making good profits but the end is near enough in sight so that it behooves him to prepare for different times that may come in the future. A very satisfactory way of doing this is to use advertising in such a way as to show that he is doing his part to keep down the cost of living. This will enable him to give better bargains and to impress upon people the sincerity of his statements.

Advertising as used here does not mean using newspaper space alone. It means using the newspapers, the mails and other medium for placing before the largest possible number of people the sales message that it is desired to place before them, to place before them the facts and the figures that must be placed before them if future good will is to be established. Now is the opportune time to do this work. Too great a delay may prove very expensive if not actually fatal.

Elliot Church.

Ideas are like rivets; they should be driven home and clinched while hot.

Adding to Your List of "Steady" Customers.

Written for the Tradesman.

Undoubtedly one of the most important problems the dealer has to solve is to keep his customer in good humor and pave the way for the return purchase. Keeping old customers is just as important as making new ones.

To induce customers to make the initial purchase is a problem, but to have them reorder many times is an art worthy of the most serious consideration you can give.

With the aid of several faithful allies you may do the trick. First we have our old friend "Courtesy," closely followed by the near kin "Service." As it is a well established fact, no dealer can thrive or prosper without both in good working order, we pass along to our worthy ally, "Value."

Value is a word which may mean much or little, as value does not consist in selling goods below market price. Value should be something which makes people exclaim. "Yes, I always buy at Blank's and I have dealt there a number of years."

Now, we come to another familiar phrase, "Dependability."

A dealer to be rated dependable need not do more than be honest and painstaking in all dealings.

There is no need to have a "holier than thou" expression or to head the subscription list of every charity. All that is necessary is to keep shop by the Golden Rule and you will quickly be placed in the dependable class, which is not overcrowded.

To adjust complaints properly and well, to make every person who comes in with a kick go out with a smile, is worth of the best efforts that is in you and your assistants. No merchant ever failed by being too liberal-minded in the matter of complaints. Though many times he may seem unfair, in the long run the customer is generally right.

And now we reach "Policy." A good policy is more to be desired than a fat bank account. The bank account may shrink, but once a suitable policy is established it remains a tangible asset for ever.

"Fellowship" is another ally at times overlooked. The dealer without a friendly spirit in his establishment prevailing is about as homely as a jail or poor house.

To get people working with you and not for you is the aim of all good merchants, and this can only be attained by a spirit of brotherly love.

Give frequent boosts, bring out the good in your helpers, extend the glad hand and rule by softly spoken words rather than by a rod of iron.

In other words, act as if you did not know you were boss, and you will find people looking up to you and not against you.

Last, but not least, we have "Confidence." You may as well try to run an automobile with sawdust as a business without confidence. Once the buying public loses confidence in you or your store, you might as well quit, for it is next to impossible to regain it no matter how sincere and honest your efforts may be.

I guess so is the reply of a failure.

"APEX"



"APEX" Underwear Builds Business

Your customers are continually on the lookout for merchandise of merit, and will be quick to see and appreciate the superiority of "APEX" UNDERWEAR.

"APEX" is knitted and finished in a way that makes them BETTER than the ordinary run of underwear. Then too, "APEX" is correctly sized, daintily trimmed and SELLS RAPIDLY.

We should like to show you a few "APEX" Samples. May we?

The Adrian Knitting Co.

Adrian, Michigan



APPEARANCE OF PACKAGE.

Outward Looks a Great Factor in Merchandising.

When a stranger is introduced to us, we usually form an opinion of his or her general qualities, as a result of impressions made by the individual and recorded by our various senses. As the impressions made through our sense of sight are the easiest recorded and remembered, it is quite logical that first impression is based largely upon appearance, hence the saying "clothes make the man." While such first impressions are not always correct, the value of making them favorable is generally recognized.

Similarly should we cause the first impression of merchandise to be favorable, for it is daily introduced, so to speak, to many customers and people coming into or passing the store. They make its acquaintance through the medium of windows, showcases, or the personal introduction by the salesmen. On making the proper first impression depends to a large degree the volume of new business that can result from the display or showing of goods and when goods are your own this impression frequently forms the basis by which you and your store are judged. In few lines of business is appearance of more importance than in ours, for quality is not always a visible attribute, especially not in the various medicinal preparations, drugs and chemicals usually packaged by the retailer and daily sold on demand over the counter. It is in these preparations that the character of the Pharmacy dispensing them is most evident. Yes, reputations have been both made by the careful attention to, and unmade by the neglect of this point.

It is much more difficult than would appear to most of us, to notice any imperfections in our products. We are not placed in the position of drug store customers enough to get the right viewpoint, and it is especially difficult to enter our own stores and see things as they are seen by the public. We are too familiar with it; we are so used to seeing that we don't see. What other people notice without effort requires our close attention and a critical eye.

For the purpose of illustrating the principal thought of this paper, let me describe three articles recently purchased in a drug store; they were a 2-oz. bottle of Spirit of Camphor, 1/2 oz. Tincture of Iodine, and a dozen 2-grain Quinine capsules. The Spirit of Camphor had a slight sediment in it, just a bit of dust and such foreign particles as are normally carried into it by the camphor. The bottle was the usual prescription oval stoppered with an ordinary regular length cork; the latter, however, was difficult to remove, for it had been driven too far, only about 1/4 inch protruding from the neck and this at a decided angle to one side. The label read "Spts. Camphor;" it squared better with angle of cork than with the bottle, and had evidently been slid over the bottle in moist condition, as a streak of paste was visible below the label. The dust of several days' standing had accumulated on the lip of the bottle and the whole appear-

ance was further marred by a price mark in large blue-pencil figures across the label.

The Tincture of Iodine bottle was fitted with too small a cork, permitting the Iodine to come between the neck and cork to within about one-eighth inch of the lip. The label was a regular shop label but a trifle too large to make it lie down on the shoulder of the bottle. Finger marks of bluish tint indicated that the person applying it had had Iodine on his fingers.

The Quinine capsules were dispensed in a square telescope box with rather loose fitting lid, just loose enough to make the body of the box fall out after the package had been raised about six inches. The capsules themselves seemed to be a home-made product on which the errand boy or apprentice had put in his spare time without requisite supervision. They showed considerable irregularity in filling and a good detective would have found no difficulty in identifying the individual who had handled them, by the finger prints which perspiring hands had left. The box was labeled with the usual stock label having a large white space at the top and a small imprint giving the name of the store at the bottom, and on this white space appeared "2 gr. Quinine Caps." in lead pencil writing.

I doubt if you will have to draw on your imagination to visualize the trio just described; your memory will probably recall drug store packages fitting the description given.

How much more would the customer think of its quality had the Spirit of Camphor been filtered, and how much better would be the first impression if the cork was of proper length, straight, and not driven too far into the bottle? How valuable would be the evidence of care shown by a straight and correct label and clean bottle? The paste or mucilage could have been removed with a wet cloth before the bottle was put in stock and the lip could have been protected by a paper cap so that dust could not have lodged at this particular point.

We all know how Iodine will corrode a cork. If you have ever had a cork stoppered bottle of Iodine that had been in the house for some time, tip over on a nice white enameled shelf in your bathroom, you will realize how much damage can be done by a corroded cork. Would it not be better to use a rubber stopper and prevent such annoying accidents for your customers?

The cheapest help can fill Quinine capsules providing it is carefully instructed. Capsules unevenly filled, bearing finger marks or traces of Quinine on the outside are not a particularly good advertisement.

A box with a properly fitted cover or lid is no more expensive than one with a poorly fitting lid; it is just a question of proper attention at the time of purchase. The label, too, could be improved by having it type-written or printed, and adding directions as to how often and how many may be taken.

The Spirit of Camphor label previously referred to is a relic of the time when printing houses knowing nothing

about Pharmacy constructed the labels for the druggist. Unnecessary abbreviations on labels should be avoided, incorrect titles are inexcusable, and bad English in their reading matter will hardly serve to prove our being professional men.

When you get back to your stores, just look over your stock of shop labels. I am sure most of you can find on them some statements that you never knew existed. Some years ago I found a quantity of Tincture of Nux Vomica labels in use which gave an antidote that would properly have fitted for a Tincture Opium label, a rather serious error.

In dispensing liquids generally, it is a good policy to filter them, even such things as Olive Oil, Turpentine, and certain liquids which are intended for technical purposes should be filtered before being bottled. While in many cases, it may not make the product any better, it will improve its appearance and thereby leave a better impression with your customer. A little care and judgment exercised in corking bottles will work wonders as will also the use of a moist cloth on the finished package and labels placed straight and at uniform height. If any price marks are necessary, they should not mar the label. Price stickers are inexpensive and make a package look much better and if placed at the bottom of the bottle, do not remind the customer continuously of the money spent. Let him forget the price and remember the quality. The convenience of the customer should be considered in designing or selecting the package for any article. A viscid liquid in a narrow mouthed bottle or a hygroscopic salt in a paper container will only serve to vex your customer and make him try another store.

One could go on indefinitely with descriptions of improper packages and enumerate many little points that should be observed, but what has been said is sufficient to convey the idea that you may find some food for thought by carefully scrutinizing packages from your own and other stores. Make the appearance of both package and contents an advertisement and asset for your store by studying their qualities and faults from every angle and then make the changes you deem necessary. I am not advocating extravagance. One can often create a great improvement in the appearance of both package and product without expense.

F. W. Nitardy.

Welfare Work as a Business Investment.

Welfare work is no longer considered in the light of business philanthropy in those organizations where it is operated even on an amazingly large scale. Certain types of welfare activities have been developed to such a point that their value can actually be measured in dollars and cents—aside from the intangible but potent value of a contented working personnel.

Women who are interested in specializing on industrial welfare work as an occupation find it valuable therefore to study not merely the outward activities that are included in the term

—like installation and management of rest rooms, hospital rooms, libraries, employes' club and so forth—but to the far-reaching results of some of these and allied plans as operated by many industries.

To-day so-called "welfare work" has a definite influence on labor turnover, and it is in the reckoning of labor turnover costs that efficient welfare work shows itself a positive and determinable investment. In fact, so closely is it allied to labor turnover that to-day the efficient welfare worker is one who is trained also in the modern science of employment management. This, of course, is a far broader subject, involving the methods of hiring and assigning employees, and a knowledge of industrial labor needs so that an adequate staff is available the year round with no waste to industry or to worker. Many firms have abolished the term "welfare work" or "welfare secretary" altogether, especially as they contain objectionable paternalistic suggestions.

It is the "employment manager" or "supervisor of personnel" who has the entire responsibility not only for hiring, placing, transferring and discharging of employees, but also the supervision of all activities that make for the comfort, content and stimulation of workers while employed.

Obviously, this is a large order, but there are a few women scattered in organizations throughout the country who can and do hold down such jobs. Their position is highly important, for the right individual can disseminate among workers a feeling of satisfaction with kindly and equitable treatment, and this is what builds reputation for a plant. A local reputation for treating its employees with kindness and generosity is the best kind of insurance against labor troubles. On the other hand, there are big organizations that must constantly recruit labor from other places because the local reputation of the plant is such that natives will refuse to work there if they can possibly get work elsewhere.

Sometimes small matters result in an unfavorable local reputation—but it takes a long time to live down. Here is where the value of the expert welfare worker or supervisor of personnel comes in. Provided the basic relations between employer and employees are fair, the welfare worker develops the channels for friendly relations by personal contact, knowledge of every employee, paving the way for adjustments when necessary.

To-day there are perhaps thousands of firms whose management and employees would be better off if a trained welfare worker or personnel manager were appointed. These are jobs that can be created by women who go after them; and certainly the field was never more worth while.

Eleanor Gilbert.

The very habit of expecting that the future is full of good things for you, that you are going to be prosperous and happy, that you are going to have a fine family, a beautiful home, and are going to stand for something, is the best kind of capital with which to start life.



The Home of the

Hazeltine & Perkins Drug Co.

Jobbers and Importers

Corner Oakes Street and Commerce Avenue

Exclusively Wholesale

1873-1920

We enjoy the courtesy of more visiting buyers than any other Drug house in
this part of the country.

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

DO BUSINESS DIRECT.

Place No Dependence On Local Insurance Agent.

Written for the Tradesman

I have many times, through these articles, suggested that business men ought never to forget that in matters connected with their fire insurance, they should never take anybody's word but the company's. I have also reiterated this to my own clients many, many times, but again and again instances occur which show that business men are at no point of their business more careless than they are at this point of getting things pertaining to their insurance done that have to be done for their own protection.

Lying before me at this minute is the report of a case which beautifully illustrates this. A retail dealer in a small city had a fire which destroyed most of his stock and fixtures. There was a chap in the town, a typical local insurance agent, who had placed all his insurance, and the retailer relied upon him absolutely to see that everything was right. Apparently he had never read a word of any of his policies, but depended on the agent to keep him straight.

This retailer carried plenty of fire insurance to cover his loss, and a day or two after the fire he dropped into the agent's office and told him about the fire. "I told him," he says, "about what I lost; and he wrote it down and said all right, you go home and do nothing until I have an answer from the company. When I have an answer from the company I will let you know."

The merchant heard nothing and several times more got in touch with the agent, each time receiving the same answer.

Under the terms of his policy this man was obligated to furnish proofs of loss to the local agent within twenty days and to the company within sixty days. By reason of what the agent told him, he did not do this. The sixty days passed and he had filed no proofs at all. The company then refused to settle because of the absence of proofs and the merchant had to sue. His theory was that notice to the agent was notice to the company, and the agent's action must be considered to have waived any requirement as to further proof of loss.

The jury gave him a verdict, but the court took it away from him, and when the case was appealed, the highest court said, too, that he was not entitled to recover anything. It expressed regret that it felt obliged to decide this way, but said that the case was clear. The terms of the policy were plain, they had not been complied with, there was no good reason for the non-compliance and the company had not waived its right to object. Therefore it was not obliged to pay the insurance. I reproduce a part of the court's opinion and I hope every reader hereof will read it twice:

The conduct of the agent was such as to make the plaintiff believe that nothing further was required of him until the agent sent word. This court, however, has repeatedly held that such verbal promises do not release the insured from the terms of the policy. It is not contended by the plain-

tiff that he ever had any correspondence with the company at its home office or that he ever saw or spoke to any officer, general agent, adjuster or other person specially delegated to adjust and settle his loss. To excuse his own non-performance of the plainly expressed covenants of his contract the insured relies solely upon a verbal promise of the local agent that he would do whatever was necessary and that the insured need do nothing. There was no agreement of any kind indorsed on the policy to in any way vary its terms and no attempt made to prove that the powers of the agent, conferred on him by the company, were other or greater than those usually possessed by the local soliciting agents of insurance companies. If the insured, under such circumstances, chose to rely on the voluntary promise of the local agent as his warrant for expunging from his contract some of its important provisions and ignoring the warnings therein given against such attempts to alter or waive the terms of the writing on which his claim is founded, he placed himself in a position where, if deceived or lulled into security it was not by any act of the company, but by trusting to the mere opinion of one who had no authority to bind the company by any such expression.

I have a pretty poor opinion of an insurance company that would take a position like this, but nevertheless they can take it under the law if they wish to, and always get away with it. I also have a pretty poor opinion of an insurance agent so ignorant as to betray his customer into such a situation, but I repeat, it is the law, and there is only one way to get around it. First know what is in your policy and then comply with it. At least, go to your agent and say, "I want you to tell me what I have to do under my policy in order to collect my insurance." Do that at the very least, and never take his word that this or that isn't necessary, "I'll attend to it for you." Do it yourself—always. Elton J. Buckley.

(Copyrighted.)

Salesman's Value to Wholesaler and Manufacturer.

The service of salesmanship is, after all, the most potent factor of the service that the wholesale grocer renders to the community in which he operates. To speak of the other branches of the jobbing service, namely, assembling and warehousing of stock, distribution and credits would be only a matter of rehearsing facts and arguments that have been so ably presented in the past; and yet, in the many discussions in the past it would appear that the most important factor of the jobbing service, the traveling salesman, had been neglected. This branch of the service needs no eulogy; it speaks for itself.

How like the hands of the clock are the traveling salesmen of to-day, constantly making their rounds, seeking no favors, pursuing the beaten track, with ceaseless and untiring energy seeking to create and promote a feeling of good will between the retailer and the consumer to the houses they represent and to the merchandise they offer. We seldom appreciate the value of the hands of the clock until they cease to move, and in a like measure we sometimes fear that the retailer and the consumer, and especially the manufacturer, do not appreciate the real intrinsic value of the traveling salesman; and they never

will appreciate it until he, like the hands of the clock, has ceased to travel through his accustomed journey.

The traveling salesman is the chief adviser of the retailer; without his service credits would be in a deplorable condition. Small, honest and deserving merchants seeking an opportunity to earn a livelihood, and at the same time rendering service in their community, would be oft-times denied credit.

Through this fabric of credit alone, which is built up in a large measure by the constancy and judgment of the traveling salesman, the distribution of foodstuffs has been kept from falling into the hands of large corporations and monopolies.

It cannot be denied that the service jobber who maintains a corps of traveling salesmen is the rock upon which any individual, partnership or corporation seeking to establish a manufacturing business in foodstuffs, and obtain a channel through which these foodstuffs may reach the consumer, may lean and depend upon. The sales service jobber constitutes the one barrier that prevents the stifling of initiative.

The specialty salesman is driven for volume at all cost. He does not stop to consider, neither does he care whether his success in volume is harmful to the buyer. The opportunity before him may be his last chance. He sells an excess quantity; his house is pleased with the results, and takes those results and compares them with the jobber's salesman who must be moved and guided by different working conditions.

The jobber's salesman realizes that the case of a certain product he sells his retail customer to-day will last him until his next trip, and the next time he sells him another case, and so on, like an endless chain, he keeps this article everlastingly on the shelf of the retail merchant. It is unfair to take one week's work of the specialty man and compare it with one week's work of the jobber's salesman. The only fair basis of comparison would be on a longer and more extended time, and when comparisons are made on this basis it is safe to assume that the loyalty of the jobber's salesman to the nationally advertised product cannot be challenged or questioned.

Loyalty to Advertised Goods.

The question has also arisen that the traveling salesman has no intrinsic value to advertised products, other than as a medium through which such may be verbally ordered.

During the month of January one of our rural salesmen decided to work a certain popular, well advertised brand of soap, the manufacturers of which maintain constantly a corps of retail salesmen throughout this particular salesman's territory. In the first three days our salesman sold 230 boxes of this particular brand of soap and this was after specialty salesmen had covered the trade only a short time before. Would the manufacturers of this particular brand of soap claim that this service salesmen of our organization was of no value to them?

How often have the specialty salesmen of the advertised product in offering apologies to various jobbing

houses why their volume of missionary orders was not as great as expected given as a reason that they found the trade loaded up. Who, might we ask, loaded this trade up? We venture the opinion that 80 per cent. of this condition was the result of the efforts of the traveling salesman who represented the sales-service wholesale grocer.

Are manufacturers content that the present method of compensation extended jobbers is a means of preserving the good will and co-operation of the sales-service jobber, or is the inequality of the plan causing the sales service jobber to realize how fruitless are his efforts to co-operate with the manufacturer who compensates the non-service jobber with the same measure of reward that he does the sales service jobber, which in turn permits that non-sales service jobber to acquire an advantage in selling price that represents just the equivalent of cost of the maintenance of the sales service that the sales service jobber renders the manufacturer.

If the manufacturer feels that the preservation of the popularity of his product depends on the retention of the individuality of the retail grocer, which individuality is expressed so forcibly through the individuality of the sales-service jobber, and if he further realizes that the sales-service jobber is a valuable adjunct to his distributing and advertising department, an adjunct that he acquires at the minimum cost, then it behooves that manufacturer to so rearrange his method of compensation to protect the individuality that is so essential to his product. This protection could well be expressed in a scale of compensation based on the productive merits of the organizations through which he markets his product.

Another matter that the manufacturer should take cognizance of is an evil that is growing; that, if permitted to grow, cannot help but reflect in an injurious manner on the manufacturer's product in the future. Recently one of our customers complained that the specialty salesman of a manufacturer of a nationally known product, instead of spending the half-hour of time, which constituted his visit, in offering and promoting the sale of the product he represented, used that time to explain the merits of a non-sales-service organization, and how the non-sales-service organization would benefit that particular retailer. This retail salesman of the manufacturer obtained his volume, but we wonder if, in obtaining the volume, he did so at the sacrifice of the sales-service jobber. These are practices that must cease.

It is necessary that in order to bring about the greatest satisfaction to both manufacturer and sales service jobber in the distribution of food products, and in their mutual trade relations as well, all inefficiency and unfair practices must be eliminated. It is hoped that the time is not far distant when the manufacturing interests will renew their allegiance to the sales service jobber, who, if statistics be right, distributes 80 per cent. of their products and offers them 100 per cent. good will and loyalty.

W. A. Hannigan.

C. J. Litscher Electric Co.

41-43 Market Ave., S. W.

Grand Rapids, Michigan

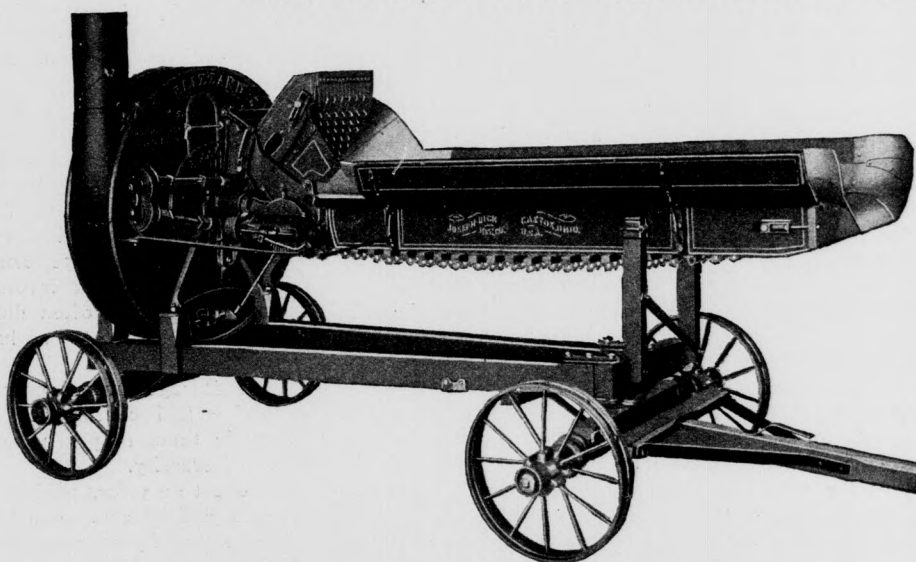


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"BLIZZARD" ENSILAGE CUTTERS

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The Genuine Dick "BLIZZARD" is easy to sell—stays sold—and brings more business.

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DISTRIBUTORS FOR CENTRAL WESTERN STATES

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COLD FACTS ABOUT STORAGE.

Prices Kept Down Through Saving Perishable Food.

"One reason for the H. C. L.," said the fat man who had squeezed himself and big overcoat into a one-armed quick lunch chair, "is cold storage."

He spoke slowly because his mouth was muffled with huckleberry pie.

"The Government ought to put every cold storage place out of business," he went on as he carved out another hunk of pie. "Say Jake," to the man behind the service-counter, "how 'bout 'nother slab o' huckleberry?"

Unfortunately he didn't know that Lunsford's huckleberry pie was at that time, mid-winter, essentially a cold storage product. And that was true of many other things that graced the Lunsford menu.

When Lunsford was starting his chain of lunch rooms, he noticed that a period of spring saw huckleberries a drag on the market and that quantities of them were often thrown away because of over-supply.

"Why can't I buy them up, preserve them and make huckleberry pie a year-round feature in my restaurants?" he asked himself.

He could hold them indefinitely without much expense, he found, by freezing and storing them. And that is why you can always get good huckleberry pie at a reasonable price at Lunsford's restaurants.

If there is one modern subject filled for the novice, with surprises, it is cold storage. And one of the most astonishing encountered by this writer was the fact that, if you want to make the average food specialist writhe with disgust, just intimate that you give credit to one-half the popular prejudices and misbeliefs anent cold storage and cold storage products.

"It is a great blessing to be able to put meat, vegetables, and fruit into cold storage where they will keep, there is no doubt about that," declared James Wilson several years ago when United States Secretary of Agriculture.

"It is not cold storage per se that I object to," says the thoughtful person, "but to its misuse."

And there is merit in that position, but investigation of the subject tends to indicate that public opinion doesn't always draw the distinction stated. In truth the attitude of a great part of the public toward cold storage and cold storage food is warped by many Freudian complexes, due in the main to lack of information on the subject.

How many persons, for example, know the different enterprises?

How many know that a frozen fish, perhaps six months out of the water, is apt to be a chemically "fresher" fish than a so-called "fresh" fish three days out of the water?

How many know that the musty taste that identifies the cold storage egg is due more to the straw board in which it is packed than to the disintegrating effect of time?

Yet the answers are plain facts, developed and asserted in the main by government specialists.

There is now in this country nearly a half million cubic feet of cold stor-

age space. About one-half of it is comprised in what are known as "public cold storage warehouses." In those houses anybody who wishes to may rent space and store food or other things, just as they may rent space in a bank's vault. The owners and operators of those warehouses, as a rule, don't engage in storing; they serve only as caretakers.

A small portion of the remaining half of our cold storage facilities are "private;" that is to say, they are owned by dealers in food who do not sublet space to the general public. Most of the remaining half, however, belongs to the meat packers, who employ the bulk of it in the process of curing meats for general distribution, and not for the purpose of indefinite storage, though some is so used.

Hence it may be stated as a basic proposition that storage and storing are separate entities, deserving separate attention for they present different problems. The problems of storage are scientific and mechanical; those of storing economic.

Science and invention have done much toward perfecting the mechanics and processes of cold storage. The evolution of the cold storage principle has brought about the development of food-producing and food conserving industries that account for perhaps \$2,000,000,000 of business annually—industries that would disappear if cold storage were annihilated.

While concurrent, the evolution of commercial cold storage and artificial refrigeration were not identical. This accounts probably for one of the minor complexes in public opinion regarding cold storage. For the popular impression views cold storage as something new. Intrinsically it is as old as the ages and has been practiced since men first realized that the winter's sun doesn't bring forth food as does the sun of spring.

It even figures in measures of conservation practiced by some animals and even by insects like the bee, who, in some respects, know the principles of refrigeration better than do men.

An expert tells me that the first commercial cold storage houses were chilled with natural ice; so were the first refrigerator cars. Even as late as 1895 two-thirds of the refrigerating equipment of the big Chicago packers was dependent on ice cut during winter seasons from the surface of the Great Lakes.

But artificial refrigeration does account for the great growth of commercial cold storage during the past twenty-five years, and largely for the immense progress toward mechanical and scientific perfection of the practice as made during the past ten years.

Like most relatively new things cold storage, when put on a commercial basis, was overestimated. Because it would keep an initially good article in good condition, many people believed it would turn a bad article into a good one. What cold storage does is to "suspend animation," so to speak; it doesn't destroy the factors of decay nor can it eliminate decay.

"We found what was happening in cold storage was predicated almost

entirely upon what happened before the goods went into cold storage," says Miss M. E. Pennington, for many years in charge of the Government's Food Laboratories, where elaborate investigations of cold storage products were made.

Hence, because of an over-estimation of the powers of cold storage, for many years storers engaged in faulty practices. Goods often were not stored until they had deteriorated in the open market. Care wasn't exercised in packing or handling them. Frequently they were taken out and passed off as fresh goods, when, as in the case of frozen meats, the housewife should know when products have been in storage so that she may treat them accordingly.

The result of many bad practices caused cold storage products to get a bad name that heightened the natural suspicions of consumers.

All the bad practices have not entirely ceased, but, according to government investigators, they have been practically eliminated.

No longer can an unscrupulous speculator buy up foodstuffs that are not salable because of decay, and employ the facilities of a cold storage warehouse in concealing the deficiency. The reputable warehouseman will not accept such consignments.

In fact, the majority of storers now go to the sources of supply, purchase products fresh and put them in storage immediately.

Take fish, for example. Ten years ago a large proportion of cold storage fish didn't reach the freezers until they had been flung around for days in the open markets. Now the bulk of fish that are stored are thrown into freezers as soon as they come out of the water, often while still alive. Then they are given a coating of ice which is renewed every few months.

Government specialists have preserved fish in that way for 27 months and have eaten them at the finish, and declare that there was virtually no deterioration and but little loss in palatability.

Likewise, when perfectly fresh eggs were put into cold storage and properly protected there, they were amenable to soft-boiling and poaching three to four months later, and showed but little deterioration in quality after from ten to eleven months.

One of the troubles with the cold storage egg, as discovered by Miss Pennington, is the common practice of storing in cartons made of wheat straw. The steady flow of air at low temperature carries the taste of the straw into the egg. This could be avoided, say the experts, by using cartons made of wood-pulp paper, old newspapers being sufficient to supply raw material.

Ten years ago government specialists found that poultry couldn't stand more than three to four month of cold storage. Under improvements later developed, the same specialists say that poultry can now stay in cold storage from ten to twelve months without virtually any deterioration and loss in palatability.

They declare that the dietetic difference between cold storage products properly selected, packed and

stored in the right temperatures, and absolutely fresh products is so negligible as to be unworthy of notice.

But you can't generalize so clearly and definitely about the economic phases of cold storage food. The storer of food must be, perhaps to a greater extent than any other food merchant, a speculator. He must stake his investment against many risks which cannot be definitely anticipated.

When he goes forth in spring, for instance, and buys up eggs while the hen is working with feverish industry and producing in three months nearly half of our annual egg supply, he must calculate against the gaugeless future.

"He may certainly count on eggs being much higher priced during the next December," someone says.

True, but it's the margin that troubles him.

For, as a great many people do not realize, it costs money to keep food in storage. On eggs alone it is one to two cents a dozen a month. And there is interest on the investment and loss from spoilage—or such of it as is not passed on to the consumer—and on breakage.

Then the sun of November and December may shine with ardor and stimulate the hen to unusual industry. Egg production in winter is a variable quantity depending on numerous factors. If large, the price of fresh eggs will hold somewhere within the range of reason. Then the general average of prices may decline. And, as happened to some extent last winter, people may have so much money that they, as a rule, will insist on getting fresh eggs at any price. There were times during the last few months when storage eggs moved sluggishly at prices from 25 to 40 cents a dozen below new-laid eggs hovering close to a dollar a dozen.

