

# MICHIGAN TRADESMAN

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Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 8, 1920

Number 1929

## THE BASIS OF SUCCESS

A store has no right to succeed unless it is of real service to the community. Real service in a store consists in giving people merchandise of reliable quality for the lowest possible price, provided that merchandise is made and sold under just conditions.

The relentless application of this fundamental to every function of the business will greatly strengthen its ideals and greatly increase the success of the business. It is dependent for its value on its application to every question arising in the business and not only to some questions. So applied it will exclude anything, however desirable or benevolent in itself, that increases prices unless it is justified under the above rule.

No store can be a permanent success—and, of course, if it does not succeed it is not an ideal store—unless the fundamental truth that service must be the guiding purpose of the storekeeper is recognized, and it must be service not only to the public, but to the work people in the store. We should be careful to appreciate the important fact that our associates are entitled to an opportunity to work out for themselves their own remedies. This means that instead of handing down a ready-made scheme of betterment, we should give them freedom to better themselves. There can be no real freedom unless there is a margin of income over outgo, so that after the pay envelope has made provision for the necessary food, clothing and shelter, there must be sufficient remainder for recreation, for education, and for illness and old age.

Edward A. Filene.



# A Healthful Hint

How many of your customers know about Fleischmann's Yeast for Health?

The Yeast you have been selling for years is now being used by thousands to keep a clear complexion, to complete a deficient diet, and increase the disease resistance power of the body.

It is valuable in many other ways to promote Good Health.

You can increase your sales and your profits by interesting your customers in Yeast for Health.

Read our booklet "Yeast for Health" and explain the curative power of Fleischmann's Yeast to your customer.

## 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

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#### New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

### FIELD SEEDS

For Use Wherever Seeds Are Sown



TRADE MARK  
**BRANDNU**

Continental Seed Company

Lock Drawer 730  
CHICAGO, U. S. A.

## THE WEST MICHIGAN STATE FAIR IS THE LARGEST AGRICULTURAL FAIR IN THE MIDDLE WEST

Because it offers the largest amount for premiums and encourages agricultural competition

\$35,000  
PREMIUMS

432 Attractions

OPEN  
EVENINGS

PRE WAR  
ADMISSION

50c 7 A.M.-5 P.M. 50c 25c 5 P.M.-11 P.M. 25c

GRAND RAPIDS REDUCED RATES ON ALL RAILROADS

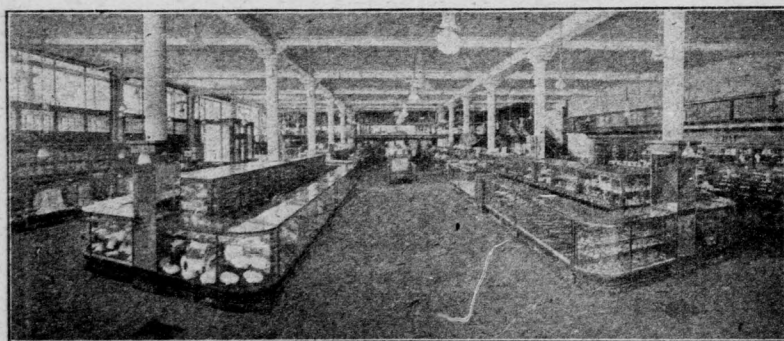


\$35,000  
PREMIUMS

432 Attractions

OPEN  
EVENINGS

PRE WAR  
ADMISSION



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**



## FRANKLIN GOLDEN SYRUP



a cane sugar product  
of the quality of  
Franklin Package  
Sugars.

Delicious for table  
use—just right for  
cooking.

The Franklin Sugar Refining Company  
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



## SEVEN BIG SELLERS

AND THERE ARE

## SEVENTEEN MORE



## RED CROWN INSTANT SERVICE CANNED MEATS

Home Packing Company  
CHICAGO, U. S. A.





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## MICHIGAN TRADESMAN

(Unlike any other paper.)  
Frank, Free and Fearless for the Good  
That We Can Do.

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by

TRADESMAN COMPANY.

Grand Rapids.

E. A. STOWE, Editor.

### Subscription Price.

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in advance.

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issues a month or more old, 15 cents;  
issues a year or more old, 25 cents; issues  
five years or more old, 50 cents.

Entered at the Postoffice of Grand  
Rapids under Act of March 3, 1879.

### NO NEED FOR PESSIMISM.

The reaction of grocery trade psychology from the recent paroxysm of alarm about the sugar slump and its consequent losses is developing strikingly the fact that it doesn't pay to get scared unduly; also that had the same logic been appreciated several months back there would have been no need for the recurrence now.

It also appears, on the testimony of the best leaders in trade thought, that after all there is no great need for pessimism in the food trades; probably less there than anywhere else. Look into the facts in your own region and see if there isn't genuine occasion for cheerfulness—also of courage and caution. In fact, the probability is that the very nervousness which has given so many a grocer "the willies" is the surest sign of conservatism and safety.

As stated in these columns long ago, and more than once, the wartime experiences of the grocer taught a tremendously valuable lesson in caution. First of all they caused him to adopt sharp methods of closehauling his outstanding credits. It showed him the value of carrying small stocks as a safeguard against sudden declines in high priced products. It led him to allow "the other fellow" to carry the surplus and pay the resultant overhead. It got him out of the habit of speculating on uncertain products bought as futures and into the habit of buying as needed. It taught him a few things about the "invisible supply" and gave him a realization that there is a certain reasonably certain demand for a given food product which is bound to prevail, and if the order does not come in to-day it will to-morrow; also vice versa.

Therefore, it should have been expected that while grocers kept small stocks, a temporary flurry in sugar should not justify such a scare. Statistics showed that, while there was an apparent shortage of supply, there had not really been an actual increase in final consumption; wherefore, wise-

acres stood pat, and others should have, in the belief that the "invisible supply" was in someone's hands rather than their interiors. The only things that really inflated sugar prices were inordinate buying mania and a penchant among speculators to "get theirs while the getting was good." And a lot of people fell into the trap, as they well realize to-day.

But back of it all there is a great deal in the situation that is encouraging and should make the grocer wipe out the sugar loss and make the most of other situations. For instance, a lot of grocers ought to feel pretty good because they didn't load up on canned goods when the canners clamored for them to do so. The same joy should actuate the canner who refused to load up on acreage at fancy prices, which have now slumped.

Actually, there is likely to be as good a volume of grocery business this year as ever. The consumer's buying power is not impaired nor is his appetite, and with small stocks on hand there is bound to be a sharp turnover. Small stocks mean low interest and depreciation charges and prices are not likely to be as high on many lines as had been expected. The annoyance of transportation inefficiency will be less than for some time past when the railroads have made good their replacement intentions.

The food trade is one of the stablest businesses in existence. People must eat and if they have money, as they have, they will buy. Small accumulations of goods all along the line mean certain ordering from retailer to jobber, jobber to packer and producer. In fact, the house-cleaning of Mr. Hoover made the trade a good deal better place to live in than it ever was before. Of course, there may be a little dust left, but dust isn't as bad as germ-laden dirt.

### LESSON OF THE PRIMARY.

From reports not 50 per cent. of the electorate evinced enough interest in the choice of candidates who shall control the expenditure of State funds for the two years to follow January 1 next to go to the polls and vote. This does not promise well for the success of popular government.

The Tradesman is very anxious that some form of choosing our candidates for public office shall be selected that will require a majority rather than a plurality, the unwisdom of the latter having been so clearly demonstrated in the recent campaign. To this end we hope the next Legislature will have both the wisdom and courage to change the present primary law or repeal it and enact such a law as will, while protecting the interests of the individual voter, demand some majority expression of public will, and also change the sec-

tion relative to the amount that may be expended for obtaining the nomination, so that the candidates will not be forced to either violate the law openly or perjure themselves.

The Tradesman is well aware that Mr. Glasgow's openly expressed position on this question may not have met with universal favor, but that is not material so long as we know this objection to be political only and that each and every one of us know that the present primary law as to State officers—in fact, for the selection of any official in a larger political division than a county—is wrong in principal. If, therefore, his position has or shall awaken such a feeling as shall result in the needed change being made, he will feel well satisfied that he has rendered the public a distinct service of value.

It is to be hoped that the incoming governor will use his influence and power to the end that Michigan expenses may be kept well within reasonable bounds; that personal political debts will not be paid at public expense; that a perfected budget system may be made effective; that class legislation will not be permitted and that the Legislature may be led to pass fewer rather than more laws and insist that the laws that are of real value be enforced. To this programme every good citizen should give his hearty approval.

### IMPERIOUS DEMANDS.

Union labor autocrats in England have been staggered in their threat to precipitate a universal strike unless the government of the realm is practically turned over to them and converted into the same kind of chaos from which Russia is now suffering. As the time comes to go to the scratch, the leaders of the miners show a desire to postpone the fight and to compromise the issue. They have not failed to note the announced purpose of the great industries to shut down instantly and completely, if there is a coal strike. Universal stopping of work would be a straight road to universal resumption of mining. The probabilities are strong that there will be a peaceful settlement. Yet the ideas and the impulses behind the imperious demands of the British coal miners manifest themselves in many countries and in many guises. We have examples here at home. Bodies of union workingmen meet and resolve that the Government must do thus and so, in foreign as well as in domestic policies, or suffer, along with the people, terrible consequences.

Before such threats no government can possibly lie down. It is bound to defend and exert its lawful authority. It must vindicate its dignity.

For this there is a deeper reason than mere power. The government stands in a representative capacity. It is a government by consent. Its voice is the voice of the majority. What it must strive to secure is the well-being of the mass of citizens who have placed it in office and given it solemn duties to discharge. To challenge the government, in the way of the Soviet or the "Direct Actionists," is to challenge the democracy which stands behind the government. We are not yet ready to establish the principle that all governments derive their just powers from the dissent of the governed.

### THE SITUATION IN COTTON.

What appeared to astonish some cotton men was the fact that quotations dropped rather heavily during the week, following the publication of a report from the Department of Agriculture which logically ought to have had the reverse effect. This report was an estimate of the probable yield this year, based on conditions as of Aug. 35. Its forecast was for a crop of 12,783,000 bales exclusive of linters, which, while quite fair compared to recent years and above the estimate of a month before, is much less than the predictions on which a rather active bear campaign was carried on the week before. But not all take the official estimates as gospel. In the main they have been shown by the census figures to be underestimates. Then, too, the amount of the carryover from last year and the curtailment of takings by spinners had their influence in keeping down the quotations. Little heed was given to the doings of the cotton convention at Montgomery, Ala., where divers kinds of action were solemnly resolved upon to keep up the price of cotton to 40 cents or more by withholding the article from the market by curtailing future acreage and by securing State aid for storage and the like. Nothing was said, however, of more careful selection of seed and scientific cultivation so as to obtain a greater yield per acre. The goods market remains listless, with a general disinclination to buy because of a prevalent belief that prices have not yet touched bottom. Last month showed declines in values of gray goods varying from 13 1-3 to 35 cents a pound, while the drop in raw cotton was only 8 1/4 cents. Sales in the local market were, in general, small and mostly from second hands. Jobbers are holding back on their orders for Spring gingham and percales have declined about one-third in price. Openings for Spring underwear will probably take place about the middle of the month. With yarns much lower, it is a question how the announced price increases will be met.



### Valuable Lesson Inculcated by the Sugar Debacle.

St. Louis, Sept. 7—It is not difficult for one to pick out a single factor such as overproduction and from this be led to the conclusion that prices will decline, but it is the important faculty of combining influencing factors, which more clearly indicate the trend of events.

It is our belief that coming events can, in a large measure, be forecast by properly taking into consideration certain facts and tendencies, the signs of which are always present and which, if recognized, foretell what is coming just as clearly as the coming storm can be foretold.

Take the sugar situation for illustration—we believe that there were many well defined indications of the impending decline. It might be well to present a view of them in order that we may catch some glimpse of how these various influences work together toward a given end:

1. With but few exceptions there is hardly a commodity that has experienced such an abnormal increase in price as sugar. From the low point of 1914 we witnessed advances culminating between 500 per cent. and 600 per cent. This should have aroused considerable interest when making contracts for sugar.

2. The early custom of billing sugar was to guarantee the price against day of shipment—in some cases against day of arrival. This condition was removed from sugar contracts and should have of itself formed a basis for extreme caution.

3. It was very noticeable that even when we were passing through the so-called sugar famine, a careful analysis of deliveries would have indicated that while it was difficult to pile up reserve stocks, yet, when the price was paid, sugar could be had in all quantities needed, indicating that price was a controlling factor in the supply.

4. When restrictions were placed on sugar by Government regulations and the consumer limited to one and two pound lots at each purchase, a twofold effect was noticeable:

(a) Great conservatism was exercised in the consumption of sugar.

(b) The housewife began to buy from every corner grocery and soon sugar began to accumulate in the hands of the consumer until to-day we find a great many homes with a larger supply of sugar on hand than has been the case for many years.

The facts are that because of the extremely high price of sugar the housewife was using only the minimum amount of sugar but she was buying the maximum.

5. In the early days of the Sugar Equalization Board it is a matter of common knowledge that the United States Government had an option on the then growing Cuban crop. In the face of urgent recommendation that this option be exercised the authorities decided to let the law of supply and demand take its natural course, they predicting that sugar would not advance. The option was then allowed to lapse, and we were soon advised that Great Britain had stepped in and purchased a large and unusual portion of the sugar crop. Immediately propaganda relative to the 'shortage of sugar' was spread broadcast. One very significant fact in this connection was overlooked, viz., that this sugar was not transported to Europe. Here was presented a factor which should have led the cautious observer to weigh it carefully along with others when deciding upon the sugar programme for the coming season.

6. Because of the widespread publicity given to this so-called 'shortage of sugar' jobbers throughout the country were induced to place orders for sugar far beyond their requirements which, of itself is indicative of dangerous possibilities.

7. A great many jobbers were led into the belief that they were doing an enormous volume of sugar business. One jobber recently remarked

that in 1914 his sugar sales averaged \$60,000 a month, whereas so far in 1920 they have averaged \$200,000 per month. It does not take much calculation to figure that this jobber has actually sold less sugar than during 1914. With sugar ranging from 24c to 28c per pound, the volume looked extremely large, and the failure to analyze these figures properly, led to great optimism finally resulting in heavy purchases of sugar.

8. During the last three months a change has been apparent in the turnover of sugar. This turnover was very spotted. At times it reached great rapidity and all past records were completely obliterated, again, and at most unexpected times, it almost reached a normal turnover; then quite suddenly, sugar stocks began to accumulate—first, in the primary markets and second, in the hands of the jobbers. The first sign of the accumulation of sugar stocks should have been taken as a distinct warning and while it may have been necessary to purchase sugar in order that daily needs might be met, there certainly was no basis for entering into long contracts.

Now, take all these facts into consideration and turn to your record of turnover. Sugar is the most important single item in your business. It comprises from 20 per cent. to 25 per cent. of the wholesale grocer's volume and certainly with the price reaching such abnormal heights and with the turnover beginning to slow down—what clearer warning is necessary that some change is about to take place? At all times and under every circumstance, slowing down of the turnover of any department or item should be the signal for a careful review of all factors which might influence such slowing down.

Harry Sloan.

### Annual Meeting Michigan Bean Jobbers Association.

Lansing, Sept. 7—The annual meeting will be held on Sept. 28 and 29. The question as to whether the meeting will be held in Saginaw, Lansing or Detroit, not having been decided. The place of holding the meeting will be determined and announced in bulletin next week.

The program committee expect to have an interesting program.

The committee on revision of constitution and by-laws, appointed by Mr. Braisch in accordance with resolution passed at the mid-winter meeting in Detroit, will report at the executive session, Sept. 29.

All members will receive within a few days a complete report of the proceedings of the meeting in Chicago August 17 and 18 for the purpose of forming a National Bean Federation. This will enable members to give the question full consideration before the annual meeting, as the question whether the Michigan Association should join the National Federation as an organization will be determined at that time. Frank B. Drees, Sec'y.

### Cannot Play the Game Both Ways.

Almont, Sept. 7—Here is where we say, "I told you so." C. B. Scully got just what was coming to him. Now the editor of the Almont Herald advises his readers that he has a list of those that voted against Scully in Almont, which he will be glad to show anyone. Better go slow, ye editor, the ballot is secret. Would you like to go on record and tell on the stand how you got these names? The writer suggests that you get out a special edition of your valued paper and print the names of the 70,000 voters throughout the State who did not vote for Scully. No one contributed to Scully's defeat more than he did. It is not possible to play the game both ways and not get caught.

P. J. Hayden.

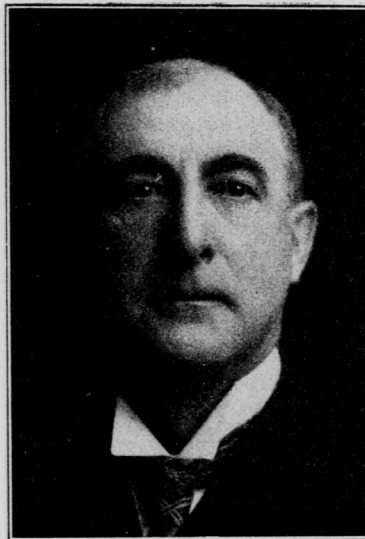
The easiest way to get out of a mistake is not to make it. No after-explanation is equal to looking ahead and avoiding the error.

### Death of Veteran Detroit Traveling Salesman.

Detroit, Oct. 6—Funeral services for John W. Schram, veteran traveling man, who died last Thursday, were held at the residence, 609 West Grand boulevard, Friday afternoon. Death resulted from injuries inflicted in a street car accident in Toledo early last winter. Mr. Schram was one of the best known shoe salesmen in Southern Michigan and Ohio, covering this territory for nearly forty years.

#### Biographical.

J. W. Schram was born in Grimsby, Ont., in 1851. He sold agricultural implements for Nichols & Walker, of Streetsville, Ont., for five years, from 1872 to 1877. He then accepted a position as traveling salesman for James Popham & Co., boot and shoe dealers of Montreal, covering Ontario, remaining with that house until 1886, when he came to Detroit and engaged with Snedcor & Hathaway, representing them in Southern Michigan until 1892. He then severed his connection with that house and took a position with the C. E. Smith Shoe Co., traveling in Ohio and Southern Michigan. He remained with that house until 1905, when he engaged to travel for Lewis P. Ross, manufacturer of shoes at Rochester, N. Y.



The Late John W. Schram.

Mr. Schram was a member of the Michigan Knights of the Grip and attended every State meeting from 1899 until the organization disbanded. He served two years as a member of the Executive Board and two years as Treasurer. Mr. Schram was among the workers who labored for the enactment of the first Northern mileage books and, after its abandonment by the railroads, he was active in securing the second Michigan book. He was also identified with the 2 cent a mile bill in Ohio and was untiring in his efforts to obtain legislation of a similar character in Michigan. Mr. Schram always worked for the best interests of the traveling men. He was Secretary and Treasurer of Cadillac Council, No. 143, of Detroit, for six years and was chairman of the Executive Board of the Grand Council of Michigan, United Commercial Travelers of America. He was also a member of the Knights of the Loyal Guards, Detroit Lodge of Elks, No. 34, Corinthian Lodge, F. & A. M., Royal Arch Michigan Sovereign Consistory and Moslem Temple Mystic Shrine.

Deceased is survived by his widow, Fanny; A. J. Schram, of Pittsburgh; Sturat M. Schram, of Jackson, and Miss Jessie Schram, Robert Schram, Norman H. Schram, Mrs. R. A. Haughton and Mrs. W. J. Cross, of Detroit.