All those factors may cut the margin between the price of eggs in spring and in winter to below the actual cost of storing them during the interim.

Investigations made by the United States Bureau of Markets indicate that egg-storing is a see-saw game. Practically each season of profit has been followed by one of loss. The average profits for a period of ten years have been from 5 to 8 per cent.

When things break favorably for the storer, as they often did during war times, he reaps a handsome profit.

Cold storage makes possible the garnering and conservation of surpluses in times of plenty for use in times of scarcity.

Its effect on prices paid to producers and paid by consumers is involved in a maze of phenomena that defies clear analysis. During the period of cold storage development all price levels have steadily and at times radically tended upward, because of reasons as diverse as they are complicated.

Those who have studied the economics of cold storage assert that the practice has tended to stabilize and equalize prices of those things considerably affected by it.

"The average wholesale price of butter was in winter 8¼ cents less

Staple as Gold



ROYAL BAKING POWDER is made from pure cream of tartar, which is derived from grapes. It perfectly leavens the food, making it appetizing, delicious and healthful, and its superiority in all the qualities that make the perfect baking powder is never questioned.

*Royal Contains No Alum —
Leaves No Bitter Taste*

Royal Baking Powder Company, New York

during the decade 1900-1910 than during the winter seasons of 1880-90, and in summer the price was 1¼ cents higher," says one.

A Massachusetts commission, about eight years ago, reduced some price scales bearing on cold storage products to diagrams. The curves in its report tend to straighten with the development of cold storage.

But there is one statistical phase of the subject which appears to be conclusive. Consumption of those products amenable to cold storage have greatly increased out of proportion to growth in population. The average New Yorker, for example, has during the last fifteen years consumed considerably more eggs, more poultry more butter and more vegetables than during the last fifteen years of the last century. The reason is that he used to, in large part, go without those things except during the periods when a flush market made them cheap. They were so costly in winter that he could afford none or very little of them.

And then one must not forget the contribution made by cold storage's close allies, the refrigerated ship and railroad car, to the varying of the diet of the modern family.

In fact, one expert associates refrigeration and cold storage with the virtual scurvy disappearance from this country, once a scourage caused by uniformity of diet.

Great fruit and trucking, not to mention meat and poultry, industries that thirty years ago would have been impossible ventures are now sustained by refrigeration, which makes national as against local distribution possible, and in many cases annual as against seasonal.

We shipped more than \$600,000,000 worth of frozen beef to our men in France, and at the same time as much more to our allies. Only one carload went bad, and only one-third of that had to be destroyed. When the great war began French laws forbade the serving of any meat not killed on the battlefield to French troops!

In fact, as this is written, the War Department has on hand more than 50,000,000 pounds of left-over frozen beef, and it is pronounced by experts to be as good as any beef extant.

Thereby hangs an interesting story. The War Department wanted to use its cold storage meats in reducing the general H. C. L. But when they came to do it, many difficulties were met. We are not accustomed to frozen beef. The retailers don't like it because they have to cut it with axes or let it thaw out when it takes on a flabby appearance and is still hard to handle. Then few were in position to handle it in carload lots or dispose of as many front quarters as of hind quarters. Finally, the War Department awoke to the fact that inasmuch as the beef still on hand had been in storage more than twelve months it could not be sold in those states having cold storage laws, for they generally contain twelve months limitation.

The incident illustrates how war-developed cold storage outdistanced that of peace. If cold storage had evolved to its fullest possibilities, the War Department would have had no

trouble distributing its meats through regular trade channels.

But ordinary peace-time commerce supplies cold storage figures that are of amazing volume, so great indeed that one who wants to present only half-truths will find no difficulty in giving the cold storage ogre a frightful appearance.

On January 1, last, there was in storage no less than 80,000,000 pounds of poultry; 55,000,000 pounds of butter; nearly 20,000,000 pounds of frozen eggs (used exclusively by bakers); and 1,500,000 cases of "case" eggs; and 2,500,000 barrels and 8,500,000 boxes of apples.

There are hoardings for you! Parceled out among the full population of the country these supplies would have lasted perhaps one week.

When a few months ago H. C. L. scouts seized 2,800 cases of eggs that were in the possession of one concern in a Southern city, a great hullabaloo was raised. They represented a week's supply for the territory for which they were intended!

There are a thousand or more cold storage warehouses in the country, and the number as well as the average size is rapidly increasing. A great many breweries are taking up refrigeration. It is not uncommon for a single warehouseman to carry from 500 to 5,000 accounts, ranging from that of a small restaurant or even a householder to those of wholesale food merchants and even large producers.

Therefore, all experts agree that the big volume and wide distribution of the business, together with the large number of individuals engaged in it, renders concerted hoarding or price-fixing practically impossible.

Then nature has put an economic limitation on the holding of foodstuffs. The cycle of the seasons renders it impracticable to carry food for more than ten to eleven months at the widest, except in extraordinary cases; for other crops come on and make the fresh product cheaper than the stored.

The warehousemen and dealers express themselves willing for the law to buttress the force of the seasons, as it does in many states, by putting a twelve months' limitation on food products generally held in storage.

The danger in legislative activity, with regard to cold storage, is in injuring the business without helping the public. A few years ago Pennsylvania adopted a very rigid regulatory law, placing severe limitations on the time foodstuffs could be kept in storage. The result was the virtual driving of cold storage business out of the state. When the war brought the Food Administration into existence one of the first things it did was to suspend the Pennsylvania law. Later the law was supplanted by what is known as the uniform cold storage act, prepared under the auspices of the American Bar Association, and now prevalent in about fifteen states.

The cold storage people are now urging the enactment of federal legislation patterned after the regulations of the Food Administration and the so-called Uniform Statute.

It is estimated by a competent expert that mechanical refrigeration



BLUE VALLEY BUTTER is good butter

These are strenuous times for the retailer. How many of your "lines" are money makers?

Is your butter department a "money maker" or a "loss taker?"

We can help you develop your butter trade to high water mark. A pleased customer will come back. Blue Valley print butter will please. Write us for particulars or come and see us when in Grand Rapids or Detroit.



Blue Valley Creamery Co.
Grand Rapids, Mich. Detroit, Mich.

Wholesale Flour—Feed—Bags—Twine

BAKERS' SUPPLIES AND MACHINERY

WAXED PAPER, BREAD WRAPPERS

DRY MILK, POWDERED EGG

COOKING OIL

Everything for Bakers,
Flour and Feed Dealers

ROY BAKER

Wm. Alden Smith Bldg.

GRAND RAPIDS

MICHIGAN

adds not less than a billion dollars a year to the wealth of the people of the United States, besides the enormous additions to human comfort, health and convenience. And the additions are largely because of cold storage, which renders the Georgia peach, the California orange, the New York apple, a national product.

Aaron Hardy Ulm.

Economy May Avert Gasoline Rationing.

The suggestion of gasoline rationing has aroused general discussion among oil men. Some are in favor of the plan, while others hold the opinion that production will soon catch up with consumption despite the recent gloomy forecasts. The fact that there is no sign of a shortage in the East is pointed out as confirmation of this belief. The dissenters, however, admit the necessity for conservation. Pleasure car owners, it is said, have been especially wasteful in the use of the fluid and, as W. C. Teagle, of the Standard Oil Company, has pointed out, cars have been built without regard to the economical use of gasoline. English cars can go twice as far as those of American make on the same amount of gasoline. Development of engines capable of making a maximum mileage on a minimum of gasoline is one of the great needs of the day.

Adoption of more scientific methods of production was recently urged by Dr. George Otis Smith, director of the Geological Survey. Secretary Payne, of the Department of the Interior, in a statement issued early in June pointed out the necessity for conservation of both gasoline and fuel oil in view of the fact that the total oil consumption for the present year was likely to reach 470,000,000 barrels, while production, based on the showing made up to that time, was not likely to go beyond 420,000,000 barrels.

Other suggestions recently advanced for the safeguarding of the national supply have been restriction of oil exports and investigation of the possibilities of the oil shale deposits in various parts of the country. Extraction of oil from these deposits has already been undertaken by refiners in Texas and Colorado and fairly good results have been obtained. In Scotland the shale oil industry has been maintained on a paying basis for many years, and Canada is considering the erection of plants for the recovery of oil from shale deposits in Alberta.

Recent reports from the Kansas, Texas, Oklahoma and Kentucky fields have shown considerable gains in production. The Gulf Coast fields in the past week have added several gushers, and production has been on the increase in the Kentucky field for several months. The wells in that territory are not heavy producers, but are giving evidence of good staying qualities. In Oklahoma the development has been steady and consistent, and the Hewitt pool has come to the front as the best in the State. The Duncan pool also has been climbing steadily.

Some folks spend so many nickles that they never have a dollar.

Making an Analysis of Selling Talk.

The story is told of an enterprising salesman for a store device who studied his sales talks to find why he made a bullseye with one customer and failed to score with another. By analyzing his results, he eventually worked out a system for selling that was sure-fire. The phenomenal results he got did not go unnoticed at the home office and he was soon called in to explain his methods before a conference of executives and salesmen. By way of illustration, he placed an official of the company in the role of a customer. Point by point he ran along in the sales lecture he had learned by rote, and upon concluding held out a pencil for the pseudo customer to use in signing the order blank. Before he could get his wits together and recall he was only playing a role, the official had signed half his name on the dotted line. Needless to say, the demonstration was fully successful and resulted in the adoption of a uniform selling plan for all the salesmen.

While the executive for a large ready-to-wear wholesale house does not believe that a uniform sales talk could be equally as well applied to articles where style and price are so apt to vary, nevertheless he thinks that too little emphasis is laid on an analysis of selling points by the average salesman to enable him to get the best results.

"As a general rule," he said, "the salesman is usually so elated over getting a good order that he does not stop to consider how he was able to accomplish the sale. With so many things to talk about in an article where style and price play such important roles, it may be regarded as a hopeless task to pick out the winning arguments. But my idea is that, once a sale has been made, there are one or two points that the salesman made which he can use with the same good results on other customers. And a thing worth remembering is that there are usually only one or two points that scored so decisively for the salesman.

"Once the salesman has decided for himself what the best part of his argument was, he can try it out on the next customer. If it doesn't work so well, he ought to make clear for himself why it didn't. It is quite probable under the circumstances that he has missed some phase he put in before. By trying out one line of approach and another and constantly noting the effect, sooner or later the salesman is going to find the winning formula. And, when he finds it, it may prove surprising to him that it is not the long and protracted argument that makes the best impression. On the contrary, he may discover that he is accomplishing much better results by not using a single needless word."

Taking Things Into Consideration.

"Were you ever a teacher?"

"Yep."

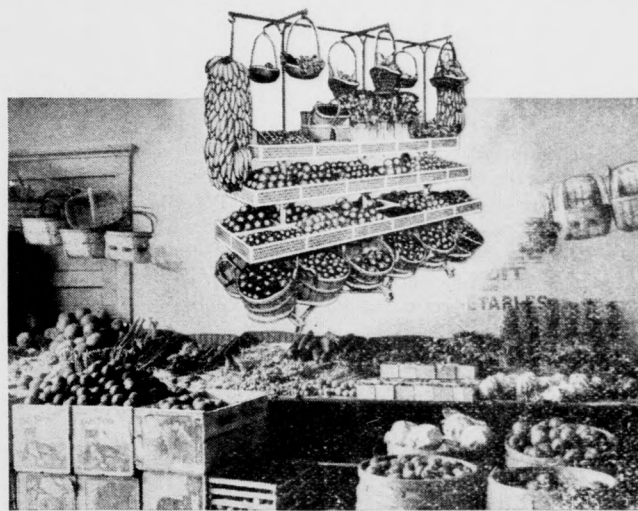
"Were you underpaid?"

"Nope."

"How did that happen?"

"You never saw me teach or you wouldn't ask."

ATTRACTION!



Try the Magic of a Dayton Display Fixture

A store may be attractive or repellent. It is the attractive store that gets the business—the others help to make up the long list of strugglers and stragglers.

No store need be unattractive. There are unrealized possibilities in stock display and store arrangement. In an instant a Dayton Display Fixture turns disorder into neatness, clears a cluttered floor and holds up to the best advantage before the gaze of every customer the most attractive of your products—fruit. The

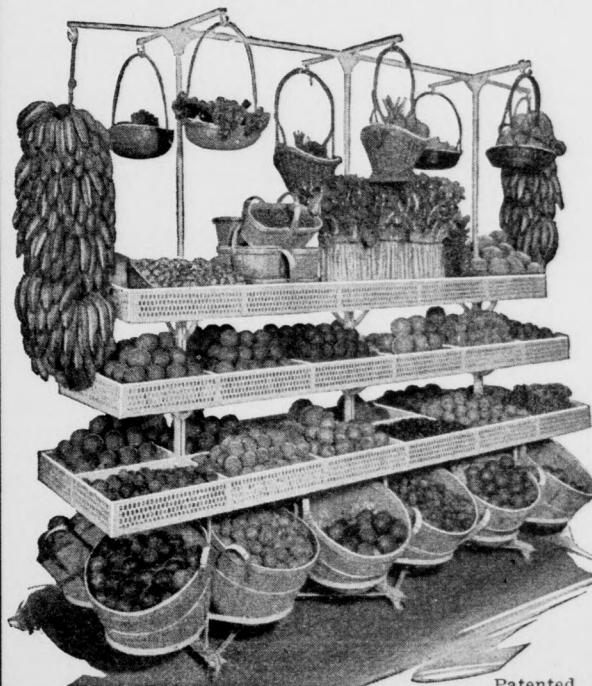
Dayton Display Fixture

constructed of galvanized rust resisting Armco Iron in white enamel finish, with frame of bar steel, is in itself a fixture pleasing in design and make-up. Loaded with delicious fruits and desirable looking vegetables it forms a center piece which effectively decorates your store.

Add to these qualities that it displays many times the quantity of goods shown by the old method, thus removing unsightly and unsanitary boxes, crates and barrels, greatly increasing your open floor space.

The addition of no other single furnishing will do half as much to beautify your store and simplify its arrangement. Let our display expert advise you.

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



THE
DAYTON
DISPLAY
FIXTURE
COMPANY

Dayton,
Ohio

Patented

Taking Stock of the Other Fellow's Experience.

The three men settled themselves comfortably in the pullman smoker and talked. Naturally enough the conversation drifted to business. It was soon apparent that one of the men was not a traveling salesman, as were the other two. He was a successful small-town retailer.

"I am taking one of my yearly trips around the country," he explained. "Nothing in particular to do. Just my way of spending my vacation. I drop off here and there, walk through the business street of the town, and whenever I see a fine looking store that seems to be doing a good business I just drop in to talk to the proprietor and ask him a couple of questions."

"I have done this right along for several years. I have found it a profitable way of spending my vacation time. I generally return to my store with a lot of new ideas and lots of new courage to start new things. Two weeks or so spent in visiting other stores affords me a pretty good education in retailing."

The dealer paused a minute, left his seat, and returned shortly with a handbag. He drew out a neatly type-written list.

"Whenever I have the time," he said, "I dig into some of the trade papers that I receive and here and there pick out the name of a dealer in some other city who is reported to have made a success in some particular phase of merchandising. It might be some obscure retailer who has been using a successful system of follow-up letters, or one who has increased his sales five per cent. in one year, or it might be a dealer who has been using some handy accounting system. If it looks like a pretty good idea I drop the dealer a line, telling him that I read a trade paper article describing one of his successful stunts, and sometimes requesting some further information. At times I ask whether he would object to a visit to his store. As a rule I receive a cordial invitation to drop in for a chat whenever I am around."

"Hardly necessary to say, I have found that to be the most effective way of using my trade paper. I got the idea several years ago when I visited an organization of department store men in New York. The secretary of that organization told me it was the practice of the members to take periodical trips to high grade stores in various parts of the country in order to get acquainted with some of the merchandising systems practiced in these stores."

"For instance. One store was reputed to have been making excellent use of its delivery service. The thing went around, and the secretary finally arranged a party of some of the members of the organization to visit that particular store. In a short time each of them had adopted the idea, in all cases with uniform success."

"The executive secretary acted as a sort of clearing house of information for the benefit of members of the organization. He tipped me off that he had been making liberal use of trade papers for that purpose. I de-

cided to take up his idea. I marked the articles that suggested new ideas, very often clipping these articles and filing them away for future reference. During the summer I decided to take a trip to the Middle West. Before going off I looked through my file of trade paper articles and picked out the names of successful stores in that territory. During the trip I often found it convenient to drop in to see some of these merchants."

"The other day I happened to be in Grand Rapids. I had a couple of hours on my hands so I walked through the business street. I noticed a fine looking store that I remembered having read about in my trade paper. The storekeeper extended a warm invitation to look through his organization. I spent a profitable hour, learning a thing or two. I left the merchant to keep an appointment, returning later in the day to have lunch with him. He promised to drop around to see me when he gets around my way. We are now the best of friends, and we often exchange ideas by mail."

"I don't care in what line of business you are in, you can always learn from the experiences of the other fellow. It's all right to take stock of your own experience, and to talk about them. But it is equally, if not more, profitable to see what the other fellow is doing and taking a tip."

That's why I often find it profitable to learn from a fellow who runs a different kind of business from mine. If a fellow in the furniture business has discovered a workable plan for checking leaks in profits does it mean that the clothier, or the furniture dealer, or the druggist, cannot adopt the same idea to suit his own needs?

"I lost money until I found it out. Mine is a retail business in a city of 8,000 inhabitants, located just twenty miles from a city of 300,000. As a small store it was in a class with all other stores in our kind of a city. My volume of business was approximately \$40,000. The average stock at the time was in the neighborhood of \$20,000, and the net profit did not exceed \$3,200, or something like 8 per cent. on sales."

"This figure represented an average covering a period of several years and demonstrated the fact that I was face to face with the most deadly disease known to merchandising—a business in a rut, or at a standstill."

"Time and again I was reminded of the old saying which advances the theory that nothing can stand still—it must either go forward or backward. My chief thought concerned which direction my business was going to swing, and the more I thought along these lines, the more complex the situation seemed."

"As I look back over that period of distress, the one error which blazes forth most prominently was the fact that I kept very close counsel. My salespeople—without the slightest reflection upon their loyalty—were not encouraged to share any of the store's problems or my worry."

"My next great mistake was a lack of perspective which could have been gained by studying the methods of more successful stores in other cities. We were floating along on the repu-

tation of 28 years of successful business, unmindful of the fact that our trade was being educated faster than the store was meeting changed conditions."

"A determination to get at the real facts and arrive at some solution if possible, led first to an analysis of the records which showed that my total cost of 22 per cent. for doing business was very conservative. The average gross profit of 30 per cent. was the best we could hope for so long as competition forced a low level of prices through continuous bargain-type advertising."

"When I finally decided to discuss the situation with my banker, it was as if the load had been partially lifted at least. And the banker spoke mightily frankly to me, beginning with his personal impression of my business in comparison with that of other institutions in other cities. He explained his views regarding the merchandising plan of my kind of store as a unit, and wound up by frankly saying that if he were seeking an opening for a high-class store, he could not ask for a better opportunity than our town afforded."

Fortunately the interview was interrupted just at this stage and I could not get back to the store quickly enough. A course of action was taking form rapidly in my mind. Many thoughts seemed to flash across my brain at once.

"How much of my legitimate trade was going to the city?"

"Why were they going, and could they be headed off?"

"If this business could be turned back to me, how much difference would it make in my sales?"

"Is this a more desirable class of trade, and would it tend to raise my average net profit?"

"How did my merchandise compare with that of my local competitors as well as with that of my city competitors?"

"How did my store compare in appearance and service, and how much of an influence were these factors?"

"Never before had this last question appealed to me with such force. I decided to investigate and so I went up to the city and direct to the best competitive store there. As I entered the general atmosphere or tone of the store did seem a wonderful contrast to mine. A casual glance here and there convinced me that the merchandise on the whole was of no higher class than ours, but this merchant was getting better prices in many instances."

"This seemed a very significant fact. The same merchandise! Higher prices on the average! Yet drawing business from our town some 20 miles away."

"There seemed to be but one answer to the question—store appearance, which enhances the value of the merchandise. It is true that much attention was given to display—not showy, bulky displays—but dignified displays behind glass compartments, which worked in as part of the store equipment."

"Many of the lines were handled in glass front drawers which presented a great contrast to my plan of stock boxes of various colors, some

with broken lids through which dust and dirt sifted. An obliging salesman took pains to explain in detail the store's system in displaying goods."

"I could also see where the service was much more efficient than mine. The stock was so arranged and the equipment was such that by pulling down an entire stock of a given size at one time a big range of articles were shown in a few seconds, and the old stock was displayed alongside the new. I could see where a smaller stock could show up to better advantage and wherein merchandise would turn faster with less depreciation, and less selling expense. I could also appreciate the fact that merchandise displayed amid such surroundings would attract the buyer with greater force and at the same time appear worth while."

"I personally dreaded to go back and face the situation. I realized the truth in what my banker had said, and were I in the position of some of our people, this store would draw me in just the manner that I would pass a dingy, poorly equipped restaurant for a modern, comfortable cafe with a pleasant environment."

"I shall not relate incidents of the days, weeks and months which followed, but before a year had passed I was able to present to my trade a thoroughly modernized institution which was on a par with, if not more attractive than the store which was taking my business."

"During the first year the volume of business jumped from \$40,000 to \$53,000, or a 30 per cent. increase. My gross profits on sales was increased 1½ per cent. and my net profit was increased as a result of several economies. This additional business was handled with the same salesforce, which cut the item of clerk hire 1½ per cent. The general expenses were only slightly increased, which gave me another 1½ per cent. net."

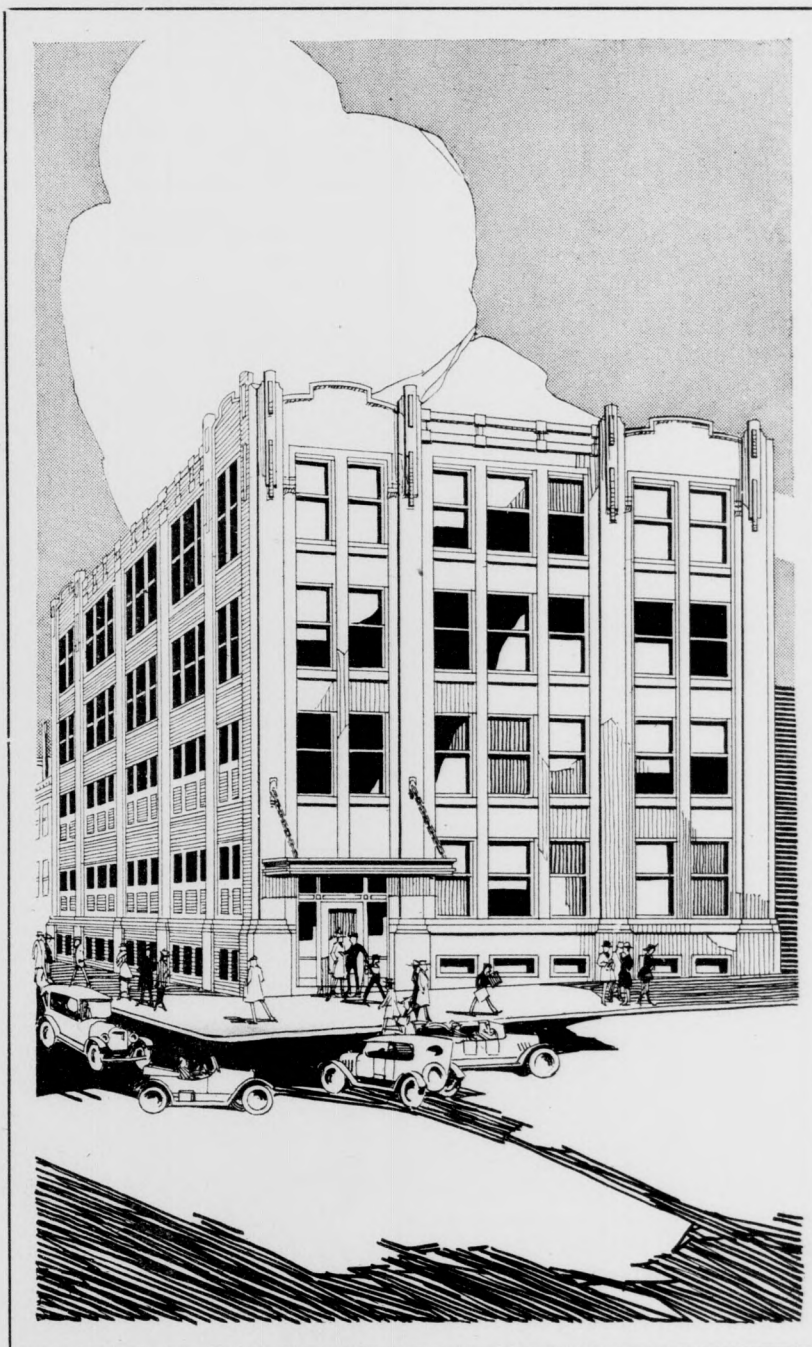
The three men settled themselves comfortably in their seats. The dealer took up his favorite trade paper, bit off the end of a cigar, and turned the pages of the publication thoughtfully as he smoked.

How Pin Money Started.

The expression, "pin money" originally came from the allowance which a husband gave his wife to purchase pins. At one time pins were dreadfully expensive, so that only wealthy people could afford them, and they were saved so carefully that, in those days, you could not have looked along the pavement and found a pin which you happened to be in need of as you can and often do to-day. By a curious law the manufacturers of pins were only allowed to sell them on January 1 and 2 of each year, and so when those days came around the women whose husbands could afford it secured pin money from them and went out and got their pins. Pins were known and used as long ago as 1347 A. D. They were introduced into England in 1540.

Successful selling is selling a customer what he wants at the time, and what he will continue to want after he has got it home and used it.

**Out
of the
OLD**



**Into
the
NEW**

We take pleasure in informing the trade that we are now located in our new building at the corner of Commerce and Island streets, directly opposite our former location, where we shall be delighted to show our friends and customers over one of the most complete and up-to-date millinery establishments in the United States.

Our fall line is particularly strong, consisting of the best imported and domestic creations to be obtained.

We were never in as good condition to cater to the exacting demands of a critical constituency as now.

CORL, KNOTT CO.

Wholesale Millinery

Grand Rapids, Michigan

KEEP TRADE AT HOME.

Why It Pays To Deal With Local Merchant.

There is a principle involved in every transaction, and that principle should be observed. There is a right and wrong position to take. If it is right for the consumers to send their money to the catalog houses for their merchandise, they should do so, but if it is wrong, they should not do it.

I will take for example one of our hardware merchants in Hot Springs to prove that people should buy from their home merchants instead of sending their money away. In the twenty-four years he has been in business, he has introduced and sold a great many mowers and rakes on one, two and three years' time, which encouraged the farmers to increase their meadows and make the cost of the mower in hay before they had to pay for it.

He has sold more than a thousand two-horse wagons at \$10 down and \$10 per month to men who had teams and no wagons and not enough money to pay all down for a new one. They were enabled to make the wagon pay for itself as the payments came due.

When the Government farm demonstrator was trying to introduce hog cholera serum into this country to prevent hog cholera, it was a difficult matter to get the farmers to send away for it, and this man kept it in stock and furnished it to the farmers exactly at cost in order to get them to use it and save their hogs, which they did.

He was the first man to introduce commercial fertilizer into this section, and was also the first to introduce two-horse cultivators and was told at the time by some that he was doing the country a great injury by selling the people fertilizers and cultivators. They contended that the Georgia stocks and double shovels were the best tools for cultivation. And now there is little demand for Georgia stocks and double shovels.

He introduced and sold the first disk harrows in this section.

He manufactured, introduced and sold one of the first home canners for canning fruits and vegetables.

He has introduced many improved farm implements that have helped farmers make more money, and many household and kitchen furnishings, gas, wood and coal ranges, which have proved a blessing to hundreds of overworked women on the farms.

He has made it possible for people to look at all these things before purchasing, and when introducing, has placed his personal guarantee behind them, agreeing to take them back if not entirely satisfactory.

If these people had waited for the catalog houses to have presented and sold these improved articles to them on credit, giving them an opportunity to try them before paying, they would still be breaking their land with a No. 8 Avery plow and cultivating with a double shovel and Georgia stock. They would be cutting their crab grass and wild grass with scythes, and the grain with the old-style scythe and cradle.

A personal guarantee from a local merchant means a great deal more

to the consumer than a guarantee from some catalog house.

This man that I refer to has erected one of the largest and best store buildings in the city, and is a director in one of the banks, which has erected a six-story bank building. He is president of the school board, which has had put up one of the best high-school buildings in the South, and several modern ward-school buildings.

He is a good road advocate, and is a builder. He is now erecting one of the largest garage buildings in that section of the country. In addition to giving employment in his hardware business to the heads of twenty-five or more families who are prospering, he is making room for still more. The profits on the merchandise he sells go to paying salaries, to charity, to the erection of new buildings, to the improving of streets, roads and schools. His state and county taxes amount to more than \$3,000, besides his income tax, and it is estimated that he pays salaries, taxes and rents amounting to \$55,000 per annum.

Suppose our people had sent all the money that has passed through his hands to catalog houses, what would we have to show for it? And this is just one of many men who have made a success of merchandising in Hot Springs. And the greater portion of their success has gone into the up-building of our city and country.

This man has been directly connected with an largely responsible for the erection of school, bank, store and residence buildings at an aggregate cost of nearly a million dollars. He has given back to the city and country a service of far more value than he has taken from it, and I want to ask this question: Has it paid this community to do business with this man, or would this country have been better off had all this money been sent to the catalog houses? Can you think of a merchant in your town who has not given back to the community as much or more than he has taken from it? If you have such merchants, they are not the kind that I am referring to. How would you like to have all the merchants in your town go out of business, thereby forcing you to buy all your farm implements, wagons, hardware, stoves, ranges, dry goods, clothing, shoes, groceries, etc., from the catalog houses? Is it not a fact that a great many of our people use the local merchants for convenience and buy staple articles from them and send away for the profit-bearing goods because they think they are saving a few pennies? The truth of the whole matter is, the people do not think ahead. They are trying to save a few cents to-day at a cost to themselves, their families and to the communities of many thousand dollars in the future.

This man that I refer to has begged the farmers to buy improved farm implements and to improve their hogs, cattle and poultry, paint their houses and keep their wagons and implements under shelter, to raise their own feed and food, raise more sheep and goats and less dogs, and is now helping to establish a marketing place and cotton yard, so the farmers may have a place to store their cotton and obtain the highest market

prices for their products. Do you know of any catalog houses trying to help anybody except themselves?

What I want is for some one to tell me why they send their money to catalog houses for anything they can buy at home. A person who patronizes catalog houses is willing to trust the strangers' word, and wait patiently for the goods to be shipped. One of these fellows would not think of paying a local merchant in advance for anything, neither would he take the local merchant's word, but to the contrary, he must see the article and have the local merchant's personal guarantee before he will buy it, and then, to cap it all, will often ask the merchant to charge it for thirty days. Some difference!

When crop failures come, and you are out of work, who do you go to for help? Catalog houses? Who buys your produce? Who buys your pork, beef, corn and cotton? Catalog houses? Who helps pay your preacher, and helps to build your church and shoolhouses? Who helps pay the taxes and who helps you or your neighbor when in distress? Catalog houses? They would laugh you to scorn if you should ask them for assistance. Your local merchant, as a rule, has a family of boys and girls, and his employes also have

boys and girls, and these boys and girls marry in your community. Have you ever seen any catalog house boys and girls? Your boys and girls would remain single until they were as old as Methuselah if they had to wait for catalog houses to send them a companion. In fact, wouldn't this country be in one hell of a fix if we had to look altogether to catalog houses for all our needs? Then why not look entirely to our home merchants to supply our multitude of wants?—Hamp Williams in Delineator.

Suspicious.

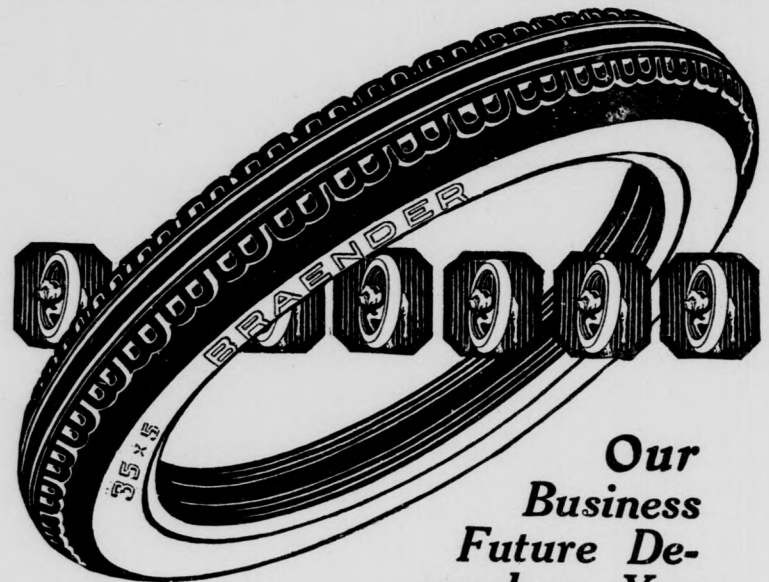
As Widow Watts bent industriously over her wash-tub she was treated to polite conversation by a male friend, who presently turned the conversation to matrimony, winding up with a proposal of marriage.

"Are ye sure ye love me?" sighed the buxom widow, as she paused in her wringing.

The man vowed he did. For a few minutes there was silence, as the widow continued her work. Then suddenly she raised her head, and asked:

"What's the matter—have y' lost yer job?"

Many a poor boob has lost out for no other reason than that he wasn't looking ahead.



**Our
Business
Future De-
pends on You**

THE better the service you get from the tires we sell you the faster our business grows.

We should be foolish indeed to sell you a tire in which we had not implicit confidence.

There are 227 different makes of tires to choose from, but we chose **BRAENDER TIRES** because we are willing to pin our business reputation upon them. That ought to mean something to you.

Cord and fabric tires and tubes.

MICHIGAN HARDWARE CO.
Grand Rapids, Mich.

Braender Rubber and Tire Co.
Factory: Rutherford, New Jersey

Michigan Hardware Company

EXCLUSIVELY WHOLESALE

Corner Oakes Street and Ellsworth Avenue, Grand Rapids, Michigan



MOST folks in any town know the local hardware merchant. He is an important member of his community. The housewife thinks of him when she needs tacks to put up a shade. Boys think longingly of bright-faced hatchets as they pass his hardware store. Men of all trades look to the hardware merchant for tools.

Yet, from force of habit, the very man who buys tools from you, Mr. Hardware Merchant, will often drive his car blocks further on to buy his automobile accessories.

In putting in a stock of accessories, first satisfy yourself that the articles you have in stock will give satisfaction. Then see to it that your sales force have your own convictions. Satisfied customers on accessories are going to buy other lines.

We aim to carry the most complete accessory stock of any jobbing house in Michigan and shall be glad to consult with any dealer on this subject at any time. We can very soon convince him that he ought to do the leading accessory business in his town. Shipments for this new line are arriving daily and we will soon be in shape to fill all orders. The same is true of our recently established fishing tackle department. We have in preparation a beautifully illustrated catalogue for these two departments which will be ready for distribution about Nov. 1.

W. A. McIntyre—Eastern Michigan Territory.

W. J. Klein—Southern Michigan Territory.

A. Upton—Northern Michigan Territory.

V. G. Snyder—North Central Michigan Territory.

W. E. Graham—South Western Michigan Territory.

J. E. Hefferon—Central Michigan Territory.

M. J. Kiley—Western Michigan Territory.

J. T. Boylan—City.

C. Krenz, L. Taylor, C. D. Van Tassel—House.

MICHIGAN HARDWARE COMPANY

Exclusive Jobbers of Hardware and Sporting Goods

Established 1912

WHEN LABOR GOES TO LAW.

Topsyturny Injunction Case Decided By Florida Court.

Injunctions have come to be considered one of the necessary stage properties of a good, well-played strike, just as strikes seem to be a necessary incidental of daily life almost everywhere in these piping days of peace. This is the story of a rather ordinary strike in combination with an extraordinary injunction.

The place was Tampa, Florida, and the concern involved, the Oscar Daniels Ship-building Co., turning out 9,500 ton steel freighters of the standard Emergency Fleet Corporation design.

The working force of this yard was, in part, brought to Tampa, but in large part recruited and trained on the spot, as was of necessity done in all wartime shipyards. The payroll comprising over 2,000 names, made an appreciable addition to the little city's trade. Relations were harmonious, as a whole, up to last fall.

Enter now the villain, in the person of an organizer of the Boilermakers' Union, coming to Tampa from somewhere behind the beyond. Organizers of other metal trades followed, and for several weeks a quiet, persistent effort was made to enroll as many men as possible in unions. Then came the presentation of a set of demands, the least important being for more money and the most revolutionary calling for a system of workmen's committees.

The yard at the time was paying the so-called Macy scale of wages, in common with all other yards on government work. Mr. Daniels offered to sign an agreement to maintain this scale for one year, to go higher if the Government at any time authorized any increase, but not to cut lower even though termination of Government contracts and control should permit him to do so. This offer seemed fair to some of the unions, who signed it, but most of them did not, and on December 5 some 600 of the employees walked out.

The strikers posted pickets. They held meetings, passed resolutions, wrote to the papers, and went through all the motions of a good strike. There was no violence and the public, after expressing its opinion vigorously, dismissed the subject and turned to more pressing affairs.

Tampa was then rather amazed, to put it mildly, when on February 14 the strikers applied for a restraining order and injunction to prevent the workmen of the Daniels yard from interfering with the strike pickets, or with a sign they had erected. It was alleged that certain pickets had been beaten and the sign defaced and later destroyed. It was further alleged that officials of the plant had been guilty of conspiracy in inciting workmen to these acts. Circuit Judge F. M. Robles issued the order as prayed for.

It was the first time in the history of Florida courts when pickets had asked for the protection of an injunction, and but few such instances have occurred in the whole country. In Florida, as in all states, times without number, it has been necessary for

workmen to seek protection from pickets.

In the restraining order the Metal Trades Council named the following men: Allen, Leach, Peckham, Robinson, Taylor, Nash, Goff, Spencer, Stevens, Brown, McGee, Paulding, McDonald, McCarthy, Parker, and Hudson. It is a profoundly significant list of names. There is not an offsky or an ich in the lot. These men who preferred to keep on producing, who believed the Macy scale was a fair award, who were willing to meet a square employer half-way, who did not rush off after professional agitators—these men were all straight Americans, of ancestry running back to Celtic, Anglo-Saxon, and Scottish strains—all of the breed that is very slow to rouse, very patient under taunts, but when they once get started, hard to stop.

Another interesting fact noted was that the strike trouble did not involve the large number of negro workers in the yard. An effort to unionize them failed, and very few quit work. They have not been mixed up in any violence. This fact should be comforting to those who fear the negro will be an easy tool of agitators. In this case they showed very canny common sense in sticking to jobs that meant easy hours and affluence compared to the \$1.50 for ten or twelve hours labor many of them received before the shipyard came to Tampa.

At the first court hearing it developed that the strikers had no evidence whatever to present in support of their charges of conspiracy, and Judge Robles gave them time to amend their

petition in a form limited to actual occurrences. At a final hearing the temporary restraining order was vacated and the petition for permanent injunction denied.

The contention of the respondents that the sign was untrue, in that not all crafts, nor even all members of any craft, are on strike, and that the sign was placed merely as an interference with the business of the company, with the words "Don't Scab" added as an insult to the men, was upheld. The court considered that when a striker calls another man a scab, he does it with the full realization that the word, in his estimation implies the other man is about the lowest class of human being, and the word is the worst insult he can think up.

"I know one thing," said Judge Robles, "and that is, every time one man calls another a scab, it means a fight."

For this reason it was held that the strikers had been guilty of provocative conduct, and although the sign was erected on a lot leased by the Metal Trades Council and under their control for any proper use, they could not come into court and claim protection for it under the circumstances. It was essential for the petitioners to come into court with clean hands. This, the court held, they had not done.

Judge Robles upheld the right to strike, but differentiated between this right and illegal interference with the right of other men to continue working, and the right of the employer to continue to operate his business as

best he could. While stating that he could not grant the injunction as the bill stood, Judge Robles informed the attorneys for the complainants that he was willing to hear any further evidence they cared to offer. Upon their statement that they did not care to carry the case further, the bill was dismissed.

So that is the history of the very unusual injunction. If it is to be taken as a precedent by other courts, a limitless field of speculation opens up. What will become of the great American outdoor sport of yelling "Scab?" Are our strikes going to lose all the vigor that has made them so adequate a substitute for the bullfights of Mexico? Will they degenerate into mere pink teas? Are our courts going to be worked overtime (perhaps with time and a half pay over eight hours?) to protect from men who want to continue in good, well-paid jobs, the members of that mighty organization which was but yesterday holding a gun at the heads of the representatives of the people of America in Congress assembled? John G. Hanna.

Prohibitive.

"I understand your friend Bumstead has gone into the baking business on a large scale."

"Yes, and he's in trouble."

"How?"

"He's trying to name his products in such a way as to carry always the name of the manufacturer."

"Well?"

"Well, indeed! Think of trying to sell a bakery confection with a name like 'Bumbisco'!"

NOVELTIES
STATIONERY
POSTCARDS
HOLIDAY GOODS
DRUG SUPPLIES
SCHOOL SUPPLIES

**The House
That Appreciates Your
Business**

Agents for—
A. P. W. Toilet Paper
Grand Lake Paper Bags
Marcus Ward Stationery
Goldsmith Sporting Goods
Goodyear Rubber Sundries
Diamond Ink

Our complete line of Valentines and Novelties

Easter goods now on display.

ALSO

Holiday Goods on Display

The Heyboer Stationery Co.

WHOLESALE

3 Ionia Avenue, N.W.

GRAND RAPIDS, MICHIGAN

OWEN-AMES-KIMBALL COMPANY
BUILDING CONTRACTORS
GRAND RAPIDS, MICH.

TWO OUT OF FIVE.

Why Many Are Called, But, Few Are Chosen.

Written for the Tradesman.

In response to a want ad calling for two salesgirls for a certain department store, the salesmanager interviewed five girls at one time. Having secured their names and addresses, he proceeded to give them a little quiz. He directed his questions not to any particular one in the little group, but to all.

"Now in the event you should be employed by this store," began the salesmanager, "what would be your attitude towards your customers?"

One girl smiled in a vacant, rather silly way; another girl seemed scared out of her wits; two girls appeared utterly bewildered; the fifth girl looked searchingly into the sales manager's face, and asked:

"What do you mean by 'attitude'?"

"I mean your feeling," answered the sales manager.

"I'd be glad she came in," replied the girl.

"Why glad?" interrogated the sales manager.

"Because I'd hope to sell her something."

"And would you let her know you were glad?" pursued the sales manager. "If so, how?"

"I would," interrupted one of the two girls who had at first seemed utterly bewildered; "I would show her that I was pleased and interested, and I'd try to make her feel at ease, and as soon as I found out what she wanted to look at, I'd get it and show it to her."

"First of all, you'd try to make her feel at home in the department—is that it?" probed the sales manager.

"Yes," responded two of the girls who manifested the most intelligent interest in the quiz.

"Do you think you could treat her like a guest?" And all the girls—even the one of the silly smile—thought she could.

But the sales manager apparently was impressed with the responses of the two to whom the quiz had narrowed down.

"All right," he said: "now what, in your judgment, does the store want to do for the customer?"

"Sell her something," answered one of the girls.

"Give her good service," replied another of the two that seemed really capable.

"Yes, of course we'd like to sell her something," responded the sales manager to the first girl. "That, to be sure, is what we are in business for; but I think the term 'good service' is more comprehensive, don't you?"

And the girl thus addressed agreed with him.

"Merely selling merchandise isn't all of it. We want her to be satisfied. We want her to like the store and its policy; we want her to like the goods we have and the people who wait on her. You see it's like this," he went on to say, "Mr. Blank can not receive the customers himself. There are too many of them for that. For that reason he has chosen others

to do the honors for him. We have two hundred clerks in this store. And, do you realize that each one of them is individually responsible for the public's opinion of this store? If you don't we do. That's the reason we are very careful in the selection of our sales people. We want to be sure we get the kind of girls that will represent us, rather than misrepresent us. D'you see?"

Several of the girls—particularly the two brightest ones—indicated that they saw.

"If you were employed and put in a department, and a lady came into your department, what would you say to her?"

The first girl who had smiled in a rather vacant way, smiled that way again; again the girl who at the first question seemed scared, was scared a second time; and one of the two girls who were at first confused, seemed befuddled by this question; but two of the girls were thinking intently.

"If it was morning," began one girl, "I'd say, 'Good morning, madam, may I help you.'"

"I wouldn't," corrected the other girl, "I'd say, 'Good morning madam, are you waited on?'"

"Wouldn't it do to say, 'May I show you something, lady?'" asked the other.

"Now I'm asking you," demurred the sales manager smilingly.

"I don't think it matters so much what you say," considered the other girl, "it's more in how you say it."

"I think you are both right," complimented the sales manager. "You should endeavor to make her feel free and easy, first of all; and then try to find out as soon as possible, and in the most courteous manner possible, what she wants. And perhaps it is best not to use any one set phrase all the time."

After a brief pause the sales manager put this question to the group of girls: "What would you say to a customer, if you were employed here and she came to your department and said, 'I am just looking around?'"

One of the two alert girls replied, "I'd say, 'That's all right, madam, we are pleased to have you look; and if you see anything that you are specially interested in, I'd be glad to tell you the price and what I know about it.'"

"I'd tell her," answered the other girl, "This store likes to have people visit it whether they buy anything or not. If I can be of any service in showing you things in this department, I'm only too glad to do it."

The sales manager nodded approvingly to both of these girls. "Now one more question," he stated presently, and it was evident by this time that he was to all intents and purposes oblivious of the other three girls' presence: "What is the best way to get the customer interested in the merchandise?"

"Show her the merchandise," answered one of the girls as quick as a flash.

"Get something for her to look at," was the way the second girl put it.

"Is that all?" queried the sales manager.

"No," replied the first girl, "explain its use. Tell her what it is made of, what it is used for; if it's something to wear, tell her how new and stylish it is, or how well it will wear."

"Tell her it's a bargain at the price," replied the girl that had a bit of mischief in her eyes.

The sales manager let himself enjoy a laugh.

"You are right," he encouraged, "both of you—as far as you have gone. Merchandise of a particular sort localizes or focusses interest; and what you would want to do, of course, is to get your customer so deeply interested in some one thing she'll want it; and then when she gets to wanting it hard enough, you'll close the sale and make out your sales slip. After that—but that's another story."

Turning to the three girls who had had practically no part in the interview—namely, the girl of the silly smile, the timid soul, and one of the girls who seemed incapable of overcoming a certain mental confusion, the salesmanager informed them that he would keep their names and addresses in case there should be further openings (but in his merchandising soul he knew there never would be for them), he ushered them gently out of the waiting room.

But the other two girls he employed.

Frank Fenwick.

How a Union Slugger Broke Up a Family.

Mrs. Laboski was a frail little woman, tender toward those around her and sympathetic, and with it all very wary. She never lost her patience and never complained or seemed to tire, and not one of her six children who were terraced from six months to twelve years of age, received a frown or an unpleasant look except in aggravated instances where punishment was imperative.

The father of this interesting group was a machinist. His father had worked at the same trade before him. He was big, gentle and could look any man in the eye. The family was American all the way through, but Jacob Laboski was a "scab." He had no particular notions against unionism nor was he opposed to contributing to them, but he did object to having

someone represent him who might put him in wrong with his employer, and he was physically so powerful that he did not much fear the bullies who came around and made threats as to what would happen in case of a walkout in which he did not join.

Just when the Laboski's were at the height of their prosperity, and were meeting the payments on their new home with ease, a strike was called on the plant where the father worked. A desperate conflict ensued.

During these anxious days Mrs. Laboski more than anyone else in the family realized the danger and kept her little brood near. The new home was removed from the neighborhood where most of the people connected with the plant for which Laboski worked lived.

Mrs. Laboski sat one night—the strike had been on a week—at the window, brave but fearful, and kept vigil for Jacob's return. The two oldest children, a girl and a boy, realized their mother's anxiety because they had felt the sting of the taunt of "scab" at the public school. They saw also the sympathy of the teacher was with their tormentors.

The minutes grew into hours and the hours grew into night. Morning came and the husband had not come home. Notification by the police, identification at the morgue and the cruel repetition of a thousand similar cases followed. The fateful brick from the murderous hand of a union striker had dropped Jacob.

He was simply one of many victims whose death was required before the authorities enforced the laws.

Mrs. Laboski and her six fatherless children were forced to drift for themselves. She took in washing in an effort to save the home, but after a year's struggle her health gave out, the children were separated for better or for worse, and the little woman, broken in spirit, yielded to death's call. The union brute who had thrown the brick was lauded to the skies by his associates in thuggery and murder and rapidly climbed to the top of the ladder of trades unionism, becoming a walking delegate, strike manager, business agent and executive officer, which enabled him to make \$25,000 per year by the blackmailing tactics resorted to by all union leaders.

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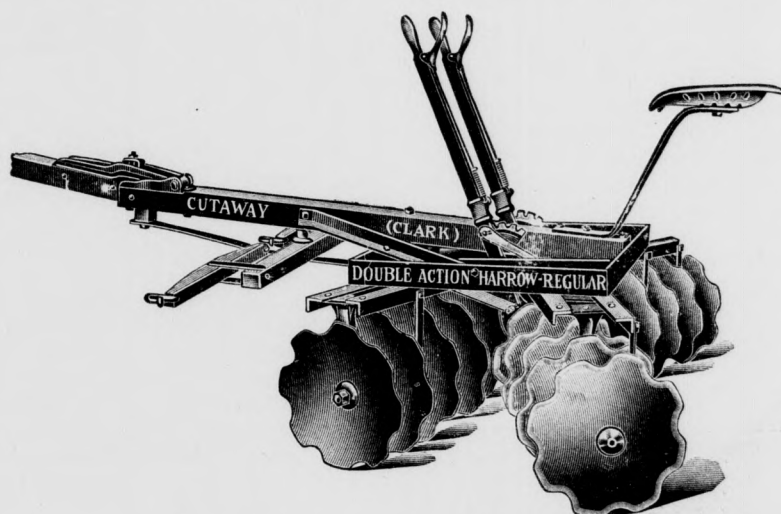
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BEAUTY AND HIGH QUALITY.

They Are Seldom Concomitants in Fruit Products.

Written for the Tradesman.

An article in a recent number of the Tradesman under the caption "Eight Dollars Per Quart" was replete with attractive suggestions and as I perused it many pleasant reminders of experiences in connection with fruit lovers and their views occurred to me. The market idea and money returns as a requitement for thought and energy put into the development of new fruits have so dominated the field of experimentation that flavor and aromatic quality have largely been eliminated. To develop a fruit that would "carry well" in transporting over long distances and present an attractive appearance has been the great object of attainment in the minds of the experimenters. This with good reason, because the majority of mankind is unable to grow its own fruit and must depend upon the market for supplies and the more delicate and best varieties cannot be transported long distances to reach the consumer and the consumer prefers inferior quality to abstinence from the use of fruits.

The result of these conditions has been that among consumers there has not grown a discriminating taste and appreciation of the toothsome qualities that characterize the most perfect originations.

We import large, coarse flavorless watermelons from the Far South which have thick firm rinds to protect them during the long journey and from the rough handling of the market men and, because we have nothing better, call them good. The truth is the finest quality in melons is an accompaniment of the most delicate texture and the best melons have to be handled with the greatest care and will hardly bear transportation to the nearest market.

This is also true of tomatoes. The finest flavored fruits cannot be carried further than the house from the nearby garden and the specimens must not touch each other if we have them served to perfection.

In the whole realm of fruits we find this difficulty confronts the experimenter. He is asked to get the quality of the Northern Spy under the skin of the Baldwin or Ben Davis. It cannot be done because high quality and delicacy of texture are inseparable, hence the great consuming public, far away from the orchards, must be contented with the inferior quality and make the best of it.

The plum to which Mr. Burbank gave his name will carry long distances, but when compared with the rich delicate sorts is pretty poor eating. The fruits that "melt in your mouth" must be eaten when plucked from the tree or vine.

Beauty and high quality are not always concomitants. The high colored Ben Davis apple, the Kieffer and Elberta peach are examples of inferior quality under a wonderfully attractive cover. The varieties which have the highest grading in the catalogues for quality are rarely found on the market.

My contention is that we should

not sacrifice flavor on the market altar, but stimulate, so far as possible, the development of fruits of the highest quality as a matter of education.

At one time I sat at a dinner with President Lyon, the father of Michigan pomology and several distinguished educators, among them Prof. Wayland, Prof. Olney, Dr. Angell and Dr. Abbot. Coffee dominated the conversation for a time and each one expressed himself volubly upon the quality of berry, method of brewing and accompaniments of service. All of them except President Lyon were evident connoisseurs in coffee and they poked fun at him for his lack of interest in so delectable a table supply. The dessert was grapes in variety furnished by an amateur grower whose garden was rich in varieties. Mr. Lyon watched with in-

sent me for trial, which was so delicate in texture that the least carelessness in handling would injure its attractiveness. The second choice was usually the much-maligned Wilson, which is usually condemned because of its acidity, but which, when fully ripe, has a richness of flavor surpassed by very few varieties.

Most fruits (the pear and persimmon are the only exceptions I now recall) to be at their best must fully ripen on the tree or vine.

For distant markets fruits are usually picked in immature condition while they are firm and will stand up under the exigencies of transportation. This means that the consumer rarely has the joy of tasting the fruit at its best.

I recall while acting on the bureau of awards at the Columbian Fair a

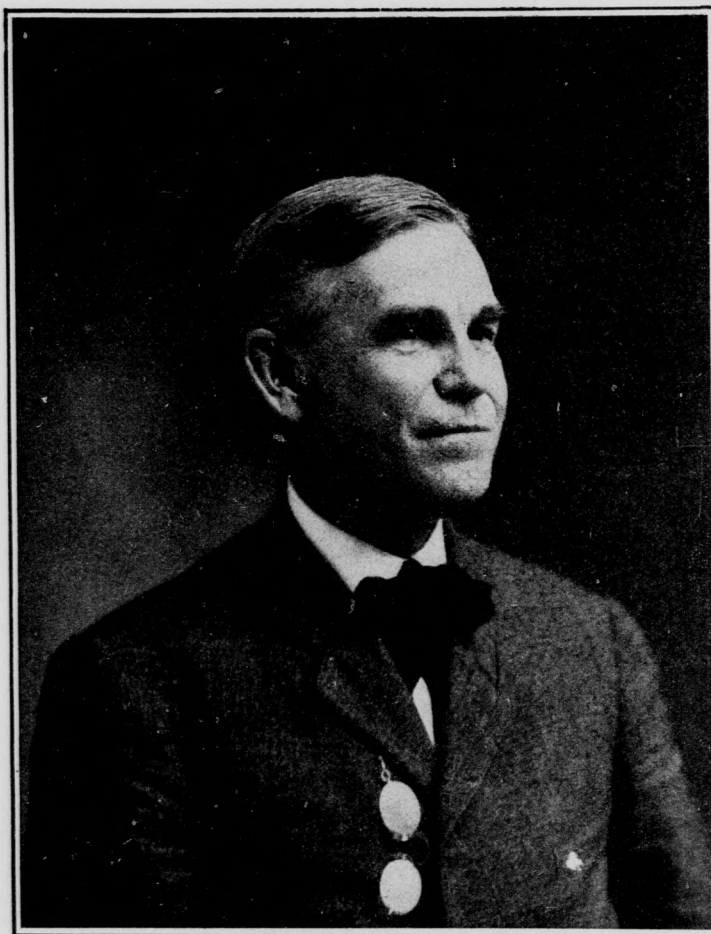
of land as a matter of diversion and grow the best things that never find their way to the market. The awakening of a quickened sense of discrimination in the quality of soil products is a revelation worth experiencing and when one has acquired the taste for tickling the soil and enjoying the smile with which the land gives out its choicest treasures, picture shows, golf, tennis and even angling sink into insignificance as pastimes. In the field of scholastic education we have been sadly neglecting one of the most promising lines of development, that if cultivated would make for the highest enjoyment of the race. We have an illustration of the value of this type of education in the wonderful evolution of children's gardens during and since the late war. One of my most thrilling experiences in the realm of practical education was the exhibit of the products of hundreds of children's gardens in Boston at the great horticultural hall in September, 1919.

We sometimes with reason deplore the lack of religious instruction in our system of school and wonder how we can overcome the difficulty because of sectarian differences. In teaching children that this is God's world and inculcating in them a love for the soil and what man can evolve from it; in awakening a desire to understand the laws which govern the wonderful processes of nature which man can harness and turn to his service and happiness, we are devoting ourselves to the essentials of religion as certainly as conning the texts of the bible or delving into the mysteries of philosophy.

I sometimes think that in a climate where children can safely be out of doors a large part of the time it is sinful to crowd them into buildings poorly ventilated, inhabited by all sorts of injurious germs under the theory that this is the best and only orthodox method of education. There are so many useful things to be learned in God's big laboratory under skillful guidance and the inspiration of the manifestation of the working of his wonderful laws of growth that it is criminal neglect not to open to our children these attractive avenues of attainment, even to the exclusion of second-hand information that must be gleaned from printed pages.

It seems a long jump from developing quality in fruits to the consideration of the open air method of primary education, but the relationship is intimate and logical to a lover of this world and one whose theory of life and eternity are bound up in the WILL FOR THE GOOD OF ALL.

Charles W. Garfield.



Charles W. Garfield.

terest the choice made by his friends in selecting the clusters. Nearly all took Concord, while he selected the Iona and had his innings in the conversation deploring their lack of discrimination in the dessert after displaying so great solicitude concerning the aromatic quality of the beverage.

At one time, just for the fun of it, I grew thirty varieties of strawberries in small beds—all the same size having each plat numbered, with no name attached. It was great sport to turn my friends loose during the fruiting season in this garden with the request to report at the house the number which they liked the best. It was a pleasant diversion and at the end of the season I compiled a report of the findings. The first choice was, in the majority of instances, centered upon a variety which was originated by an Indiana friend and

consignment of pineapples which were sent from Florida under exceptional conditions for favorable transit. The committee was instructed to cut the fruits across the middle part and eat the contents with a dessert spoon. We who had never eaten a pine near its home had our first experience in enjoying the fruit at its best, because never before had we eaten a pine fully ripened before being plucked.

It is very common for our people in the East to express the opinion that the fruits of the Far West, while wonderfully beautiful, are lacking in flavor. This is largely due to the fact that for the long transit the fruit is gathered before fully ripe and the delicate flavor which one enjoys in picking and eating when fully mature directly from the tree is never developed.

I wish more people could be induced to own and cultivate a piece

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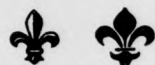
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TRANSPORTATION PROBLEMS.

Difficulties Which Confront the Large and Small Shipper.

Written for the Tradesman.

The country at large, and especially bankers, manufacturers, jobbers and retailers, are well aware that something must happen in regard to modes of transportation in the immediate future or this country must suffer severely. When the Government turned the railroads back to private ownership, about four months ago, it required but a short space of time to demonstrate the fact that the present owners and managers were wholly unequal to the requirements of the business of this country at the present time.

The matter of slow transportation is now especially, and has been for several months, the most serious question before the business men of to-day. The capital invested in banking, manufacturing and merchandising, as well as farming, was based practically upon the turnover of merchandise and money in normal times. Slow transportation has deprived the business of the country to a large percentage of this turnover. Manufacturers and wholesalers, as well as large retailers, who have in the past been accustomed to a service from the Atlantic seaboard of anywhere from four to ten days, are now obliged to suffer a delay of anywhere from thirty to ninety days.

Manufacturers, on account of the demand for merchandise of all kinds, have not been obliged to look for customers except among those who discount their bills within ten days from bill of lading. This has resulted in the necessity of the retailer, the wholesaler and the manufacturer employing in many instances almost double the capital which he originally employed. This capital must be obtained either by money borrowed upon approved paper or the institution must be strengthened by extra capital drawn from the stockholders. Slow transportation has been an important factor in creating the stringency in the money market during the last few weeks.