### Michigan Voters Gold Bricked Again.

Grandville, Sept. 4—Campbell fell because he was a class candidate.

We may well believe this, and the outcome of the primary election serves to point a moral and adorn a tale.

We were up against the primary farce, as we have been many times before and with about the usual results. It is high time to call a halt to class candidates and to class legislation. The result of last Tuesday's election may not be the best that could be attained, but it certainly made declaration that no candidate posing as the especial promoter of one class of citizens as against the whole can hope for the approval of the voter.

Glasgow and Mott were in no sense class candidates and it was the fault of the system of electing that defeated the will of the people. A small minority named the successful candidate.

It does seem that a majority should rule even in nominating party candidates for office. The old convention system was founded on this theory, however much it lacked in practical results.

The will of the people should be the law of the land. How long has this ceased to be the fact in Michigan primary elections?

The vote, despite the addition of the newly enfranchised women, was unusually light. People are not falling over themselves to go to the polls and vote in the primaries. There is none of the party convention system left, none of the methods which guaranteed a strict party vote at the nominating places.

There is nothing to deter the Democrats, with only one candidate in the field, going into the primary as quasi Republicans and casting ballots for the least desirable man up for office on the opposition ticket, thus insuring his defeat at the polls on election day.

The lameness of this part of the primary method either should be remedied, else the whole bundle of absurdities connected with the new way should be cast into the scrap heap and a more sensible method for nominations adopted.

To be continually gold-bricked, as the Michigan electorate has been ever since the Republicans nominated Henry Ford for President, is not what the advocates of primary nominations have cracked it up to be.

There are reforms and reforms, and the primary nomination law is one of these that is itself in sad need of reformation. Old Timer.

### Boasts of Largest Membership.

One out of every ten persons in Alpena is a member of the Board of Commerce of that city. Recently the Alpena Board of Commerce conducted a membership drive handled entirely by local people. The drive lasted for five days in which time the membership was increased from 114 to over 1,400. The officers of the organization say that proportionately they have the largest membership in the United States.

## 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.



# Buying Spices

As a retail grocer you have the responsibility of handing the housewife *good* spices. This is particularly true at this time of the year when she is doing her preserving.

You must be able to assure her that you are giving her the best spices in the market. You ought to know that the spices you are selling *are* the best spices that you can procure.

This question is very important to us. It is so important that we have hired independent chemists to do our analyzing. These analyses give us some very startling information about some lines of spices. These analyses show which is the best line of spices. These analyses were expensive, but they are wonderfully profitable, because *we* now know that Quaker Spices are the *best* spices.

If you want to sell the best spices that money can buy, sell Quaker Spices. They are *best* by *test*—they are best by an independent test!

## Quaker Spices in packages

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### WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.





### Movement of Merchants.

Jackson—The Brewer Coal Co. has increased its capital stock from \$18,000 to \$60,000.

Flint—M. A. Olds has sold his grocery stock at 2110 North street to Louis Schmieder.

Owosso—The Young-Randolph Seed Co. has changed its name to the George W. Young Co.

Baroda—The Baroda State Bank has been incorporated with an authorized capital stock of \$20,000.

St. Joseph—The Commercial National Bank has purchased a site and will erect a banking building.

Cedar Springs—E. B. Culver is closing out his stock of jewelry and will remove to Grand Rapids.

Cement City—The Bank of Cement City has been incorporated with an authorized capital stock of \$25,000.

Muskegon—The Muskegon Trust Co. has been incorporated with an authorized capital stock of \$150,000.

Eaton Rapids—The Grand Union Tea Co. has opened a store in the building formerly occupied by the Graham Drug Co.

Ruth—The Ruth Co-Operative Co. has been organized to conduct a general mercantile business, with an authorized capital stock of \$12,000, \$6,800 of which has been subscribed and paid in in cash.

Allegan—J. K. King has bought the bankrupt Sturgis & McLaughlin grocery stock and has taken possession. New goods have been ordered and when they arrive Mr. King will open on the cash-and-carry plan.

Hubbell—Field Bros. has been incorporated to conduct a general mercantile business, with an authorized capital stock of \$35,000, all of which has been subscribed and paid in, \$21.90 in cash and \$34,978.10 in property.

Tamarack—The Tamarack Co-Operative Association has been incorporated to conduct a general mercantile business, with an authorized capital stock of \$100,000, of which amount \$60,230 has been paid in in cash.

Waldron—B. A. Hubbard and Rush W. Reynolds have sold their interest in the Bank of Waldron to B. J. Foster of the Hudson State Savings Bank. The new bank will be known as the Farmers & Merchants' Bank of Waldron.

Ishpeming—Cohodas Bros., who conduct a chain of wholesale and retail fruit and vegetable stores in the copper and iron countries, have closed their retail stores here and in Houghton and Hancock and will devote their entire attention to their wholesale business.

Owosso—The Wolverine Sign Co.

has merged its business into a stock company under the style of the Wolverine Sign Works, with an authorized capital stock of \$75,000 common and \$25,000 preferred, of which amount \$50,000 has been subscribed and paid in in property.

### Manufacturing Matters.

Sault Ste. Marie—The Scott Quarry Co. has removed its business offices to Manistique.

Flint—The Dort Motor Car Co. has increased its capitalization from \$3,500,000 to \$4,000,000.

Muskegon—The Shaw-Walker Co. has increased its capital stock from \$1,300,000 to \$1,500,000.

Detroit—The Advance Lumber & Shingle Co. has increased its capital stock from \$20,000 to \$200,000.

Detroit—The Horton-Cato Manufacturing Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Eagle Candy Manufacturing Co. has increased its capital stock from \$50,000 to \$150,000.

Muskegon—The Muskegon Commercial Body Co. has increased its capital stock from \$25,000 to \$28,000.

Detroit—The National Furniture & Manufacturing Co. has increased its capital stock from \$10,000 to \$100,000.

Monroe—Work on the new Hemmeter cigar factory is being rushed and it is expected the plant will be completed and ready for use early in the fall.

Detroit—The Liberty Oil Co. has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in property.

Detroit—The Zenith Foundry Co. has been incorporated with an authorized capital stock of \$125,000, \$90,000 of which has been subscribed and paid in in cash.

Sault Ste. Marie—The Lynch Timber Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and \$25,000 paid in in cash.

Detroit—The Motor Lubricants Corporation has been organized with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,000 paid in in cash.

Detroit—The Solar Aerial Co. has been incorporated with an authorized capital stock of \$6,000, of which amount \$3,020 has been subscribed and paid in, \$20.00 in cash and \$3,000 in property.

Hubbardston—Barney and Gregory Miller have formed a copartnership under the style of Miller Bros. and purchased the plant of the Hubbards-ton Milling Co., taking immediate possession.

Jackson—The Reynolds Spring Co. increased its business more than 300 per cent. during the last year, according to reports recently issued. The firm also increased its resources from \$1,065,929 to \$2,223,917 during the same period.

Litchfield—Charles G. Sherk has been appointed president of the Wolf Lumber Co., a new firm capitalized at \$50,000. Other officers are: W. R. Freeman, vice-president; R. J. Simpson, Secretary; J. C. Wolf, Treasurer; Adam Wolf, Manager.

Jackson—The Hinckley-Myers Co., manufacturer of garage equipment, tools, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$125,000 common and \$25,000 preferred, of which amount \$115,000 has been subscribed, \$20,000 paid in in cash and \$95,000 in property.

Allegan—The Hughes Steel Equipment Co. is Allegan's latest bid for industrial note. Organized only last spring, this concern is just moving into an up-to-date factory built especially for its class of work, and on the main street, where electric power can be obtained. The company makes steel equipment for factories, including chairs, stools, trucks, etc. All Hughes chairs and stools are equipped with the company's patent device, an "easy sliding foot." C. S. Hughes is President of the corporation; N. B. Hughes, Vice-President, and G. C. Hughes, Secretary and Treasurer. The capital is \$50,000.

### General Conditions in Wheat and Flour.

Written for the Tradesman.

During the past week cash wheat has advanced 6c per bushel, December Option 7c, March Option 8c and flour has advanced from 25c to 50c per barrel.

Trading in flour has been of heavier volume than at any time during the past ninety days, and while it is not expected material advances will develop at the present time, it is probable lower prices are also out of the question for the next four or five months at least.

The movement of wheat has not been heavy; receipts are considerably under those of a year ago.

Flour buying was of the smallest volume during August it has been for the same period during the past ten years and yet prices held firmly and, in fact, advanced approximately 35c per bushel from the low point.

The yields of European crops as a general thing have proven disappointing, consequently buying of our wheat by foreigners has been of heavier volume than was earlier anticipated. This has been a factor in forcing prices to a little higher level.

As a matter of fact the weight of the winter wheat and spring wheat crops have had full force and effect. Prices of cash wheat have not collapsed under the pressure despite the fact mills, flour buyers and speculators used their influence to bring about a lower price level by practically staying out of the market, or selling short.

Many flour buyers still refuse to take hold, anticipating lower values. Nevertheless, it appears that flour is

going to hold reasonably firm up to, at least, the first of the year.

We do not believe in buying heavily for distant delivery, but it does seem advisable to purchase, at least, thirty days' requirements of flour and get it under way, as railroad conditions have not improved to any great extent of the public and a demand on the part of the public for flour will find many dealers without supplies and unable to obtain them promptly.

Undoubtedly, the trend of prices for a period of two or three years will be downward on wheat and flour, as well as other food stuffs, household commodities, furnishings, etc.

The money market is a trifle easier; prospects are reasonably bright for the immediate future. Business is good as a general thing; bank clearings are heavier than a year ago.

It is true the public is practicing more economy which is a good thing for everyone. However, to expect too rapid a slump in prices brings out the idea of a panic, for it is apparent prices cannot come down abruptly without a severe business upheaval, which does not seem imminent and we hope will not develop even in the distant future. A gradual reduction in values to a lower level will cause much less disturbance than a sudden drop.

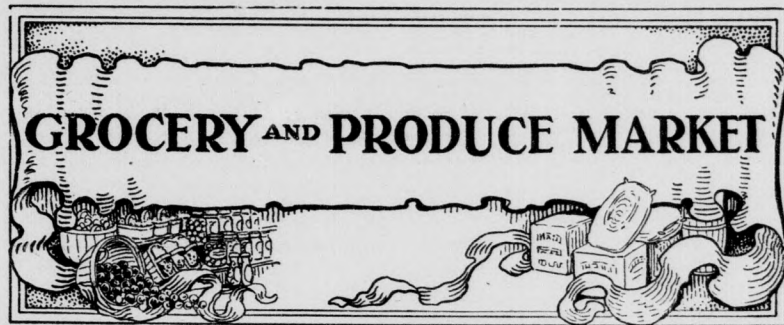
"Business as usual" should be the watch word. The demands of Europe for the next four or five years are going to be heavy. Building material of all kinds is in heavy demand. Practically every large city of the country is suffering from lack of sufficient houses to shelter the people. Construction work has been held up in a great many cases, not so much because of the high prices, but on account of the inability to obtain raw material. This is particularly true of cement.

No large reserves of wheat or other grains have been built up, and while the oat and corn crop prospects are good as far as the United States is concerned, the wheat crop is considerably under last year's, around 175,000,000 less. These conditions are bound to make themselves felt, and we believe it is not wise to run stocks to too low a point from the standpoint of good business, for the time will soon come when stocks must be replenished and should everyone go into the market at the same time and buy even in a limited way, values would certainly be enhanced. This is particularly true of wheat and flour, consequently we advise having three or four weeks' supply either on the way or in stock. Lloyd E. Smith.

### Turpentine to the Rescue.

If you can't grow it, make it, is the motto of the chemical industry. The allotment to this country by the Japanese camphor monopoly is too small and the price is too high. Refined camphor brings \$2 a pound as against 50c a few years ago. Three large chemical companies have begun the manufacture of synthetic camphor from turpentine. Camphor mixed with gun cotton is an important ingredient of celluloid. Thus a home product may parry a threatened blow to the American woman's toilet table and the moving picture industry.





### Essential Features of the Grocery Staples.

Retail grocers will be interested in speculation as to whether there will be a return to the handling of goods in bulk.

The package goods have grown in favor for years on the ground they are sanitary and from the viewpoint of the grocer they save the expense and annoyance of having to repack goods for the consumer.

Several reasons are given by those who see ahead the possibility that in some lines the package will go by the board, for the time being at least. One of these is the increasing cost and scarcity of containers. In nearly every advance of late manufacturers have mentioned the increased cost of packages and containers as the reason for raising the level of prices. Another wedge in the ascent of the prices has been laid to the scarcity of materials or the inability to get packages.

Another reason for the prophecy that containers will be cut out to an extent at least is the suggested advance in classification of goods. Judging by the result of the consolidated committee hearing last week on classification changes in official Western and Southern territory, there is no doubt that glass package goods will go up. This is on top of the allowed increase in freight of 35 per cent., effective last Aug. 25.

If these rates go up so heavy that they are practically a 50 per cent. advance, due to the 35 per cent. regular increase plus an advance to result from change in classification, such goods may acquire a practically prohibitive price. Naturally this would suggest to manufacturers and the retailer that such goods be handled entirely in bulk to the dealer, who would then do as his forbears used to do in parceling out the goods to the trade.

Of course, this is a wholly speculative matter and yet it raises the question in the mind of dealers as to whether the bulk handling is not a fair method to combat the high cost of living for the consumer. Those who made an argument against the proposed change in classifications are inclined to believe they have been able to stave off part of the change indefinitely, perhaps six to eight months in some lines. There was a serious disposition apparent at the meeting of the consolidated committee for an increase by classification of all items packed in glass. The coffee change seems to have been postponed indefinitely, and some other changes for three to six months.

The feeling prevailed among those who argued against changes that when the interstate commerce com-

mission was authorized by congress to make a 35 per cent. freight rate advance it was a liberal concession and enough.

With its slogan as "Regard for the public welfare is the highest law," the Southern Wholesale Grocers association went after the proposed changes at the first hearing of the committee, which was in Atlanta. This hearing closed beginning Aug. 30 in New York City.

A classification change would affect seriously the market price and perhaps the market sale of many food-stuffs, out of a list of 600 articles which were considered, among them such as jams, jellies, preserves, canned fish, manufactured tobacco, syrup, spices, coffees and so on.

Sugar—The feature in the market has been the offering of granulated for "account of whom it may concern" by Arbuckle Bros. at 15c, less 2 per cent. for cash. This is taken to mean that the sugar is being sold for the original buyers, who possibly found themselves overbought or not in a financial position to take up their contracts. Arbuckle Bros., however, have not changed their list price. The Federal followed by a flat reduction of 1c per pound to 15c, less 2 per cent. for cash for prompt shipment. Refiners are finding it difficult to sell sugar even at the decline, due to the fact that second hand offerings had been lowered, in some instances a half cent below refiners prices, and this has demoralized the market considerably. Warner and the American continue withdrawn from the market, with Howell listing at 17.10c, but willing to accept business at 17c, they not having followed the decline to the 15c level. Local jobbers are holding standard brands of granulated at 18c, but there is very little demand.

Tea—There has been little change in the local situation during the past week. A local jobber said: "The trade still continues on a hand-to-mouth basis. There has been enquiry for tea in a small way, mostly from those who are running short on certain grades in their stock, and who are replenishing in sufficient volume to last for a few weeks. There is no disposition to buy in a large way."

Canned Fruit—Some 1919 apricots are moving at sacrifice prices, as that is the only way in which the buyer can be induced to purchase them at the moment. There are quite a few lots of various grades here held by weak holders who are anxious to unload. The better grades of peaches are maintained in full and even show a firmer tone in yellow clings, as there are not many left unsold in the open market. New packs are not being

traded in to any extent. Old pack Hawaiian pineapple is about out in all sizes of the grated and crushed packs. New goods are firm at the premiums which have prevailed of late. Apples are still neglected. Futures are no more alluring than other fruits and the market shows a tendency toward lower prices.

Canned Vegetables—Jobbers who have some money to invest are putting it in tomatoes, figuring that the bottom has most likely been reached, if not passed. The interest in Southern packs and the neglect of California new packs has been the cause of concern among brokers representing Coast connections. To put the California market on a more favorable basis the California Packing Corporation has revised its opening prices, and now offers "tentative" prices, which some take to mean that a feeler is being made to see what success will be met with at \$1.20 for standard No. 2½s, \$1 for No. 2s and 90c for No. 1s, all with trimmings in puree. The original opening price on No. 2½s was \$1.30 and the same differential prevailed on the smaller sizes compared to the decline in No. 2½s. Solid packs in No. 2½s are still held at \$1.65. Corn is not selling to speak of. There is some movement, of course, but the demand is nominal. The market favors the buyer in standard grades from all sections, but fancy is so nearly exhausted that there is little trading in this grade. There is no disposition to force new pack on the trade, as efforts to do so have led to declines. Middle Western is offered at \$1.15 factory for Maine style standards. Some of the buyers are looking for a \$1 price, but it is doubtful if the market will slump off any further. Some business is being done in peas in a small way only. A car or two here and there is selling, but the trading is the result of the efforts of brokers to bring the canner and the jobber together. Frequently a canner has a car which he is willing to sell at current quotations, but any big blocks are held off the market. What surplus the average canner has he is willing to carry. It is only the weak and the smaller Western packers who furnish the material for the present movement. Southern peas are dull also.

Canned Fish—Opening prices on Alaska salmon packed by the Alaska Packing Corporation will likely not be announced until the latter part of the week. In the meantime the market rules unchanged. Pinks and chums are urged to sale, but other grades show a steadier tone. There has been very little buying all week. Maine sardines are in limited demand in the domestic and foreign markets. The larger canners are holding out for outside quotations, but smaller operators are cutting their quotations, especially on carload orders. With the season drawing to a close and with the packing outlook rather unsatisfactory many canners are inclined to hold their fish, especially as they realize that the buying of new goods so far this season has been much less than usual. They believe that sardines will ultimately be taken, so that it is merely a question of holding un-

til the demand actually sets in. California sardines are going in a hand-to-mouth way.

Dried Fruits—The apricot crop in California, according to all reports, will run light on extra choice and fancy from the Northern section, and such grades show increased firmness. The only offering from the Coast packers is of the Southern stock. California prunes are weak and inactive on 1920 goods. Independents are offering freely but there are no takers. Some buying of 1919 prunes for prompt shipment has been accomplished during the week, as the favorable differential under new pack makes them attractive to some operators. Oregon operations are being held in abeyance until the Association names its opening prices later in the week. California packers are advising their Eastern connections that the peach crop has been damaged about 25 per cent. by the recent hot weather. A larger production than in 1919 had been expected until recently. Peeled peaches are being offered by the California Peach Growers, but unpeeled are not available. Spot trading is quiet but of fair proportions considering the movement of other dried fruits. Raisins are in the same position which they have held all week. This means a limited movement in both foreign and domestic. The Greek currant market is firm abroad at the opening of the shipping season for new crop fruit. Many local holders are reducing their 1919 stocks so as not to have competition between old and new goods. Late cable and mail advices confirm the reports of a shorter crop of figs in Smyrna than last year, but with the quality superior to what it was last season. Importers hold the market firm on account of the condition of the primary markets and they forecast advances as buying in the domestic field increases.

Rice—The market approaches stagnation as to movement and demoralization as to tone. There is very little spot demand even for the better grades, as most jobbers are slow to operate since the decline in sugar and other products and, while they are adjusting their finances, they are conservative in their buying.

Molasses—The grocery trade is placing a limited number of orders for small amounts, as there is no speculative buying but only a narrow merchandizing demand. In tone, the market is steady.