We read many theories and explanations in our newspapers and periodicals, but the truth is that if normal transportation could prevail, for instance, in the Middle West for a period of three months, the merchants and industrial institutions of the country would turnover their products in such a way that the money representing these products would again find its way into the banks and practically into circulation or in the turnover which is necessary to derive the profit. By actual demonstration it was found not long ago that ten of the leading jobbers of the city of Grand Rapids were employing in the aggregate about one million dollars more money in the conduct of their businesses than formerly, all due to the fact that this money had been used for the payment of goods in transit which did not arrive and could not be found. This money was borrowed from the banks and, therefore, produced a short money market from a local standpoint.

The railroads have applied to the

Interstate Commerce Commission just recently for an increase in freight rates, as well as passenger, Pullman rates, etc. These have been granted and will, undoubtedly, be approved by the railroad commissions of the different states. At about the same time a grant has been made to the employees of railroads for extra compensation and which grant will consume quite a portion of the gain in the rates which have been arranged by the Interstate Commerce Commission. It is, of course, true that when the railroads came back from Government control to private ownership, while the integrity and the equipment of the roads may have been preserved to about the standard when they were taken over by the Government, yet new equipment had not been bought, terminals had not been improved, and

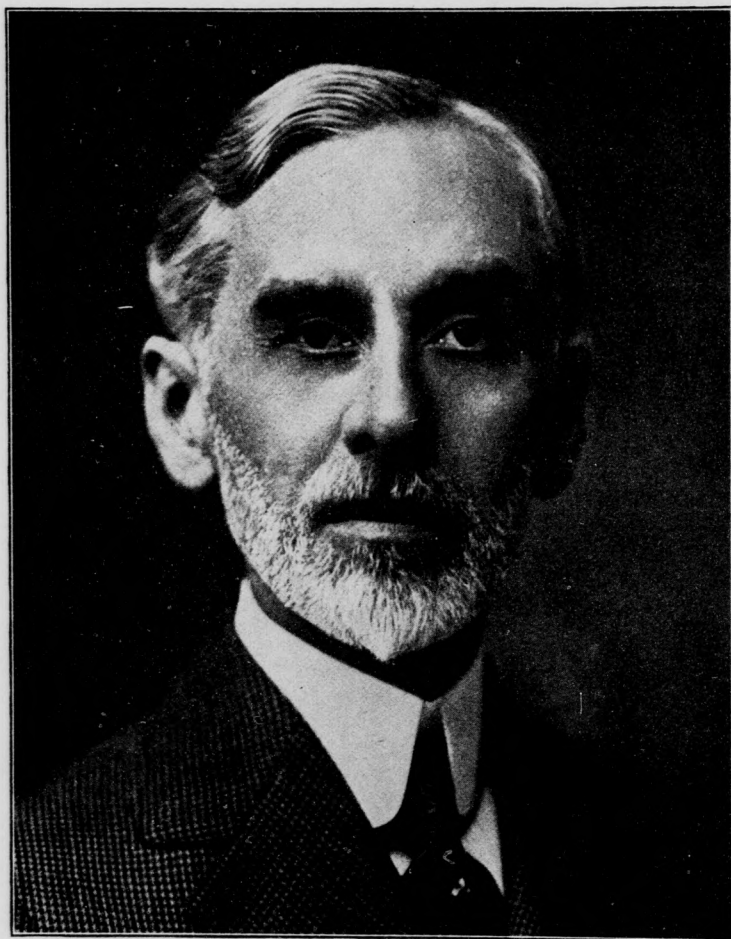
The writer is unable to see as much rapid improvement in Lower Michigan as the business communities would be very glad to have occur. As the railroads are now, even with more efficient management and better facilities, we have no more railroads in Southern Michigan than we had twenty-five years ago. During the last five years the lower part of Michigan—and by that we mean that part of Michigan which is below a line drawn from Saginaw to Alma and Alma to Muskegon—has made greater advancement, from an industrial standpoint, than the same area in any other part of the United States; and if it is true of the United States it is true of the world.

This statement is made simply to show that the present roads, with more efficiency, are not equal to the

as they are. The writer knows that it is somewhat unsafe to deal in facts at all times and this article is not intended as a slap at the railroad companies or any other transportation facilities, but if improvement is to be had, not only to take care of present necessities but of those that will surely be increased, it must be brought about in a comprehensive and intelligent way. This leads us at once to say that the temporary relief at least is from transportation by truck. We are having demonstrations all over the country as to this mode of transportation, not only as a relief, but that it may become the permanent way in which at least short hauls can be handled.

A few serious questions arise in regard to transportation by truck and these are brought out, not with any idea of offending any man who owns a single truck or offending any aggregation of men owning several trucks at this time. The first question with the wholesaler and the retailer is that of the freight or express rate. The advance of the rate by the Interstate Commerce Commission for the steam roads warrants the truck men to base their rates of freight and express somewhat upon these new rates. It is safe to say that the average dealer is not so much concerned about a little change in the rate as he is in obtaining the merchandise at the proper time.

The second item of consideration is that of the highways over which these trucks must travel from the city to adjoining towns and cities. The public builds the highways, the trucks destroy them. They pay no franchise fee for the use of the roads and it is already becoming a serious question in Michigan as to what shall be done with this part of the question at large. In the neighborhood of Detroit, where so many concrete roads have been



Lee M. Hutchins.

the increase in the general volume of all kinds of business became an extra tax upon the already overloaded list of transportation companies.

On account of these new rates we, of course, are promised better railroad service. We, however, all realize that it will be considerable time before the different railroads will be able to bring about this better service. We have been told lately by a railroad expert that freight cars are averaging twenty-three miles per day and that the efficiency of the same should be arranged at thirty miles per day. This, of course, would be a large improvement, but this does not account for new freight cars, new engines, terminals, etc. What the country is interested in is better service and there is practically no such thing promised in this new arrangement except inferentially.

increasing business. The question naturally arises, what can be done? Several of the lines running out of Grand Rapids must necessarily be double tracked. This requires the reorganization of the companies and increased capital stocks. In all of the disturbances among the railroads and in behalf of the new rates, we have failed to see very much interest manifested by the stockholders of these railroad companies. We just imagine that if it applied to an industrial institution or a very large wholesale house that the stockholders would be somewhat concerned themselves as regards the success and efficiency of their companies.

We are all looking for the service that can handle with efficiency the business of Lower Michigan especially, and the question naturally arises why should we not look upon the facts



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built during the last few years, and which roads were built upon the prevailing standard of width and depth, it has lately been found that these roads are already going to ruin. The prime reason for it is that where formerly a truck carried five ton loads it now carries ten ton loads, and this size load will destroy the average cement road bed.

It is quite certain that the advisory committee of the Highway Commission of Michigan is somewhat perplexed as to just what shall be done. The regulation road now costs about \$40,000 per mile when constructed of concrete. If these roads are to be taken up or new roads are to be built of concrete of a depth that will withstand ten ton loads, the cost will not be less than \$60,000 per mile, and we all naturally infer that the commission is somewhat at sea as to what is its duty under the circumstances. When the question has been solved, would it not be right for the men who go into the trucking business to pay toll on these highways. Unlike railroads, they are not obliged to buy rights of way. They pay no corporate tax to the State or Government. They only use the highways for the transportation of merchandise for a high rate over a road built by the general taxation of the township, the county and the State. It is just possible that a stone road with careful and diligent observation and repair is the only solution of this entire question of road bed.

The third question for consideration is that of the truck owners themselves. Transportation companies, such as railroads, interurbans and steam boat lines, are financially responsible, and damage or loss can be collected against these companies when such things occur in transportation. It is going to be absolutely necessary for the man who carries merchandise by truck from cities to adjoining towns and cities to put his house in order, and either be bonded or otherwise make himself responsible for any loss or damage that may occur. This is equally true of any corporation that may be formed for the transportation of merchandise by truck. It goes without saying that the retailer or the consumer is not going to be willing to take the risk of delivery, and we believe we are safe in saying that the manufacturer or the wholesaler will not be willing to assume the risk.

The business communities are all looking for quick and satisfactory transportation but transportation is a business by itself, and those who assume to do this work must equip, organize and fortify themselves to compete with regular transportation companies of long standing and responsibility. In fact we all believe that improved highways will bring about relief in transportation by the use of trucks. We also believe that whether trucking is done by an individual or a company that they must be organized, equipped and bonded, they must be recognized by the State and pay such a fee for the use of the highways as may be determined upon by the proper authorities.

The use of trucks by the farmer is another proposition because he will

own an individual truck for the sole desire and intention of getting his own products to market efficiently and promptly, but the man or aggregation of men who seek to transport general freight in less than carloads must handle the merchandise of other people and must assume the responsibilities and the positions of common carriers under the law. Business of all kinds is being transacted in splendid proportions. Transportation is inadequate, business is looking for relief, but if the usual and safe relief is to be experienced we must look at the proposition from a sane standpoint and arrange for the transaction of business not only efficiently and safely, but profitably to all parties concerned.

Lee M. Hutchins.

Salespeople Not Always To Blame For Discourtesy.

Some progress may be gained in raising retail salesmanship standards through a process of education in improved selling methods, but, in the opinion of a student of retail conditions, a fundamental obstacle in the path of reaching the ideals sought is the tendency on the part of many persons to "look down" on retail clerks. Efforts may be expended in many directions to teach sales psychology, to promote knowledge of the merchandise handled, and even to encourage the social instincts of employees, but as long as the customers of a store, from the "Colonel's Lady to Judy O'Grady," are permitted to consider themselves superior, for some reason or other, to the clerk behind the counter, there will not be that spirit of mutual interest which is so essential to harmony and success in a store's contact with the public.

"It strikes me," this man said yesterday, "that the stores themselves are partly responsible for the high-handed manner in which many customers treat retail sales persons. There is no reason why a girl or man behind a counter should be subjected to any different treatment than an employee in any other position. Yet people in very humble circumstances, not counting those to whom the 'grand manner' comes natural, will often demand flawless courtesy in return for their ill-mannered remarks. For some reason or other, customers of these types consider themselves far superior to the girls who 'wait on them.' That phrase ought to be wiped out of retail selling, and along with it the idea that 'the customer is always right.'"

"Like many other businesses, the retail store has put behind it the time when low wages were paid and when long business hours were observed. But the idea still seems to persist in the public mind that store employees are a downtrodden and dispirited lot, and therefore socially inferior to the rest of the population. In the needle trades the protest was heard not so long ago that workers could be recruited from native Americans if the impression that 'sweat shops' were still in existence could be removed. Something of the same thing seems to apply to the retail stores, though there is no reason why it should.

"Recognizing that the ordinary designation of its employees was a drawback to obtaining first-class help,

the telephone company a while ago described its positions in attractive and distinctive phrases, so that a refined girl would not hesitate at finding employment in that way.

"The stores, of course, have introduced some of these changes also, but not in the emphatic way necessary to drive home to the public that a store position implies no loss of social status. In the stores, too, the effort is being made to promote social activity among the employees, but a criticism I have to launch against this development is that too often the work is carried on along apparently charitable lines. In other words, there is the appearance of a subsidized social effort.

"It will not be enough for a store to democratize its own organization and thus put a stop to snobbery within its environs. An effort must also be made to get the public to think differently about 'clerking.' That, by the way, is another word which should be abolished. Personally, I don't think that retail salesmen or saleswomen are by nature discourteous or careless. When they are discourteous you may be sure that customers have set them a bad example, and that as the opportunity presents itself they are going to pay back the score. When they are careless it is just an expression of that 'what's the use' feeling.

"Back of it all, to my mind, is the position of inferiority into which retail clerks have been thrust without rhyme or reason. Even the clerk that is the 'cattiest' to a customer will talk and act in a friendly way with her chum and friends in the store. The difference is that she is on an equal footing with that chum. She knows it and her chum knows it. When the customer comes along however things are different. On the one side is the tendency to give what almost amounts to abuse, and on the other the desire to treat the customer in a manner designed to give the impression that the job is being 'held down' merely to pass away the time, and not through necessity. There is, in fact, a double toleration—the customer of the sales girl and the sales girl of the

customer. Until this spirit is removed both ways there is not much hope of establishing the desired sympathy between the two.

"An objection voiced against plans for fostering friendliness between customers and employees is that too much of it is bad for the store. The employee gets an opportunity to cultivate customers, and later may take them to some other store. As a choice of evils it seems to me the cultivation of good will by a store, through its employees, offers many advantages in contrast to the danger of losing trade in the way described.

"It is my candid opinion that the public and many store executives are as much in need of 'education' as the general run of store employees. To effect this 'education' the store employee should be placed in a different and more favorable light before the public. Some of the objectionable names given to various store duties should be abolished, and certain other desirable reforms instituted. When the stores take up this problem they will be getting at fundamental faults."

One of These "I Am" Things.

I am used uselessly probably often more than any other word.

I am one of the most prolific causes of wasted ink and white paper.

I cause the shake of the head which may mean "What a liar," or "How do we know whether it is so."

I make people feel "that word might as well not have been used. We have been stung by believing it."

I make people say: "What a sucker to tell us that. It is just what the worst crook would say, and has said, to convince us. Moreover, it is what a thousand others in the same line of business are saying, and it cannot be true of all."

I am a word that should never be used about oneself or what one produces.

I am a monosyllable that is unconvincing except from others.

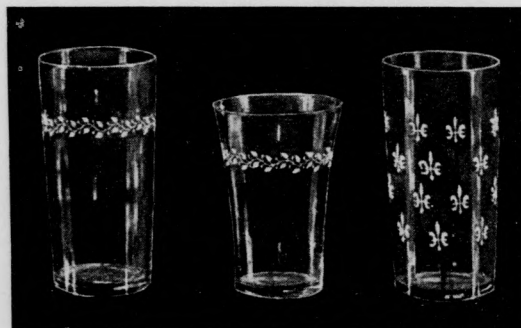
I am either the bunk or the reputation for it, which is just as bad.

I am the word "Best."

Why do you not handle Glass Tumblers?

They Stand alone without any general stock of glassware

LET US TELL YOU



THE BELMONT TUMBLER CO.

BELLAIRE, OHIO

To the
Michigan Tradesman
 and
Subscribers



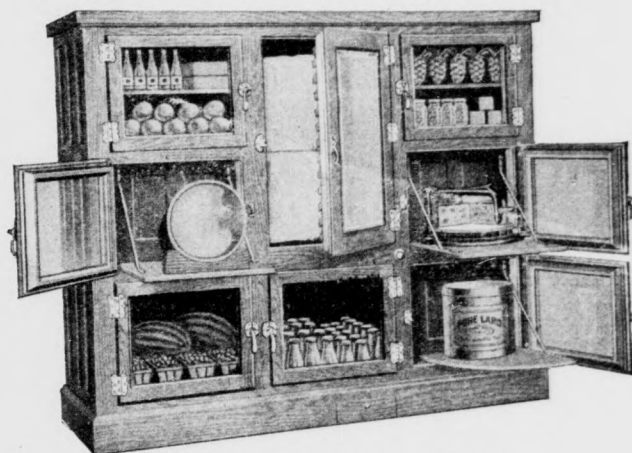
Please accept our best wishes
 for a
 Continuance
 of your

Good Health and Prosperity



Foote & Jenks
 Jackson, Mich.

A RIGHT REFRIGERATOR MUST BE "DRY-KOLD"



"DRY-KOLD SERVICE"

is what you must have to "get yours" out of your business. You can't stand spoilage and needless ice waste, and you must have sanitation.

In a "Dry-Kold" Refrigerator you will have an active and continuous circulation of cold, dry air and the lowest ice consumption possible, with your stock always in a fresh, clean, wholesome condition. It pays, of course!

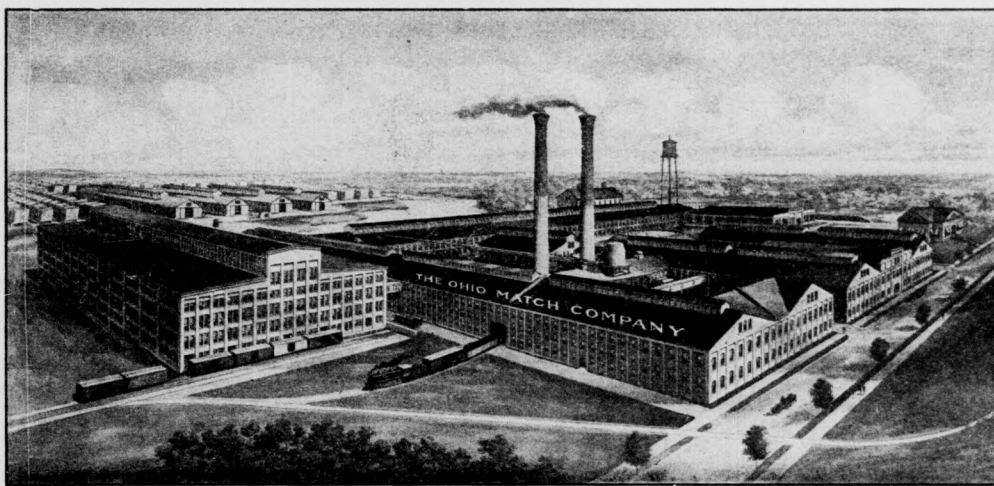
Write for Catalogue

The "Dry-Kold" Refrigerator Co.

Main Office and Factory

NILES, MICHIGAN

Ohio Brands of Matches Made Here



*Millions in Our Land Know Them and Declare Them the
 Best in the World*

THE OHIO MATCH COMPANY,

WADSWORTH, OHIO

DRIVE AGAINST DRUDGERY.**Devices For the Kitchen Working
Profound Change.**

One of the interesting phases of every great business is to note the meaning and import of apparently little things. You find that food choppers have seemingly displaced the use of mincing knives and wood bowls in household use if you are to judge by the diminished sales of these latter articles. So, if you have any analysis, coupled with a little vision, there rises before you the moving picture of the profound transformation going on in the home, especially as affecting that all-important creature to the household and to the human race—the female of the species.

Suppose you start in by asking yourself some elemental questions, such as, "Who uses wood bowls and mincing knives, and under what circumstances?" Then there dawns upon you the great fact that labor-saving devices have other places and purposes than on farms and in manufacturing plants. Also that women do not like household drudgery, and only do it because they have to. Which is rather disconcerting considering that we have all been raised on poetry and literature, always written by man, telling of the delight taken by women in scrubbing kitchen floors that they thereby may contract housemaid's knee.

Now, of course, we may get off that old stuff about the fountains of the great deep being broken up, and the floodgates of society opened wide. Also we may realize that the innumerable

labor-saving inventions in household things are doing much to save the servant problem, and are giving woman a chance and opportunity to read other literature in addition to the cook book and the Bible. Likewise, that the man who invented electric washing machines ought to be canonized. For out of these labor-saving devices of the household has come woman's opportunity to do something besides marketing and shopping.

Moreover, these little kitchen conveniences may help to bring out in household affairs more of its inherent fine art by robbing it of much drudgery. So, too, when you learn that the sale of electric devices and fixtures and bath appliances is largely increasing in the rural districts, and that farmers are buying automobiles as never before, you have opened up a vista of economic possibilities as broad as all outdoors. For the trouble about keeping young people on the farm has always been its loneliness, its drudgery, and its lack of creature comforts.

Once upon a time the Department of Agriculture wrote some 50,000 farm women and asked them what the department could do to make their lots easier and happier, and from the answers which poured in it was evident that the department had taken in too much territory and that only Providence could tackle the job with any hope of success. For it was the tragic and pathetic story of ceaseless drudgery, with inadequate household effects, when they were not entirely wanting, of work from morn until noon, from noon until dewy eve, and no leisure,

save on Sundays, when all their neighbors called on them and stayed through the afternoon and then to supper besides.

Kitchen sinks were luxuries to many, and washing machines only helped out blue Mondays until the electric washer came on the scene. It was small wonder that anybody stayed on the farm when she could help it. The tragedy and pathos of those letters were beyond the telling. Then we had all sorts of solutions of "Back to the Farm" from people living in the cities, and it was all mere theatrical bunk and got nowhere.

Then bathtub fixings, and electrical devices and automobile sundries began selling because the farm had running water, and real bathtubs, and electricity that ran washing machines, and cut silage, and sawed wood, and furnished good light so that women folks did not have to clean and fill smelly coal oil lamps, and there were telephones which the women could use and gratify that desire most dear to them, "some body to talk to." Also there were automobiles which took them to the county seat, where there were movies, chautauqua events, maybe an "opera house" often with traveling troupes and sometimes really great musicians. And church sociables and stores with beautiful clothes, such as you buy in the great cities, and then you could go home to your own comfortable farm home and be greatly content to stay there, and not be anxious, as in the past, to sell your farm and move to town where you could have some social life and some comforts and some blessed leisure.

For the economic question of staying on the farm was at the bottom a social and very human one. And the great problem of the nation, keeping men (which also meant keeping women) there, met no solution nor could all the king's horses and all the king's men retain humanity on a lonely farm until the inventor of comforts and conveniences came along and found the answer.

Not so long ago I attended a meeting of the Southeast Missouri Commercial Clubs, and along with the men delegates from the various commercial clubs in the nearby towns were women from the women's clubs.

It was worth while to hear these women talk. They always had something to say and said it easily and simply so that every one could understand, and then when they had finished what they had to say they sat down. Now all this was most bewildering to a good many men there to whom a speech in public was a distinct adventure and excursion into oratory, and not a strictly business performance to be concluded as soon as the main purpose was accomplished.

It seems that the women had an elemental idea that the best possible advertisement and reputation for a town consisted in its being cleanly, attractive and sanitary, and consequently a very livable place. So, as they phrased it, when they grew tired of hearing the men talk about reforms and not get anywhere, they went in a body to the town hall, and illustrated one of those primal things for which women were apparently created; that

Michigan Bankers and Merchants Mutual Fire Insurance Company

FREMONT, MICHIGAN

CHARTERED AUGUST 14, 1916

Insurance in force Aug. 1, 1920	\$3,076,815.00
Premium and Re Insurance Receipts for period	\$ 84,712.21
Dividends to Policy Holders	\$ 25,580.05
Losses Paid for period	\$ 19,800.72

Unsurpassed record for growth, strength and prompt payment of losses.

Correspondence Solicited

WILLIAM N. SENF, Secretary-Treasurer

Over Five Millions Insurance in Force

Michigan Shoe Dealers Mutual Fire Insurance Company

Fremont, Michigan

Mutual Insurance Companies are organized for the purpose of preventing the great fire losses, and to pay the losses promptly and honorably after they occur. Below is the complete list of losses paid by our company from January 1, 1920, to August 1, 1920. Ask them if they are satisfied.

Karl Kampmueller, Petersburg	\$ 182.60
Harry Elbinger, Detroit	3664.43
Fred Ulrich, Detroit	1737.05
J. G. Cutler Co., Sheridan	6741.21
Max Weiss, Harbor Springs	1067.95
Economy Cut Price Shoe Co., Lansing	133.75
Newberg & Allard, Ludington	285.92
E. S. Allen, Bradley	460.96
C. D. Stocker, Mc Bain	47.32
Taylor Bros. Co., Lucas	2245.04
Fay C. Wing, Wayland	25.20
E. S. Botsford, Dorr	100.00
J. Baxter & Son, Hopkins	1915.00
J. E. & B. J. McIntyre, Hopkins	275.00

More than 2,000 property owners co-operate through the Michigan Shoe Dealers Mutual Fire Insurance Co. to combat the fire waste. To date they have received over \$80,000 in losses paid, and even larger amounts in dividends and savings, while the Company has resources even larger than average stock company. Associated with the Michigan Shoe Dealers are ten other Mutual and Stock Companies for reinsurance purposes, so that we can write a policy for \$15,000 if wanted. We write insurance on all kinds of mercantile Stocks, Buildings and Fixtures. The liability of our members is limited by our charter to one assessment which in no case can exceed the amount of premium paid.

ONE OF THE STRONGEST COMPANIES IN THE STATE

Dividend for 1920, 30 per cent.

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

THE PIONEER

Albert Murray, Pres., Charlotte, Mich.

George Bode, Sec'y., Fremont, Mich.

of telling men unpleasant truths that they may profit thereby. Also, the city fathers listened and took heed, for they were husbands, and the women were potential voters.

So it came about that the public school houses were kept clean and tidy and were fit meeting places for community gatherings, for young people's week-end dances, and for social and economic purposes of all descriptions.

In one town the woman's club planted flowers in the grass plot at the railroad station and paid a gardener always to keep it in shape, so that every passenger on every train remarked on the attractiveness of that station. In another town the woman's club got behind one of those "Clean-Up and Paint-Up" campaigns, which are the cause of resurrection of many a town. In still another town the woman's club kept tab on the retail stores as to the manner in which they treated their employes as to hours, comforts and sanitary conveniences. And it was a cold day for any retailer when he failed to get on the women's "White List" of those who were worthy of their patronage.

I was fortunate enough to meet some of these women when the convention adjourned and to discover what I might have known all along; that a number of them had traveled a good deal, and seen many things, and that all of them had read much and heard much good music. For when any of the symphony orchestras from Minneapolis, or Chicago, or Saint Louis came to Cape Girardeau or Poplar Bluff they attended en masse, besides making numerous trips to Saint Louis for amusement and shopping sake.

In conversation with the president of one of these women's clubs, man fashion, I essayed some economic shop talk, as to the cost of living being kept up by the extravagant methods of modern housekeeping. As, for instance, the use of telephones in ordering household supplies and having them delivered instead of the housekeeper going to the store, selecting what she wanted, and carrying it home with her. Then I got what was coming to me.

I was told that there was nothing in that old stuff. (Not in those words, but in more ladylike phrase. But that was what was meant.) Did I know any male head of the household who would tote a heavy basket of food from the grocery in order to save a few cents? Was it economy of human beings to use old-fashioned flat-irons and wear yourself out with brooms when electric irons and electric carpet cleaners saved useless toil?

What were telephones and automobiles and other labor- and time-saving inventions for, except that there might be some surcease from drudgery, and some time for things worth while? Would it not be well for those theorists who knew statistics but very little of human nature to realize that much of the unrest and dissatisfaction of the day was due to centuries of repressed desire for something more than ceaseless toil and for at least a taste of those things which gave life some zest? Women, in especial, were as weary of preachment about the

simplicity and domesticity of their grandmothers as was Jehovah of old of the new moons, and gatherings and feasts of the Israelites.

Was civilization to be reckoned by deposits in savings banks, that flesh and blood might still be so cheap? Or must we adjust our antiquated conceptions to the thought that the real future lay in the increasing welfare of the multitudinous many rather than in a greatly decreased cost of living. That the human side of the equation was more vitally concerned in the greater purchasing power of the masses than in undue cheapening of the prices of commodities. Had not woman throughout the country districts justified her opportunities by the sane, wholesome, human and constructive manner in which she had used them?

I was speechless.

A few months later I attended a great farmers' convention in the little city of Columbia, which is the home of the University of Missouri. The concluding night of the convention there was a large gathering of farmers and their families at an old-fashioned country dinner given by the University. It was cooked and served by the young girls—co-eds—of the School of Domestic Economy of the Agricultural College of the University. Many of them were farmers' daughters and they were carrying back to the farm a knowledge of cooking, of household economies, and of sanitation, such as their overworked mothers had never had time nor leisure to attain.

Of the same breed and stripe were the boy students of the Agricultural College—"Shorthorn and Longhorn Aggies"—in whose trained and intelligent hands and brains lay the future of scientific and business-like farming.

At my table there were women workers of the Extension Division of the Agricultural College, who carried the story of the university to those of their sex who could not hear it told in the lecture halls of the university. So I had at first hand the recital of the human and unvarnished side of farm life, of the hungering and thirsting of girls and women for the things that the more fortunate of their sex possess, of the eagerness with which they grasped the elements of cooking with taste and intelligence, of making clothes that had style and appearance as well as wear, of their overweening delight at kitchen sinks and kitchen pumps that banished the everlasting "toting" of water, of the patient and laborious saving of pin money from chickens and eggs to buy an oil cook stove in monthly payments. The story was none too long before it was interrupted by the dreary speeches, by state officials and by others who hoped to be state officials some day. As one of the Aggies said to me with the elementary directness and insight of the undergraduate, "Our fathers used to call that oratory, we call it bunk."

Then it was announced that a woman would be the last speaker. She had a gentle voice that carried to the utmost parts of the hall. Education was the subject of her story. The story of a lifetime in the rural districts where for all time her work will be remembered. The tale of one-room

school houses without the commonest conveniences and comforts; of children walking miles to and from the school, uncomplaining, in mud, snow, dust and rain; of the tragedy and pathos of childhood, starving mentally and spiritually for lack of sustenance that so easily might have been theirs, save for a state-wide lack of knowledge of local injustice in education.

Every one was listening now: "Oh

you men, is your thought only for prize cattle and great yields per acre of corn and wheat? What are the real products of your state? Are they not the boys and girls, the future citizens, the hope of our country, the objects that should have your utmost thought and care?

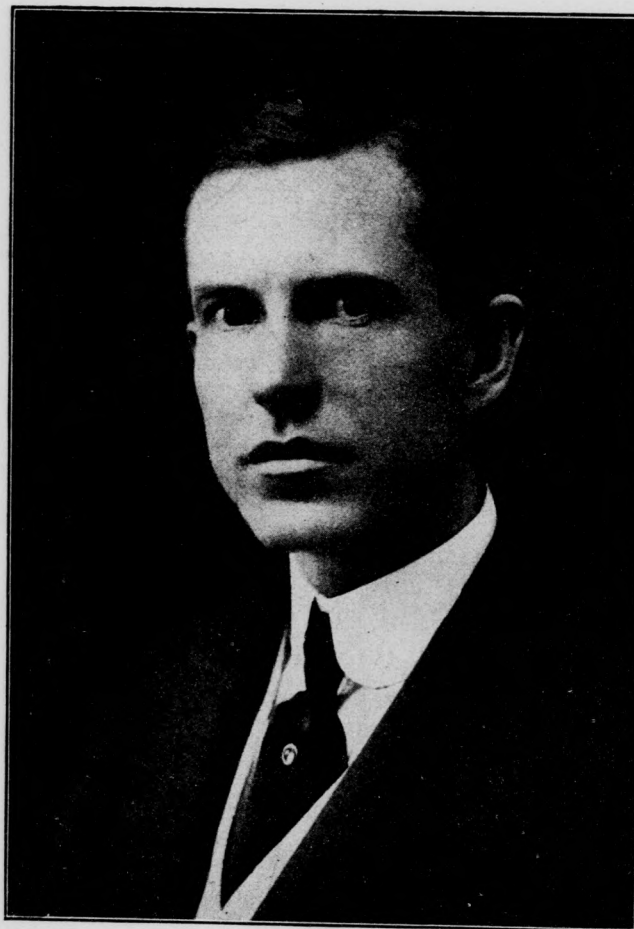
The audience came to its feet cheering for the woman whose human appeal had gone straight to their hearts.

Archer Wall Douglas.

THE LITTLE OLD TOWN.

There are fancier towns than the little old town,
There are towns that are bigger than this;
And the people who live in the tinier town
All the city contentment may miss.
There are things you can see in the wealthier town
That you can't in the town that is small—
And yet, up or down,
There is no other town,
Like your own little town, after all.

It may be that the street through the heart of the town
Isn't long, isn't wide, isn't straight;
But the neighbors you know in your own little town
With a welcome your coming await.
On the glittering streets of the glittering town,
By the palace and pavement and wall,
In the midst of the throng,
You will long, you will long,
For your own little town after all.



Douglas Malloch.

It is here by the stile in your own little town,
Father courted your mother, a maid;
It was here in the vale in your own little town,
That he builded a house in the shade.
It was here on the hill in your own little town
That the school and the books you recall—
Every step of the way,
So your memories say,
It's your own little town after all.

For it isn't by money you measure a town,
Or the miles that its border extends;
For the best things you gather, whatever the town,
Are contentment, enjoyment and friends.
If you like and you work and you TRADE IN YOUR TOWN,
In spite of the fact it is small,
You'll find that the town,
That your own little town,
Is the best little town after all.

Douglas Malloch.

AMERICA'S GREATEST



FURNITURE STORE

One Place You Should Not Fail to Visit— in Grand Rapids

A place of unusual interest to most visitors to Grand Rapids is Klingman's, nationally known as "America's Greatest Furniture Store."

Assembled here, on five immense floors, are the finest products of the great furniture factories which have made Grand Rapids world-famous.

Year after year, from nearly every state in the union come lovers of good furniture to Klingman's, passing the big cities, because nowhere else can be found such extraordinary assortments of fine American craftsmanship.

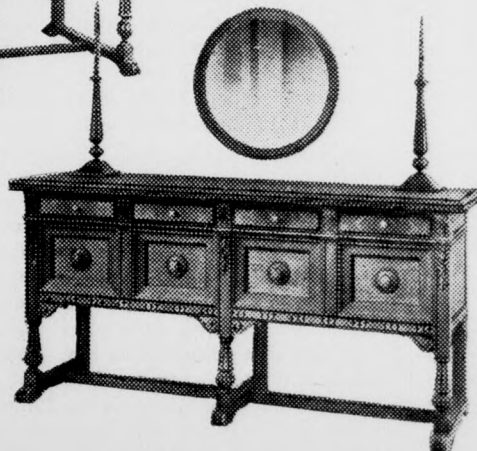
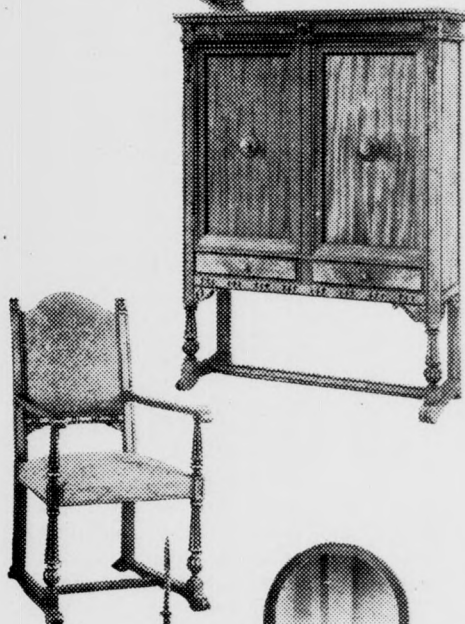
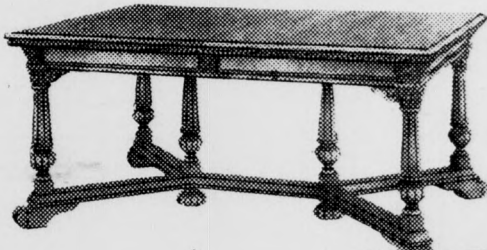
Visitors are cordially welcome. An hour, or half a day, can enjoyably be spent, roaming from floor to floor, viewing these groups that re-invest the beauty of every bygone age in household articles of modern service.

Those in quest of some remembrance for the family discover that a bit of mahogany craftsmanship from the Klingman Collections makes a rare and charming gift cherished through the years.

**KLINGMAN
FURNITURE COMPANY**

Those who enjoy fine furniture are invited to view this notable group of dining room pieces assembled as one of the series of room studies in our Model Apartments.

Flavored with the antiquity of bygone centuries, the group is an impressive example of fine American craftsmanship. In it are blended with beauty of the past and the utility of the present.



FIVE FLOORS OF FINE FURNITURE

POMPOUS PRONUNCIAMENTOS

Folly and Injustice of the Allied Settlement.

Grandville, Aug. 10—There are signs in the political sky which point to the return of Germany to her old time prestige and power in the world.

Her distaste for fulfilling the demands of the allies marks the beginning of another debacle which will again endanger the peace of the world.

It must be clear to the allied powers that they made a mistake in taking anything for granted where the Boche was concerned. Just now the truth is being forced upon the French-English that Germany will obey the commands of the conquerors just so far as they have to, and no farther.

The word of a German isn't worth the flip of a penny. No bargain made by that discredited nation will be kept longer than sword to throat and double shotted cannon compels it.

The victors in the late world war, more especially the European portion, are realizing as never before how insincere and devilish is the enemy that yelled "comrade," and fell groveling in the dust when allied feet were about to tread the soil of the Fatherland.

The same treacherous enemy still confronts France as crossed the border, six years ago, with fire and sword, intent on laying waste French villages, maltreating the helpless women and children, in fact, carrying a deluge of frightfulness to every home and hearthstone in the land.

German deceit and treachery has never been equalled in any clime, under any flag, among any people, black, white, red or yellow, in any age of the world's history, and to-day she is plotting the return of the Hohenzollern, the re-opening of hostilities under the guise of friendly regard for Poland and those peoples that are threatened by the Russ.

Report says that to-day, two years after the last gun was fired in the world war, there are a million Germans under arms, thousands upon thousands of cannon, millions of small arms, awaiting the minute when they shall again be called into active service in a war to be waged for vengeance.

Every son of the Fatherland has sworn in his secret heart that France at least shall suffer tenfold horrors for the victory which humbled the proud Teuton and made the royal eagles bite the dust of defeat.

France is not wholly blind to the true state of affairs, and a chill of concern clutches the heart of the Frenchman at the outlook.

The league of nations as being organized has not a feather's weight of influence in the scale. As soon as repairs can be made, and the brutal German comes again into his own, the welter of blood will again begin and overwhelm all Europe in another frightful cataclysm, even greater and more horrifying than the one gone before.

All this may not occur this year or the next, yet it is much nearer at hand than the wisacres who urge the league of nations as a cureall for all earth's woes imagine.

Although Germany was beaten in the field she was not conquered at home. The desolation of war touched not a German hearthstone. She alone among the nations, with the exception of the United States, engaged in the struggle, came forth from the slaughter unscathed in her home life. There was no justice in this, since her brutal soldiery had rent other lands with murder, rape and robbery, reddening the skies with incendiary fires, looting and scarifying the lands of her foes with the merciless ferocity of wild beasts of the jungle.

Justice, tempered with mercy, would have been the proper course for the allies. Instead, the conqueror has been satisfied with a simple victory over armed men in the field, leaving unscathed the works of art, the temples of learning, the churches of the German fathers unscathed, her altars undefiled.

The victors in the greatest war of

the ages have been more than merciful. They have been unjust to the victims of German brutality, to the families of those who suffered in their persons all the devilish cruelty of a demonized, drunken soldiery, and those chickens are bound to come home to roost. The misdirected mercy of too humane governments is to reap the folly of such sowing.

With millions of German criminals still at large; with the chief instigator of the most infamous crusade against human rights the world ever saw left to the comforts of a home in, little Holland; with blinded, emasculated, ravished victims of this man's inhuman cruelty still agonizing because a merciful death is spared them, what can be expected?

With thousands of murders—thousands of worse than murders—committed under the guise of war, and no single outlaw brought to punishment, is it any wonder that a broad grin overspreads the undinted German nation and that renewed plottings are being carried on, under cover of pretended friendliness, for a renewal of hostilities at the earliest possible moment when these revengful Huns feel that it will be safe for the venture?

So long a time has elapsed since the close of hostilities, it is not likely, not advisable, perhaps, to think of carrying into effect justice in the full settlement of this gigantic world cataclysm.

The hour for full and complete justice has passed and the allied nations of Europe, who have affected to try stopping up the crater of the volcano with pompous pronunciamentos, will find when too late that the eruption was only abated for a new gathering of forces. The small dam builded to hold the lava of war in check is being eaten away by the inward fires of the burning mountain. Within a very brief time the volcanic matter, dammed for a short time, gathering force from this very damming, will spout forth in renewed violence, rending the fair fields of Europa's land with a hell of blood and flame such as was never seen before, and this time with better prospects for the success of the German arms.

It is not for an ordinary layman to suggest plans and methods for outwitting the defeated yet triumphant Huns. The golden opportunity for making Germany smart for her crimes has passed. Had the other powers of Europe, supposedly victors in the world war, seen fit to render the conquered innocuous forever by parceling up Germany among the victors, thus rendering the Fatherland impotent for further mischief, there would be no need of a league covenant which at its best is unable to stay the militaristic hand of the German for a single year from its meditated revenge of her foes.

Old Timer.

Wool Fabrics and Clothing.

Little business is being done in wool in any of the markets. Everybody is aware of the large stocks available, while the consumption of the article in the mills keeps growing smaller. In June, the last month for which data have been issued, the consumption was only 46,000,000 pounds, grease equivalent, which is 17,000,000 pounds less than the average for the first half of this year and 26,700,000 pounds less than in January. There has been some talk of an early resumption of mill activity, but the chances favor a continuance of present conditions until after Labor Day. If work is resumed before then it will be because orders have come in for the Spring season. The announcements for that season are awaited with interest, though it is said that some goods have already been privately shown to some of the larger customers. It is well understood that prices will be lower than they have been, the extent of the re-

ductions being guessed at anywhere from 20 to 30 per cent. Even at that no very large amount of business is expected, especially as regards fabrics for men's wear. The clothing business is just now in rather a ticklish position. Price guarantees for Fall had to be given to induce retailers to buy, and they are in no hurry to rush in for the next light-weight season. No more is heard of ready-to-wear suits to retail at \$125. That kind of thing did not outlast the season when it was launched. At the same time, it is not fair to blame that on the manufacturers. They have had some hard sledding and have been criticised for profits which they did not make. Dress goods lines will probably open soon, but not much interest has yet been shown regarding them.

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

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.

We Are Grand Rapids

DISTRIBUTORS OF

IRONSOX

WEAR LIKE IRON

A smooth even knit hose for men. Made in all colors.

Shows a good profit to the retailer for a 50 cent seller.

Well advertised. Try them.

Daniel T. Patton & Company

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

Grand Rapids Calendar Co.

CALENDAR PUBLISHERS

572-584 DIVISION AVE., South

GRAND RAPIDS, MICH.

Profit By Social Standing of Their Employees.

When a store can draw upon the best families in town for its salespeople it is natural to suppose that the customers are going to have small grounds for complaint about the service. This is, in fact, what many stores in the smaller towns in this country are able to do, and through this accomplishment are able to make the operation of the store pretty much of a family affair. A well-known Southern Michigan merchant recently explained why the stores have an opportunity to carry members of small town society on their payrolls.

"Many of the girls in these small towns," he said, "are not content with the so-called butterfly life. They are anxious to do something, and yet their families may object to them going to the large cities to study art or enter business. As a compromise, then, it is thought quite proper for such girls to enter the local stores. But, of course, it goes without saying that they are treated very well and the duties are not onerous. Besides the opportunity to earn a little pin money there is also the advantage of being able to buy at wholesale rates.

"It is probably hard for city folks to imagine the spirit of the employees and the management in one of these stores. The owner, of course, knows each one of his people personally. They mingle socially. The proprietor's wife, even in a fairly large store, may be the cashier in the business. There is absolutely no loss of social position involved in being connected with the store organization. I have known cases where even after marriage a woman has returned to the store on a busy Saturday 'to help out' with the full consent of her husband.

"The social relations of the store clerks with the customers are encouraged, and there is no difficulty about 'time off' to attend an afternoon tea or some other function. The owner knows that his store is bound to come up in conversation at such affairs and he reasons that the greater the circle of friends enjoyed by his employees the more benefit there is to the establishment.

"Of course the attitude of customers toward the clerks in such stores is on an ideal basis. The haughty manner of customers with sales people so often seen in stores in large cities is never to be found, and the relationship between buyer and seller is always on a friendly basis. The big city stores are striving to cultivate this spirit, but it seems to me the small town organizations such as I have described have the answer to the problem. They have promoted the idea through their handling and treatment of the clerks that there is nothing undesirable about a store position."

Cotton Supplies and Cotton Goods.

With the issuance of the latest Governmental estimate of the cotton crop of this year the hopes went glimmering of those who looked forward to prices like 50 cents a pound, or even 40 cents. The peak has certainly been passed, and growers seem to be convinced of it. Such new cotton as

is now being picked is disposed of quickly as it comes to market, the owners apparently thinking it will bring less later on. The yield as estimated on July 25 exceeds the former estimate by over 1,000,000 bales, which is a most remarkable showing. With the carry-over, there will apparently be available 16,000,000 bales or more. There is also yet a possibility of an even larger supply. All of this indicates that growers paid no attention to those who advised the getting up of a small crop so as to keep up prices. The cheapening of cotton is only one of the factors which have resulted in a continuous dropping of the prices on cotton fabrics. The reductions on goods in the gray bring them down to a basis of about 90 cents a pound, which is equivalent to a drop of nearly 30 per cent. But even the reductions have not sufficed to bring much business. There is always the chance that prices, when once they begin to recede, may go much lower. Bleached goods prices have shown a reduction with guarantees up to Oct. 1. Wash goods are not selling to any extent because there remain on shelves a lot of them still unsold to consumers. There is even some doubt as to the continued popularity of dress ginghams, and such goods are being made on order only. The knit goods men are still in a quandary as to what to do, and are meanwhile doing nothing. But yarns are weakening, and spinners are trying to get business. Hosiery business continues very dull.

Plush in Women's Hats.

There has been a big demand for the mannish hatter's plush sailors for women for the coming season, and one of the big firms of men's hatters which specializes in them for women reports the output of the factory already sold out. Shapes are varied and attractive. A fancy sailor varies considerably in shape and has a rather high crown. A design with a wider brim has a bell crown, and the tricone in the hatter's plush varies in shape and is the style used largely for horseback riding. The colors are navy, black and a dark brown, almost black. There are also purple hats, not so much in the running. The regulation lining for the brim is velvet, but a long nap gray beaver is used and a smart black sailor, regulation shape, has a lining of tan suede.

Duveltyne, velvet and panne velvet are used in other hats turned out by the man's hatter for women, having soft crowns, many of them done in metal embroidery, while some have crowns of metal fabric. Many feathers are used, some hats being entirely of them; others have the effect of a whole bird with head. The predominating colors, as in the sailors, are navy, brown and black with the latter strong.

Hog Latin.

The Butcher's Boy—Father, in school I learned that words like radiate, radiator, etc., all come from the Latin stem meaning "root."

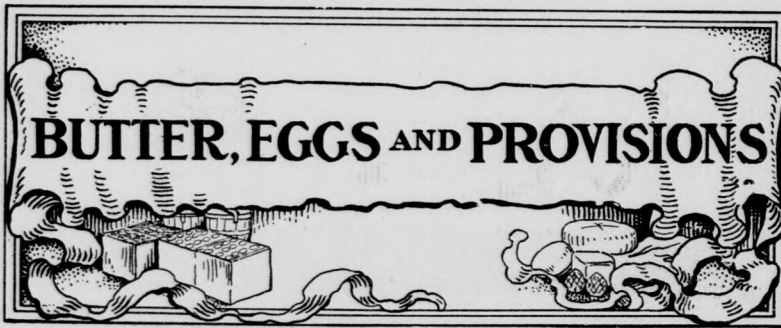
The Butcher—Yes, I guess that's right, sonny.

The Butcher's Boy—Then would it be right to say the pig radiated around the pasture?

Michigan State Fair

**-All Profits
Go Back Into
Permanent
Improvements
and Premiums**

**Sept. 3-12th
Detroit**



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 Turn Weeds Into Flowers.

My friend, J. C. Rodriguez, formerly editor and owner of the leading newspaper in Brazil, has invited us to spend a summer with him in his country. We would go were it not for the fact that, though a millionaire, he does not own an airplane. I should want an airplane at my disposal so as to be able to see the gorgeous flowers of the Brazilian forest. Don't think I am losing my alleged mind. I have never been in Brazil, but after reading Herbert H. Smith's descriptions in his book on that country I have come to the conclusion that the only way to see the floral wonders of a tropical forest is from above.

The Brazilian forest has a roof garden. "In the thick forest one hardly ever finds a bright flower; certain trees are splendid in their season with yellow, or purple, or white, but you see nothing of this from below. Strong colors always seek the sunshine," and the sunshine does not penetrate through the densely matted roof of the dark and gloomy forest. Up on that roof you find not only the tree blossoms but the orchids and other air plants, and a great variety of vegetation which adopts the habit of climbing a hundred or two hundred feet on tree trunks as the only way of exposing its flowers to the sunshine.

I foresee the time when airships will daily take tourists from Rio for a sail across the tropical roof gardens.

Our own wild flowers may not be so exotic and brilliant in color as the Brazilian orchids and tree blossoms, but it is some advantage to have them grown on the ground instead of on tree tops, accessible only to parrots and monkeys and airmen. What would Mrs. Theodore Thomas have done in Brazil? She had the happy thought of making up her garden entirely of transplanted wild flowers and some other plants that are hardy enough to fight their own battles, as the wild ones do, in the severe climate of the White Mountains. Beginning with a wheelbarrow load of black-eyed susans to cover a discordant wall, she continued to add flowers, shrubs, vines and weeds until she had so many that a list of them takes up ten pages of her chatty little book, "Our Mountain Garden."

She was particularly partial to weeds because, "If one gives a good weed the least chance it is so grateful,

and so easily turned into a handsome flower." The pale little lilac wild aster, for instance, "is luxuriant in a cultivated border. Each plant sends up a dozen or more stalks three feet high, which are covered with such a riotous mass of fairy flowers that they look as if enveloped in a cloud of lavender foam."

Here we have an instance showing how the gardening mania is transforming and beautifying this world and making life more worth living. Apples, pears, peaches, cherries and all the other fruits that we enjoy were originally weeds—sour, astringent, small, almost or quite inedible, or even poisonous; the college education the gardeners gave them made them what they are now, and the same is true of flowers. The little lilac asters which Mrs. Thomas gave a chance to show what they could do are pretty enough as they stand in the farmers' pastures, but she undertook to paint the lily and gild refined gold and succeeded, Shakespeare to the contrary notwithstanding.

This painting of lilies has indeed become the fashion among gardeners, and a fascinating fashion it is, a fashion which has transformed their occupation into a fine art ranking with music, and painting, architecture, sculpture, and poetry, because not only is its material of the very essence of beauty, but it gives endless opportunities for the exercise of creative imagination.

Luther Burbank's success is very largely due to the fact that he is an artist, a floral epicure of exquisitely refined sensibility. One time he had a row of daisies all of which seemed equally white to his assistants and to a number of other persons, though his eyes told him that one of them was nearer a pure white than all of the rest. But one day an artist from San Francisco visited his garden and when she

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



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

M. J. Dark & Sons Wholesale Fruits and Produce

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

Grand Rapids, Michigan

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



WE ARE
EXCLUSIVE
DISTRIBUTORS
FOR
"Dinner Bell"

ALWAYS FRESH AND SWEET

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

E We Buy E We Store E We Sell EGGS EGGS EGGS



GRANT
DA-LITE
CANDLER

We are always in the market to buy FRESH EGGS and fresh made DAIRY BUTTER and PACKING STOCK. Shippers will find it to their interests to communicate with us when seeking an outlet. We also offer you our new modern facilities for the storing of such products for your own account. Write us for rate schedules covering storage charges, etc. WE SELL Egg Cases and Egg Case material of all kinds. Get our quotations.

We are Western Michigan agents for Grant Da-Lite Egg Candler and carry in stock all models. Ask for prices.

KENT STORAGE COMPANY, 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.

was shown the daisies she exclaimed at once that there was one much whiter than the rest, and pointed at the one he felt was nearer to purity in whiteness than any others of all the thousands of daisies in his garden.

That flower became one of the ancestors of the famous Shasta daisy, now sold by all seedsmen everywhere. Its other ancestors were an English large flowered daisy and a pure white Japanese variety. And thus by careful intermarriage Burbank transformed a common roadside weed of New England into a thing of beauty and a joy forever.

He has done the same thing with other plants, and, he says, "there is still an indefinite amount of material among our wild plants from which garden plants might be developed." "To name all that are worthy of consideration would," he adds on another page of Volume X, "take many volumes, for there are more than 10,000 species of flowers indigenous to the United States, and of these only something like 1,500 have at one time or another been placed under cultivation. He advises amateur gardeners to cultivate some of the neglected weeds and enjoy some pleasant surprises.

It is not only weeds that can be changed into something rich and strange. It is a striking characteristic of the Burbank age of horticultural evolution that many flowers which seemed good enough to our ancestors have been so beautified and "painted" and transformed that our grandmothers would hardly know them. The "old-fashioned garden" flowers are nice to talk about, but they wouldn't please us if we now saw them side by side with their educated descendants. In the case of three of them—pansies, poppies and sweet peas—the improvement has been so amazing that I am going to devote my whole letter to them next week. But there are many others in which the recent changes and improvements are quite as astonishing and thrilling.

The snapdragons and larkspurs and zinnias of to-day, for example, are infinitely more varied and artistic than those of the last century, and the same may be said of verbena salpiglossis, dahlias, cannas, gladioli, nasturtiums, tulips, and other bulbs, irises, cosmos, asters, columbines, petunias and many others.

Hundreds of professional gardeners, as well as amateurs, have been busy in recent decades "painting the lilies" and other beautiful flowers. Hundreds of others, Mr. Burbank urges, should indulge in this fascinating occupation, which enables any one to put the stamp of his own personality and taste on the plants with which he experiments, and to have a flower garden differing from all others in the world.

How proud and happy Mrs. Thomas Gould, of Ventura, Cal., must have felt when she was able, after some years of artistic selection and hybridizing, to give to the world her "painted lily," alias the improved petunia, known and prized everywhere as the Giant of California. The old-fashioned petunia a century ago had one conspicuous merit—the rich perfume it exhaled at nightfall. In all other respects it was gradually made more attractive, and Sir W. J. Hooker referred to it as one of many plants in which "the art and skill of the agriculturist had improved nature." In size, form and color it continued to be beautified, until the climax was reached in Mrs. Gould's strain, no two plants of which give identical blossoms; to watch the buds open is one pleasant surprise after another.

A few years ago I was simply

stunned by an exhibit of dahlias in a florist's window on Tremont street, Boston. From the simple, crude, original form to the latest developments of the cactus dahlia, here they were, a demonstration of horticultural genius. The new race of dahlias, as developed and improved by Burbank and many others, is, in his words, "so utterly divergent from the parent form as to be almost unrecognizable;" yet, as he adds, this flower offers "an infinity of variation which has only been tapped."

There were Burbanks long before the Californian. They achieved such marvels with some flowers that no finishing touches were left to be added by his master hand. The peony is an instance. It was known to the ancient nations, but they seem to have cultivated it chiefly for medical and superstitious reasons. In the sixties of the last century the peony was made popular in England by James Kelway, who introduced 104 new single and double varieties. Now there are over a thousand, vying with one another in color and fragrance.

We must not forget that China and Japan had their Burbanks hundreds of years ago. Think of their unspeakably glorious irises and morning glories, and their astonishing chrysanthemums! The Japanese were probably the first to show the world that gardening is a fine art and that it is worth while to paint the lily.

Henry T. Finck.

How Vanilla Extract is Made.

The vanilla extract is made from the dried pods of the vanilla plant. These pods are known in commerce as vanilla beans. The vanilla plant is a climbing vine, growing in Mexico, on the Bourbon Islands, Ceylon, Java, the Tahiti Islands, and a few other places in the tropics. The highest grade vanilla extract is produced from the vanilla beans grown in Mexico.

The vanilla beans are picked before they are fully ripe, at which time they resemble somewhat long, thin, green bananas, and weigh about 50 pounds per thousand. The "sweating" and curing processes which follow, shrink the beans until they weigh about 10 pounds per thousand. The beans, when cured, are about one-fourth inch thick; they vary in length from 6 to 9 inches, have a dark brown color, and are highly aromatic.

The cured beans are now macerated and put in jars or casks with a solution of alcohol and distilled water, and allowed to stand for a considerable period until the alcohol has absorbed the vanillin flavor that is in the beans. The liquid is then percolated and bottled.



**Toilet
and
Bath**

It's PY-E-TA!



MR. MERCHANT, IF YOU EAT IT YOU WILL TALK IT because the PLEASANT memory of that DELICIOUS Pie or Pudding made from PY-E-TA will cause you to tell others, and that's the kind of advertising that counts. SUGGESTIONS MAKE SALES. Money back. Guarantee printed on each Package.

3 Flavors—Lemon,
Chocolate and Cream.
4 to 6 Pies in each Package.
For Sale by all Jobbers.

Wolverine Spice Company
Grand Rapids, Mich.

"Bel-Car-Mo"

That's the name of the
Highest Quality Peanut
Butter on the market
and your customers
know it.



8 oz. to 100 lbs.

Are you supplying the demand in
your territory? Somebody is.

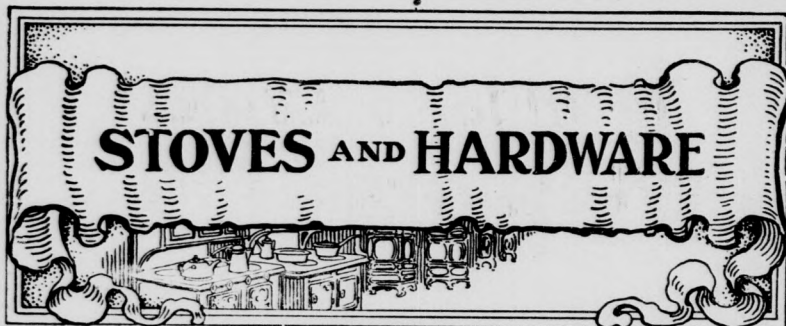
Order from Your Jobber

Grand
Rapids
49 Market
St., S. W.,

W.E. Roberts

EGGS AND PRODUCE

Citiz.
1361
Bell
M. 1361



Michigan Retail Hardware Association.
President—J. H. Lee, Muskegon.
Vice-President—Norman G. Popp, Saginaw.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

The One-Topic Window Display Helps Business.

Written for the Tradesman.

Good window displays are the best of business-builders. "We always sell the lines we display in the window," stated a hardware dealer the other day. "We can keep an article in stock for months and sell only a few; the minute we put it on display, the effect is perceptible in more numerous enquiries and increased sales."

To discuss the relative merits of window display and newspaper advertising is superfluous; since in the well-managed hardware store the two forms of publicity are made to dovetail. The shrewd hardware dealer advertises saws and simultaneously places them on display. Both forms of publicity are made to pull together; and this team work produces the very best of results.

But in the window display itself there should also be team work. All the items in the well-contrived display should pull together in the same direction.

I well remember some of the old-fashioned hardware displays. Of course, there was a time when, in the country hardware store with which I was familiar as a boy, there was no such thing thought of as window display. You went in and selected what you wanted from a dingy-looking and ill-arranged stock. Later came the era when the primitive idea of display was to show shovels and pitchforks, watering cans, stoves, rope, carpenters tools and sap buckets, all in the same window.

Hardware dealers have long since outgrown this idea of showing goods. But even now you encounter, now and then, a window display that seems to pull in two different directions; not to mention the far larger proportion of displays that have no particular pull in any direction.

The hard-headed, practical dealer may laugh at psychology. There is a lot of foolishness talked and written in the name of psychology. But any man knows that a speaker who wanders around in all directions and carries no direct and clear-cut message to his auditors cannot hold their interest, grip their attention, or carry conviction to them. A speaker, to grip, hold and convince an audience, must have one main point always in view and work steadily toward it.

The same thing holds good in putting together a window display. For, after all, the display is merely a sort

of talk to the passer-by. You are trying to catch his attention, to interest him in your goods, and to induce him to come in and buy. If your talk wanders over too wide a field and takes in too many topics, it fails in effectiveness; you lose sales where you should make them.

"But," says the amateur window trimmer, "the more different things I put in a display, the more people I'm likely to interest. If I put in a washing machine for the housewife, and a ball and bat for the boy, and a set of fishing tackle for the tired business man, and so on, the chances are I'll interest a great many more people than if I just display washing machines, and stick to that one topic."

The answer is, that the best and most experienced window trimmers don't put on that sort of display. More and more they stick to the idea of showing one article, or one line of goods at a time, concentrating their fire on one point. Experience has shown that sort of display to be the most effective.

One dealer has his test for determining what is or is not good display. "I ask myself first," he says, "What do I want to tell the man in the street? Washing machines? No, that's not it. I want to tell him what a washing machine will mean in his home. I try to put down my message in a dozen words. Thus, 'An electric washer will take the drudgery out of wash day.' Then I put together my display in such a way that it will unfailingly carry that message to the passer-by. Anything that emphasizes that idea goes into the display; and anything that negatives the idea, or is merely neutral to it, stays out. I concentrate on one idea."

This does not mean, however, the display of a single article. A great many display ideas involve the linking together in one display of articles outwardly dissimilar. But though the articles are different, there is a central, cohesive idea that gives unity of effect to the display.