Condensed Milk—While prices on spot have held at stationary levels for more than a week, it does not mean that the market has been active enough to sustain values. That the quotations have remained unchanged has been due chiefly to the lack of a disposition to sell in the face of a very stagnant domestic and foreign demand. It does not appear to be a question of price with the buyer as to a desire not to load up at present when the industrial situation is so uncertain.

The Saline Lumber Co. has been incorporated with an authorized capital stock of \$100,000, \$75,000 of which has been subscribed and paid in in cash.



## AROUND THE WORLD.

Graphic Impressions Recorded By  
Noted Globe Trotter.

Fujiya Hotel, Miyanoshta, Japan. March 3—We arrived at Yokohama on Monday morning, February 26, about 8:30. The entrance to the harbor is interesting, but not particularly inspiring. With the exception of some small craft, everything else in sight appeared the same as the harbor of almost any continental or American seaport town. There were probably ten large steamers, carrying various flags, anchored in the harbor or lying alongside the docks. The docks are very large and appear to be nearly a half mile long.

We were delayed considerably in landing by the formalities of the health officers, who assembled the passengers in the dining saloon, insisting that they should pass in single file upon roll call and then, as we passed them, utterly ignored us—their idea, I suppose of modern civilization.

The Mayor of Yokohama (Otang) came down to make an address of welcome. He has a very strong face and is, I should say, a man of 60 years. The Mayor, by the way, is chosen by the Assembly (City Council) with the consent of the crown, the Assembly being elected by the people. Those who pay as much as fifteen yen (\$7.50) per annum manufacturing or personal tax are qualified to vote for Assemblymen. Twenty-five yen (\$12.50) tax, however, is necessary to vote for members of Parliament. This body is similar to and modeled after the British Parliament.

The Across-Japan party of which we are members, numbering about seventy in all, was divided into sub-parties of ten, each having its own guide. While we all stop at the same hotels, each sub-party does its sight seeing independently. Our guide (Hori) is a merry, wide-awake fellow, with a fair knowledge of English, in fact, English is universally spoken, its study being compulsory in the higher school grades.

Upon going ashore we had our first rickshaw ride and since that time the rickshaw men have never ceased to be a wonder to us all. We have about come to the conclusion that they are not to be rated as human beings at all. Few of them understand a word of English and most of them not even the simplest sign language. Luckily, however, they do understand when you give them the name of your hotel, so if you do not forget that, you can eventually land at home.

Our first morning in Yokohama was spent "spending," that is, we all went shopping, principally to lay in a stock of light clothing for the tropics. Materials are very cheap and the tailors (Chinese) good. They are copyists and copy well. Your clothes are made after models which you furnish them. I bought two pongee coats, four pairs of trousers and two pairs of breeches, copied after a suit of the same material that I had purchased in New York. The one New York suit cost \$75 and all of the Japanese clothes \$45.

We lunched at the Grand Hotel, where our party put up. We found our baggage in our rooms, in fact, all we have to do is pack our bags and put them in front of our doors. That is the extent of our worry in traveling. The Grand is a large, old-fashioned hotel and is patronized only by foreigners. There are several other hotels of about the same class, but the Grand is one of the landmarks. The rooms are large and the meals are excellent.

During the afternoon we rode through the town in rickshaws, in fact, that is about the only means of transportation. We also visited the foreign settlement, which is situated away out on the hill-tops. The residences, while very beautiful, are in no sense elaborate. The foreigners number only about 2,000 but their influence is much felt. They are principally engaged in the business of exporting tea and silk.

In the evening we took a ride through the Japanese "white light" district and finally landed at a tea house, where we saw our first Geisha girls (Geisha means entertainer). There is no use going into an elaborate description of a tea house. The Geisha is generally a very young thing—that is, the dancing girl—but the musician who plays and sings is usually considerably older. In all the tea houses we visited—and we were in two at Yokohama and one in Tokio—the dancing girls ranged from twelve to seventeen years. Years in Japan, however, are calculated in the same way we calculate the age of our horses. No matter if a child is born on January second or December thirty-first of any year, it becomes a year old, or is counted a year old on the first day of January.

The custom of taking off your shoes before entering a house or a temple in Japan is modified in many cases for the benefit of the foreigners, by furnishing them with cloth coverings for their shoes. You can well understand that the highly polished floors one finds there would not last long if tramped over by shoes, and our shoes are mostly muddy or have been since our arrival here six days ago.

The food that is given you in the tea houses, in the main, is not fit to eat. The vegetable soup was not bad, but the

raw fish in it was not palatable. Then the pickled fish and the pickled vegetables all tasted like pickled fish and would not do at all. Then came dried fish, which emitted a fishy odor—not at all pleasant—while the fish itself was very enjoyable. All of this is eaten with chop sticks, a somewhat difficult feat for the foreigner, and all is washed down with saki, a species of wood alcohol and which I have managed to put away without much difficulty. People can get intoxicated by a too liberal use of it, although I think this quite a task, having tried with no success. Cakes are also served, but they lack the flavor given them by Fleischmann's yeast, and apples and oranges are furnished in liberal quantities. The entertainment is very cheap in comparison with our prices. In fact, this can be said of everything in Japan.

We turned in pretty tired the first night and the next morning made an early start for Kamakura. Kamakura is about fifty miles South of Yokohama. It is on the ocean and there is a marked difference in the vegetation from Yokohama, that of Kamakura bordering on the tropical. In spite of the fact that this is winter, flowers are in bloom and in many places the plum trees are in full blossom. The visit to Kamakura is made particularly to see an image of Buddha Dai Butsu, the second largest image in Japan. It measures some forty-nine feet in height and is well worth the visit. Kamakura is now a town of only about 20,000. It was at one time a city of several hundred thousand, but has twice been destroyed by tidal waves. There are quite a few old and interesting temples to be found here—relics of former days, but all in a wonderful state of preservation. This holds good of all the temples and images that we have seen.

We lunched at the Kaihin-in Hotel, a seaside resort, where we were splendidly entertained. During the luncheon, we were visited by the Mayor's representative, who had us welcome to the city. Returning, we reached Yokohama at 4 o'clock and immediately proceeded to the shop of Kamurai Shokai, where we were (that is, our party of ten) invited to tea. Incidentally while we were having tea, very beautiful specimens of Japanese art and handiwork were shown us and I feel sure that Mr. Shokai lost no money on the tea party.

Yokohama, while having a population of over 400,000, does not give one the impression of a large city. The streets are narrow and crooked and the city appears very provincial. We left for Tokio early the next morning and there obtained quite a different idea of Japanese progression.

Tokio, with a population of 2,200,000, the fourth largest city in the world, is beautifully laid out. The streets and avenues are wide and regular, and the residences of the rich Japanese very imposing. All the foreign embassies have very handsome places and the castle of the Crown Prince is a magnificent example of modern architecture. The Imperial castle can hardly be seen from the drive-ways and its enormous grounds are entirely surrounded by a moat. There are numerous parks and in one of these (Veno Park) is located the Imperial Museum, which we visited immediately upon our arrival.

It rained at Tokio and a forty-five minute ride in a rickshaw under this condition was far from pleasant, but with the limited time at our disposal, we could not wait for fair weather. The Imperial Museum is not interesting unless one is a lover of Japanese art and comprehends its history. Then, again, it is cold and damp. We were glad to leave after a short stay, much to the disgust of our guide, as he could not understand our lack of interest and we did not gain in popularity when we absolutely refused to visit the Arms Museum to look at the arms captured from the Russians. We were cold and hungry, so had him take us to a restaurant where hot tea and sandwiches were served. Amid comfort and good food and drink, he quite forgot his grudge and gladly accepted our suggestion to hire two automobiles for the afternoon, in order to really see something of the city.

After luncheon at the Imperial Hotel, an excellent hostelry, we drove all over the city, from the poorest to the best sections, and really got a very good impression of its various conditions and phases of life. As in all Japanese cities, the buildings are very low and the poorer sections of all cities, towns and villages look much alike.

Every Japanese appears to be a merchant and you wonder where the customers come from for all the goods that are offered for sale. Tokio has an excellent traction system and also an interurban system. These were formerly owned by private corporations, but have for several years past been owned by the municipality. Tokio differs from Yokohama in that in the former place there are few foreigners, outside of the embassies. In fact, I have been told there are practically none. The shops, therefore are of quite different character and we found them more expensive.

We visited one temple, that of the Sixth Shogun. It is kept in excellent condition by his descendants and in the surrounding grounds are the tombs of the Sixth Shogun and numerous members of his family.

During our drive, we visited the Coney

Island of Tokio. This resort is practically in the center of the city and is patronized only by the lower and lower-middle classes. While we went there to see the sights, we really seemed to be the greatest attraction of the day. The entertainments are simple—no wild rides on dangerous railroads—but instead, shows arranged to suit the simple mind of the Japanese, and they really are simple in their thoughts and tastes, but withal apparently a very happy people. Such good nature and such smiling faces would be difficult to imagine.

I had rather expected to find a more modern civilization in the way of dress and customs, but very few Japanese, with the exception of the higher classes (and these you do not see on the streets), wear clothes of continental style. Seeing this country as we are, does not, of course, bring us in contact with the better class of people, and again, much is lost to us by our inability to read even the plainest sign over a shop, so that any opinion that is formed is more or less of a hit and miss, but it gives one a splendid foundation for future reading and understanding.

The country districts are more easily comprehended, for one gets closer to the people, but the landscape and vegetation must be seen to be appreciated. Japanese coloring, as it has been depicted is not in the least exaggerated, and even at this season of the year, when the country is at its worst, you marvel each day at what you have seen.

We left Tokio on Thursday, February 29, via special train for Nikko. Nikko is situated in the mountains, about three and one-half hours' ride Southeast of Tokio. The visit to Nikko is primarily to see the temple of Teyasu, built by the First Shogun. In this direction evil spirits are supposed to abound and the object of this temple is to keep the evil spirits away from Tokio. Its history and description would in themselves require pages. It is a most wonderful creation of Japanese art, executed in bronze, wood, gold, silver and lacquer. Its situation on the top of a hill, surrounded by enormous trees of great age, lends majesty to the already beautiful buildings.

We witnessed an important religious ceremony (according to our guide), that of burning the prayer book. Upon approaching the priest at the altar, each supplicant rings loudly a bronze gong, suspended from the ceiling, to drive away the evil spirits. After prayer, a page of the book is handed to him, which he places in charge of another priest. He then deposits his mite in the large contribution box, after which he is given a charm for the purpose of bringing good health and happiness to his household. In the large temple strangers are permitted to purchase saki cups (they look like ash trays) and are then given a drink of sacred saki. The significance of this, except to extract some money from the non-believers, I have not been able to ascertain.

The mountains of Japan abound in beautiful streams, which at times rise way above their banks. I asked our guide what time of the year this occurred. He answered, "During the rainy season in May and June." Well, that may be the rainy reason, but it rained the afternoon of our last day in Yokohama, the forenoon of the day in Tokio, the entire time of our stay (about a day and a half) in Nikko, during our trip here (Miyanoshta); cleared yesterday, but is raining again to-day. The weather, however, is somewhat warmer than we had anticipated and the country needs the rain. An unusual season, I am told, but then the traveler always finds unusual weather.

Our hotel at Nikko was charming. It was the first hotel we visited conducted by Japanese; service excellent and the cuisine better by far than the usual American hotel of the same class. The Japanese maids are particularly attractive as servants. They walk into your room at any time of the day to fix your fire or attend to other duties and it matters not to them whether you are in bed; whether you are in the lightest negligence or even less. Ringing for a maid to ask if my clothes could be pressed (this costs fifteen cents), she replied "Yes." I was shaving at the time, dressed only in trousers and undershirt. Pointing to my trousers, I said, "These clothes," whereupon, to my surprise, she said, "Take them now," and she did.

We left Nikko Friday, March 1, for Miyanoshta. This trip occupied the entire day. We traveled in good style, two coaches and two diners on a special train. The dining car service was very good indeed. The government (the railroads being government property) supplied special guides on our train to look after our comfort and to explain any matters we might desire to know.

These guides are young men who are students at the government railroad school. They have a very fair knowledge of English and in many cases they are sent abroad at government expense for a year or so to complete their education. Not only are they put on the trains to give information, but to gather it as well and we soon found that we were giving much more information than we were receiving. In fact, I think we were quite a source of amusement, if not knowledge, to them. One asked us to sing songs for them and especially requested "America," "The Sweet Bye and Bye" and the "Beautiful White Snow." Not being able to accommodate them with

the latter, they, in turn, sang it for us. American songs are taught in their schools. Julius Fleischman.

Oklahoma Chemists Discover Cheap  
Egg Preservative.

Stillwater, Okla., Sept 6—Drs. Hil-ton Ira Jones and Robert DuBois, of the Department of Chemistry, at the Oklahoma Agricultural and Mechanical College, at Stillwater, Okla., who have made an intensive study of the subject, say that eggs can be preserved by putting on their shells a thin film of aluminum soap.

The practical bearing of their investigation is shown by their statement that egg dealers handling millions of dollars a year report losses from spoilage as high as 25 per cent. If this waste were prevented there would undoubtedly be a noticeable decline in the prices of the ovoids and a corresponding decrease in the cost of living.

The aluminum soap in question can be prepared with soap solution, to which can be added a solution of some salt of aluminum, such as the alum of commerce, which is a sulphate of aluminum and potassium. Although the resulting precipitate is technically a soap, it is insoluble in water and must be dissolved by some such agent as gasoline, so that a film may be quickly and cheaply formed upon the shell by dipping the eggs in a solution of it. The soap itself is odorless and tasteless and therefore makes an ideal sealer, since it has no effect upon the egg. The experimenters found, however, that the usual solvent, gasoline, left a slight taste on the shell of the egg which was imparted to the contents.

Two methods of solving the problem of obtaining a tasteless application were tried and both were successful.

"The first," to quote the authors, "was to protect the eggs by a preliminary coating before sealing with the gasoline solution. The best agent for this purpose is dilute sulfuric acid. When eggs are immersed in the acid effervescence continues for about ten seconds and ceases as a coating of calcium sulfate is formed in the pores of the egg shells. The calcium sulfate acts as a polarizer and stops the reaction. The eggs are then dipped without drying and placed in a special dripping rack.

"The method of double sealing with sulfuric acid seems wholly satisfactory. The contents of the egg are sweet, and no taste of gasoline can be detected. The extra cost of the preliminary sealing, either in time or money, is negligible.

"The necessity of double dipping is without doubt a weakness and a better solution of the problem was found. Gasoline is composed largely of pentane, a practically tasteless, odorless and colorless liquid. Since gasoline dissolves aluminum soap well, it is certain that its chief constituent would do so, and the problem was to prepare chemically pure pentane on a large scale.

"The best method of preparing pentane seems to be the reduction of amylene. A very convenient and cheap process of making emylene or pentane has recently been devised by Dr. Roger Adams. By fractional distillation practically odorless and tasteless pentane can be produced. The cheapness with which pentane can now be made and the facility with which the product can be used to dissolve aluminum soap seem to make this solution of the problem satisfactory in every way."

All the researches and reports of the two scientists indicate that chemically pure pentane is, therefore, an ideal solvent for a very effective sealer and that a commercial method of its preparation has been developed.

When the boy with his first job tells his mother he is doing the real work at the office, and that his boss is getting the credit, that is the time to play a tattoo on the rotunda of the boy's jeans to bring him to his senses.





## *It's a man's job to keep up with Michigan*

In the passing of a decade, almost, Michigan, by a phenomenal growth, has leaped from comparative industrial obscurity to a commanding place among the commercial centers of the nation.

Hand in hand with this expansion, has grown the demand for telephone service in Michigan. Some idea of the problems confronting the Michigan State Telephone Company as the result of this advance in industry and population may be gained from consideration of these facts:

In 1910 the state had a population of 2,810,000, served by 143,300 of our telephones, or one for every 19½ persons.

In 1920, it is estimated from the available census returns, the population is 3,210,000, a growth of approximately 400,000, and is served by 292,851 of our telephones, meaning one for each 11 persons.

Therefore, while the population has grown 14.2 per cent, the number of telephones has grown 104.3 per cent. The company has, in the face of war conditions, material and labor shortage and skyrocketing costs, more than kept pace with Michigan's growth.

It has been necessary, in order to meet the myriad problems confronting the telephone service, for the company to make surveys and estimates, years in advance, of the volume and direction of population and industrial growth in order to intelligently build to meet it. All this company's resources and efforts have been used to meet Michigan's requirements, as indicated in these surveys.

Had the 14.2 per cent increase in population been evenly distributed the problem would have been simplified, but this growth has been greater at some points than at others. There have been times, therefore, when the surveys did not compare with requirements and times when the engineer's estimates could not be met.

But the telephone people, facing these and many other obstacles, carried on and are still carrying on, determined that their future efforts shall exceed even those of the past.

They are anxious to have the people they serve know what they are doing to solve these problems and that despite all difficulties they are determined to make Michigan's telephone service the best obtainable anywhere.

### MICHIGAN STATE TELEPHONE COMPANY



*"Our Ambition—Ideal Telephone Service for Michigan"*



## RELATING TO BIG BUSINESS.

Big business or little—which?

The warfare waged against big business in this country had its inception in the brains of those incapable of understanding and appreciating the necessities of a great and growing country like ours.

The German government understood the necessity for fostering big business that their country might grow big and strong to meet conditions which were fast forcing the nations of the world into severe competition in a commercial way.

No nation can become stalwart among the nations of the world and legislate against big business. Inviting disaster that certain classes may profit by crushing laws against expansion of business has long been the stock in trade of those small specimens of humanity who see red whenever a man or a corporation becomes great in a money sense, and the first thing they aim to do is to cripple that business by drastic laws, really of a trespassing nature upon the rights of the individual citizen.

There are men so narrow of vision they see only methods of reforming the world by urging the passing of laws discriminating against big business and in favor of the smaller capitalist.

What sort of a country would we have with no rich men in it?

A pertinent question truly. "Let us war on the rich," cry these radicals, anxious in a political way to gain the applause of the small fry in the world of business.

The fact that the little business of to-day may grow into the big business of to-morrow is never taken into consideration by these narrow contracted people who see blood on the moon every time a dividend is declared by some mammoth business concern.

"Down with big business!" Such a cry awoke in this land not many years ago, and that cry has had its influence ever since. It was promoted by men incapable of understanding the ethics of real business progress, unlearned in the ways of a sturdy class that were the backbone of our country, fully proven when the stress and storm of war broke over the land.

To cry down big business is to cry down the banks, to belittle the employers of labor and to play directly into the hands of those malcontents who have personal rather than national prosperity at heart.

The bigger the country, the richer in all that goes to make up a strong, yet elastic government, the greater is the happiness of the whole people, the more secure stands the Nation as a whole on the solid ground of big business prosperity.

Little business never accomplished anything, either in peace or war.

Every business undertaking must have a beginning. Many of the large concerns in the business world to-day began on a small scale a few years ago. Small beginnings sometimes father great endings. It is with business as with trees and men.

From small acorns grow great oaks. From helpless babes grow our Rockefeller, Morgans and a thousand and one successful business giants of to-day.

To place the sign, "Only small business need apply," over the door of every house of opportunity would scotch national growth in the bud, would place the ban of progress on every business beginning and would lead to a Nation of pigmies, so far as business expansion is concerned.

It should be the aim of all nations to promote in a fair manner everything leading to expansion of business. When this is not done the country suffers. Small minds see nothing of worth in the great enterprises which gave to the world the Brooklyn bridge, the Woolworth building and the Panama canal.