Sand Lime Brick

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

Brick is Everlasting

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



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

MCCRAY

SANITARY REFRIGERATORS

For All Purposes
Send for Catalog

MCCRAY REFRIGERATOR
CO.

944 Lake St. Kendallville, Ind.



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

EVEREADY STORAGE BATTERY

PEP

Guaranteed 1½ years
and a size for
YOUR car

SHERWOOD HALL CO., LTD.,
Distributors
Local Service Station,
Quality Tire Shop,
117 Island Street,
Grand Rapids, Michigan.

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.

RAMONA

"The Park Beautiful"

The Ideal Place For Your Outing

TWICE DAILY
VAUDEVILLE | DANCING
"The Ramona Kind"
Mats. 3:00 Nights 8:30
8:15 Every Evening
Hentschel's Orchestra

Boating, Fishing, Picnics, Pavilions. Plan your Picnic today.
Don't miss the Jack Rabbit, Merry Go-Round, the New Frolik,
Manhattan Bathing Beach, Fishing Pond, Chinese Restaurant.

Every Day is Your Day at Ramona

Thus, later in the season, a Christmas display will take as its topic the selection of gifts. "We have Christmas gifts for every member of the family" is the slogan you wish to interpret. You show articles, widely topic or theme in the entire display.

"My idea of window display," states one hardware dealer, "is to push just one article or line of goods at a time. For instance, one week we will concentrate on tools; next week it will dissimilar; but their very dissimilarity emphasizes this idea. The articles are different, but there is just the one be aluminum ware; next week saws. By this method we concentrate public attention on a single article. The display is, in a sense, not wide, but its effect is deep. Following this one-topic idea we can put on a display that is pretty sure to convince anyone actually interested."

This was in a big city store, where there was opportunity for the intensive display of a single line. Thus, one week the window was filled with a line of sharpening stones. The display showed all sizes and lines of sharpening stones, from tiny ones for sharpening pen-knives to big ones for farm and shop use. Grindstones mounted on a bicycle frame and run like a bicycle were an attractive feature. The little pen-knife stones were given away as souvenirs, also advertising booklets supplied by the firm whose goods were displayed in the window.

In a later display the subject was tools. The display showed nearly every tool a carpenter could possibly need. One side of the window was arranged with a carpenter's bench with a full line of tools shown in the different sockets, etc., arranged for keeping them in place. The background was made up of saws of all shapes and sizes from the big cross-cut down to the keyhole saw. The other side of the window had an imitation brick wall with a portable forge attached, being designed to represent a blacksmith shop. Here heavier tools were exhibited such as sledge-hammers, tongs, etc.

Small-town stores would hardly indulge in displays so elaborate, but the same central idea, of choosing your text and sticking to it, is worth while adopting even in the smallest community. Thus, a display of poultry accessories would bring in a considerable range of goods all linking

with the one idea. Thus, there could be shown poultry netting, oyster shell, grit, wire nests, china eggs, water-glass for egg preserving, chick food, poultry tonics, disinfectants, and a great many other articles. The central idea links all together, creating a unity of effect that makes a decided impression.

The outstanding idea is to concentrate the attention of the passer-by on a single topic. You may not interest so many people, but you will make a far greater impression on those you do interest, and make a far larger proportion of sales, than if you scatter your fire.

Ask yourself when you sit down to map out a display: "Just what message do I want to convey?" Then, having decided on your message, put in the goods you need to emphasize your main idea, and leave out everything that does not help to put the idea across. Victor Lauriston.

Shocking!

"Yes, the young lady you refer to doubled our trade in one month."

"What is your line?"

"Plumbing supplies."

"What did she do?"

"Demonstrated bath tubs."

Cents and nonsense seldom go together.

Interall
REG. U.S. PATENT OFFICE
"The Economy Garment"



Michigan Motor Garment Co.
Greenville, Mich.
4 Factories—8 Branches

Michigan's Largest Wall Paper and Paint Distributors

Headquarters For

Du Pont Paints and Finishes

Boston Varnish Co. Products

Standard Varnish Co. Finishes

Rice's Barreled Sunlight (Factory White)

The most prominent Wall Paper Factories
Lines.



Heystek & Canfield Co.
Grand Rapids, Michigan

Foster, Stevens & Co.
Wholesale Hardware



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

Grand Rapids, Mich.

NEWAYGO PORTLAND CEMENT
WEARS BEST EVERYWHERE

YOU WILL BE PLEASED WITH

NEWAYGO QUALITY and NEWAYGO SERVICE

NEWAYGO PORTLAND CEMENT COMPANY

PLANT—Newaygo, Mich.

SALES OFFICE: COMMERCIAL SAVINGS BANK BUILDING
GRAND RAPIDS, MICHIGAN



Evolution of the Drummer of Bygone Days.

Grandville, Aug. 10—Fifty years ago and now.

How many have been the inventions, the great advances in science and a knowledge of things unknown then, now actual necessities of life.

Nothing has advanced more rapidly than the art of advertising, as well as the methods of the mercantile fraternity. The old time drummer had as many strings to his bow as Jacky Tar, who had a sweetheart in every port.

Even in the backwoods regions the commercial traveler, universally dubbed "Drummer," pushed his way, greeting the early day merchant with his bland grin, his whisky-scented breath and his bawdy story.

Once there was an Englishman, his name long since forgotten, who made quarterly visits to the river merchants and regaled them with the latest yarn before opening up his samples. The two-horse stage was the means of conveyance in those days, it being forty miles to the nearest railroad.

Like the itinerant preacher, the drummer of that day experienced hardships and adventures undreamed of in this age of swift transportation, telephones, electric lights, automobiles and aeroplanes.

A second Lord Dundreary was our cockney drummer. His "bah jove" through his prominent nose, his long fingers combing "sideburns" of unusual length and density made him an object of considerable interest, and never in all his numerous calls upon the dealers of the river country was the gentleman of samples without his flask of whisky. In fact, at that time many wholesale grocers sold spirituous liquors to the trade, and that in the days of Michigan's first prohibition law.

Some of the traveling gentry—not all—were looked upon askance by the merchants, who would no more have introduced one of them into his family circle than he would have hugged to his bosom a case of smallpox.

Time's changes have wrought a revolution in methods and customs of the long ago. No more honorable and respected men follow any trade than those who now constitute the body of commercial travelers of today. We honor them; we introduce them into our homes; in fact, know them to be above par in everything that goes to make up the civilization and refinement of the social life of to-day.

Whenever there is an object of charity to be considered, no man in the community is more eager to contribute than the man who goes on the road bearing the samples of the business house he represents.

I have in mind a case in point.

One of the regions it was the fortune of a Mr. Blank to visit was a new, thinly settled section of cut-over lands which gave back but ill return for the efforts of the husbandman. Here were squatted many poor families who had a sorry time trying to exist, to say nothing of enjoying the luxuries of civilized life.

It was here that Mr. Blank ran upon one of the most peculiar adventures of his itinerary. Driving past a small shack in the edge of evening, he was struck by the desolateness of the place. A dim light flickered

through the single small window beside the door.

Near by a pig was squealing in a pen, and the whinney of a horse came from a slab stable. Investigating, the drummer discovered the horse and pig unfed and noisy because of hunger. There seemed to be hay and grain, but no one to attend to the wants of the animals. Hitching his horse, Mr. Blank walked to the house. A low mumbling voice greeted his ear.

Peering through the small window he saw a candle burning on a table, near which, amid neat but squalid surroundings, a woman knelt on the floor. Her voice was raised in superevery word of that prayer filtered plication to the Divine Healer, and through a hole in a broken pane of glass to the ears of our drummer.

It was a most pathetic appeal, coming from a soul bowed down with intense grief and near despair. The recounting of recent hardships, the appeal for help for a sick husband, the whole interlarded with the whine of a small child not far off, touched the heart of the listener.

The prayer ended, the kneeling woman stood up and hobbled across the floor in response to a rap from the man outside.

Mr. Blank was soon in possession of the facts. The man of the small farm had been ill since harvest. Three small children were to be cared for. The wife and mother had worked early and late, in house and in the field, until her strength was nearly exhausted. Of a deeply religious turn of mind, she at length threw her cares on the Lord and prayed for deliverance and food for her dear ones.

The drummer cheered the woman, bidding her be of good heart as he knew help would come in a few hours.

Mr. Blank returned to his home town, secured a team and sleigh, going through the business district, finding generous merchants who contributed from their stores, until the sleigh was piled high with the necessities of life. He drove back to the small farm on the barrens, unloaded his pile at the feet of the delighted woman and children.

On the road the drummer called a doctor, so that when the sick man was about to give up his fight for life, new hope dawned in his heart and in time he regained his health and became self supporting once more.

Our drummer paid the doctor out of his own pocket, never once asking where his reward was to come from.

Old Timer.

Nobody cares how much gum you chew in private, but a lot of people mind your chewing it in their presence. The noise makes them nervous.

Bell Phone 596

Cltz. Phone 61366

Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
Expert Merchandising

200-210-211 Murray B dg.

GRAND RAPIDS, MICHIGAN

CODY HOTEL

GRAND RAPIDS

RATES \$1 up without bath
\$1.50 up with bath

CAFETERIA IN CONNECTION

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.

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

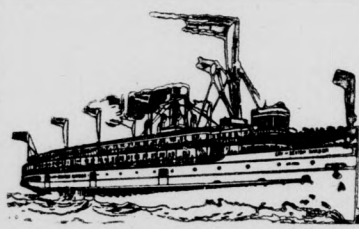
:-:

Michigan

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST



GRAHAM & MORTON
Transportation Co.

CHICAGO

In connection with

Michigan Railway Lines

BOAT TRAIN 8 P. M.

DAILY

DAY BOAT SATURDAY 8 A. M.

Freight for CHICAGO ONLY

GOODRICH BOATS

TO CHICAGO

Daily 8:05 P. M.

Central Standard Time

FROM CHICAGO

Daily 7:45 P. M.

Central Standard Time

Day Boat Every Saturday.

Fare \$4.10 plus 33 cents War Tax

Boat Car leaves Muskegon Electric Station 8:05 P. M.

Route Your Freight Shipments

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Over-night service.

Goodrich City Office,
127 Pearl St.,
With Consolidated
R. R. Ticket Offices.

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

W. S. NIXON, City Passenger Agt.

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.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 10—John D. Martin is spending a week in Chicago, calling on his customers in the Windy City.

R. W. Gane, representing Park & Pollard Co., of Chicago, manufacturer of chicken feed and dairy feed, has gone to Albion, Penn., where he will visit his son, who is train master of the Pittsburgh & Lake Erie Ry. He is accompanied by his wife. They will visit Niagara Falls and several Canadian points on their way home.

William S. Canfield, for several years flour manager for the Judson Grocer Company, has taken the position of Western Michigan distributor for Occident flour, manufactured by the Russell-Miller Milling Co., Minneapolis. Mr. Canfield will make Grand Rapids his headquarters, having opened an office at 205 Godfrey building.

Put everything where it belongs; the pretty girl up in the front office, the crabbed old maid well out of sight. A scrambled egg in a sandwich is all to the gravy, but a poor egg whose brains are scrambled is good for nothing.

Keep your desks cleared for action; dispatch business as soon as it comes in, then you'll be ready for anything that turns up.

D. D. Alton, the Fremont druggist, who has been confined to his bed nine weeks with a low type of fever, due to intestinal poisoning of some kind, is now convalescent and is able to take regular nourishment and sit up in bed. D. D. is too good a fellow to "go and be an angel" just yet and perhaps he will accept his illness as a warning that there is something more valuable in this world than close application to duty six days a week, without introducing an occasional day or week of respite and recreation.

Lee M. Hutchins (Hazeltime & Perkins Drug Co.) has received the following letter from A. W. Stevenson, dated Paris, July 25: "Arrived here late Thursday night after a very

exciting voyage. The sea was very smooth, but the fog lasted most of the way. Our ship, the La Touraine, lost her way and went on the rocks on the Silly reef, about forty or fifty miles off Land's End. A rock penetrated the hull near the stern and we were ordered to put on life preservers and take our places by the boats, and we were not allowed to go below except to eat and then with our life belts on. We struck at 9:30 a. m. Wednesday and did not reach port until Thursday noon. We will sail August 17 from Southampton for home via Montreal."

It's not necessarily talk alone that puts over a proposition; it's suggestion, persuasion and determination.

You may have all the time in the world, but don't judge the importance of the other fellow's time by that of your own.

You can call a man up for a nickle, and you can call him down for nothing; but sometimes you have to pay for medical attendance.

Don't assume just because a man's working for you that he's your personal slave; in five years you might be working for him.

Even a poor plan well carried out will net greater results than a jim dandy that fails to get support.

Low-brows match pennies because it requires little mental concentration; highbrows match wits for the opposite reason.

You can't tell what is in a man's head by looking at its shape any more than you can tell what's in a barn by looking at the door.

Trust a poor common dub who knows that he's not over-intelligent in preference to a really intellectual sap-head who is fully aware of his brilliancy.

Don't ask for a raise on the theory that the boss ought to give you more; make yourself worth more than you are getting, and then ask what you are worth.

Two ways of breaking a friendship:

strike a man on the bean or touch his pocket-book. But for safety's sake, choose the lesser course, and leave his pocket-book alone.

W. H. Parker, who owns about all there is worth owning at Otisville, is a guest of the Burleson institution for a couple of weeks. He is accompanied by his wife and son. Mr. Parker is Eastern Michigan representative for the American Steel and Wire Co.

Cassius L. Glasgow appears to be gaining ground in the gubernatorial contest every day. He has certainly made friends—and votes—every place he has spoken; and he is speaking daily—sometimes several times each day, before business gatherings of men and women in various parts of the State. To-morrow he speaks at the mercantile picnic at Campau Lake. Next Thursday he is billed to speak at the mercantile picnic at Blanch Lake, near Grant. Mr. Glasgow is holding steadfast to his original determination to expend no money with ward heelers or political bosses. He has no paid workers in the field and has not retained or subsidized any newspapers. If the nomination comes his way it must be by the voluntary action of people who know him, believe in him and have faith in his ability and inclination to make good in the highest office within the gift of the commonwealth.

L. M. Steward, the Saginaw traveler, is back to the Burleson sanitarium for a couple of weeks, after which he and his family will remove to Red Cloud, Neb., where they will probably remain until spring. They will then proceed to Colorado, where they will take up their permanent abode.

S. E. Symons (Symons Bros. & Co.) Saginaw, is back to the Burleson sanitarium for a week or ten days.

Claims To Be Incorrectly Quoted.

Almont, Aug. 10—An article, entitled "Evidently Knows Scully Like a Book" written by a man who signed his name P. J. Hayden, appeared in

the July 14 issue of the Michigan Tradesman. In it my name was used, on a campaign issue, as a reference for the condemnation of Charles B. Scully. As this man who calls himself P. J. Hayden has no grounds for such a statement, in justice to Mr. Scully and myself, I wish to say that I cannot give any example of "Scully's sharp practices," as he puts it and that Mr. Hayden's grounds for this statement are absolutely false. Quite to the contrary, I can say that Mr. Scully has been one of my best neighbors and, although I perhaps do not know all the qualifications necessary for Lieutenant Governor, knowing Mr. Scully as I do, I am most certainly willing to support him.

As far back as memory serves no one by the name of P. J. Hayden has been connected in any way whatever with this vicinity. Will the man who is hiding under this name please prove himself to be a man by giving his right name? William Rider.

Uses Gum Drops in Place of Potatoes

Columbus, Ind., Who hasn't been is a country store and seen the grocer, after filling the old-time oil can with a half-gallon of kerosene (aliasing as "coal oil" in certain territories) stop on his way past the spud barrel, pick up a little one and jam it onto the protruding spout to keep the kerosene from slopping out onto the sugar and other groceries?

But that was before the days of the high cost of spuds.

Even with sugar flirting with thirty cents a pound John V. Hughes, a grocer at 521 Washington street, now uses the succulent gum drop to replace the potato on the spouts of Columbus oil cans. The practice will doubtless grow, for with potatoes in Columbus selling at twelve and one-half cents a pound even the smallest spud must be saved.

Hughes, the inventor of the gum drop stopper, says that candy is much cheaper, as well as a good advertisement.

Insure with the Millers' Mutual Fire Insurance Association of Illinois

Note the financial statement of this company:

ASSETS.		LIABILITIES.	
Real estate owned (market value) -----	\$ 10,000.00	Unpaid losses -----	\$ 34,472.55
Mortgage loans on real estate -----	15,250.00	Unearned premiums -----	220,313.93
Interest due and accrued thereon -----	550.42	Estimated taxes hereafter payable -----	17,000.00
Bonds and stocks owned (market value) -----	732,164.50	Guarantee deposits -----	80,476.92
Interest due and accrued thereon -----	13,969.83	TOTAL LIABILITIES -----	\$352,263.40
Cash in banks and office -----	85,644.27	NET CASH SURPLUS -----	654,055.63
Agents' balances not over three months due -----	65,202.95	TOTAL -----	\$1,006,319.03
Accrued assessments -----	83,537.06		
TOTAL ADMITTED ASSETS -----	\$1,006,319.03		

We issue a Michigan Standard Non-Assessable Policy. No assessment feature whatever.

Read what Best's Insurance Report (which is to the insurance world what Dun and Bradstreet are to the commercial world) says about this company:

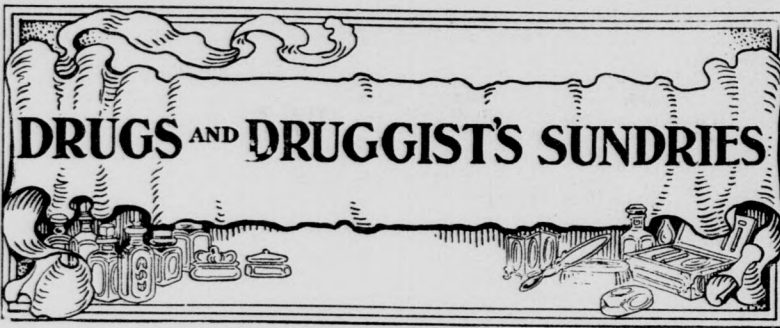
The company's investments are of good character. The security valuations in this statement are those fixed by the Convention of Insurance Commissioners.

The company's loss paying reputation is excellent.

Millers' Mutual Fire Insurance Association
(Western Michigan Department)

Ninth Floor Michigan Trust Bldg.

Grand Rapids, Michigan



Michigan Board of Pharmacy.

President—H. H. Hoffman, Sandusky.
Secretary and Treasurer—Charles S. Koon, Muskegon.
Other Members—E. T. Boden, Bay City; James E. Way, Jackson.
Examination Sessions—Houghton, Aug. 17 and 18; Grand Rapids, Nov. 16, 17 and 18.

Revising the Pharmacopoeia.

Hyde Park, Ill., Aug. 10—A few months before the United States Pharmacopoeia Revision convention I received numerous requests to file my views on the general principles regarding the work of the new United States Pharmacopoeia. At the time I had fully intended to act as delegate for the A. Ph. A., but when the time to start for Washington came, I was unable to get off on account of business engagements at home. It was my intention to offer my experience to the late Revision Committee on the floor of the convention. In my humble opinion what is adopted or deleted is of little consequence, but it is of the greatest consequence that the adoption or deletion be on the square and minus underground methods. The practitioner cares very little whether or not his preferred remedies are adopted or deleted—he prescribes regardless, as is gloriously demonstrated by the deletion of whisky. Stamped by the 1910 United States Pharmacopoeia as of no medical value, see how many medical doctors pay for the privilege of prescribing this deleted alleged valueless remedy. Pay good coin for this privilege, while they can prescribe all the adopted remedies without taking out a Government permit.

When the late committee voted on adoption of whisky, the motion to adopt, carried, about 23 members did not vote. It is not for me to say why these members refrained from voting, whether they had no opinion, or not the courage to file their opinion—suffice it to state, they did not vote! That should have been conclusive. In spite of the fact that the motion to adopt had been carried, the motion to delete was again submitted. It is not for me to say why this was done. I voted for adoption, my vote was reported for deletion. I protested against resubmission and also protested against the erroneous report, but that is all the result it had no action!

So, I say, what is adopted or deleted cuts little ice, but it is of the greatest consequence that the modus operandi be free from manoeuvring the vote and absolutely on the square. Dr. Hermann Mohr once called the old Prussian Pharmacopoeia a cook book; that was in the days when the Pharmacopoeia was full of polyglot decoctions and assays and standards were a negligible quantity. Our U. S. P. is not a cook book; neither should it be a cooked up book.

Wililam Bodemann.

Definition of Calorie.

When fuel is thrown on a fire under a boiler, heat is produced. This heat is required in order that the engine may perform its work. To do work of any kind requires energy. Food used or burned in the human machine produces energy to maintain the normal heat of the body and to do its work. Work done by the body comprises not only that which requires

muscular or mental exertion, but also involuntary exertion such as the beating of the heart, the expansion of the lungs, etc. The chemical process within the body which transforms our food into energy is similar in nature to the process which takes place when fuel is burned over fire—though, in the body, the burning takes place very slowly and in every tissue, instead of in one central place. The value of food is determined by the amount of energy it yields to the body; and it also has a building and regulating function.

It was necessary that a unit be established for measuring the amount of heat produced when food was completely burned. The unit chosen or universally adopted as the unit for measuring fuel value or energy value for any kind of food is called calorie. It represents the same principle in measuring as the inch or foot, the unit of measuring length; the pint or gallon, the unit of volume; and the ounce or pound, that of weight.

The calorie is the amount of heat required to raise the temperature of 1 kilogram of water 1 deg. C., or 1 pound of water approximately 4 deg. F.. Our requirements of food, so far as the amount is concerned, can therefore be expressed in the number of calories needed for each person per day. It must not be forgotten that the calories must be derived from the proper kinds of food.

An Interesting Window Display.

Newton, N. C., Aug. 8—We have just completed a very interesting and successful window display which has created more interest than any we have seen lately, and brought more people into our store than any we have had. Even bankers and commercial men either called or came in to congratulate us on this window, thus learning our phone number. By the kindness of Capt. J. W. Pope, of this city, we were allowed to use his collection of old coins and rare paper money. Capt. Pope has between four and five thousand pieces in his collection, among which will be found pieces dating back as far as the twelfth century. Also money used by the Chinese before the time of Christ. Capt. Pope has, we believe, the largest collection in North Carolina, if not the largest and most complete in the South under private ownership. He has refused large sums for it, the last of which was one hundred thousand dollars.

Our window was advertised quite a while before being shown and as a result numbers of enquiries were made and people from several counties made it a point to call at our store on that date, thus proving it to be the largest booster for our store ever shown in our little city.

Freeze Drug Co.

A diploma is something to your credit, but after all it's only a diploma.

Important Facts About Insomnia.

Prof. Moroni claims that insomnia is usually the result of one of three things, poor circulation, indigestion or mental distress. The person who studies himself very carefully will be able to locate the difficulty and treat himself accordingly.

For poor circulation try warm baths, warm-water bottles, brisk rubbing, soaking the feet and deep breathing.

For mental distress mere will power is the best. Close the eyes and as fast as thoughts come drive them out.

Go to bed warm. Never go to bed with cold feet.

If the events of the day have been trying, read a short, light story before retiring.

Leave the window down at the top and protect the bed from draughts.

Fiegle's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

CANDY



The "DOUBLE A" Kind

Made by
People Who Know How

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

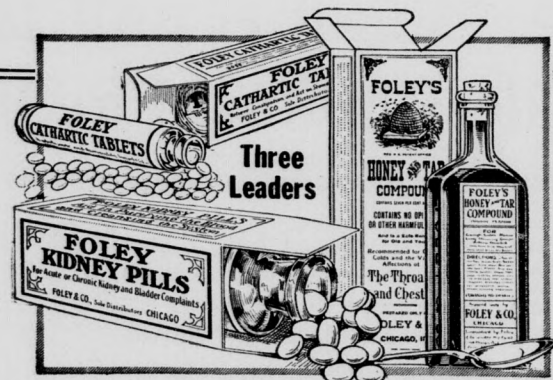
You take no chances when you buy "Double A" Brand.

The Sign of  Good Candy

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

Ask for a copy of our
latest price list.

We are agents for LOWNEY'S
in Western Michigan.



IT PAYS TO PUSH

**Foley's Honey and Tar
Foley Kidney Pills
Foley Cathartic Tablets**

BECAUSE THEY ARE

**Widely Advertised
Thoroughly Sampled
Priced Right, and Profitable to Handle
Sure to Make a Satisfied Customer**

PUT IN YOUR ORDER RIGHT NOW

FOLEY & CO.

2835 Sheffield Ave.,

CHICAGO, ILL.

As soon as the body touches the bed relax the muscles, shut the eyes and make ready to sleep. Nothing drives away sleep more quickly than the thought that one can't sleep.

Sweet sleep and plenty of it will go a great way toward keeping women young. When sleep departs wrinkles come.

It is by sleep that we gain strength for another day. Sleep is to the brain and nerves what food is to the body.

Lying awake is often a habit. It is worth almost any effort to break up such a habit.

Never advise your customers to take powders or remedies for sleeplessness. It is an important symptom to be considered by the family physician.

Drug habits are seductive and dangerous and should always be discouraged.

Easy to Magnify Trouble.

Too many druggists have put on a long face by magnifying their own troubles. Thus they have felt worried over the scarcity and high prices of sugar. This feeling is justified in some respects; but the fact remains that business men in other lines have had their troubles just as great, and they did not lose their heads and think their business would stop. Not at all, the good business man overcomes obstacles and adjusts himself to conditions, with the result that he wins out, while his weak-kneed competitors fall by the wayside.

MATCHES

All Types and Sizes to Suit Every Requirement

American Safety Strike Anywhere Match

The Most Popular Home and Smoker's Match

American Strike-on-Box Match

Both square and round splints

Diamond Book Match

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

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

We pay City, County, State and Federal Taxes.

Why not patronize Home Industry?

The Diamond Match Co.