Had little business been the rule there would have been no ocean lines of mammoth steamers plying to all the world's ports, no enterprises worthy of the name; only shut in towns, villages and nations, living secluded, unimportant lives little above the snails and turtles in their shells.

When you hear a man railing against big business, watch him. He is more than likely to have an axe to grind, some sinister personal motive to gratify, and is not at all a safe counselor and guide.

Do away with big business and you stifle the finest sensibilities of the human soul. What incentive for work, for inventive genius think you would inspire man to use his brains in a business way if a ban was placed on the possibilities of building a big business in America to-day?

Demagogues have raved, even well meaning men have allied themselves with cranks who would stifle all progress by attacking big business as the sum of all villainies, when in reality America would be to-day but a third rate power in the world, a second China or Mexico had not a free hand been given men who aimed to make themselves great in the world of business.

The ambition to build up a big business is a laudable one, and much of latter day denunciation of such is of a wholly demagogic nature unworthy the consideration of the American citizen who respects himself and the great, free republic he inhabits.

Up to a short time ago much sympathy was shown by men in business to laboring men who were seeking to better their condition by getting more pay and working fewer hours. Aside from altruism, there was also the circumstance that better-paid workers bought more things and helped business hum. But the continued and increased exactions of the workers, with the accompaniment of strikes which affected whole communities and even the whole country, have served to alienate the old-time sympathy. This is especially the case because, in only too many instances, the workers deliberately slowed down on production and made it harder for others as well as themselves to get along.

## THE PILGRIMS IN HOLLAND.

It is easy to underrate the debt the Pilgrims owed Holland, but easier to exaggerate it. The Dutch Foreign Minister at Leyden, who spoke modestly last week of the contribution of the Netherlands to Pilgrim institutions, is on firmer ground than the Dutch diplomat who at Provincetown was declaring that in Holland they "learned representative government, freedom of the press, personal care and concern for the poor" and "the great principle of tolerance," and that they "immeasurably deepened and widened" their regard for liberty. Englishmen after Runnymede did not need to learn representative government abroad; the sects that produced the author of "Aeropagitica" had their own ideas on freedom of the press; and the Pilgrim solicitude for the poor can be traced to the Bible. The Pilgrims approved toleration, but not too much of it, and objected seriously when they found that Holland was "the Fair of all the Sects," with "peddlers" of heresy on every hand. Their own Massachusetts Bay was not distinguished by perfect tolerance. At the same time, although they enjoyed civil liberty in Leyden, they felt keenly the want of economic liberty. The guilds controlled the remunerative trades, and newcomers could enter the guilds only on repugnant conditions. Some Dutch institutions and manners were regarded with intense dislike by men who were insistent, first and always, on their identity as Englishmen. But these considerations must not prevent our doing honor to all that free and liberal Holland represented for generations.

If the Pilgrims had not been of granite stuff, impermeable to alien ideas and harshly resistant to force, we should not now be celebrating their tercentenary. Weaker men would have yielded to English persecution. If they had been more pliable, they would not have regarded with such horror the prospect that their children would speak Dutch, drift into Dutch churches and adopt Dutch ways. They wanted to make permanent and expansive their own English and Pilgrim institutions. Thus they founded a new England. It is this iron determination, cherished through three years of English persecution and eleven of Dutch residence, that makes them the objects of honor by Protestants of every land.

## EMPLOYMENT CONDITIONS.

With the shutting down of various industrial establishments, a number of employees lost their jobs. About the same time many of the former service men, who had been restless after their war experience and unable to settle down to real work, got their bearings again and sought steady employment. The volume of immigration, which has swelled largely within the last few months, also became a factor in the labor market. Early in the year the fear was expressed that there would not be enough workers to gather the crops. When the time came to do so, however plenty of hands were found.

These things have had an influence, as is shown in the recent endeavors of workers to increase their output so as not to suffer the decrease in wages which must otherwise follow the falling of prices of so many commodities. Wages cannot be lowered in quite a number of occupations until the cost of living is lowered. In only one respect has this been done so far, and that is in the price of things to wear, and even those are in for further decreases. The prices of foods will be the next to be affected. Last of all will come rents, which are high because housing facilities are far behind requirements, and here again the labor question is the principal element. The wages in the building trades have always been higher than in any other, and this holds as true now as it ever did. It has been the greatest deterrent to building and, consequently, the biggest single factor in encouraging the rent profiteers and so forcing the general public, including all workers, to insist on larger incomes to meet this increased expense. When this obstacle is overcome the biggest stride will be taken toward what a distinguished gentleman now in the public eye calls "normalcy." It will also mean better and more stable business.

## WOOL, CLOTH AND CLOTHING.

Buying for the Continent is said to have been the principal reason why wool values have been so well upheld in the London auction sales. But this buying was not indiscriminate, being confined for the most part to the finer merinos, while other sorts were neglected. It is obvious, however, that prices cannot be maintained very much longer, owing to the vast supplies of available wool. Should sales be resumed in Australia next month, as was promised, declines will come very quickly unless the Government there helps out the holders. Trading in this country remains light. Attention this week will be diverted to the openings of the woolen mills for Spring. These have been delayed because of the uncertain condition of the trade. There is much guessing as to how much a cut the American Woolen Company, the largest factor in the industry, will make and which will govern other mills. Owing to the late opening, the cutters-up will have rather a short season in which to operate. But it is generally believed that they will have all the goods they need in ample season. Their requirements are not apt to be as large as usual, from all accounts. Stocks of both goods and manufactured garments now on hand are said to be still fairly large, and clothing for Fall has not been moving as well as it might. In the women's wear trade business has been stimulated somewhat by the comparatively cool weather lately, and the outlook is said to be good. Dress goods openings are looked forward to with interest because of the uncertainty of prices.

It is one thing to explain why you made a mistake, but it is often quite another to make a satisfactory excuse.





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*"The Flour the Best Cooks Use"*

**T**HIS flour has stood the test of time. Three generations of women have won reputations as expert home bakers through its use. The high standard of quality has been maintained. It is just as good as flour made from wheat can be produced in perfectly equipped mills, with America's foremost milling experts on the job.

## **Choicest Wheat Grown in America Used**

In producing LILY WHITE the choicest wheat grown in this country is used—a soft winter wheat of perfect balance. It has just the right strength, neither too hard nor too soft. Its color, texture and flavor are beyond comparison. Only the choicest goodies of every wheat kernel are milled into LILY WHITE. It is ALL quality.

**Look for the  
ROWENA  
trade-mark  
on the sack**

## **How We Handle the Grain**

Every kernel of wheat that goes into LILY WHITE is treated in a way to bring out its best qualities. First of all it is cleaned four times, scoured three times and then thoroughly washed before going on the rolls for the first break. Few mills take so much pains. This separates numerous by-products from the grain. Only the choicest hearts of the kernel go into LILY WHITE flour. The "six-break system" of milling which we employ is the top-most process known to the milling art. Our machines and our silk bolting cloths are the best known to this industry. From the raw material to the sack no human hand touches LILY WHITE. The packing is done automatically. With infinite pains and care the raw materials are converted into a flour of unsurpassed uniformity of granulation, of unmatched color, of texture and volume that are a joy to those who are judges of quality.

## **Makes Delicious Bread, Rolls, Biscuits, Pastry**

The care in milling LILY WHITE comes out in the baking. Everything baked with it looks good, is light, tender, of fine flavor. Bread and rolls are splendid and appetizing. Biscuits are light, tender and flaky. Pie-crust is so flaky and fine that it melts in the mouth.

## **Satisfaction Guaranteed**

We have always guaranteed LILY WHITE to be not only a good flour but the VERY BEST obtainable. LILY WHITE costs only a little more than ordinary flours. It is guaranteed to give perfect satisfaction.

**Ask for LILY WHITE 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.





## REVIEW OF THE SHOE MARKET

### Michigan Retail Shoe Dealers' Association.

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

### Findings Still a Good Line For the Dealer.

Written for the Tradesman.

Judging the matter wholly from my own observations, it seems to me that findings and all other subsidiary lines of merchandise carried by the retail shoe merchant have been somewhat neglected in recent months, owing perhaps to the relatively larger profits and the more rapid movements of shoes, the principal stock.

That the retail shoe game in common with a thousand and one other retailing, propositions, actually took on new life as a result of the war, is a well-known fact. Dealers who had been hanging on by a thread and getting by as if by the skin of their teeth, saw a big, luminous opportunity to cut in and make some real money. And they did it. But while they were making lots of the coin of the republic on more pairs at a perceptibly larger net profit, they were failing to cash in on a lot of findings sales. The latter they ought not to have missed while gathering in the former. At all events this is my private opinion.

I am not saying that it was wrong to put the major emphasis on shoes, for precisely there is where the major emphasis belongs—always; but the sale of findings and such other subsidiary stocks as are usually found in shoe stores is something that need not interfere with the main line. While the main show under the big top is the principal feature and the money-getter de luxe, the lesser side shows fetch in a lot of extra dollars. So why not keep the side shows going no matter how big the throngs under the main tent?

But anyhow my principal point is this: Now that the rush for shoes isn't as strenuous as it was some months ago, why not increase the net profits of the establishments by selling everything in findings and subsidiary lines possible? In other words the pith and point of this little exhortation is, let us get back to findings in the good old pre-war spirit.

#### The Merchandise.

Have you taken an inventory of findings recently? What have you on hand in these lines? Stocks low, and in a somewhat run-down condition? I have found it so in a good many stores recently—and mainly, I think for the reasons above suggested.

Well, if such is the case, now is as good a time as any other to improve

conditions and enrich your lines. Get a supply of the old dependable merchandise—laces, polishes, polishing outfits, orthopaedic appliances, shoe trees, buckles and other ornaments in vogue in your community, hosiery, and whatever else fits into your scheme. Maybe it is some cleaning preparation for footwear and clothes generally. Cleaning preparations are becoming increasingly popular. In fact the whole cleaning proposition is on the increase. This is due to the high cost of wearing apparel primarily. I was talking with a dry-cleaner friend the other day who is prodigiously enthusiastic about the future of the business, which he says is only now in its infancy. Even at that I judge he is right, for all he has made barrels of money out of it in the last four or five years.

The findings field is being well worked by the manufacturers in these lines, and while I do not just now recall any wonderful new accessory that they have brought out in recent weeks, it pays to watch the trade papers and keep in touch with these people. They are always springing the new and unexpected. They don't let any grass grow under their feet. And when they get a good new item, be the first dealer in your town to feature it. And keep stocked up on staples.

You can't make sales in the findings lines unless you have the merchandise.

#### Interior Trims.

And just having the goods doesn't necessarily get you anywhere. Your profits aren't made until you sell it.

And how in Kingdom Come can you sell the stuff until your customers know you have it, and that it is desirable for one to buy and use it?

Show the merchandise. Feature it in your advertising. Put it in your

### Shoe Store and Shoe Repair Supplies

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57-59 Division Ave. S. Grand Rapids



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### 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.

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GRAND RAPIDS, MICHIGAN

## Prepare Now for Several Months of Brisk Selling

Your outdoor customer will need thoroughly substantial footwear. Footwear that will withstand water and severe usage that accompanies the work on the farm. The

### H. B. Hard Pan Shoe

for men is the best wear resister we know of.

Strong, sturdy shoes that will stand up under the severest kind of service and yet they are comfortable.

You can assure your customers the same satisfactory service from the H. B. Hard Pan shoes that they have always had, and you who sell them will certainly receive credit for having supplied the best.

Buy now. Don't wait as fall purchasing is going to come with a rush soon and there may be delay in filling your needs.

### Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.



windows. And arrange it in effective trims.

I am a great believer in the pulling power of the interior trim in the shoe store. Has a two-fold advantage, it seems to me: First, it breaks the monotony of the usual stock arrangement of the shoe store by introducing a little color and variety; and, in the second place, it creates a demand for the thing exhibited. That is the really thrilling point about a display of merchandise whether in the front window or in an interior cabinet or case.

Bully good trims can be built up out of findings and subsidiary lines. They are different from just shoes. They come in a variety of forms. They are contained in something that has color. They are (commonly) put up in an attractive manner.

Get the Salesforce With You.

Of course your success in pushing findings rests very largely with the co-operation of your salespeople; and it is up to you to have that co-operation 100 per cent. efficient.

Begin right by an educational program that will teach your salespeople all about the merchandise—what it is, why it is, and how it should be used to get the proper results.

Take as simple a thing as shoe dressings, for instance: Does your salesforce know the relative merits of the several accredited kinds which you carry in stock? Can they talk shoe dressing in an interesting and intelligent manner? Do they know what it is made of chiefly? Do they know why shoes ought to be dressed two or three times a week whether

they appear to need it or not? Do they know that leather is kept soft and pliant, and the length and comfort as well as its looks, prolonged by the proper use of some good dressing material?

Can they put up a good argument for the shoe tree? What do they now about foot powders and a dozen and one items that might here be enumerated?

Good salesmanship and enthusiasm about merchandise of the findings nature depend alike on reliable information.

Be sure your salesmen are with you before you try to go ahead.

Cid McKay.

#### Why Not a Steel Insole?

Written for the Tradesman.

One frequent accident from which humanity suffers is stepping on a nail. Much suffering, loss of income, expense, even loss of limb or life results. The possibilities for such accidents are abundant. Every day one may see lumber from wrecked buildings, discarded forms for concrete, demobilized scaffolding, covers from packing boxes, boards, planks, lath, shingles, etc., blown off, fallen down or carelessly thrown aside with protruding nails, a special menace to carpenters and all who work about buildings, to boys and girls at play, the farmer and others.

This danger has, no doubt, been increased by substituting rubber soles for leather, the former easily pierced by a thrust which leather would have resisted. While this danger can never be entirely obviated by the utmost

diligence, and while almost criminal carelessness is evident on all sides, a better protection for the feet of all classes, women and children as well as workmen, could easily be provided in the form of a transferrable steel insole.

Who will be the first to manufacture and put upon the market this life-saving, pain-preventing boon to humanity?

Minion.

Bluffs aren't much good in the hands of a nervous man.

#### The Catbird.

The catbird thinks he owns the place  
Because he comes along  
And with an air of jaunty grace  
Proceeds to sing a song.

No thought of mortgages has he,  
Nor taxes that are due;  
The well, the garden and the tree  
Are his the summer through.

He sometimes scolds us from the shade,  
Where he delights to sit;  
He thinks that human work was made  
All for his benefit.

There's naught would tempt us to efface  
His confident delight.  
The catbird thinks he owns the place—  
And maybe he is right!  
Philander Johnson.

## More Mileage Shoes for the Man Who Works

More Mileage shoes are made from retanned leather such as no other shoes are made. Hence you get qualities that the other shoes have not.



The Shoes for the man who works must have extra qualities in order to thoroughly perform the duties of a work shoe.

Because we know these shoes will last we guarantee the Hirth Krause More Mileage Shoes.

They satisfy and bring repeated orders.

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

Makers of Work Shoes and Horse Hide Gloves

GRAND RAPIDS

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## A SMART NUMBER

The Young Men Will  
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**ORDER NOW**  
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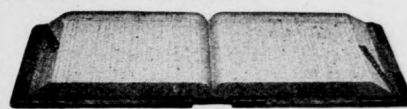
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Tremont Last, carefully selected upper stock, grain innersole, 10 iron oak outer sole. Quality throughout.

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

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### Effect of Stock-Dividends on Prices.

When a dividend is paid in stock, the stockholder's investment of his money is controlled. He has no option as to its disposal, as in the case of a cash dividend. The money is invested for him in stock of the corporation paying the dividend. One result of this is that the corporation must either increase its output or increase its prices to obtain the profits necessary for maintaining its established rate of dividend on the increased capitalization. If the output is to be increased a certain amount of added labor must be drawn from other employments by the attraction of increased wages. This alone will result in raising prices in other fields of production.

On the other hand, if the increased amount necessary to provide dividend on the added capital is to be obtained from the same output as formerly, prices of the product of the particular corporation must be raised. Assuming the article to be one in general demand, the effect of raising prices will be to appropriate a greater portion of the spending power of the public, thus reducing demand in other directions.

Orthodox economists would say that this falling off in demand would cause a lowering of prices of the other commodities. Such was the case in the era of free competition that has passed away. In these days the profit necessary to "survive" is added to the overhead charges before the balance is struck. The controlling board of the combination then regulates the output so as to bring the supply slightly below the demand, and thus obtains the price that will produce the settled rate of profit. The operation of the old law of supply and demand has been subverted by modern administrative methods.

There is one advantageous psychological effect in the payment of stock-dividends. When a shareholder finds himself in possession of a large amount of ready cash he is apt to indulge in extravagant expenditure, but when he finds himself the holder of stock he will be more likely to limit his expenditure to spending the interest only. Also, if he sells the stock the capitalization instinct will tend to prevail, and he will be more likely to reinvest the whole of the resulting fund than if he had received it in cash in the first place. Thus the sale of his new shares might attract the surplus of others who would not have previously been considering investment, and as he also would be disposed to reinvest the money so realized in other undertakings rather than to devote it to increased personal expenditure, the net result would be to

add to the general investment fund and provide increased capital for new ventures that might result in increased general production of commodities. If this increase in the investment fund resulted in lowering the rate of interest, the required profits would be obtained from larger sales at a reduced price. This would be an argument in favor of stock-dividends as tending to keep a larger amount in the free investment market by diverting it from personal expenditure.

Two of the most notable stock-dividends in recent times have been in automobiles and oil, industries that are closely allied. In so far as the former resulted in increasing the price or the output of automobiles it withdrew money from investment in the production of things more necessary to existence. Probably the increase in price would be most generally beneficial as not entailing any inroad on the labor available for other industries while absorbing more of the spending power of the extravagant classes, and thus preventing them from overconsumption or waste of necessities, in which process they are perpetually engaged in raising prices.

If the oil stock-dividend increased the cost of supplies necessary to the automobile industry it would operate in the same way as an increase in the price of automobiles. On the other hand, if it resulted in greater production of supplies it would boost the sale of automobiles with the same effect on the amount available for general expenditure as would be produced by an increase in price. But whereas an increase of price in oil

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100 Shares Preferred Stock, par value \$10.00, and  
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per month for 20 months.

**READ** What the Financial Editor of the *Detroit Times* says about this stock in answer to to an inquiry regarding it:

"With the official personnel and opportunities offered, this department would be led to believe there is a bright future ahead for the Michigan Finance Corporation. It has men known and respected at the helm, men to whom reputation is far more valuable than fruits of misdeeds and it generally is agreed the business is to be had. The writer, while not recommending, regards this investment as of the highest class."

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products might prevent extravagance in other directions, and so lower the amount available for boosting the price of necessities, an increase of output would cheapen the general production of necessities by making less costly farm-tractors and other sources of power dependent on oil.

Under the competitive conditions that formerly prevailed, on which conditions the orthodox economic teaching is based, the increase of capital or of the fund available for investment produced a lowered rate of profit and so benefited the consumer. But under the modern conditions of combination and regulation of output the rate of profit has come to be a fixed charge, and the price obtainable and requisite to produce this profit is only limited by the ability of the consumer to pay, in no way by his willingness.

If general increased production, which always proceeds to meet increase of population, should not at former prices produce the profits necessary to pay dividends on the increased capitalization, then it would be necessary to add to the selling-price sufficient for that purpose. In that case the result would be a rise in the price of commodities. The question would appear to be how to make the payment of stock-dividends and consequent increase of capitalization coincide with a corresponding increase of production sufficient to provide the profits necessary for maintaining the fixed charges, which must include dividends on all stock at the old rate. If the equilibrium can be maintained between the profit due to increased production and the amount necessary to pay the regular dividend on the increased capitalization resulting from stock-dividends, then the payment of stock-dividends would not necessarily add anything to the cost of living.

#### The Primary Election a Farce. Written for the Tradesman.

Being one of that great majority of American citizens reputed to possess only the mental capacity of a normal fifteen-year-old boy, the present political situation is a perplexing problem. If the primary election was not to decide who shall be the president-

ial candidates for whom the people vote in November, then the primary election was an outrageous farce.

If there must be a national nominating convention for each political party, then there should be no candidates names before that convention except those whose names appeared in the primaries. Not only that, but the choice of the convention should be limited to a definite number of names of those who received the highest number of votes in the primaries. Then might the people be said to have had some part in the selection of presidential nominees.

Is it not time that the old political nominating machinery be scrapped and the people allowed to nominate and elect their officers by direct vote? As now, the most capable or most popular men in the Nation are turned down and the politicians allowed to defeat the will of the people.

We are told that this year it is party not men for whom we should vote. The evils from which we as a Nation suffer will never be cured by the success of any political party. It is only as we elect men who will not permit party leaders to dictate to them, who are not bound by partisan pledges, who seek the good of all the people, who stand for righteousness in government, that we shall ever make progress in reform or reconstruction. Without independent voters our case would be hopeless. That they are so numerous as to exert a corrective influence over political plans—or rather serve as a check to extreme political maneuvers—is a cause of gratification.

A greater question than "For whom shall we vote in November?" is "Do not political parties do more harm than good?" E. E. Whitney.

If your object in life is nickel-chasing, you let your garden of thought grow full of weeds, and soon intellectually, you have about as much substance as a flea's dream, and your ability to reason will be on a par with a monkey. Get money, but don't neglect the cultivation of the mind between times.



## 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  
HARRY C. LUNDBERG, Ass't Cashier

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

## What Does the Will Say?

This is the first query that occurs to those interested as surviving heirs. The word of instruction therein contained is equally vital to the surviving employes or business partners. Each legacy, and the authoritative document taken as a whole, determines with finality all questions with reference to the testator's property.

No one else can do it for him.

*We can aid you in planning; we can take charge later, and carry out the plan.*

THE  
**MICHIGAN TRUST**  
COMPANY

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



### CAMPAU SQUARE

The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institutions must be the ultimate choice of out of town bankers and individuals.

Combined Capital and Surplus	\$1,724,300.00
Combined Total Deposits	10,168,700.00
Combined Total Resources	13,157,100.00

GRAND RAPIDS NATIONAL CITY BANK  
CITY TRUST & SAVINGS BANK  
ASSOCIATED



### Automobile Paper Should Be Fairly Well Stabilized.

After the initial experience of the banking world with a few weak automobile manufacturers and dealers making and selling inferior cars, the credit of the industry became fairly well stabilized. Credit assumed certain phases, however, which grew out of the initial experience as well as from the great success of a number of automobile companies. Banks have been rather cautious about unsecured automobile paper; but the public has always been quick to subscribe to the capital of new companies, that is, companies to be managed by men of high-grade technical ability. Successful companies, however, have not had to be heavy borrowers at the banks as the demand for cars has made it possible to sell most of their product for cash, leaving the burden of borrowing to the distributors.

So far as the manufacturer is concerned, his credit lines are necessarily based on financial relations with which all are familiar. The banks, however, necessarily must watch the volume in his sales, the quality of the car, and have in mind the as yet unreached point of production and saturation.

Under the present practice the financing of the distributor is done either directly by the bank or by financing companies that have been organized for the purpose. The banks necessarily deal only with responsible people, but if the volume of business is large feel it wise to take security.

Advances are made during the non-selling periods of the year on a reasonable number of automobiles or trucks, which are held in storage, either actually in a warehouse or under some escrow agreement in the custody of the dealer. Advances of this kind should of course be on such a conservative basis that in an emergency the automobile or truck could easily be sold to cover the debt. In this respect much depends upon the character of the product of the manufacture and its popularity with the purchasing public. The banks also advance money on bill of lading drafts with a margin of 20 per cent. and make advances along usual credit lines upon two-name paper.

The volume of purchasers' paper, however, has been so great, owing to the popularity of the automobile, that the banks have not been willing to take as great a volume of it as the trade requires. There has been organized, therefore, a considerable number of fairly strong financing corporations, who virtually give a third name to the paper. Their financing takes the form of the sale of so-called self-liquidating bonds, ranging in periods from sixty days to one year, and secured by the deposit with a trust

company of series of maturing notes. The banks have readily bought these bonds, as they draw an attractive rate of interest—from one-fourth to one per cent. above the current rates of commercial paper, dependent of course upon the time involved and the condition of the money market.

Current offerings range as high as nine per cent. for one year paper, in comparison with the commercial paper rate of eight per cent. for six months paper. The value of the financing corporation is that it specializes in analyzing very carefully this type of credit risks. The financing company not only satisfies itself of the responsibility of the distributor, but frequently compels the guarantee of the manufacturer. The purchasers' standing and record are very carefully investigated and control is assumed of the various forms of insurance. Some of the further elements of the investigation are the permanence of the purchaser's residence and employment as well as his reasonable ability to pay the successive maturing notes. Thus the payment of the monthly installments is studied in relation to the monthly income. In the case of financing of trucks and tractors, the credit rating of the individual or concern is, of course, an important element, but the wisdom of the purchase also becomes a factor based upon a reasonable earning power.

There has recently been a tendency to characterize the automobile as non-essential, but the sober second thought in this respect is causing a reaction. Each individual member of a bank board would like to see a curtailment in the number of automobiles so long as he is not individually affected.

It would certainly seem that the automobile truck and tractor are now essential factors in our social and financial life and that the credit relations of their manufacture and sale are fairly well stabilized.

Edmund D. Fisher,  
Vice-President Bank of Detroit.

### Voluntary Testimonials From the Trade.

G. Ekkens & Co., Grand Haven: "I like the paper all right. Do not read it as much as I would like to, because I am too busy."

Michigan Tea Rusk Co., Eighth street, Holland: "We have taken the Tradesman several years and like it."

C. J. Lokker & Co., Columbia avenue and 6th street, Holland: "The Tradesman is all right and chuck full of valuable information."

Du Mez Bros., 31 East 8th street, Holland: "We like the Tradesman and find much information in it that is very valuable to any one handling merchandise."

Trout Creek Manufacturing Co., Trout Creek: "We think a whole lot of the Tradesman, and would not con-

sider keeping store without it. We (clerks and all) read it and benefit by so doing. A clerk who would not read the Tradesman if he had a chance I would not consider a good clerk. There is so much to learn in it. We read it carefully each week and pay particular attention to what it says on page 5 and by following its suggestions we certainly have made many hundreds of dollars. We consider the Tradesman indispensable, so long as we are handling merchandise. It is all good from cover to cover and what is on the front cover alone is worth more than the paper costs."

H. G. Price, 310 W. Ludington avenue, Ludington: "Cannot do business without the Tradesman. I am a groceryman and get many good pointers from your journal."

## 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

Assets \$3,886,069



Insurance in Force \$80,000,000

## MERCHANTS LIFE INSURANCE COMPANY

WILLIAM A. WATTS, President

CLAUDE HAMILTON, Vice Pres.

FRANK H. DAVIS, Secretary

JOHN A. McKELLAR, Vice Pres.

CLAY H. HOLLISTER, Treasurer

RANSOM E. OLDS, Chairman of Board

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

## The Man Who Travels

An individual of means selected as an Executor of your will is very apt to be a man who travels. He might be away on a trip when you die.

He may take a trip at a time he should stay at home and look after your estate. You cannot compel him to remain at home.

When you name the GRAND RAPIDS TRUST COMPANY as Executor you know we will not travel, thereby removing the risk of an Executor being away from home at an important time.

Our officers will be glad to consult with you about your estate. There is no obligation.

## GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

STOCKS AND BONDS—PRIVATE WIRES TO THE LEADING MARKETS

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

STOCKS

BONDS





### Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 7—Capt. Roberts, the well-known soap man from Saginaw, paid the Soo his annual visit last Friday. He was accompanied by Mrs. Roberts. They took in the sights and their only regret was that the limited time spent here did not give them an opportunity to attend one of the picnic dinners they have been accustomed to enjoy in previous years.

Mr. Roberts was surprised at the splendid crops being raised in Chippewa county and is thinking seriously of locating in the North after his retirement from business.

The Soo Supply Co., a new concern, will open up the Moher Meat & Provision Company's meat market, which has been closed for the past two months. The new firm consists of J. F. Moher, Alphonse B. Moher and Lester Hodge. They are all young enterprising business men with previous experience and their location is one of the best in the city. They are well known throughout the city and their many friends wish them every success in their new venture.

When Uncle Sam takes charge of your savings, you needn't lose sleep over the liability clause.

Theodore Graphos, at Manistique, has purchased the LaPorte ice cream parlor, which has been doing business for the past year. Mr. Graphos understands the business, having had seven years' experience, and he intends to make several improvements in the place. He is well and favorably known throughout the city and no doubt will make a success of his venture.

Russel Roe, for the past nine years book-keeper for the Soo Lumber Co., has resigned that position and purchased a half interest in the Gibbon grocery.

Mr. Gibbon has conducted the grocery business at the present site for

the past eleven years and has been very successful. This will be Mr. Roe's first venture in business for himself and his many friends are congratulating him upon so good a selection.

Liquor is getting scarce. Every once in a while you find a fellow who hasn't any.

The well-known F. B. Raymond Furniture Co., one of the Soo's oldest concerns, has been re-organized. Wallace Lundy, whose term as sheriff expires soon, will be President, Mrs. F. B. Raymond, Vice-President, and Ben Rothwell, Secretary.

Mr. Rothwell has been manager for the house for over a year and Mr. Lundy was also connected with the house prior to his election as sheriff, a few years ago.

Nick Miller, for the past few years store manager for A. H. Eddy, has resigned his position and has purchased the grocery store on Ashmun street heretofore owned by Sit Allen. Mr. Miller is known as one of the Soo's hustling young business men and his many friends predict a successful business for the future.

Louie Belanger, one of our popular liverymen, had a hot time in the Canadian Soo one day last week. He burned up more gas than was permitted under the Canadian automobile laws, which got him in bad with the officers and, in consequence, he paid a fine of \$1,000. Louie came across like a man and is still wearing his usual smile, and is ready to go some more, but not in the Canadian Soo.

James Lapish, for the past few years an employe of the Great Lakes Laundry Co., has resigned his position to engage in business in Soo, Ont. His establishment will be known as the Peoples Dry Cleaning & Dye Works. Mr. Lapish has fourteen years experience in that line which will be a big asset in his new venture.

F. J. Allison, the well known traveling salesman, made a business trip to St. Paul last week. He reports traveling exceedingly heavy on the

Soo line, and was compelled to hang on a strap coming back from all accounts. William G. Tapert.

### Why He Wanted A Good Lawyer.

Near the entrance of the Widdicom building a colored man hesitated in front of the office directory and carefully scanned the list of names.

"Can I do anything for you, uncle?" asked a thoughtful young man who happened to pass by.

"Ahm lookin' foah a good attorney," the man explained.

"Well, you'll be safe in taking almost any one on the list."

"But Ah wants a fus' class man."

"Well, why not go to Judge Hatch?"

"Is he fus' class?"

"Best there is."

"Well, Ah'll go to see him, 'cause my case am important."

"What's the trouble?"

"Ah thinks Ah kin git a divo'ce fum my wife, 'cause Ah jes' heard she went and got married again."

### My Wooded Bay.

Written for the Tradesman.

I know there lives and reigns supreme  
Somewhere a Will which did direct  
And fashion fair this bay—a dream  
Whose shores are e're in beauty decked.

A dream that's really not a dream  
But still so true and very real  
It's truly truer than dreams seem  
Or one can ever sense or feel

The shining sun from out his sky  
Sends daily down some wondrous hue  
While timbered shores where Norway's vie  
With oak and fir grow ever new.

Thus here my joy becomes complete  
As quaking ash and bristling beech  
O'er ferns and mosses at their feet  
Bring Arcadie within my reach.

And all I know is from above  
And fills with cheer the robbins heart  
Until it bursts in song—a love  
Of which my own is also part.  
Charles A. Heath.

## Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

### STOCK INSURANCE vs. MUTUAL

350 Stock Companies in operation in U. S. today.

2000 Mutual Fire Insurance Companies in operation in U. S. today.

1500 Stock Companies have started in U. S.—1300 failed, 16 per cent survived.

2900 Mutual Companies have started in U. S.—700 failed, 76 per cent survived.

Stock Companies sell indemnity at a profit. (Competitive Agency system encourages over insurance, resulting in high expenses and loss ratio. Average expense, 45 per cent; loss, 50 per cent.)

Mutual Companies sell maximum protection at minimum cost. (Reducing fires and keeping expense at a minimum. Average expense, 15-20 per cent; loss, 25-30 per cent. Can you afford to patronize the costly old line system.)

C. N. BRISTOL, Manager  
FREMONT.

A. T. MONSON, Secretary  
MICHIGAN

**The Name:** Michigan Bankers and Merchants Mutual Fire Insurance Co. of Fremont, Mich., on your policy  
**REPRESENTS: Quality, Security, Protection**

With an immediate saving to you of **25 to 45%**

WILLIAM N. SENF, Secretary

### The Grand Rapids Merchants Mutual Fire Insurance Co.

### STRICTLY MUTUAL

Operated for benefit of members only.

Endorsed by The Michigan Retail Dry Goods Association.

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

Associated with several million dollar companies.

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

### STRENGTH

More than 2,000 property owners co-operate through the Michigan Shoe Dealers Mutual Fire Ins. Co. to combat the fire waste. To date they have received over \$60,000 in losses paid, and even larger amounts in dividends and savings, while the Company has resources even larger 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 at 30% present dividend saving.

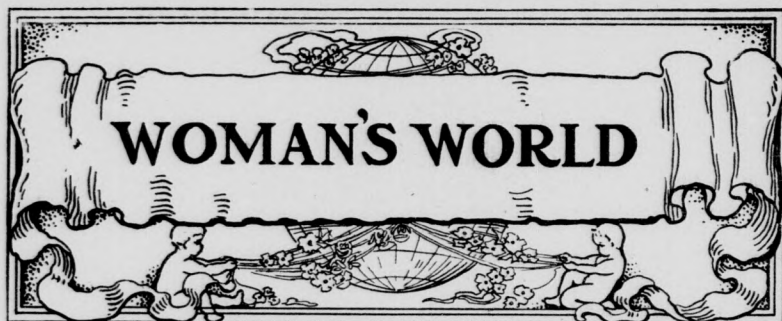
Michigan Shoe Dealers Mutual Fire Insurance Company

Main Office: FREMONT, MICHIGAN

ALBERT MURRAY Pres.

GEORGE BODE, Sec'y





### Beginning School Terrifying Business for Some Children.

Written for the Tradesman.

"Swim, son! Swim!" I heard the father shouting, and then I saw that the canoe was overturned and both father and son were in the water. The lad was a rather timid boy about seven years old, and I knew he could swim but little. With my heart in my mouth I watched them both swim back to the canoe and push it back to shore.

Later the father confided to me that he had purposely capsized the canoe in order to get the boy into water ever his head.

"He can swim perfectly well, but he likes to stay where he can put his feet down on the bottom. He never would make a real swimmer that way, but I couldn't induce him to go out where it was deeper. Now he knows he can swim as well in deep water as in shallow."

Something like this is going on now before our eyes as the children start for school—many of them for the first time. I wonder if you realize the tremendous

importance in a child's life of that first real adventure into the big world. Can you perhaps remember your own first hours in that strange school, where you were talked to by a strange woman in a strange probably fierce-sounding, voice; surrounded by a horde of strange and possibly hostile children; going through an unfamiliar routine—and all, as far as your feelings went, in deep, deep water, and a terrible distance from shore?

We old folks do not appreciate the ordeal through which the children pass as they go first to school. We are pretty stupid, in fact, about most of the problems of the young folks.

I remember one little fellow who was so nervous during his first days at school that he simply could not hear what the teacher said, or, hearing it, could not grasp the idea that she was giving instructions that concerned him. He gave the impression and for a time got the reputation of being dull. All his life hitherto he had been the only child in the house, the center of attention; everything

carefully fitted him. He had an unusually devoted mother, who made a point of explaining things to him. The wholesale directions of the strange teacher went over his head. In that crowd of children he was both bewildered and homesick. He got for the moment the reputation of being dull and unresponsive whereas he was in reality and shortly proved himself to be an extraordinarily bright and intelligent boy.

It is not confined to little children. One of my own classmates at college was so homesick that she was unable to stay more than a week; her father had to come and take her home. I think that was a mistake; that with a little patience—perhaps if her father had stayed a day or two—she might have worked through it.

A boy who last June finished brilliantly his work at Harvard came within very little of going home from the New England preparatory school to which he was sent from his Western home—a victim of homesickness. After one day he telegraphed that he was coming home. His father was wise enough to reply:

"All right, but don't start until I get there."

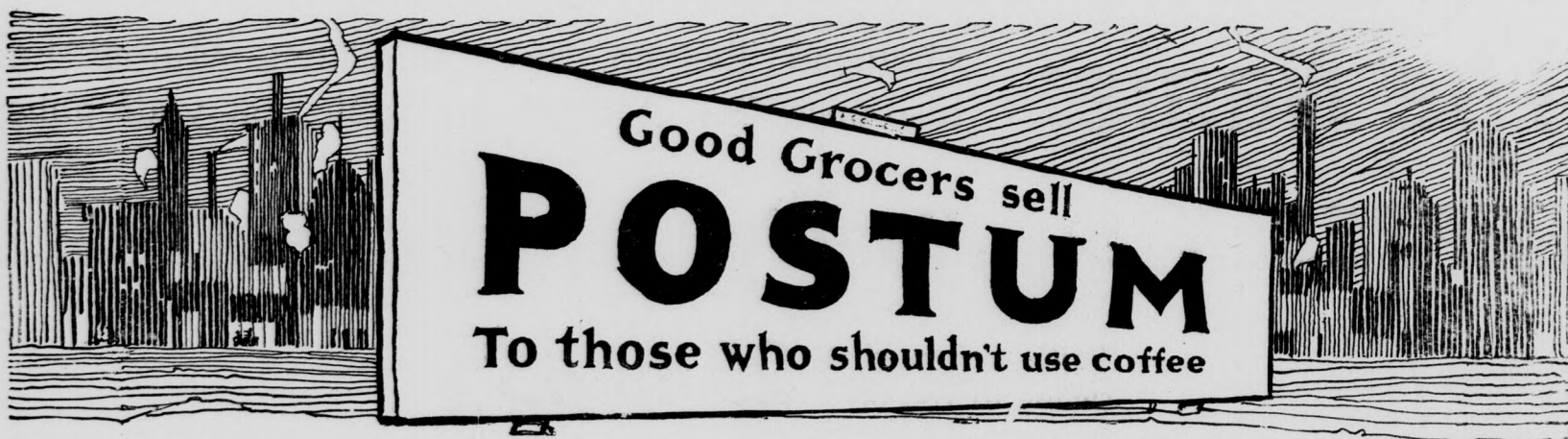
During the interval before his father's arrival the boy began to make friends among schoolmates and teachers, and by the time the father had stayed with him a day or two the homesickness was abating. That boy came to be one of the leaders in the school and graduated with exceptional honors. He went through Harvard in three years and is now on a trip alone around the world. Yet I be-

lieve that had he not had a little encouragement, and what some might call "coddling," at the time of that first plunge into life away from home he would have returned to his native town with a sense of failure and cowardice which might have clouded all the rest of his life.