Use Citizens Long Distance Service



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

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

CITIZENS TELEPHONE COMPANY

Wholesale Drug Price Current

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	20 @ 29	imitation	85 @ 1 00	Aconite	@ 1 85
Boric (Xtal)	20 @ 29	Amber, crude	3 00 @ 3 25	Aloes	@ 1 65
Carbolic	35 @ 40	Amber, rectified	3 50 @ 3 75	Arnica	@ 1 75
Citric	1 25 @ 1 35	Anise	2 00 @ 2 25	Asafoetida	@ 3 90
Muriatic	4 @ 6	Bergamont	9 00 @ 9 25	Belladonna	@ 1 40
Nitric	10 @ 15	Cajeput	1 50 @ 1 75	Benzoin	@ 2 40
Oxalic	75 @ 85	Cassia	4 00 @ 4 25	Benzoin Compo'd	@ 3 15
Sulphuric	4 @ 6	Cedar	2 15 @ 2 40	Buchu	@ 2 70
Tartaric	98 @ 1 10	Cedar Leaf	3 00 @ 3 25	Cantharides	@ 3 00
Ammonia		Citronella	1 50 @ 1 75	Capsicum	@ 2 30
Water, 26 deg.	12 @ 20	Cloves	4 50 @ 4 75	Cardamon	@ 1 50
Water, 18 deg.	10 @ 17	Cocoonut	40 @ 50	Cardamon, Comp.	@ 1 35
Water, 14 deg.	9 @ 15	Cod Liver	3 90 @ 4 25	Catechu	@ 1 50
Carbonate	22 @ 28	Croton	2 25 @ 2 50	Cinchona	@ 2 40
Chloride (Gran)	20 @ 30	Cotton Seed	2 35 @ 2 55	Colchicum	@ 2 40
Balsams		Elgeron	10 00 @ 10 25	Cubebs	@ 3 00
Copaiba	1 00 @ 1 20	Cubebs	13 50 @ 13 75	Digitalis	@ 1 80
Fir (Canada)	2 50 @ 2 75	Eucalyptus	1 50 @ 1 75	Gentian	@ 2 00
Fir (Oregon)	60 @ 80	Hemlock, pure	2 00 @ 2 25	Ginger	@ 2 80
Peru	7 00 @ 7 25	Juniper Berries	8 00 @ 8 25	Guaiaac	@ 2 80
Tolu	2 00 @ 2 25	Juniper Wood	3 00 @ 3 25	Guaiaac, Ammon.	@ 2 50
Barks		Lard, extra	2 15 @ 2 25	Iodine	@ 1 50
Cassia (ordinary)	45 @ 50	Lard, No. 1	1 90 @ 2 10	Iodine, Colorless	@ 2 00
Cassia (Saigon)	75 @ 85	Lavender Flow	14 00 @ 14 25	Iron, clo.	@ 1 50
Sassafras (pow. 70c)	@ 65	Lavender Gar'n	1 75 @ 2 00	Kino	@ 1 40
Soap Cut (powd.)	30 @ 55	Lemon	2 75 @ 3 00	Myrrh	@ 2 25
Berries		Linseed boiled bbl.	@ 1 75	Nux Vomica	@ 1 90
Cubeb	1 90 @ 2 00	Linseed bld less	1 85 @ 1 95	Opium	@ 4 50
Fish	50 @ 60	Linseed raw bbl.	@ 1 75	Opium, Camph.	@ 1 25
Juniper	10 @ 20	Linseed raw less	1 83 @ 1 93	Opium, Deodorz'd	@ 4 50
Prickley Ash	@ 30	Mustard, true, oz.	@ 2 95	Rhubarb	@ 2 70
Extracts		Mustard, artifil, oz.	@ 75	Paints	
Licorice	60 @ 65	Neatsfoot	1 75 @ 1 95	Lead, red dry	15 1/2 @ 16
Licorice powd.	1 20 @ 1 25	Olive, pure	5 50 @ 6 00	Lead, white dry	15 1/2 @ 16
Flowers		Olive, Malaga, yellow	3 75 @ 4 00	Lead, white oil	15 1/2 @ 16
Arnica	75 @ 80	Olive, Malaga, green	3 75 @ 4 00	Ochre, yellow bbl.	@ 2
Chamomile (Ger.)	80 @ 1 00	Orange, Sweet	12 50 @ 12 75	Ochre, yellow less	2 1/2 @ 6
Chamomile Rom	50 @ 60	Origanum, pure	@ 2 50	Putty	@ 8
Gums		Origanum, com'l	1 25 @ 1 50	Red Venet'n Am.	@ 3 7
Acacia, 1st	60 @ 65	Pennyroyal	3 00 @ 3 25	Red Venet'n Eng.	@ 3 7
Acacia, 2nd	55 @ 60	Peppermint	10 00 @ 10 25	Vermillion, Amer.	25 @ 30
Acacia, Sorts	35 @ 40	Rose, pure	24 00 @ 25 00	Whiting, bbl.	@ 3 1/2
Acacia, powdered	45 @ 50	Rosemary Flows	2 50 @ 2 75	Whiting	@ 4 10
Aloes (Barb Pow)	30 @ 40	Sandalwood, E.	@ 15 00 @ 15 20	L. H. P. Prep.	3 75 @ 4 00
Aloes Cape Pow	30 @ 35	Sassafras, true	3 00 @ 3 25	Miscellaneous	
Aloes (Soc Pow)	1 40 @ 1 50	Sassafras, art'l	1 50 @ 1 75	Acetanalid	95 @ 1 15
Asafoetida	4 50 @ 5 00	Spearment	17 50 @ 17 75	Alum	16 @ 20
Pow.	6 75 @ 7 00	Sperm	2 75 @ 3 00	Alum, powdered and	17 @ 20
Camphor	1 80 @ 1 85	Tansy	9 50 @ 9 75	Bismuth, Subni-	3 75 @ 4 00
Gualac	@ 1 40	Tar, USP	48 @ 60	trate	@ 3 75 @ 4 00
Gualac, powdered	@ 1 60	Turpentine, bbls.	@ 1 85 @ 1 95	Borax xtal or	11 1/2 @ 16
Kino	@ 1 00	Turpentine, less	1 95 @ 2 05	Cantharides, po	2 00 @ 2 30
Myrrh	@ 1 40	Wintergreen, tr.	12 00 @ 12 25	Calomel	2 22 @ 2 30
Opium	11 50 @ 12 00	Wintergreen, sweet	8 00 @ 8 25	Capsicum	2 22 @ 2 45
Opium, powd.	13 00 @ 13 60	Wintergreen art	1 20 @ 1 40	Carmine	7 35 @ 7 60
Opium, gran.	13 00 @ 13 60	Wormseed	12 00 @ 12 25	Cassia Buds	50 @ 60
Shellac	1 75 @ 1 85	Wormwood	16 00 @ 16 25	Cloves	67 @ 75
Shellac Bleached	2 15 @ 2 25	Potassium		Chalk Prepared	16 @ 18
Tragacanth	6 50 @ 7 25	Bicarbonate	55 @ 60	Chloroform	55 @ 65
Tragacanth powd.	@ 5 00	Bichromate	57 @ 65	Chloral Hydrate	1 70 @ 2 15
Turpentine	35 @ 40	Bromide	1 10 @ 1 15	Cocaine	13 60 @ 14 05
Insecticides		Carbonate	92 @ 1 00	Cocoa Butter	70 @ 85
Arsenic	20 @ 30	Chlorate, gran'r	48 @ 55	Corks, list, less	40 %
Blue Vitriol, bbl.	@ 16	Chlorate, xtal or	28 @ 35	Copperas, bbls.	@ 05
Blue Vitriol, less	11 @ 16	powd.	30 @ 60	Copperas, less	6 1/2 @ 12
Bordeaux Mix Dry	18 @ 38	Cyanide	4 10 @ 4 25	Copperas, powd.	6 1/2 @ 15
Hellebore, White	38 @ 45	Iodide	1 15 @ 1 25	Corrosive Sublm	2 01 @ 2 10
powdered	85 @ 1 25	Permanganate	50 @ 65	Cream Tartar	70 @ 75
Insect Powder	35 @ 55	Prussiate, red	1 85 @ 2 00	Cuttlebone	80 @ 90
Lead Arsenate Po	12 1/2 @ 27	Sulphate	@ 85	Dextrine	10 @ 15
Lime and Sulphur	48 @ 58	Roots		Dover's Powder	5 75 @ 6 00
Dry	12 1/2 @ 27	Alkanet	3 50 @ 3 75	Emery, All Nos.	10 @ 15
Paris Green	48 @ 58	Blood, powdered	60 @ 75	Emery, Powdered	8 @ 10
Ice Cream		Calamus	60 @ 1 50	Epsom Salts, bbls	@ 05
Arctic Ice Cream Co.		Campanane, powd.	22 @ 25	Epsom Salts, less	5 1/2 @ 10
Bulk, Vanilla	1 25	Gentian, powd.	27 1/2 @ 35	Ergot	@ 7 60
Bulk, Chocolate	1 35	Ginger, African,	29 @ 36	Ergot, Powdered	@ 8 00
Bulk, Caramel	1 45	powdered	29 @ 36	Flake White	15 @ 20
Bulk, Grape-Nut	1 35	Ginger, Jamaica	57 1/2 @ 65	Formaldehyde, lb.	65 @ 75
Bulk, Strawberry	1 35	powdered	57 1/2 @ 65	Gelatine	2 25 @ 2 40
Bulk, Tutti Fruiti	1 35	Ginger, Jamaica,	57 1/2 @ 65	Glassware, less	53 %
Bulk, Vanilla	1 40	powdered	57 1/2 @ 65	Glassware, full case	58 %
Brick, Vanilla	1 40	Goldenseal, pow.	8 50 @ 8 80	Glauber Salts, bbl.	@ 03 1/2
Brick, Chocolate	1 40	Ipecac, powd.	4 75 @ 5 00	Glauber Salts less	04 @ 10
Brick, Caramel	1 60	Licorice, powd.	35 @ 40	Glue, Brown	21 @ 30
Brick, Strawberry	1 60	Licorice, powd.	40 @ 50	Glue, Brown Grd.	19 @ 25
Brick, Tutti Fruiti	1 60	Licorice, powdered	40 @ 45	Glue, White	35 @ 40
Brick any combinat'n	1 60	Poke, powdered	40 @ 45	Glue, White Grd.	35 @ 40
Piper Ice Cream Co.		Rhubarb	2 25 @ 2 50	Glycerine	37 @ 55
Bulk, Vanilla	1 25	Rhubarb, powd.	@ 2 00	Hops	1 60 @ 1 75
Bulk, Chocolate	1 30	Rosinwood, powd.	30 @ 35	Iodine	5 70 @ 5 90
Bulk, Caramel	1 30	Sarsaparilla, Hond.	1 25 @ 1 40	Iodoform	7 00 @ 7 30
Bulk, Grape-Nut	1 30	Sarsaparilla Mexican,	@ 80	Lead, Acetate	20 @ 30
Bulk, Strawberry	1 35	ground	1 25 @ 1 40	Lycopodium	4 00 @ 4 25
Bulk, Tutti Fruiti	1 35	Squills	35 @ 40	Mace	85 @ 90
Brick, Vanilla	1 40	Squills, powdered	60 @ 70	Mace, Powdered	95 @ 1 00
Brick, Chocolate	1 60	Tumeric, powd.	25 @ 30	Menthol	10 00 @ 10 20
Brick, Caramel	1 60	Valerian, powd.	@ 2 00	Morphine	12 50 @ 13 20
Brick, Strawberry	1 60	Seeds		Nux Vomica	@ 30
Brick, Tutti Fruiti	1 60	Anise	35 @ 40	Nux Vomica, pow.	26 @ 35
Brick any combinat'n	1 60	Anise, powdered	40 @ 45	Pepper black pow.	37 @ 40
Leaves		Bird, Is	13 @ 19	Pepper, white	@ 50
Buchu	5 50 @ 6 00	Canary	13 @ 20	Pitch, Burgundy	20 @ 25
Buchu, powdered	@ 6 00	Caraway, Po.	22 @ 25	Quassia	12 @ 15
Sage, bulk	67 @ 70	Cardamon	2 25 @ 2 50	Quinine	1 22 @ 1 72
Sage, 1/4 loose	72 @ 78	Celery, powd.	50 @ 45	Rochelle Salts	50 @ 55
Sage, powdered	55 @ 60	Coriander powd	25 @ 20	Saccharine	@ 40
Senna, Alex	1 40 @ 1 50	Dill	20 @ 30	Salt Peter	20 @ 30
Senna, Tinn.	30 @ 35	Fennell	30 @ 40	Seidlitz Mixture	40 @ 45
Senna, Tinn. pow.	35 @ 40	Flax	12 1/2 @ 18	Soap, green	25 @ 35
Uva Ursi	25 @ 30	Flax, ground	12 1/2 @ 18	Soap mott castle	22 1/2 @ 25
Oils		Foenugreek pow.	10 @ 20	Soap, white castle	@ 25 00
Almonds, Bitter,	16 00 @ 16 25	Hemp	10 @ 13	case	@ 25 00
Almonds, Bitter,	2 50 @ 2 75	Lobelia	1 75 @ 2 00	less, per bar	@ 2 75
Almonds, Sweet,	1 75 @ 2 00	Mustard, yellow	25 @ 40	Soda Ash	05 @ 10
true	1 75 @ 2 00	Mustard, black	40 @ 50	Soda Bicarbonate	3 1/2 @ 5
		Poppy	50 @ 75	Soda, Sal	@ 1 50
		Quince	1 50 @ 1 75	Spirits Camphor	@ 1 50
		Rape	15 @ 20	Sulphur, roll	4 1/2 @ 10
		Sabadilla	@ 35	Sulphur, Subl.	@ 10
		Sabadilla, powd.	30 @ 35	Tamarinds	25 @ 30
		Safflower	16 @ 25	Tartar Emetic	1 03 @ 1 10
		Worm American	45 @ 50	Turpentine, Ven.	50 @ 60
		Worm Levant	1 80 @ 1 90	Vanilla Ex. pure	1 50 @ 2 00
				Witch Hazel	1 60 @ 2 15
				Zinc Sulphate	10 @ 15

GROCERY PRICE CURRENT

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

ADVANCED

Cracked Wheat
Saxon Food
Fruit Jars

DECLINED

Kellogg's Corn Flakes

AMMONIA

Arctic Brand
12 oz. 16c, 2 doz. box 3 00
16 oz. 25c, 1 doz. box 2 00
32 oz. 45c, 1 doz. box 3 25
Moore's Household Brand
12 oz., 2 doz. to case 2 70

AXLE GREASE



25 lb. pails, per doz. 25 10

BLUING

Jennings' Condensed Pearl
Small, 3 doz. box 2 55
Large, 2 doz. box 2 70

BREAKFAST FOODS

Cracked Wheat, 24-2 4 85
Cream of Wheat 9 00
Grape-Nuts 3 80
Pillsbury's Best Cer'l 2 90
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brkfst Biscuit 1 90
Quaker Corn Flakes 3 35
Ralston Purina 4 00
Ralston Bran 2 70
Ralston Food, large 4 15
Ralston Food, small 3 15
Saxon Wheat Food 5 60
Shred Wheat Biscuit 4 90
Triscuit, 18 2 25

Kellogg's Brands

Toasted Corn Flakes 4 10
Toasted Corn Flakes
Individual 2 30
Krumbles 4 20
Krumbles, Individual 2 00
Biscuit 2 00
Drinket 2 60
Peanut Butter 3 65
No. 1412, doz. 2 25
Bran 3 60

BROOMS

Standard Parlor 23 lb. 5 75
Fancy Parlor, 23 lb. 8 00
Ex. Fancy Parlor 25 lb. 9 60
Ex. Fcy. Parlor 26 lb. 10 00

BRUSHES

Scrub
Solid Back, 8 in. 1 50
Solid Back, 11 in. 1 75
Pointed Ends 1 25

Stove

No. 1 1 10
No. 2 1 35

Shoe

No. 1 90
No. 2 1 25
No. 3 2 00

BUTTER COLOR

Dandelion, 25c size 2 00
Perfection, per doz. 1 75

CANDLES

Paraffine, 6s 16
Paraffine, 12s 16 1/2
Wicking 40

CANNED GOODS

Apples
3 lb. Standards 2 25
No. 10 2 70

Blackberries

3 lb. Standards
No. 10 @13 00

Beans—Baked

Brown Beauty, No. 2 1 35
Campbell, No. 2 1 50
Fremont, No. 2 1 60
Van Camp, 1/2 lb. 80
Van Camp, 1 lb. 1 25
Van Camp, 1 1/2 lb. 1 60
Van Camp, 2 lb. 1 80

Beans—Canned

Red Kidney 1 35@1 45
String 1 35@2 70
Wax 1 35@2 70
Lima 1 20@2 35
Red 95@1 25

Clam Bouillon

Burnham's 7 oz. 2 50

Corn

Standard 1 45@1 65
Country Gentleman 2 00
Maine 1 90@2 25

Hominy

Van Camp 1 50
Jackson 1 30

Lobster

1/4 lb. 2 45
1/2 lb. 4 60

Mackerel

Mustard, 1 lb. 1 80
Mustard, 2 lb. 2 80
Soused, 1 1/2 lb. 1 60
Soused, 2 lb. 2 75

Mushrooms

Buttons, 1s, per can 1 40
Hotels, 1s, per can 1 00

Plums

California, No. 3 2 40

Pears in Syrup

Michigan 4 50
California 5 50

Peas

Marrowfat 1 60@1 90
Early June 1 45@1 90
Early June sld 1 75@2 40

Peaches

California, No. 2 1/2 4 75
California, No. 1 2 40
Michigan, No. 2 4 25
Pie, gallons 12 00

Pineapple

Grated, No. 2 4 00
Sliced No. 2 Extra 4 75

Pumpkin

Van Camp, No. 3 1 60
Van Camp, No. 10 4 60
Lake Shore, No. 3 1 35
Vesper, No. 10 3 90

Salmon

Warren's 1 lb. Tall 4 10
Warren's 1/2 lb. Flat 2 60
Warren's 1 lb. Flat 4 25
Red Alaska 3 90
Med. Red Alaska 3 50
Pink Alaska 2 25@2 40

Sardines

Domestic, 1/2s 6 00@6 50
Domestic, 1/4s 7 00@8 00
Domestic, 1/2s 7 00@8 00
California Soused 2 00
California Mustard 2 00
California Tomato 2 00

Sauerkraut

Hackmuth, No. 3 1 50
Silver Fleece, No. 3 1 60

Shrimps

Dunbar, 1s doz. 2 10
Dunbar, 1 1/2s doz. 3 75

Strawberries

Standard No. 2 4 50
Fancy, No. 2 5 50

Tomatoes

No. 2 1 35@1 75
No. 3 1 80@2 35
No. 10 2 70

CATSUP

Snider's 8 oz. 2 20
Snider's 16 oz. 3 35
Royal Red, 10 oz. 1 35
Nedrow, 10 1/2 oz. 1 40
Royal Red, Tins 10 00

CHEESE

Brick 32
Wisconsin Flats 30
Longhorn 31
New York 31
Michigan Full Cream 30

CHEWING GUM

Adams Black Jack 70
Adams Bloodberry 70
Adams Calif. Fruit 70
Adams Chidets 80
Adams Sen Sen 70
Adams Yucatan 70
American Flag Spruce 70
Beeman's Pepsin 80
Beechnut 90
Doublemint 70
Juicy Fruit 70
Spearmint, Wrigleys 70
Zeno 65

CHOCOLATE

Walter Baker & Co.
Caracas 43
Premium, 1/4s or 1/2s 56
Walter M. Lowney Co.
Premium, 1/4s 50
Premium, 1/2s 50

CIGARS

National Grocer Co. Brands
El Rajah, Diplomat- 75 00
icas 75 00
El Rajah, Epicure, 50 75 00
El Rajah, Ark, 50 75 00
El Rajah, Epicure, 25 83 00
El Rajah, Longfel- 95 00
low, 50 95 00
Odin, Monarch, 50 65 00
Mungo Pk., Perfectos 75 00
Mungo Park, African 90 00
Mungo Park, Gold 100 00
Stand, 50 100 00
Mungo Park, Gold 105 00
Stand, 25 105 00
Mungo Park, Wonder 92 00
Discount on Mungo Park.
Lots of 500, \$1 per 1,000
Lots of 1,000, \$2 per 1,000
Lots of 2,500, \$3 per 1,000

Worden Grocer Co. Brands

Harvester Line.
Record Breakers, 50s 76 00
Delmonico, 50s 76 00
Panatella, 50s 76 00
Epicure, 50s 112 50
Favorita Extra, 50s 97 50
Presidents, 50s 115 00
Royal Lancer Line
Favorita, 50s 75 00
Imperial, 50s 95 00
Magnificos, 50s 112 50

La Azora Line

Washington, 50s 75 00
Panatella Foil, 50s 75 00
Aristocrats 75 00
Perfecto Grande, 50s 97 50
Opera, 50s 57 00
Sanchez & Haya Clear
Havana Cigars. Made in
Tampa, Florida

Diplomatics, 50s

95 00
Rosa, 20s 115 00
Bishops, 50s 115 00
Reina Fina, 50s Tins 115 00
Queens, 50s 135 00
Worden's Special 150 00
Ignacia Haya
Made in Tampa, Florida.
Extra Fancy Clear Havana
Delicados, 50s 120 00
Primeros, 50s 140 00

Rosenthal Bros.

R. B. Cigar (wrapped
in tissue) 50s 60 00
Lewis Single Binder 58 00

Manilla Cigars

From Philippine Islands
Lioba, 100s 37 50

Other Brands

B. L., 50s 56 00
Hemmett Champions, 50s 59 00
El Dependo, 20s 37 50
Court Royal, 50s 61 00
Court Royal, 25 tins 61 00
Knickerbocker, 50s 58 00
Boston Straight, 50s 56 00
Trans Michigan, 50s 58 00
Templar, Perfecto, 50s 100 00
Iriquois, 50s 58 00

CLOTHES LINE

Hemp, 50 ft. 3 00
Twisted Cotton, 50 ft. 3 25
Twisted Cotton, 60 ft. 3 90
Braided, 50 ft. 4 00
Sash Cord 5 25

COCOA

Baker's 53
Bunte, 15c size 55
Bunte, 1/2 lb. 50
Bunte, 1 lb. 48
Cleveland 41
Colonial, 1/4s 35
Colonial, 1/2s 33
Epps 42
Hersheys, 1/4s 42
Hersheys, 1/2s 40
Huyler 36
Lowney, 1/4s 48
Lowney, 1/2s 47
Lowney, 5 lb. cans 48
Van Houten, 1/4s 12
Van Houten, 1/2s 18
Van Houten, 1s 36
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, 1/2s 33
Wilbur, 1/4s 33

COCOANUT

1/2s, 5 lb. case Dunham 46
1/2s, 5 lb. case 45
1/4s & 1/2s, 15 lb. case 45
6 and 12c pkg. in pails 4 75
Bulk, pails 38
Bulk, barrels 35
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 50

COFFEE ROASTED

Bulk
Rio 19@20
Santos 30@35
Maracabo 30@37
Mexican 38
Guatemala 38
Java 50
Bogota 38@41
Peaberry 33

Package Coffee

New York Basis
Arbuckle 38 50

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Coffee Extracts

N. Y., per 100 10 1/2
Frank's 250 packages 14 50
Hummel's 50 1 lb. 10

CONDENSED MILK

Eagle, 4 doz. 12 85
Leader, 4 doz. 10 65

EVAPORATED MILK

Carnation, Tall, 4 doz. 7 45
Carnation, Baby, 8 doz. 6 80
Pet. Tall 7 45
Pet. Baby 5 10
Van Camp, Tall 7 15
Van Camp, Baby 5 00
Dundee, Tall, doz. 7 15
Dundee, Baby, 8 doz. 6 50
Silver Cow, Tall 7 45
Silver Cow, Baby 5 10

MILK COMPOUND

Hebe, Tall, 4 doz. 5 80
Hebe, Baby, 8 doz. 6 00
Carolene, Tall, 4 doz. 5 70

CONFECTIONERY

Stick Candy Pails
Horehound 35
Standard 35
Cases
Boston Sugar Stick 40

Mixed Candy

Broken 37
Cut Loaf 36
Grocers 27
Kindergarten 37
Leader 36
Premio Creams 49
Royal 33
X L O 29
French Creams 39

Specialties

Auto Kisses (baskets) 36
Bonnie Butter Bites 36
Butter Cream Corn 41
Caramel Bon Bons 40
Caramel Croquettes 35
Cocoanut Waffles 38
Coffy Toffy 42
Fudge, Walnut 38
Fudge, Walnut Choc. 39
Champion Gum Drops 30
Raspberry Gum Drops 30
Iced Orange Jellies 34
Italian Bon Bons 34
AA Licorice Drops 2 15
5 lb. box. 2 15
Manchus 34
Nut Butter Puffs 36

Chocolates

Assorted Choc. 44
Champion 40
Honeysuckle Chips 54
Klondike Chocolates 47
Nabobs 47
Nibble Sticks, box 2 85
Nut Wafers 47
Ocoro Choc. Caramels 45
Peanut Clusters 54
Quintette 44
Regina 44
Victoria Caramels 39

Gum Drops

Champion 30
Raspberry 30
Favorite 32
Superior 31
Orange Jellies 34

Lozenges

A A Pep. Lozenges 39
A A Pink Lozenges 39
A A Choc. Lozenges 39
Motto Lozenges 41
Motto Hearts 41

Hard Goods

Lemon Drops 39
O. F. Horehound Drps 39
Anise Squares 39
Peanut Squares 40
Rock Candy 50

Pop Corn Goods

Cracker-Jack Prize 7 40
Checkers Prize 7 40

Cough Drops

Putnam Menthol 2 25
Smith Bros. 2.00

COOKING COMPOUNDS

Mazola
Pints, tin, 2 doz. 7 00
Quart, tin, 1 doz. 6 50
1/2 Gal. tins, 1 doz. 12 25
Gal. tins, 1/2 doz. 11 80
5 Gal. tins, 1/2 doz. 15 30

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 75
3 lb. boxes 76

DRIED FRUITS

Apples
Evap'd, Choice, blk 17

Apricots

Evaporated, Choice 36
Evaporated, Fancy 45

Citron

10 lb. box 50

Currants

Packages, 15 oz. 22
Boxes, Bulk, per lb. 22

Peaches

Evap. Choice, Unpeeled 24
Evap. Fancy, Unpeeled 26
Evap. Fancy, Peeled 28

Peel

Lemon, American 35
Orange, American 36

Raisins

Choice S'ded 1 lb. pkg. 24
Fancy S'ded, 1 lb. pkg. 25
Thompson Seedless, 1 lb. pkg. 26
Thompson Seedless, bulk 24

California Prunes

80-90 25 lb. boxes @15
70-80 25 lb. boxes @16
60-70 25 lb. boxes @17
50-60 25 lb. boxes @20
40-50 25 lb. boxes @24
30-40 25 lb. boxes @28

FARINACEOUS GOODS

Beans
Med. Hand Picked 8 1/2
California Limas 16 1/2
Brown, Holland 6 1/2

Farina

25 1 lb. packages 2 80
Bulk, per 100 lbs. 2 80

Hominy

Pearl, 100 lb. sack 5 50

Macaroni

Domestic, 10 lb. box 1 10
Domestic, broken bbls. 8 1/2
Skinner's 24s, case 1 37 1/2
Golden Age, 2 doz. 1 90
Fould's, 2 doz. 1 90

Pearl Barley

Chester 7 00

Peas

Scotch, lb. 7
Split, lb. 9

Sago

East India 11

Tapioca

Pearl, 100 lb. sacks 11
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant, 3 doz., per case 2 70

FISHING TACKLE

Cotton Lines

No. 2, 15 feet 1 45
No. 3, 15 feet 1 70
No. 4, 15 feet 1 85
No. 5, 15 feet 2 15
No. 6, 15 feet 2 45

Linen Lines

Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00

Floats

No. 1 1/2, per gross 1 50
No. 2, per gross 1 75
No. 2 1/2, per gross 2 25

Hooks—Kirby

HIDES AND PELTS

Hides	
Green, No. 1	14
Green, No. 2	13
Cured, No. 1	16
Cured, No. 2	15
Calfskin, green, No. 1	22
Calfskin, green, No. 2	20 1/2
Calfskin, cured, No. 1	24
Calfskin, cured, No. 2	22 1/2
Horse, No. 1	6 50
Horse, No. 2	5 50

Pelts	
Old Wool	50@1 00
Lambs	50@1 00
Shearlings	50@1 00

Tallow	
Prime	@ 7
No. 1	@ 6
No. 2	@ 5

Wool	
Unwashed, medium	@20
Unwashed, rejects	@15
Fine	@25
Market dull and neglected.	

HONEY	
Airline, No. 10	4 00
Airline, No. 15	6 00
Airline, No. 25	9 00

HORSE RADISH	
Per doz.	1 00

JELLY	
Pure, per pail, 30 lb.	6 25

JELLY GLASSES	
8 oz., per doz.	44

MAPLEINE	
1 oz. bottles, per doz.	1 75
2 oz. bottles, per doz.	3 00
4 oz. bottles, per doz.	5 50
8 oz. bottles, per doz.	10 50
Pints, per doz.	18 00
Quarts, per doz.	33 00
1/2 Gallons, per doz.	5 25
Gallons, per doz.	10 00

MINCE MEAT	
None Such, 3 doz.	
case for	5 60
Quaker, 3 doz. case	
for	4 75

MOLASSES	
New Orleans	
Fancy Open Kettle	95
Choice	85
Good	65
Stock	28
Half barrels 5c extra	

NUTS—Whole	
Almonds, Terragona	35
Brazils, large washed	26
Fancy Mixed	32
Filberts, Barcelona	32
Peanuts, Virginia raw	16
Peanuts, Virginia, roasted	18
Peanuts, Spanish	25
Walnuts, California	39
Walnuts, French	

Shelled	
Almonds	65
Peanuts, Spanish, 10 lb. box	2 75
Peanuts, Spanish, 100 lb. bbl.	25
Peanuts, Spanish, 200 lb. bbl.	24 1/2
Pecans	95
Walnuts	85

OLIVES	
Bulk, 2 gal. kegs, each	4 50
Bulk, 5 gal. kegs, each	10 50
Stuffed, 4 oz.	1 80
Stuffed, 15 oz.	4 50
Pitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 23 oz.	6 75
Olive Chow, 2 doz. cs. per doz.	2 50

PEANUT BUTTER



Bel-Car-Mo Brand

8 oz., 2 doz. in case	
24 1 lb. pails	
12 2 lb. pails	
5 lb. pails, 6 in crate	
10 lb. pails	
15 lb. pails	
25 lb. pails	
50 lb. tins	
100 lb. drums	

PETROLEUM PRODUCTS

Iron Barrels	
Perfection	19.7
Red Crown Gasoline	28.1
Gas Machine Gasoline	43.3
V. M. & P. Naphtha	29.7
Capitol Cylinder, Iron	
Bbls.	56.8
Atlantic Red Engine, Iron Bbls.	38.8
Wintu, Black, Iron	
Bbls.	21.8
Polarine, Iron Bbls.	61.8

PICKLES	
Medium	
Barrel, 1,200 count	16 00
Half bbls., 600 count	9 00
5 gallon kegs	4 00

Small	
Barrels	20 00
Half barrels	11 00
5 gallon kegs	3 80

Gherkins	
Barrels	28 00
Half barrels	15 00
5 gallon kegs	5 00

Sweet Small	
Barrels	30 00
5 gallon kegs	6 50
Half barrels	16 00

PIPES	
Cob, 3 doz. in box	1 25

PLAYING CARDS	
No. 90 Steamboat	2 25
No. 808, Bicycle	4 00
Pickett	3 00

POTASH	
Babbitt's, 2 doz.	2 75

PROVISIONS	
Barreled Pork	
Clear Back	48 00@49 00
Short Cut Clear	40 00@41 00
Pig	
Clear Family	48 00

Dry Salt Meats	
S P Bellies	32 00@34 00

Lard	
Pure in tierces 21 1/4@22	
Compound Lard 18 1/4@19	
80 lb. tubs	advance 1/2
69 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 1/2
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	38 @40
Hams, 16-18 lb.	37 @39
Hams, 18-20 lb.	36 @38
Ham, dried beef	
sets	41 @42
California Hams	24 @25
Picnic Balled	
Hams	35 @40
Boiled Hams	60 @62
Minced Hams	18 @20
Bacon	35 @52

Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	14@15
Veal	11
Tongue	11
Headcheese	14

Beef	
Boneless	30 00@35 00
Rump, new	40 00@42 00

Pig's Feet	
1/4 bbls.	1 90
1/4 bbls., 35 lbs.	3 15
1/4 bbls.	10 00
1 bbl.	16 00

Canned Meats	
Red Crown Brand	
Corned Beef, 24 1s	3 90
Roast Beef, 24 1s	3 90
Veal Loaf, 48 1/2s, 5 1/2 oz.	1 65
Veal Loaf, 24 1/2s, 7 oz.	2 60
Vienna Style Sausage, 48 1/2s	1 40
Virginies, 24 1s	3 35
Potted Meat, 48 1/2s	52 1/2
Potted Meat, 48 1/2s	90
Hamburger Steak and Onions, 48 1/2s	1 75
Corned Beef Hash, 48 1/2s	1 75
Cooked Lunch Tongue, 48 1/2s	4 00
Cooked Ox Tongues, 12 2s	22 50
Chili Con Carne, 48 1s	1 40
Pork and Beans, 24 2s	1 50
Sliced Bacon, medium	4 00
Sliced Bacon, large	6 25
Sliced Beef, 2 1/2 oz.	2 20
Sliced Beef, 5 oz.	4 00

Mince Meat	
Condensed No. 1 car.	1 80
Condensed Bakers brick	30
Moist in glass	6 50

TRIPE

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	@65
Beef, round set	19@20
Beef, middles, set	50@60
Sheep, a skin	1 75@2 00

Uncolored Oleomargarine

Solid Dairy	28@29
Country Rolls	30@31

RICE

Fancy Head	
Blue Rose	15 50

ROLLED OATS

Monarch, bbls.	11 50
Rolled Avena, bbls.	13 00
Steel Cut, 100 lb. sks.	6 50
Monarch, 90 lb. sacks	6 40
Quaker, 18 Regular	2 70
Quaker, 20 Family	6 85

SALAD DRESSING

Columbia, 1/2 pints	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	5 80
Durkee's med., 2 doz.	6 75
Durkee's Picnic, 2 doz.	3 00
Snider's large, 1 doz.	2 40
Snider's small, 2 doz.	1 45

SALERATUS

Packed 60 lbs. in box	
Arm and Hammer	3 55
Wyandotte, 100 3/4s	3 00

SAL SODA

Granulated, bbls.	2 15
Granulated, 100 lbs cs	2 25
Granulated, 36 2 1/2 lb. packages	2 60

SALT

Solar Rock	
56 lb. sacks	75

Common

Granulated, Fine	3 00
Medium, Fine	3 10



Per case, 24 2 lbs.	2 40
Five case lots	2 30

SALT FISH

Cod

Middles	28
Tablets, 1 lb.	3 20
Tablets, 1/2 lb.	1 75
Wood boxes	19

Holland Herring

Standards, bbls.	19 50
Y. M., bbls.	22 50
Standards, kegs	1 20
Y. M., kegs	1 50

Herring

K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 25
Scaled, per box	21
Boned, 10 lb. boxes	24

Trout

No. 1, 100 lbs.	12
No. 1, 40 lbs.	
No. 1, 10 lbs.	
No. 1, 3 lbs.	