Homesickness is a disease as real as cholera. Many persons actually have died of it. The sensitive girl or boy is likely to suffer from it in the first days or weeks away from home—even in the few hours of the first day or two at the school only a block or two down the street. The more the home has meant to the child the harder is that first absence under a new and different discipline, in a new and very likely far less considerate atmosphere. As Dr. John Dewey says the school has grown out of the home, and the transition ought to be comparatively slight, but, in fact, it usually is pretty drastic. The wise and considerate parent tempers it.

How? By doing all she can to share it—not directly or literally, of course but by preparation and explanation, by finding out what are the effects of those first days on the child, by gentle and sympathetic talks about the initial experiences. If your early training has been such as to make the child timid and dependent, now you will see wherein you perhaps failed to bring out sufficiently self-reliance to develop energy, courage, and strength of character.

Right at the start get acquainted with that school and with the teachers, who are to have a tremendous influence upon the life of your child;



☞ Postum Cereal and Instant Postum are products that fill a specific need; that are supported by consistent and heavy national advertising; and that provide a generous profit for grocers.

☞ Both forms of Postum require but little shelf-space and small investment; turn over quickly and show no waste.

☞ Merit and advertising have established a strong, steady demand—

## Sale Guaranteed!

Postum Cereal Company, Inc., Battle Creek, Michigan



know as much as you can about the companions with whom he is to be thrown. This is a momentous period in the life of your child. In those very first days he may get scars upon his soul that will last to the end of his life.

"Rely upon your own energies, and do not wait for or depend on other people," said that rugged philosopher Thomas Davidson, and it is a good saying. But remember that that father who deliberately tipped his boy into the deep water in order to show him that he could swim was right there with him, sharing the experience and ready to help the boy through it. Prudence Bradish.

(Copyrighted 1920.)

#### Food Director Discouraging Manufacture of Cider.

"Make your apples into cider vinegar. Don't take a chance of running afoul of the Federal prohibition law by selling the cider until it has been converted into vinegar."

Director James Foust, of the Bureau of Foods, Pennsylvania Department of Agriculture, has issued this warning to the farmers of Pennsylvania. While it is legal for the farmers to sell sweet cider containing less than one-half of 1 per cent. of alcohol, yet the Director pointed out that but a slight fermentation will increase the alcoholic content of the cider above the maximum fixed by the Volstead law, and the farmer, as well as his customers, would then be liable to prosecution. Cider vinegar will net the farmer from 30 to 35 cents a gallon when sold by the barrel. By making his apples into vinegar the farmer not only avoids all the dangers of even innocently violating the Volstead act, but he also brings himself an excellent financial return on his apple crop. The Federal authorities at Washington have ruled that cider may not be sold unless it contains less than the amount of alcohol fixed by the Volstead act. The average farmer has no means at his disposal of telling the exact alcoholic content of his cider. The safest course for him to pursue, therefore, is to carefully store his cider away until it has been changed into vinegar, when he will be able to find a ready and profitable market for his product, without running the slightest danger of running afoul of the prohibition laws.

#### Source of False Hair.

Women who wear false hair do not realize how likely it is that their "added extra" tresses are derived from the heads, usually unclean, of Chinese people.

Last year we imported more than 400,000 pounds of human hair from Hongkong. It is cheap stuff in China, being valued at less than \$2 a pound, wholesale.

This is reckoned a high price, increased demand by the United States having caused an advance in the market. We paid last year \$228,395 for Chinese human hair f. o. b. at Hongkong.

At that rate its original cost was a bit more than \$2c a pound; but we get the choice stuff, the longer and finer grades. Europe buys the shorter and coarser hair, largely for industrial purposes.

Special grades, extra fine, are made into hair nets, which most American women wear in these days. The automobile has made small hats fashionable, and on this account the hair is worn compact; also in order that it may not blow about when the motorcar is speeding.

It is comforting to know that the human hair imported from China undergoes very elaborate cleaning processes before it is offered for sale in this country. Still, on the whole, one might wish that it came from somewhere else.

#### Voluntary Testimonials.

George F. Bow, grocer, Kalkaska: "The Tradesman is the best trade journal I have ever taken. It gives me all the information I want."

Caserio & Massoglia, grocers, Laurium: "I cannot speak too highly of the Michigan Tradesman and I would like to take Mr. Stowe by the hand and thank him for what his paper has done for me. I started a few years ago in business with only one thousand dollars. I took the Tradesman and read it carefully each week and watched the pointers it gave out and followed them as closely as I could. It taught me how to buy and sell, taught me salesmanship, how to meet and handle my trade and I made much from the information I got out of the Tradesman. I do not say it to brag, but to-day we have a nice large general stock and we are doing a fine business and we give much credit to the Tradesman for our success."

Italian Co-Operative Co., general dealers, Laurium: "We have taken the Tradesman several years and the longer we take it the better we like it. We get so much valuable information out of it each year. We know that to us it is worth many times what it costs and we cheerfully recommend it to any one who desires a wide awake up-to-date valuable trade journal."

Circumstances are the nails upon which the weak hang their failures; with which the strong build their successes.

**Interall**  
REG. U.S. PATENT OFFICE  
"The Economy Garment"



**Michigan Motor Garment Co.**  
Greenville, Mich.  
4 Factories—8 Branches



"APEX"

"APEX"

## "APEX" UNDERWEAR

*Meets With Favor Everywhere*

There's a reason—yes, possibly several of them, but the basic reason is that "APEX" Underwear is merchandise of merit. Only the best grades of yarns are used in the construction of "APEX" garments, and they are tailored and designed to please the most exacting customers you have.

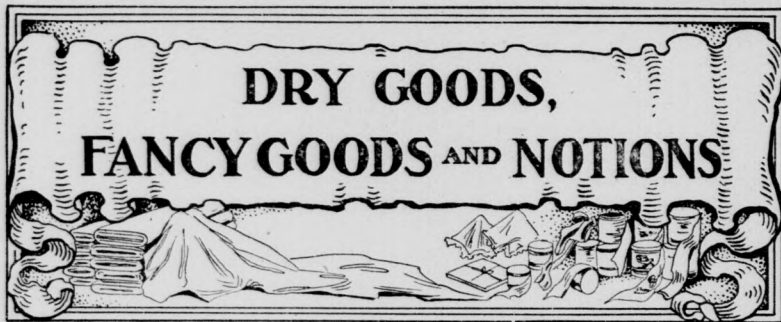
"APEX" enjoys a well earned reputation for fast selling in good stores all over the country, and we would like to show you a few sample garments so that you can inspect them "up close."

May we?



**The Adrian Knitting Company**  
Adrian, Michigan





### Constantly Widening Scope of Men's Stores.

A tendency worth noting among men's stores is the wider range of articles now carried in many instances. Besides clothing, furnishings and jewelry, the more progressive merchants are taking on lines which they have reason to believe men would as soon buy in an establishment catering to their wants as in a store which gets its patronage from both men and women. Merchandise and prices are more in the public eye and prints than ever before, and men, usually satisfied to let their women folks do the shopping, have been stirred up to take an interest in buying not only their own but their family needs.

Some stores that started out by confining themselves strictly to clothing for men have now developed into veritable department stores. Lines have been added here and there, so that a man may not only find every article he could conceive of wearing but supplies for his automobile, sporting goods and many items of feminine apparel. The argument must have occurred to some of these dealers that if a woman accompanied her husband to a store to aid in the selection of a suit of clothes for him why not interest her in a coat for herself.

The men's wear dealers, it is said, have kept a close watch on developments in the retail trade. They have seen the cigar stores, for instance, branch out into selling of many small articles which could be sold to men as well as the usual "smokes." The usual cigar counter will have a small case displaying handkerchiefs, another containing scarfpins, cuff links and other jewelry novelties, perhaps some garters, and a candy case. If men will purchase these things when they come to buy cigars, why cannot they be induced to buy something besides clothing and furnishings in the average men's shop, it has been asked. The answer to that question seems to be that there are many other things a typical men's store can sell besides wearing apparel for men.

One particularly profitable department of a men's store is what might be described as the gift department. Cartoonists and humorists have depicted on numerous occasions the embarrassment of a nervous male who has decided upon giving his wife or best girl a pair of stockings. Even without the pictures and jokes, the predicament of having to face a salesgirl who gets intimate about dimensions and other details of that pair of stockings is not one which the average man feels like facing. Consequently, the haberdashers, who are aware of this, are making it easier

for men to purchase women's hosiery by keeping a stock of such goods on hand. Quite a little business is said to have developed in this way, and, strange as it may seem, the sales of women's hosiery in a men's store is one of the most profitable items for dealers who have encouraged it.

Another field which has yielded very good results, from all reports, is the sale of articles needed by the man who owns an automobile. Beyond the usual personal outfit, such as motor coats, caps, gloves, goggles, etc., there are many accessories on which the dealer can make ready sales. One of these is the motor robe. Every car must be equipped with one or several of these, and it is usually the man who makes the purchase. In fact that is the opportunity which is said to offer itself to the men's wear store. The man usually buys the supplies that are needed. While they have no desire to take away business from the garages, quite a few dealers carry tires, tubes, pumps, flashlights and other automobile accessories, which they can sell to a customer who comes in the store to buy a shirt or a tie.

Speaking on the subject of this development, a wholesaler who is successfully introducing motor robes to the men's wear stores throughout the country said:

"Many stores catering to men have largely increased their sales by putting in lines that are not usually associated with those ordinarily handled. Some of the biggest retailers in this field are now operating what are practically department stores, and there is no reason why many of the stores now confining themselves to men's wearing apparel cannot branch out and include articles that are also bought by men. One of the best opportunities lies in developing trade on automobile goods. Men and not women, as a rule, purchase such articles, and the men prefer to go into their own stores.

"It has always been a problem with the department stores to develop their trade from men. The difficulty of getting men into a store that has women as its largest number of customers has been met in different ways, such as having a separate entrance for the men, by isolating the department and by other devices likely to attract the shy male.

"Lately, because of price agitation, the men have been taking an increasing interest in the shopping game. When all was serene the job was left to women. It has been the experience of the stores that men are now just as eager to hunt bargains as their wives and sisters. It is reasonable to expect that if men are to do the pur-

chasing the first place to benefit will be their own stores, the stores that in the past have catered to their wants exclusively. If this is the case the opportunity for the men's shop to broaden its sphere of activity ought not to be neglected. Already such stores have successfully added to the lines carried and they are getting business that formerly went into other channels.

"Besides the increased trade that can be done with men, the dealers supplying them should also take into consideration that quite a few women patronize men's stores. They frequently admire a mannish coat or a hat, and make a purchase. While women, as a whole, must have their changing styles, I think there is a strong desire in many of them to

avoid some of the fripperies prepared for them. The business woman, for instance, is slowly but surely adopting a garb for everyday wear that is of almost as uniform a type as that of the business man. When this development reaches its crest, I imagine many men's wear dealers will see their way clear to introducing standard feminine apparel. However, the objection to handling both men's and women's trade is based on the desire of the average man to patronize a store where he is not likely to meet women.

"It is not inaccurate to forecast a wider field for the men's shops, however, because these shops have already extended their activities, and the future will see an even greater expansion."

## JUST WHEN YOU NEED THEM MOST MEN'S WORK SHIRTS

On the floor. Orders will be shipped *same day as received*.  
Complete stock. Prices right.

BLUE AND GRAY CHAMBRAY  
BLACK SATEEN  
POLKA DOT  
KHAKI  
GRAY MIXED  
GRAY OR KHAKI FLANNEL

***Daniel T. Patton & Company***

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

## Do You Know:

that now you can get genuine horse hide gloves right from the manufacturer.

## Do You Know:

also that you can get gloves that will wear like iron and still be soft and pliable.

We are here to tell you it can be done.

## HIRTH-KRAUSE CO.

Tanners and Manufacturers of Gloves

Grand Rapids

Michigan

## Vellastic Elastic Ribbed — Fleece Lined Underwear

For every member of the Family. Have you these goods in stock?

BUY NOW—While stocks are complete.

Quality Merchandise—Right Prices—Prompt Service

**Paul Steketee & Sons**

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



# \$250,000 CITY DAY---Sept. 22, 1920

EVERY Michigan Merchant remembers our September 10th sale last year. We would have repeated this success on the 10th again this year, except for the fact that we are remodeling our building and were delayed in getting this work done. We are now occupying our entire building with doubled floor space. The building is being completely remodeled and redecorated. We are installing the latest and most up-to-date equipment such as spiral chutes, pneumatic tubes, modernly equipped offices, equipping manufacturing department, etc. We will have a repetition of our last year's Sept. 10th sale again this year on Wednesday, Sept. 22nd, when we hope to do a quarter million business. While it will be a little later this year it will be early enough for you to get your merchandise for your Fall business and in as much as the West Michigan State Fair is being held in Grand Rapids that week, you can combine both pleasure and business by coming to this sale on that date. On account of the magnitude of the sale, we have decided to make it a three day sale on Tuesday, Sept. 21, Wednesday, Sept. 22 and Thursday, Sept. 23. We want you to attend and see what we are doing to better serve you.

Our buyers have been accumulating merchandise for this sale and we can guarantee the same fine bargains at this sale that you always get at a sale which we hold. Some of our buyers have just been in New York getting further quantities of merchandise in order to make this sale the biggest sale success which we have had. We will have everything arranged so you can again wait on yourself as much as possible.

Our meal service made such a big hit last year that we will again serve meals during the sale and provide entertainment.

We are going to have **REAL BARGAINS** in **EVERY ONE** of our Departmentments as follows:

## BASEMENT.

Dept. 1—All Piece Goods, Short Lengths, Seconds, Remnants and Specials  
FIRST FLOOR—PIECE GOODS.

Dept. 3—Plain and Fancy Dress Goods, Linings, Coatings, etc.  
Dept. 4—White Goods.  
Dept. 5—Colored Wash Goods, such as Percales, Gingham, Chambrays, Cheviots, Silk Mixtures, Poplins, etc.  
Dept. 9—Domestics.

## SECOND FLOOR—PIECE GOODS.

Dept. 6—Linens including Damask, Pattern Cloths, Napkins, Towels, Wash Cloths, etc.  
Dept. 7—Draperies including Cretonnes, Scrims, Curtain Material, etc.  
Dept. 8—Bedding, Blankets, Comfortables, Batts, etc.  
Dept. 10—Flannels, including Shakers & Domets, Colored Outings, Robings and Printed Flannels, Canton Flannels, etc.

## THIRD FLOOR—STAPLE AND FANCY NOTIONS.

Dept. 12—Staple Notions.  
Dept. 13—Fancy Goods and Jewelry.  
Dept. 14—Art Goods, Crochet Cottons, Yarns, etc.  
Dept. 15—Laces and Trimmings, including Embroideries, Buttons, Braids, etc.  
Dept. 16—Plain and Fancy Ribbons.  
Dept. 17—Handkerchiefs, Holiday, etc.

Dept. 18—Gloves and Mittens.  
Dept. 19—Toilet Goods.  
Dept. 20—Toys.

## FOURTH FLOOR—HOSIERY AND UNDERWEAR.

Dept. 21—Hosiery.  
Dept. 22—Underwear.  
Dept. 24—Knit Goods, Sweaters, etc.  
FIFTH FLOOR—MEN'S FURNISHINGS & LADIES READY-TO-WEAR.  
Dept. 27—Men's Dress Furnishings, including Dress Shirts and Pants, Outing Flannel Night Shirts, Holiday Neckwear and all accessories.

Dept. 28—Men's Work Furnishings, including Overalls, Work Shirts, Flannel Shirts, Coats, Mackinaws, etc.  
Dept. 29—Boys' Furnishings of all kinds.  
Dept. 30—Hats and Caps.  
Dept. 32—Umbrellas.  
Dept. 35—Shirtwaists, Middy Blouses, etc.  
Dept. 36—Dresses, Bungalow Aprons, House Dresses, Outing Gowns, etc.  
Dept. 37—Petticoats and Skirts.  
Dept. 38—Silk and Muslin Underwear.  
Dept. 39—Corsets.  
Dept. 40—Girls Dresses, etc.  
Dept. 41—Infants Department.

## SIXTH FLOOR—MANUFACTURING DEPARTMENT.

Keep this directory for reference as to what lines we are carrying.

WE HOPE TO MAKE THIS THE BIGGEST SALE EVER HELD IN THE HISTORY OF MERCHANDISING IN MICHIGAN. THIS IS YOUR OPPORTUNITY FOR SUCH MERCHANDISE AS YOU NEED FOR THIS FALL. COME EARLY AND STAY LATE.



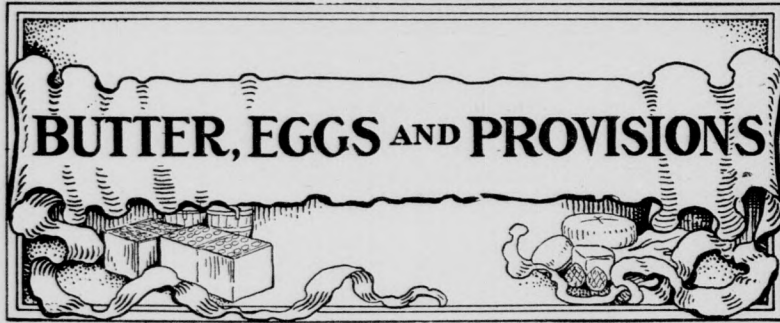
## GRAND RAPIDS DRY GOODS CO.

GRAND RAPIDS, MICHIGAN

EXCLUSIVELY WHOLESALE

NO RETAIL CONNECTIONS





### Michigan Poultry, Butter and Egg Association.

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

### A New Time Table For Vegetables.

In California I once heard an extraordinary story about a Burbank watermelon. One spring morning a man planted some seeds in his ranch and then worked on another part of it. When he got home in the evening he found that the vine had got ahead of him and deposited a ripe melon on his doorstep. The ranch was a quarter of a mile from his house. One version of the story says half a mile, but that's absurd.

I am convinced that Mark Twain wasn't entirely in his right mind when he wrote an article for an agricultural paper (of which he was temporary editor) in which he said that "turnips should never be pulled, it injures them. It is much better to send a boy up and let him shake the tree."

Mark Twain was certainly an ass. He didn't know the first rudiments of horticulture. He also wrote that "the guano is a fine bird, but great care is necessary in rearing it;" that farmers should plant their buckwheat cakes in July instead of August; and that "the pumpkin as a shade tree is a failure." Holy Moses! Can you beat it?

Evidently all these things came to the fore in my brain the other night when I had a singular dream which made me supremely happy. I am particularly fond of cantaloupes, but they cannot be raised very successfully in Northern Michigan, because the nights are too cold and the season is too short. Well, I dreamt that I was going to have for breakfast ripe melons raised in my garden from seed in three weeks. How did I do it, when the time table says three months? By crossing the coy and dilatory cantaloupe with the forward and prolific cucumber, and then hybridizing the new vine with the radish, which is ready to eat in three weeks after the seed is put in the ground. I had read in Burbank's books that almost anything can be done in the way of training and intermarrying vegetables, keeping the good qualities of each while eliminating the bad ones; and my experiment didn't in my dream, seem much more impossible than his trick of growing potatoes on tomato vines. But when I looked up his seventh volume, which is concerned with the higher education of vegetables, I found that, in his experience, the cucumber "refuses to hybridize with

other melons;" and thus my scheme was shattered.

I am now considering the possibility of grafting melon vines on witchgrass roots, which seem to travel at the approximate rate of a yard a day while sending up fresh shoots every five inches. When that is accomplished I should like to see any one get ahead of me in the melon market. There is millions in it.

To quit fooling, it is evident that it would be a great thing if the time for the growing and ripening of melons, and all other vegetables, could be halved and quartered and eighthed. The quicker a vegetable grows the more tender and succulent it is for the table. Plenty of manure and water will do wonders, as the Paris market gardeners in particular have shown, and astonishing accelerations are also due to the intelligent and frequent use of some chemical fertilizers, notably nitrate of soda; but that is not enough. The whole time table of vegetable growth in the garden is outmoded and should be smashed to smithereens.

Why should carrots and beets and cabbage and lettuce and all the rest of the kitchen plants loaf around from two to three months, exposed to all the dangers of drought and frost and disease and blight and insect pests, before they are ripe for the table? It is simply absurd. The Government has dozens of expensive experimental stations for mending such matters, but for the most part the officials seem to be as much given to loafing as the lazy plants. Get a move on yourselves gentlemen, and on the vegetables! That is my advice.

Last week I referred to the Australian and American benefactors who have evolved a new race of sweet peas which come into bloom five or six weeks sooner than the older sorts, without being inferior in beauty. Why

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

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

Genuine Buckwheat Flour  
Graham and Corn Meal

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

SEND US ORDERS

## FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads  
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.



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

## M. J. Dark & Sons Wholesale Fruits and Produce

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

Grand Rapids, Michigan

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



WE ARE  
EXCLUSIVE  
DISTRIBUTORS  
FOR  
"Dinner Bell"

ALWAYS FRESH AND SWEET

### M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

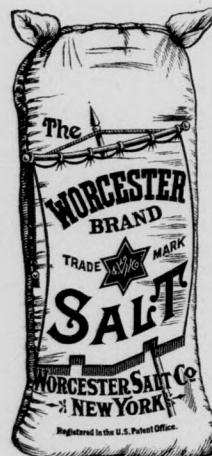
Branches: Muskegon, Lansing, Bay City, Saginaw, Jackson,  
Battle Creek, Kalamazoo, Benton Harbor, Mich.; South Bend, Ind.

OUR NEAREST BRANCH WILL SERVE YOU

## "WORCESTER SALT"

Takes the "Cus" Out of Customers

SEND US YOUR ORDERS



BUTTER  
CHEESE  
IVORY Non-hardening  
TABLE  
FARMER SPECIAL  
BLOCK STOCK

# SALT

It Pays the  
To Sell the **BEST**

KENT STORAGE CO., Grand Rapids, Michigan  
DISTRIBUTORS

### MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building  
Grand Rapids, Michigan



shouldn't the same methods and pains applied to the edible peas do the same thing for them? Why allow them to vegetate and lounge and dilly-dally until the July or August sun broils their tender roots to tinder? It is easy to breed a faster race by selecting, year after year, those of the pods which ripen first, and planting those exclusively.

In quality (tenderness and flavor) our garden peas leave little to be desired. The only thing to regret is that the very best of them all bears the name "Senator;" for sarcasm, as I have often said with reference to this nomenclature, is out of place in the garden. Much as I relish the "Senators" (the peas, I mean), I hope to see them dethroned by the marvelous variety known as "Quite Content." These are ahead of any French petits pois I have ever eaten, and they are the opposite of petits. Taller than any other peas grown (you need chicken wire to support them), the pods and the peas in them are much larger than any others, yet they are tender and luscious.

While American peas seem to me superior in flavor to the European (I once asked a London waiter why the peas had been flavored with mint, and he answered, "Peas 'ave no flavor, sor"), our beans leave a good deal to be desired in rapidity of growth and otherwise. Every year I try some new variety, but always feel I must "try, try again." The Parisians have a kind which is very much more tasty. It is an insignificant looking thing, small and "rusty," but oh, the flavor! When David Burpee wrote me, a few weeks ago, he was going to Europe, I implored him to import this variety and make it popular over here, just as his father, W. Atlee Burpee, did the insignificant looking Golden Bantam corn. Burpee also introduced the stringless pod bean, America's great contribution to beandom. Its originator was a man whose name—Calvin N. Keeney—is dear to all epicures, because he eliminated from the beans the bothersome strings which always got between the teeth—unless the cook had patiently removed them, which she often failed to do. The process of removing the strings from the different varieties of beans (there are hundreds of them) is still going on don't for mercy's sake, grow any but the stringless in your garden. Some of them are now in all seed catalogues, while the most advanced list none but the stringless. The world do move!

With three of our most important vegetables, corn, tomatoes, and potatoes, the plant breeders have been busy in recent years in reducing the time needed for growth and ripening. Except in the South it is not customary to sow the seeds of tomatoes in the garden; to get the ripe fruit in reasonable time it is necessary to start the plants in a greenhouse and transplant them when frost no longer threatens. The ripening can be further accelerated by training the plants to stakes and removing all side branches; but this is not enough. In our Northern States it is folly to plant any but the earliest of the varieties. Earliana is favored by market gardeners, but for the home garden

Chalk's Early Jewel is better because the tomatoes do not all ripen at once. Earlier still than these—often by several weeks—is the Burbank tomato, which I have found the most satisfactory in my garden for earliness and quality. I can indorse the verdict of a Long Island enthusiast: "Most perfect in shape and color, the least vine, the most fruit, the longest in bearing the least acid, the sweetest tomato." But it would be impossible in Maine to do what has been done with the Burbank tomato in California; grow, from seeds ripened in June, a second crop the same summer!

With the famous Burbank potato I have been less successful. The plants grow here with tropical luxuriance, and the potatoes attain a large size but they do not quite ripen before frost. After several trials I wrote to Mr. Burbank about an earlier variety with his trade mark, telling him also I hadn't been very successful with his Iceland cucumbers. He replied: "Cucumbers and melons like a great amount of water and a great amount of ammoniacal manure. Then they will do simply wonders. There is no 'Early Burbank' potato. The 'Early Rose' is about the sweetest and most satisfactory early potato, but it is not a very heavy yielder."

The Early Rose was the ancestor of the Burbank, which, while evidently not the best for this mountainous region, is the potato for the Pacific Coast (see an interesting list of favorites of various States in Samuel Fraser's book on the potato). I wanted to try Salzer's "Six Weeks" this season, but couldn't get the tubers for planting. For this variety the most extraordinary claims are made, and I should have been glad to verify them. Six weeks is half the usual time.

Inasmuch as the growing time of the potato in the garden can also be reduced by a fortnight or more by starting the tubers in the house, a "Six Weeks" variety could be reduced to the radish standard of three weeks from planting to the table; so, after all, my dream about the three-week melons may have had prophetic significance! Corn, too, can be accelerated by starting it in the house. Burbank relates how he did it and made profits which enabled him to—fortunately—make his home in California. But such gains count for less than the breeding of new early varieties. The Golden Bantam owes its standing as the favorite of all sweet corns to its delicious flavor. But its earliness also has been an asset; and this earliness it owes largely to its not wasting time in growing seven-foot stalks. "The ear's the thing!" is its motto, and thus it has started a new era. Henry T. Finck.

"The true University of these days," said Carlyle, "is a collection of books, and all education is to teach us how to read."

**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

Grand  
Rapids  
49 Market  
St., S. W.

**W. E. Roberts**

Cltz.  
1361  
Bell  
M. 1361

EGGS AND PRODUCE

## The Vinkemulder Co.

Grand Rapids, Michigan

Apples  
Plums  
Grapes

Peaches  
Pears  
Onions

in car lots and less

*You will deal with us profitably*

The Machine  
you will  
eventually  
Buy!



**VICTOR**

is a high class adding and listing machine, scientifically constructed along standard lines and sold at a minimum cost. You can PAY more, but cannot purchase better value.

M. V. Cheesman, State Distributor,

946 Cherry Street,

Grand Rapids, Michigan

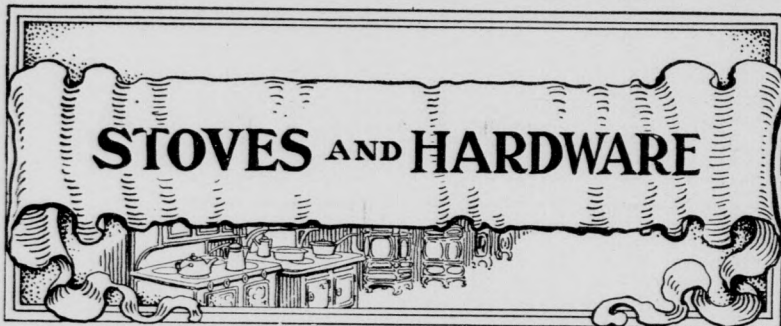
**135.00** ALL MACHINES  
FULLY GUARANTEED

## The Red Star Is the Right Star

**"A Hard Winter Wheat  
Flour that Brightens  
the Way of the World"**

**Judson Grocer Co.**  
Grand Rapids Michigan





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 Advertising Possibilities of the County Fair.

Written for the Tradesman.

I find some diversity of opinion among hardware dealers as to the advantage or otherwise of advertising at the county fair. Many who have tried it are increasing their display space for the present year. On the other hand, there are those who contend that the merchant should limit his publicity efforts to the well recognized advertising media—window display, newspaper publicity and mailing list advertising—and who class the county fair with program and premium advertising and similar stunts.

However, the record in my own town is significant. Ten years ago one hardware dealer put on a fall fair display in a comparatively small space. Last year this man put on his tenth consecutive display taking far larger space; and three other dealers were also using the fall fair display as a means of appealing to their prospective customers. I find, too, that in our county fair it is the most successful merchants who use display space. They don't owe their success to fall fair advertising but I take it that a merchant with the capacity and discernment that make for success would not use fall fair display space unless he clearly saw some advantage in it.

In the small community where town and country blend every merchant is almost ex officio a booster for the fall fair. In the larger community, there is a tendency for town and country to drift apart, and for the merchant to get the townsman's angle. This leads to a less friendly and receptive attitude toward the farmer; and this in turn must to some extent stimulate the tendency of the rural community to patronize the mail order house.

The shrewd merchant utilizes every possible opportunity for meeting the farmer and getting his angle on business. That is one of the essentials of successfully catering to rural trade. And the county fair is pre-eminently the neutral meeting place of town and country.

More than this, it is good policy for the city merchant to identify himself with the county fair executive. One of the most successful merchants in our town, a man with a store staff of nearly 100 clerks, has found time from multifarious municipal activities to serve as president of the local fall fair association. It is a good policy, not merely for the publicity thereby secured, but because the position

displaying of goods that are capable brings a man into direct touch with leading farmers. He gets the farmer's view point, and learns to work with the farmer for the same objective. It will pay the merchant to identify himself sympathetically with rural organizations of this sort.

Merchants who profess to have found fall fair advertising unsatisfactory are now and then encountered. As a rule, they are uncertain as to actual results because they find it difficult to trace them. On the other hand, many hardware dealers declare that in their experience the results are decidedly traceable, and show materially in increased business. Where dissatisfaction is reported, it is probably the result of the merchant treating his fall fair display as merely a sort of window display—whereas it is something considerably more important.

The fall fair display is seen by a vastly larger number of people in a much shorter space of time. Hence, the hardware dealer should aim to make the most of every minute, and to create the best possible impression.

Therefore, display something that is pretty sure to interest a large number of people and awaken a direct response. Two firms last year at our fall fair showed ranges and heaters. Not the full line but the most attractive models. Another firm put on a demonstration of floor finish. Other lines shown or demonstrated were washing machines and wringers, churns, aluminum ware and similar lines. Of course, apart from regular hardware lines, displays of agricultural implements were numerous; and the hardware dealer who handles implements as well will be found using the fall fair as a matter of course. But the regular hardware lines can be pushed advantageously by this means, just as much as the agricultural implements that have a special appeal to the farmer.

Try to make your display something out of the ordinary—something a little bit more appealing than the best window display you've ever put on. It means quite a bit of work for a couple of days display; but if it is worth doing at all, it is worth doing well. Thus, the latest and finest kitchen range in your stock can be used as the center of a model kitchen, fully equipped with up to date utensils. Try to devise an arrangement that will carry a definite message to the person who sees it. Get away from the idea of a set display, and put into your showing some of the elements of the moving picture.

To this end, it is desirable, whenever possible, to demonstrate the goods—which involves, in turn, the

of demonstration. Practically all the articles previously mentioned can be demonstrated, even with the limited equipment available in the main building at a county fair. If they can't, do the next best thing: invite the public to see them demonstrated in your store, at a later date. Hand out formal invitations to the demonstration at your store.

The fall fair booth isn't the sort

### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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



### SIDNEY ELEVATORS

Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind machine and size platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

### 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

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

A. B. Knowlson Co.

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

### Sand Lime Brick

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

Brick is Everlasting

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

## Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

### HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS, MICHIGAN

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

of enterprise to hand over to an inexperienced junior. Take charge of it yourself, if you can; or send the best man available. Don't be satisfied merely if people see your display and have their questions politely and accurately answered. Try to get acquainted with people, particularly country prospects; get names and addresses down in your note book; get faces registered in your memory so that you will know these people again and be able to greet them by name. That sort of thing counts for more even with country patrons than with city people.

Seize every opportunity to get a line on prospects. With some merchants the showing at the fall fair is an integral factor in the fall stove campaign; not merely do they manage to get a line on many good prospects, but a lot of sales are actually made from the booth. If a prospect displays unusual interest, put another man on the booth while you clinch the sale. In short, make the most of every opportunity, not merely to convert interested people into definite prospects, but to convert prospects into customers. Have your note book handy for names and addresses.

Of course no better opportunity could be secured to distribute advertising matter. Care should be taken, however, to see that this material isn't wasted. A great deal of it is apt to fall into the hands of children. This is particularly the case with souvenirs, such as paper fans, etc. But I have known an active town boy who had probably never seen a farm in his life come home after a day at the county fair loaded down with handsomely illustrated catalogues of binders, reapers, cream separators, churns and other items of agricultural machinery. In such instances the material might better be sold to the junk man. Advertising matter nowadays costs too much to be flung around indiscriminately.

Make it a point to talk to people, find out what interests them, and give them advertising matter relative to that particular line. If you want to please the youngsters, have some little card or souvenir for that especial purpose; their goodwill is worth something. Perhaps it is as good an opportunity as any to put across a Santa Claus stunt of some sort as a preliminary to the Christmas campaign. But don't distribute advertising material purposelessly; try to put every bit of literature where it will do some good.

It is of course desirable to get your booth in shape early, to have your display ready for the first day even though the crowd on the first day is small. Look over the space beforehand, and plan carefully so as to make the best possible use of every inch at your disposal. Make all your arrangements ahead of time. And keep always in mind from the moment you begin to plan until the last hour of the fair that this display isn't a perfunctory affair, but that it is intended to bring you business. Plan and work accordingly.

Victor Lauriston.

A pound of self reliance is worth a ton of expectation.

#### Hardware Makers Still Are Sold Way Ahead.

There has been little change in the hardware market during the past month. Most manufacturers of builders' hardware are still far behind in their orders and are accepting orders only with reservations as to price and delivery. In the general lines the export demand is good, but not as strong as it was a few months ago. Several buyers from Australia and South America have been in the market recently with orders for the future, but the most encouraging development is the large number of inquiries for agencies that have been received from foreign countries. This would seem to indicate that American hardware has met with favor and the merchants in foreign countries are satisfied that the demand will continue even after the European manufacturers begin to compete.

The labor situation at the mills in this country is much better than it was during the spring, both in the number of operatives and in the general satisfaction with present wages. Shortage of labor has been the principal difficulty of the manufacturers for a year or more, but with some of the other industries throughout New England slowing down the manufacturers of hardware have been experiencing less difficulty in obtaining hands. This should help the manufacturers of builders' hardware out of their present predicament and result in their being able to meet their foreign deliveries much more promptly than has been the case in the past.

#### Watch Out For Orange Soft Drink Frauds.

The Bureau of Chemistry of the United States Department of Agriculture has issued a warning that many of the soft drinks purporting to be made of oranges are frauds. These imitations, say the Bureau, are usually concocted of sweetened artificially carbonated water, colored with a dye to imitate orange juice and flavored with a little oil from the peel of the orange. While they may not contain ingredients injurious to the health of adults, they are imitations which lack the medicinal qualities characteristic of fruit juices. A few of the bottled orange drinks do contain some of the genuine fruit. The information as to what a bottle of soft drink contains ordinarily can be found on the label, but sometimes a magnifying glass may be required. The terms "ade," "squash," "punch," "crush," and "smash" can only be applied correctly to beverages which contain the edible portion of the fruit or juice of the fruit named on the label. Bureau of Chemistry officials say, but this year many beverages with fanciful names, beverages which are imitations of fruit juices and which have only the odor or flavor of the fruit of which they purport to be the juice, are being placed on the market.



## Foster, Stevens & Co. Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.  
Grand Rapids, Mich.



Braender Bull-dog  
Extra Ply Cord Tire

## BRAENDER TIRES

Champion of the Road

"First Because They LAST"

BRAENDER RUBBER & TIRE CO.

Factory—Rutherford, N. J.  
Branches—New York, Philadelphia  
Chicago, San Francisco

## "ECLIPSE" STANDS for Berries, Fruits and Vegetables

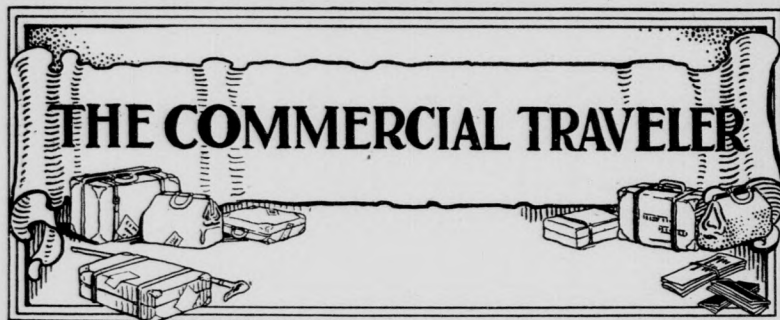


These Stands are Steel Sectional Revolving Ball Bearing.

Occupy 60 inches floor space—save two-thirds the space now used.

Manufactured by  
**The Wellston Manufacturing Co.**  
WELLSTON, OHIO, U. S. A.





Grand Council of Michigan U. C. T.  
 Grand Counsellor—H. D. Ranney, Saginaw.  
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 Grand Secretary—Morris Heuman, Jackson.  
 Grand Treasurer—Harry Hurley, Traverse City.  
 Grand Conductor—H. D. Bullen, Lansing.  
 Grand Page—George E. Kelly, Kalamazoo.  
 Grand Sentinel—C. C. Carlisle, Marquette.

#### Distinguishing "Mister" From "Esquire."

"Mister" or "Esquire?" For that matter, one might ask, "Why either?" The answer is that either is a courtesy title, whether in this country or in England; and courtesy is a good thing easy to bestow, churlish to withhold. There is a fancy that the address, "Thomas Smith, Esq.," carries a little more honor than "Mr. Thomas Smith," but in America "esquire" means no more than "mister," if either really means anything.

Matthew Arnold explained the difference in English custom by an assertion which signified that a gentleman, or any one who is engaged in a "gentlemanly" occupation, is denominated "esquire," but the tradesman is entitled to nothing better than "mister."

Nevertheless, the Englishman is not always sure of himself in making the distinction. One of the London papers amused itself with the experience of a correspondent who found that the railway companies vouchsafe to those passengers only who care sufficiently about their social standing to be holders of first class season tickets the honor of "esquire."