Mackerel

Mess, 100 lbs.	25 00
Mess, 50 lbs.	13 25
Mess, 10 lbs.	2 95
Mess, 8 lbs.	2 30
No. 1, 100 lbs.	24 00
No. 1, 50 lbs.	12 75
No. 1, 10 lbs.	2 80

Lake Herring

1/2 bbl., 100 lbs.	7 50
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SEEDS

Anise	45
Canary, Smyrna	12
Cardamon, Malabar	1 20
Celery	65
Hemp, Russian	10
Mixed Bird	13 1/2
Mustard, yellow	23
Poppy	65
Rape	15

SHOE BLACKING

Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	1 25
Miller's Crown Polish	90

SNUFF

Swedish Rapee 10c 8 for	64
Swedish Rapee, 1 lb. gls	85
Norkoping, 10c 8 for	64
Norkoping, 1 lb. glass	85
Copenhagen, 10c, 8 for	64
Copenhagen, 1 lb. glass	85

SOAP

James S. Kirk & Company	
American Family, 100 7 85	
Jap Rose, 50 cakes	4 85
Kirk's White Flake	7 00

Lautz Bros. & Co.

Acme, 100 cakes	6 75
Big Master, 100 blocks	8 00
Climax, 100s	6 00
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00

Swift & Company

Classic, 100 bars 10 oz.	7 25
Swift's Pride, 100 9 oz	5 75
Quick Naphtha	7 50
White Laundry, 100	
3 1/2 oz.	6 75
Wool, 24 bars, 6 oz.	1 35
Wool, 100 bars, 6 oz.	3 00
Wool, 100 bars, 10 oz.	13 00
Peerless Hard Water, 50s	4 10
Peerless Hard Water, 100s	8 00
Sunbrite Cleanser, 72s	3 25

Tradesman Company

Black Hawk, one box	4 50
Black Hawk, five bxs	4 25
Black Hawk, ten bxs	4 00

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

Scouring Powders

Sapolio, gross lots	11 00
Sapolio, half gro. lots	5 50
Sapolio, single boxes	2 75
Sapolio, hand	3 00
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

Washing Powders

Snow Boy, 100 5c	4 00
Snow Boy, 60 14 oz.	4 20
Snow Boy, 24 pkgs.	6 00
Snow Boy, 20 pkgs.	7 00

Soap Powders

Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 25
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 50
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.40 per case

SODA

Bi Carb, Kegs	4
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SPICES

Whole Spices

Allspice, Jamaica	@18
Cloves, Zanzibar	@60
Cassia, Canton	@30
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochon	@20
Mace, Penang	@75
Mixed, No. 1	@17
Mixed, No. 2	@16</

COMMON FIRE HAZARDS.

Will They Endanger Your Store This Winter?

Before we realize it Summer will be turning her back upon us and the chilly mornings and evenings of Fall will be with us once again, harbingers of the colder weather which Winter will usher in shortly after.

With the near approach of the type of weather which makes imperative recourse to furnace or other heating methods, and with shortened days calling for larger use of electricity for store illuminating purposes, it assuredly behooves the retailer to inventory his equipment to ascertain that everything is in good working order and that conditions in and about his place of business are not such as to mean that acute fire hazards exist.

Investigations which have been carried on in recent years by various organizations of insurance men as well as by the fire marshal departments of various states have proven beyond doubt that a tremendously large percentage of fires owe their origin to the existence of wrong conditions in stores and dwellings.

Carelessness as evidenced by failure to recognize the ordinary dictates of prudence is largely responsible for the big annual toll taken by the preventable and semi-preventable fire.

Investigators agree that our annual fire loss may be lessened, insurance premiums may be lowered, and policy holders may protect their holdings at materially less cost only when public conscience is awakened to the sense of individual responsibility, taking action in reduction of fire hazards through elimination of those things which result in the preventable fire.

In other words, the answer to the question is found in the personal equation. So soon as we as a people become alive to the fact that fire prevention is for us, not for "George" alone, to bring to pass, that soon will the figures of our annual fire loss be lowered as will the cost per thousand of fire insurance protection.

Is your store in shipshape condition for the approaching time of year when heat and light and other things having to do with cold weather, short day merchandising will be with us? That is the personal query for each retailer to apply to himself and his store.

What are some of these hazards having to do with furnace heat, increased use of electricity, etc.? Their name is legion and their particular form is varied. However, there are certain very frequent causes of fires which may be mentioned.

For instance, there is the defective flue, the defective furnace and the grate which spills hot coals onto the floor only to result in ignition of nearby wastepaper. There are defective stoves and stovepipes and various and sundry other things of this nature associated with artificial heating of store buildings. Unless you are dead certain that in your establishment there is no possibility of these factors existing, it behooves you now, ere the season of use arrives, to have your heating plant, the flues, chimney and stovepipe carefully overhauled.

BRISTOL INSURANCE AGENCY

"THE AGENCY OF PERSONAL SERVICE"

INSPECTORS AND STATE AGENTS FOR MUTUAL COMPANIES

How can Mutual Companies be safe and reliable, having no capital, and still write insurance at less than Old Line or Stock Companies.

Compare the Following Statements:

Company	Insurance in Force	Cash Assets	Cash Surplus	Cash Assets per \$1,000	Cash Surplus per \$1,000	Dividends to Policy holders	Dividends to Stockholders	Ratio of Losses to premiums	Ratio of Expense to premiums
Home Ins. Co. N.Y.	\$4,368,396,413	\$50,291,006	\$15,256,704	\$11.50	\$ 3.50	00	25%	79	28
Hartford, Conn.	4,005,343,568	39,723,889	9,123,660	9.90	2.30	00	40%	51	44
Continental, N. Y.	2,469,933,835	36,458,187	10,172,815	14.80	4.10	00	14%	48	44
National, Conn.	2,139,121,256	21,263,292	4,675,242	9.90	2.19	00	20%	51	45
American, N. J.	1,252,711,594	13,623,743	2,700,512	10.80	2.20	00	20%	51	47
Minn. Hdwr. Mut'l.	54,293,533	1,417,186	869,311	26.10	15.95	55%	00	17	10
Wis. Hdwr. Mut'l.	35,318,913	711,169	346,320	20.14	9.81	50%	00	18	15
Minn. Impl. Mut'l.	65,559,781	839,369	328,522	12.80	5.01	50%	00	19	23
Shoe Dealers Mut'l.	3,599,575	23,482	11,211	12.65	6.04	30%	00	22	18
Finnish Mutual	4,290,692	232,109		54.07		50%	00	28	18

Note: We can now save the General Merchant 50% on his Insurance Costs as well as the Hardware and Implement Man. Write us for particulars.

C. N BRISTOL, Manager

A. T. MONSON, Secretary

FREMONT, MICHIGAN



THE SIGN OF

QUALITY

There's Economy and Satisfaction in Quality Flour

and there is a far greater difference in flour than is generally realized. LILY WHITE is real economy because it costs only a little more than ordinary flours. Baking results are incomparably better when this famous high-grade flour is used.

Lily White

"The Flour the Best Cooks Use"

Look for the
ROWENA
trade-mark
on the sack

is made from the hearts of the finest wheat grown in America. It is milled with extraordinary skill and care to produce a flour of perfect balance, of excellent volume, of unsurpassed color. No wheat is so thoroughly cleaned, scoured and washed before being milled.

You see the results in the bread, rolls, biscuits and pastry baked from LILY WHITE—they are good looking, light, tender, of appetizing flavor and highly nutritious.

Because we know that LILY WHITE is the finest quality that choicest raw materials and conscientious milling make possible, we guarantee it. It must give perfect satisfaction or the price paid for it will be refunded.

The woman who bakes for the family can give them a treat if she uses this superfine flour. Ask for it at your dealer's.

VALLEY CITY MILLING CO.

GRAND RAPIDS, MICHIGAN

"Millers for Sixty Years"

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.

There are hazards connected with electric light wires as well which demand consideration. Insulation easily becomes frayed permitting the wire to become exposed. Draped over nails driven into beams and rafters as these wires are in many store basements, it is easy to see how absence of insulation at the proper point to result in contact with a nail results in the unexpected and preventable fire. Now is the time to carefully inspect all exposed wiring in your store to satisfy yourself that conditions are not such as to bring about that fire which you do not expect, do not want and are not prepared against.

Waste paper is another source of fires. There is far too general a practice of throwing waste packing paper, excelsior, tissue paper, pulp board cartons, etc., into a corner of the basement, there to constitute a constant hazard. If near your furnace there is always danger of live coals or sparks. If near exposed electric wiring the stage settings are exactly right for provender for the spark emanating from friction of live wire and convenient nail. Matches also have a painful habit of directing their progress in the general direction of piles of rubbish of this sort when dropped from careless hand.

In view of the ever present danger of fires from such sources, it behooves every merchant to see to it that both he and his clerks are alert to the possibilities for evil. In these days of high cost of paper most any merchant can well afford to buy a small waste paper baler which will do two things—result first, in considerable salvage from otherwise destroyed paper, making for at least a small added revenue and, secondly, eradicate to large degree the danger of fire from this source.

These are but a few of the more common hazards which are found in a large number of retail stores. They are a common cause of the preventable fire. They should be eliminated both for the sake of the business itself and because of the hazard created for other property owners.

Just as merchants awaken to their personal responsibility in these matters will fires become less and less common and insurance costs will be lowered.

Reduced board rates due to decreased hazards coupled with the savings enjoyed from purchase of fire insurance on the mutual plan will enable any merchant to add appreciably to his net profit from the year's trading.

Will these common fire hazards endanger your store?—H. E. Credit in Twin City Bulletin.

The World's Largest Clock.

The largest clock in the world is in Jersey City, New Jersey. It is known as the Colgate clock. It weighs about 6 tons, the face is 38 feet in diameter and has an area of 1,134 square feet. The minute hand is nearly 20 feet long and weighs about a third of a ton. It travels at the tip between 23 and 24 inches each minute, or more than half a mile a day. The weight that causes the hands to revolve weighs about a ton.

FROM THE FIRST.

Twenty-Five Original Subscribers of the Tradesman.

Twenty-Five of the original subscribers of the Michigan Tradesman—that is, those who have taken every issue since the first number in 1883—are still on the subscription list, as follows:

Charles H. Coy, A'den.
Amberg & Murphy, Battle Creek.
J. L. Norris, Casnovia.
F. H. Bitely, Casnovia.
James H. Voller, Detroit.
E. S. Botsford, Dorr.
Richard D. McNaughton, Fruitport.
Wolbrink Bros., Ganges.
D. Gale, Grand Haven.
Belknap Wagon Co., Grand Rapids.
Frederick C. Beard, Grand Rapids.
William J. Clarke, Harbor Springs.
Walsh Drug Co., Holland.
Frank B. Watkins, Hopkins.
L. M. Wolf, Hudsonville.
Charles G. Phelps, Long Beach, Cal.
Rodenbaugh & Stevens, Mancelona.
Wisler & Co., Mancelona.
Thompson & Co., Newaygo.
Aaron Rogers, Ravenna.
M. V. Wilson, Sand Lake.
H. P. Nevins, Six Lakes.
Milo Bolender, Sparta.
O. P. DeWitt, St. Johns.
S. E. Wait & Sons, Traverse City.

Labor Union Co-Op. Closed.

Organized labor at Portland, Oregon, admitted failure for its pet scheme, when the Central Labor Council wrote "Finis" for the state store, a co-operative retail store operated for the last year by and on behalf of members of organized labor.

A report of the store trustees as submitted to the labor council showed that the store has been steadily losing money at the rate of \$14 a day since the first of the year, and its financial condition is such now as to warrant the closing up of the business.

According to officials of the store, the failure of organized labor to support its own store was given as the cause for its financial distress.

When a chattel mortgage of \$6,200 fell due, with no funds in sight with which to pay it, the labor council voted to close the store.

Montgomery Ward Breaks Tradition.

Formerly mail-order houses did not want local business, declaring they had no facilities for handling it, but now this tradition is upset by Montgomery Ward and Company's Kansas City house, which is advertising for local business. This branch not only wants the business, but offers to deliver the goods right to the consumer's very door for a small cartage charge. In a display advertisement appearing in the Kansas City daily press the local Montgomery Ward branch offers sugar for 25 cents a pound—that was recently, when sugar was a margin above that price—and advises the consumer to come to the store in a car and take his sugar with him up to purchases of 100 pounds, and if he had no car the concern said "we will deliver it right to your home for a small cartage charge."

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

CASH REGISTER FOR SALE

Our No. 736-G National Cash Register. Prints detail slip. Records number of sales and number of customers.
Register was bought new for \$275 from factory ten months ago. Will furnish original invoice. Have closed retail department and no further use for it. Will sell cash or terms.
Soo Creamery & Produce Co. Soo, Michigan

BAKERY FOR SALE

Old established wholesale and retail. \$150,000 annual business. Modern building. Finest equipment. Profitable. To close estate offered for less than replacement cost of machinery and equipment. Long and favorable lease with option to purchase building. About \$25,000 gives you going business of \$3,000 weekly. P. A. EASTON, Co., National Bank Bldg., Ann Arbor, Michigan.

For Sale—Furniture and eight-year lease forty-room hotel in one of the best thriving towns in Michigan. Good reason for selling. Address No. 4, care Michigan Tradesman.

For Sale—Old established business of dry goods, furnishings, shoes and groceries. Will inventory about \$10,000. Can reduce stock. Located in good small town about 50 miles from Grand Rapids, surrounded by excellent farming community. Doing splendid business. Brick building also for sale. Address No. 5, care Michigan Tradesman.

For Sale—A bargain: or will trade for National cost register. Automatic coffee cabinet, four compartments, weighs pound or half pound automatically; National coffee mill, 28 in. wheel, good condition; vegetable display rack, with sprinkler; fruit display rack. Address W. H. Soule, Centerville, Mich.

For Sale—Grocery store and residence combined on one of the principal streets in Port Huron, overlooking St. Clair river. Good paying business, worth looking into. F. A. Williams, 2118 Military St., Port Huron, Mich.

ANTHONY, KANSAS—The county seat of Harper County, located in the heart of a great farming country. 50 miles from Anthony to any larger city. 100 miles square, and Anthony the largest city inside of this large and rich farming country, figuring Anthony in the center. This takes in part of North Oklahoma and Southern Kansas. Anthony has five railroads, large salt factory, large flouring mill, five wholesale houses, new \$100,000 high school, ten miles paving. One of the cleanest and prettiest little cities in the state. A real home town. I have for sale two store rooms and two residence properties. Well located, all on paved streets. Will exchange for good stock of merchandise or groceries. One building or all for exchange. J. S. Dillon, Anthony, Kansas.

For Sale—Stock of groceries, drugs and crockery, one of the best chances in South-western Michigan. A live town, surrounded by fine farms. This business has been established forty years. Will invoice around \$9,000. Address No. 12, care Michigan Tradesman.

Wanted—Retail store, or any paying business—Illinois, Indiana, Michigan, Wisconsin or Iowa. Give description. R. Jones, 2326 VanBuren St., Chicago.

For Sale—Grocery and meat market in Battle Creek, \$45,000 business last year. Up-to-date fixtures. Invoice about \$45,000. Good reason for selling. Address No. 14, care Michigan Tradesman.

Salesmen Wanted—Manufacturer wants representatives in every state to sell Dunolium floor coverings at mill-to-merchant prices. Liberal commissions paid weekly. Only those making territory regularly will be considered. Mention cities and towns covered. J. C. Dunn & Co., Camden, New Jersey.

Wanted—Registered pharmacist or druggist. Steady position. Schrouders, 47 Monroe.

MIDLAND, MICHIGAN—The best gent's furnishing, tailoring and cleaning store in Michigan, doing a large business. \$3,500 will handle it. Lewis E. Easley, Midland, Mich.

For Rent—90 ft. store building, centrally located in one of the best business blocks. Seegmiller Bros., Cadillac, Mich.

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

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

Resort For Sale—\$5,000. Located in Montcalm County, Michigan. A good money maker for someone. If interested, write Avery Gaffield, Six Lakes, Mich.

For Sale—Three shares Grand Rapids Wholesale Grocery stock at a fair discount. Out of business. Wm. Reed, 312 Michigan St., Grand Rapids, Mich.

For Sale—Complete stock of dry goods and groceries. Store doing good business. Best location in town of 700. Electric lights, factories, good schools and churches. Address No. 2, care Michigan Tradesman.

HELP AND POSITIONS FURNISHED—in all manufacturing, business, and professional lines. Properties bought and sold on commission. American Business Exchange, Box 227, Benton Harbor, Mich.

For Sale—Stock of groceries, shoes, dry goods and men's furnishings. Stock will inventory around \$12,000; also store building, 26 x 85 feet, together with four lots with barber shop which rents for \$52 per year, and ice house, 18 x 30 feet. Price on buildings \$4,000 at inventory. Will take in trade one-half in real estate, balance cash. George E. Seaman, Bailey, Mich.

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

For Sale—Clean grocery stock and good fixtures in a live town of 10,000 population. Doing about \$60,000 business this year. Stock will invoice about \$6,000. Fixtures \$1,600. In building 25 x 90. Can buy or lease building. Two blocks from nearest grocery. Address Carlson & Butcher, 1435 Peck St., Muskegon Heights, Mich.

HOTEL PROPERTY FOR SALE—Rental from business rooms \$55 per month. Price, terms, business, etc. right. No opposition. Address F. E. Farr, Proprietor, Bronson, Mich.

ATTENTION MERCHANTS—When in need of duplicating books, coupon books, or counter pads, drop us a card. We can supply either blank or printed. Prices on application. Tradesman Company, Grand Rapids.

If you want to reduce or close out your stock, write the "Big Four" auctioneers, Fort Pierre, South Dakota.

CASH REGISTERS

REBUILT CASH REGISTER CO. (Inc.)

122 North Washington Ave., Saginaw, Mich.

We buy sell and exchange repair and rebuild all makes. Parts and supplies for all makes.

For Sale—One Black Diamond oven number 60, in good condition. Cheap if taken at once. Only reason for selling, have installed larger oven. G. W. Todd & Son, Ashley, Mich.

WANTED—A-1 Salesman for Illinois, Iowa, Wisconsin, Ohio, Indiana, Michigan. Advertised line, sold by drug and hardware trade. Apply at once. PARSONS CHEMICAL WORKS, Grand Ledge, Mich.

Will pay cash for whole stores or part stocks of merchandise. Louis Levinsohn, Saginaw, Mich.

For Sale—Grocery and meat market, centrally located in Grand Rapids. Sales exceed \$50,000 per year. Stock \$3,500 to \$4,000, rent reasonable, with lease. Good reason for selling. Address No. 999, care Michigan Tradesman.

Account death of my wife, will sell cheap clean stock groceries, men's furnishings and notions, fixtures, store building. Good living rooms up stairs. Doing cash business past five years. Money maker for man and wife. W. H. Storey, Wolverine, Mich.

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

Economic Coupon Books

They save time and expense.
They prevent disputes.
They put credit transactions on cash basis.
Free samples on application.

Tradesman Company
Grand Rapids, Mich.

CRIMINAL CLOSED SHOP.

Recent strikes fomented and maintained by renal and unscrupulous union labor leaders show very plainly that the whole controversy, in fact the real issue, is that of the open or closed shop. The old controversies concerning hours of work, wages, collective bargaining, relations between employers and the unions, are subordinated to the most fundamental fact of all—that of the absolute irresponsible dictatorship of a few men (usually of foreign birth), who desire to run labor in this country on the basis of the class struggle of Continental Europe. With the closed shop, they can dictate conditions absolutely, and not from the standpoint of the good of the public in general, but from that of their own selfish desires and interests. They forget that the whole basis of American democracy is that of absolute denial of class interests and the subordination of each to the good of all. Their own view would seem to be, that provided labor and capital, employer and employe, are in two mutually hostile groups, the go-betweens can dominate. The labor leaders and other walking delegates then can act as these go-betweens, and to their own power and profit.

Not only is their own attitude un-American, but so also is the closed shop. In addition, this same principle of the closed shop is essentially undemocratic and opposed to the whole course of human development. It takes very little acquaintance with recorded human history to realize that the progress of the world always has been conditioned upon the overthrow of the principle of the closed shop in each and every walk of life. Ancient history is the story of the racial closed shop and the struggle of mankind to overthrow it. The Middle Ages witnessed the same struggle, but under two more special forms. First of all, there was the feudal system, with its restraints based upon land holding and nobility of blood. It was a closed shop in every sense and when the merchant guilds began to break through the barriers they fell into the same position. Their attempt to establish the closed shop as regarded their own interests broke upon the rock of human differences in mind, ability and endeavor, and they went to the wall. Also the same thing appeared in religion, and the doctrine of exclusive salvation brought on the religious wars and persecutions that lasted for centuries. This doctrine was not peculiar to any one church or creed, but was universally accepted until comparatively recent times. Religious toleration and freedom, the great contribution of our early American history, forever, we believe, broke the power of the closed shop in religion. The closed shop of feudalism first was broken in Great Britain and the American colonies, then in France, and the last five years have seen the final blows that probably will eliminate it throughout the civilized world.

During the past two centuries we have seen the consummation of the victory over the closed shop in gov-

ernment. The history of England, from Magna Charta to the Parliamentary Reform bill of 1911 and the legislation of the last two years, have been the story of the overthrow of the closed shop in politics. Our own American experience has been the same. Few people stop to realize that Hamilton believed in government for the people; later Jefferson extended it to government of the people; but it only became government by the people in the days of Andrew Jackson, when manhood suffrage first became general throughout the Union. That is to say, we enunciated the ideal principles of equality before the law and in all fields of opportunity, but could only gradually realize it after further years of a struggle which is not yet entirely complete to-day. Progress never comes easily and by revolution, which at best merely clears the ground. It comes only as the result of hard, gruelling work and as the fruit of a process of education and evolution.

Just in proportion as the principle of the closed shop has prevailed in any and every line of human endeavor, just in the same proportion has there been decay, stagnation and final destruction. If the labor leaders succeed in forcing this principle on this country they will attempt the same thing elsewhere. It leads directly to the "dictatorship of the proletariat," and dictatorship never meant democracy. It is time that the people of the country at large should understand clearly just what is involved in the present struggle.

It is not one of hostility to the unions or the right of the men to organize. It is the question of the independence, social and economic, of the laboring man himself and, in fact, of every individual in this nation at large. Neither capital nor labor, employer or employe, has the right to dictate to the mass of the people of the United States. It is necessary to break the power of any special class or interests, and thus we are probably at as critical a point of development as ever has been met and passed in our history.

Also it should be noted that the person who will suffer above all others if the labor leaders win is the individual laboring man himself. He may seem to profit for a while, but once recognize the principle of the closed shop in any one field or walk of life and it will inevitably come in all. What is sauce for the goose is sauce for the gander. In proportion as this principle grows and is successful will this country become undemocratic, unfair in law and society and un-American. Injustice is a two-edged sword which always destroys him who wields it.

Men who are dreamers sometimes have visions that lead them to great things, but not if they do their dreaming during business hours.

The man who refuses to advertise because his business is already profitable is willing to take a good many chances with his future.

Review of the Produce Market.

Apple—Duchess and Red Astrachan command \$1.25 per bu. The crop is large in size and fine in quality.

Bananas—9c per lb.

Beets—Home grown, 30c per doz. bunches; bulk, \$1.50 per bu.

Blackberries—\$5 per crate of 16 qts.

Butter—Local jobbers hold extra creamery at 52c and first at 51c. Prints 2c per lb. additional. Jobbers pay 35c for packing stock.

Cabbage—Home grown, 90c per bu. and \$2.25 per bbl.

Cantaloupes—Indiana stock is now selling on the following basis:

Standards, 45s ----- \$4.50

Ponys, 54s ----- 4.00

Flats ----- 2.00

Honey Dew ----- 3.00

Carrots—30c per doz. for home grown.

Cauliflower—\$3.50 per doz. for California.

Celery—Home grown ranges from 40@50c per bunch.

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

Cucumbers — Home grown hot house, \$1 per doz.

Currants—\$3.50 per 16 qt. crate for either red or white.

Eggs—Jobbers pay 46c f. o. b. shipping point for fresh candled, including cases.

Egg Plant—\$3 per crate of 24 to 36.

Gooseberries—\$3 per 16 qt. crate.

Green Corn—22c per doz. for either Yellow Bantam or Evergreen.

Green Onions—25c per doz. bunches for home grown.

Green Peppers—25c per doz.

Lemons—Extra fancy Californias sell as follows:

300 size, per box ----- \$5.50

270 size, per box ----- 5.50

240 size, per box ----- 5.00

Fancy Californias sell as follows:

300 size, per box ----- \$5.00

270 size, per box ----- 4.75

240 size, per box ----- 4.25

Green Peas—\$3 per bu. for home grown.

Lettuce—Home grown, \$1.50 for head and 85c for leaf.

Onions—Spanish, \$2.75 per crate;

Illinois Yellow, 70 lb. bags, \$2.50;

California, 100 lb. sacks, \$3.50.

Oranges—Fancy California Valencia now sell as follows:

100 ----- \$8.00

126 ----- 8.00

150 ----- 8.00

176 ----- 8.00

200 ----- 8.00

216 ----- 8.00

250 ----- 7.50

288 ----- 7.00

324 ----- 6.75

Parsley—60c per doz. bunches.

Peaches—The market is well supplied with Elbertas from Georgia, which command \$4.50 per bu. or \$4.25 per 6 basket crate.

Pickling Onions—\$2.25 per box of 16 lbs.

Pieplant—\$1.50 per bu. for home grown.

Pop Corn—\$2.25 per bu. for ear; shelled rice, 10c per lb.

Potatoes—Home grown command

\$1.50@1.75 per bu. Cobblers from Virginia range around \$6 per bbl.

Radishes—Outdoor grown, 20c per doz. bunches.

Raspberries—\$5.50 for red and \$5 for black.

Spinach—\$1.25 per bu.

String Beans—\$2 per bu.

Tomatoes—Home grown hot house, \$1.10 per 7 lb. basket; garden grown, 75c.

Water Melons—60@75c for Missouri.

Wax Beans—\$2 per bu.

Whortleberries—\$4.50@5 per crate of 16 qts. Very scarce and hard to get. Extra fancy would easily bring \$5.

Our Saginaw Correspondent To Remove To Colorado.

Saginaw, Aug. 10—It is with a great deal of regret that I pen the following farewell lines to you, but I feel that it would be unfair and ungrateful for me to leave Old Michigan without showing in my feeble way a certain appreciation for the many acts of kindness you have shown me and the fraternity with which I have been affiliated, the United Commercial Travelers.

Personally, I feel the better man for having met you. The reading of your sound business ethics and fair deal methods, your many wonderful articles on Americanism, etc., have proved to be a good schooling for me, as they will for anyone who will take the time and be open minded enough to ponder the pages of the Tradesman.

Your fearless attacks upon unfair and unjust business methods of stock fire insurance companies, mail order houses and trading stamp manipulators have won for you an enviable reputation in the business world.

In my eighteen years service on the road I have never left a place with as much regret as I do in parting company with my Michigan friends and business interests. However, failing health is driving me West. There I go, seeking a climate which I hope I may find better adapted to my physical requirements. L. M. Steward.

Voices From the Upper Peninsula.

McDougall Mercantile Co., Munising, says: "We are pleased to renew. The Tradesman is the one solid trade journal that can be depended upon to work for and protect the trade at all times. It is a strictly up-to-date paper and the very best we have ever received on our desk. It keeps us posted and we appreciate the good work it is doing."

J. L. Bradford, Ishpeming, says: "I have taken the Tradesman for many years and should feel lost without it. There is much very valuable information in it. Mr. Stowe has done and is always doing much for the merchants and the trade in general and we should all show our appreciation by taking his paper, which is worth many times what it costs to any one handling merchandise."

Nelson House, Ishpeming, says: "The Tradesman is fine. The traveling salesman all like to read it and I find there is much valuable information in it. I think a first-class hotel where traveling men stop is not complete without the Michigan Tradesman on its desk."

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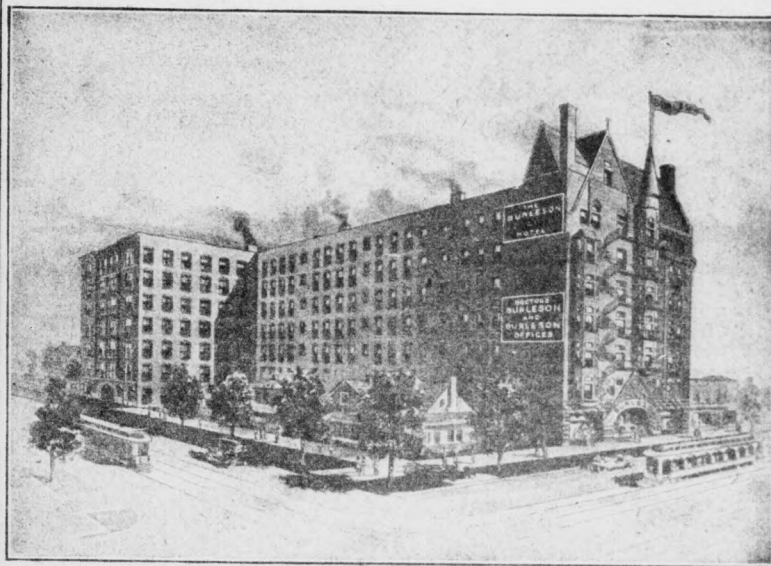
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