On the day when the correspondent held a first class ticket, he received a letter from the company addressed "esquire." But on the next day, when he transferred his patronage to second class, he was humiliated to find himself relegated to the common crowd known as "Mr."

This gentleman gives a burlesque etymology of the word. When the Conqueror came over in 1066, those of his retinue who could afford cushions to sit on at an audience were known as "esquires," or "esquatters," and those who had to sit on hard wooden seats were called "misters."

The real derivation of the word is, as every one will remember, from "escuyer," old French for "shield-bearer," and so came to be applied to the chief retainers of knights. When the feudal days passed the word remained.

#### The Last Shall Be First.

"Never hurry, if there is a way to avoid it," said the fat man to his seat-mate in the car. "I had the habit, but

I was cured by a fellow of more experience. When I was younger I had to make periodical visits to a small town, now a city, that had already more business than it could properly take care of. On one of these visits I sat down in the train beside a stout, comfortable-looking man whose large traveling bags proclaimed him the commercial traveler. We got into conversation, and presently I found that I had told him pretty nearly all I knew of our destination.

"Klinkerville," as I will call it, was two miles from the railway station, and a single omnibus served as the connecting link between the trains and the hotel. It wasn't much of a hotel. Such as it was, however, there was considerable choice between its best and its worst, and it was well worth while for a traveler to get to the desk before many others had preceded him.

"As the trains pulled into the station it was quite evident that most of us who were going to get out there were familiar with local conditions. Everybody except my friend, the drummer, was nervous and in a hurry. Men stood in the aisles wrestling with their overcoats, and a few blocked the door of the car even before the whistle announced our approach to the station.

"The train stopped and the passengers made a rush for the door. The drummer got up slowly, settled his coat and picked up his bag. Together we followed the crowd on the platform, where it made a mad rush for the omnibus and scrambled pell mell into it. When my friend and I reached the carriage there was only standing room at the very end of it.

"Don't you worry," the drummer said, mysteriously. "Everything is all right and working lovely."

"As he spoke the omnibus drew up in front of the hotel. The drummer, who had been last to step on the omnibus, was naturally the first to step off, and he was polite enough to give me first place at the desk.

"As for the man who had hustled for first place on the omnibus, he slept on the billiard table."

#### CODY HOTEL

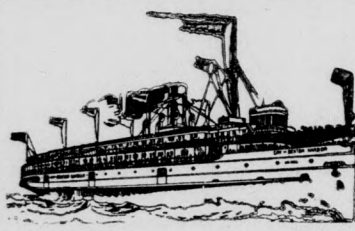
GRAND RAPIDS

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.



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

Bell Phone 596

Citz. Phone 61366

#### Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising  
 Expert Merchandising

200-210-211 Murray Bldg.

GRAND RAPIDS, MICHIGAN

#### Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

#### 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

"The Goodrich way."

Over-night service.

Goodrich City Office, 127 Pearl St., With Consolidated R. R. Ticket Offices. W. S. NIXON, City Passenger Agt.

#### OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr

Muskegon :: Michigan

**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, Sept. 7.—R. C. Smith, who has been manager of the general store at Wedeman & Brown, (Springport) for several years, succeeds Neal VanderWoude as general line salesman for the Grand Rapids Dry Goods Co. in Southern Michigan. Mr. Smith will continue to reside in Springport and make that town his headquarters. Mr. Vanderwoude will take a position in the house in the underwear and hosiery department.

Frank D. Avery, the Tecumseh grocer, who has been ill most of the time for the past year, is gradually recovering his health and strength.

August Bricult, grocer at 1202 Bridge street, has added a line of dry goods. The Grand Rapids Dry Goods Co. furnished the stock.

George E. Bardeen, the paper mill magnate of Otsego, has purchased another new Packard—an annual occurrence with him, by the way—and will start for his palatial winter home at St. Petersburg about Oct. 1.

The Mac Sim Bar Paper Co., Otsego, has increased its capital stock from \$600,000 to \$1,200,000. The new stock will be divided among the old stockholders in the shape of a stock dividend.

Sammy Evans and wife have gone to Walton, N. Y., where they will spend a month with Mr. Evan's sister. Sammy has richly earned a respite from business duties by extra activity during the past year—the most strenuous one in his long career as a traveling salesman.

Menno P. Kooistra, who has been credit man for the National Biscuit Co., Grand Rapids, for the past five years, has taken a similar position with the W. S. Canfield Flour Co., 205 Godfrey building. His successor at the Biscuit Co. is W. W. Conner, who has been connected with the Goodrich Rubber Co. for some time past.

They used to call Muskegon "the Sawdust City." It had two score sawmills running night and day, back there in the 80's. It was sort of a sawdust university, from which graduated many of the men who have become celebrated in the industry. Here were invented and first used many of the devices now employed in every mill. But Muskegon has long retired from lumbering and gone into other lines of manufacture—so successfully that it now has 45,000 inhabitants, if you count Muskegon Heights, the immediately adjacent suburb which increased its population more than 500 per cent. in the last decade and now has more than 9,000. When you visit a town something suddenly hits you in the eye that is especially conspicuous. All over the country we are hearing about the high cost of building, the high cost of money, and the difficulties hindering development. In Muskegon the thing that impresses you is the fact that, high cost or low, Muskegon is going right ahead anyhow. There is no waiting for reductions. The streets are torn up for new pavement, houses are being slapped together (Muskegon needs and must have a thousand more dwellings this year), and so it is with everything. And incidentally old industries are making extensions and new industries coming in. A big rolling mill is promised and the Standard Oil Co. is building docks for its steamers.

One worker possessing common sense is worth six labor leaders.

European hotels have seven hundred and thirty-two distinct ways of separating the foreign tourist from his money. You engage a room at so much a day, but you are lucky if it doesn't come to twice as much by the time you get your bill, for there are extras for "service," and light, and heat, and baths, and a multitude of other unsuspected items.

The Superior Court in Chicago has

decided that the tips given to hotel employees who are drawing a fixed and definite salary belong to the landlord. If the guests knew that and knew that the landlord got them they wouldn't amount to so much. They rather hoped that when they handed the check boy a quarter they were beating the proprietor out of it. If they had thought the landlord was waiting at the end of the hall to shake down the employee for the tip they would never have opened their hearts and purses. A few devisions like this will do more than anything else to end the tipping evil in America. Nobody wants to give an extra tip to the landlord—if he can help it. Heaven knows he doesn't need it.

A flivver and an automobile are alike to a certain degree inasmuch as each runs along on four wheels.

If you never take a vacation you will never be able to bring a fresh mental attitude to your job.

The difference between success and failure in salesmanship is often the difference between having or lacking the ability to hold the buyer's attention to the climax of argument.

The chap who gets left in the business race is he who is satisfied to dig it all out for himself without ever looking for a modern idea in his trade paper.

Man who sold shoes down in Kentucky—not a merchant—was arrested for hiding liquor instead of shoes in the cartons. Not moonshine; shoe shine.

Evidence is accumulating to prove that the proponents of the tipping custom have an organized publicity system. Every time the readers of newspapers write to the editor to complain of the exactions of waiters, bellhops, porters, chauffeurs, barbers, etc., other letters invariably appear in which the position is taken that "you cannot change human nature," "people will pay for service," and "tipping never will be abolished," etc. It appears that somebody in every city is on guard to write such letters to newspapers whenever the public begins to grow restless about tipping. Unfortunately, a number of New York correspondents writing for papers throughout the country, assume the gratuitous task of including in their news-letters the same kind of propaganda in favor of tipping. A favorite plan is to interview one of the big hotel executives who solemnly delivers himself of pessimistic views about abolishing tipping. His pessimism comes from the thought of losing that source of graft as the hotel is the principal beneficiary of tipping not the employees.

Nearly everything else having been charged up against prohibition the wail of the bellboy and waiter now comes into the chorus with the allegation that prohibition has cut down their tips. Men drunk, or drinking, they say, tip more freely than men sober. If prohibition helps to eliminate tipping it has another great achievement to its credit.

"Thirty-five years ago it would have been an insult to proffer a tip to a white man in this country," says a writer in the New York Times. "Public sentiment changes, and it seems not unreasonable to believe that it may change enough to wipe out tipping as it did dueling."

Republic Motor Truck Co. salesmen held a two-days' convention at Alma, Monday and Tuesday. Arrangements were made with the Pere Marquette Railway to handle a special train for these men from Chicago to Alma and from Detroit to Alma and return. The party left Chicago and Detroit Sunday evening, and returning left Alma Tuesday evening.

C. S. Simpkins, Manager of the piece goods department of the Grand Rapids Dry Goods Co., is in the New York market for a week or ten days.

A girl eagerly swallows a man's words when he says ice cream.

### The Jack Pine Plains.

Written for the Tradesman.

Take me far to the barrens and land  
Where the Jack-pines are sentinels still  
Over Michigan's plain with its sand  
Where the winds are the winds of their will.

As a fragrance peculiar they bring  
From the sweetest of health giving shrines  
A perpetual incense of Spring  
Is the smell on the breeze from the pines.

For the wondrous enchanters are there  
They're the host since the forest first stood  
All about and around in the air  
And allure the sweet scents from the wood.

They're the Jacks and they live in the pine  
Forest elfs of a wonderful lore  
If their plan for a realm could be mine  
I'd be King o' th' Jacks evermore.  
Charles A. Heath.

### My Choice.

Written for the Tradesman.

This world has many prizes  
That men would seek to gain  
And fortunes of all sizes  
Or power they would obtain.

Now some would crave for glory  
And an illustrious name  
Be honored with the story  
That's heard in halls of fame.

Or one would think it better  
If he could circumvent  
The toilsome days which fetter—  
With idleness content.

There are many who would travel  
Through every foreign land  
And legend there unravel  
And many tongues command.

And so life's prizes gather  
In number without end  
But this is what I'd rather—  
I'd rather have a friend.  
Charles A. Heath.

### The New Day.

Written for the Tradesman.

In the morning hour how we undertake  
With a courage new something for each day  
When the night has passed we ever wake  
With a stronger heart and a brighter way.

Nights are given men for their sleep and rest  
For they tire and fall when the strife is long,  
Suns can't always shine but must set a-west  
And their shadows fall for the vesper song.

Life's vicissitudes bring a blessing then  
With its changing scenes, though our day is gone;  
Varied though these be, men are better men  
For the glooms which pass for they bring the dawn.  
Charles A. Heath.

### To the Commercial Travelers of Michigan.

Nashville, Sept. 7.—To such of you as rendered courageous and valuable service in my behalf during the recent campaign, I am glad to express my sincere thanks. We did not win out and a careful analysis of some of the conditions reveals a good reason therefor. However, we will all remain good citizens and true Americans and continue our efforts for the right, as heretofore, with faith in our Government, both State and National, holding ourselves ready to render whatever service we can to that end. What kind personal regards, I remain (in business),

Very truly yours,  
Cassius L. Glasgow.

### Not Confined to the Big Places.

Discourteous treatment of prospective customers by salespeople, which is one of the "thorns in the flesh" of many owners and executives of department stores, is not confined to the establishments in the big cities by any means. A local business man, while on a vacation in Northern Michigan, went into a store in a small village there after some muslin for his wife. He found a clerk sitting back of one of the counters reading a newspaper. She did not look up when he entered, and continued to read until he asked if there was any

chance of being waited on. All she did then was to call another girl in the rear of the store in this fashion: "Helen, here is a man who wants to buy something."

### Blacklist to Stop Cancellations.

Cancellations have recently worked hardships in different countries. In England, where industries are freer than in the United States to take concerted action, some trades took united action. For example, the members of the lace trade agreed that they would not submit to cancellation of orders. Under their plan, anyone who cancelled an order for lace had his name notified to the whole industry and he could not in the future buy from any member until he had complied with his original contract.

The Liberman & Gittlen Metal Co. has increased its capital stock from \$35,000 to \$75,000.

St. Johns—Louis Hettler succeeds L. J. Carpenter & Son in the grocery and meat business.

### The College You Are Looking For

A school offering something for everybody.  
A college with a national reputation.  
A college with 15,000 graduates, thousands of them living in Michigan.  
A college offering sixteen new courses.  
A school where you will meet with students from practically every county in Michigan and from a score of other states besides Michigan.  
A school where you can get stimulation from seeing expert teachers actually at work with children.  
A college where a degree is in reach of the student who must pay his way by his own hard-earned money.  
A school where hard work is seasoned with recreation and social pleasure.  
A college giving special attention to rooming and boarding conditions.  
Classification for Fall Term, Monday, Sept. 27

MICHIGAN STATE NORMAL COLLEGE  
C. P. STEIMLE, Sec'y-Registrar. Ypsilanti, Michigan

### Automobile Thieves work in country districts

On August 14th Joe Ashton of Sturgis was driving his Ford automobile, state license No. 391669, factory No. 4083351, in the country near Lenawee Junction when he was held up by six young men, the automobile and \$75 being taken away from him.

On August 22d the car of Charles S. Novak of Bay City was stolen and later found in a ditch near Utica, Michigan, with five tires stripped.

On August 4th, during the night, the Buick car of George L. Spillane, president of the Farmers Mutual Fire Insurance Company of Genesee County, was stolen from the garage on his farm. The car had state license No. 105178 and factory No. 567085.

On August 24th the Buick automobile belonging to Ex-sheriff Frank Green of Genesee County was stolen and a few days later found in the ditch near Napoleon, Ohio.

On August 16th the Buick automobile of Doctor R. C. Mahaney was taken from the street near his office at 11 o'clock and recovered in Lansing two hours later in possession of three young men, two of whom were sent to prison by Judge Collins for from one to ten years.

All of the above mentioned cars were insured in the Citizens' Mutual Automobile Insurance Company.

MR. AUTOMOBILE OWNER: Keep your car locked and when in big cities place it in a garage and see that you have a policy in good standing in the

**Citizens Mutual Automobile  
Insurance Co.**  
HOWELL, 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; F. C. Cahow, Reading.  
Next Examination Session—Grand Rapids, Nov. 16, 17 and 18.

#### PROFESSIONAL ETHICS.

##### It Is Medical Fol-de-rol Wrapped Up in Mystery.

Not so very many years ago all dentists were barbers or doctors. After a while the doctors pulled away by themselves and left tooth-pulling to the barbers. The doctors were inclined to surround their profession with mystery. They wrote prescriptions in Latin, wore whiskers and gloves, talked in a deep, sonorous tone, carried a heavy cargo of dignity as ballast and organized a "society." Among other things, they discouraged competition and sought to create a monopoly of the doctoring business. Not being willing to let each man do his own thinking and live his life in his own way, a few of the smart doctors drew up a Code of Ethics which took the place of independent thought and action. All doctors were thus supplied with canned thought and relieved of the rather tiresome job of thinking for themselves. This Code of Ethics said advertising was unprofessional and undignified. Particularly was it disgraceful to pay real money for it. It would never do to prick the bubble of mysticism that enveiled medicine. If the people were told the real facts about health and sickness, they would do much of their own doctoring and the profession of medicine would be shorn of the secret power that it was popularly supposed to possess.

In the meantime the patient tooth-pulling barbers looked up to their brethren in medicine as a superior class. They were deeply impressed by the respect shown the doctors because of their knowledge of Latin and the occult powers which they exercised in marketing their pills, powders and poultices. Then the thought occurred to some of the leaders: Why not draw up some ethics of our own? Why not grab off an idea for dentistry that was working so smoothly for medicine? And they did. Thus was the profession of dentistry born, and thus was the line of demarcation established between the man who manipulates the razor and the man who works the pliers. The doctors continued, however, to constitute an element in society somewhat superior to the dentists, having the advantage of precedence and more Latin words in their vocabulary. Even to this day does the dental profession stand in awe of the M. D. There is a certain

hang-over from the influences of the early barber days, when the doctor's business was to grow whiskers and the barber's business was to cut them off.

Barbers, being very close to the people and having a reasonable degree of common sense, naturally carried over into dentistry with them a considerable degree of independence. It wasn't long until a few of them questioned the proposition that advertising is disgraceful. Dentistry was languishing because the people knew little about it. Trade was dull. Other folks were getting the people's money for things that were not anywhere near as useful as dentistry. Finally a few of these offshoots of the barber shop advertised, and then and there became popular that title of respectability, "quack." All men who do something new are quacks. To do anything that the people are not accustomed to carries with it the punishment of being called bad names.

Dentistry is easier to advertise than medicine, and for that reason advertising dentists have increased faster than advertising doctors. If you tell people what to take for sickness, they can take it themselves and cut out the doctor's fee. But they can't pull or fill their own teeth and make plates. Thus, one reason why dentistry is being advertised is because it does the profession good, which is something that is not so true of medicine. Moreover, there is very little to be said in favor of medicine, while the benefits of dentistry are widespread. Every man is prejudiced where his own interests are concerned. Doctors would do as much advertising as dentists if it paid them as well, but it doesn't. The more a dentist tells the people about dentistry, the more will the people see the need of his services, but the more truth the doctor tells the people about his mysterious dope with Latin names, the less use will they have for him. That is why medical advertising lags and dental advertising grows apace.

Nobody persists in a thing unless it pays. The reason doctors have not advertised is because they get more out of their profession by surrounding it with a lot of ethical fol-de-rol and wrapping it in mystery. The reason dentistry is being advertised is because there is more money in doing things openly. The more dentistry is known, the more people will want it, but the more you know about medicine the less respect you have for it. The M. D. business is easily 50 per cent. bunk.

Beneath the surface a revolution is in progress between the dentist and the doctor. Each is getting more and more suspicious of the other. Recently

a pointed-whisker specialist proposed that no one be allowed to practice dentistry until he has wasted four years in a medical college and acquired enough Latin vocabulary to write prescriptions that even a qualified pharmacist finds difficulty in deciphering. It is the old idea that a doctor is several notches higher in the social scale than the dentist. Also it is an attempt to take away some of the profits of dentistry from the dentist and shift them over to the M. D.'s. There is at present, however, a tendency, more or less sincere, for physicians to associate with the tooth-pullers, not for the good of the public, but for the good of themselves. It works this way: A patient comes in with a pain in his parallelogram or on the hypotenuse of his right-angled triangle. The doctor rolls his eyes, mentally sizes up his patient's wad, thumps his victim on the slats, takes his temperature and winds up by sending him over to the dentist to have his teeth examined. Then, before the patient reaches the dentist, the doctor phones the dentist and says: "I've just sent a 'come-on' to you for an examination. When you touch his pants pocket, see to it that something goes into the 'kitty' for me." And usually something goes, because every doctor demands his third of all business which originates in his office.

Right now it is fashionable to attribute all human ills to infected teeth. The dental business is looking up and, to a degree, that is exciting the cupidity of the M. D.'s. For the present the doctor is co-operating with the dentist, but the doctors are learning that dentistry is doing the people more good than their own bottled bunk, and naturally they seek to control the dental profession. They are just beginning to understand that the people are getting tired of dignity,

## CANDY



### The "DOUBLE A" Kind

Made by  
People Who Know How

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

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



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

Ask for a copy of our  
latest price list.

We are agents for LOWNEY'S  
in Western Michigan.

#### COMPUTING SCALES

adjusted and repaired  
Send them in  
Service guaranteed

W. J. KLING  
843 Sigsbee St., Grand Rapids, Mich.

## The 1920 Holiday Line

WILL SOON BE ON EXHIBIT IN OUR SUNDRY SALESROOM HERE IN GRAND RAPIDS ON AND AFTER SEPTEMBER 7TH. WE ANTICIPATE THAT THIS HOLIDAY SEASON WILL BE THE LARGEST AND MOST SUCCESSFUL IN EVERY WAY IN THE EXPERIENCE OF THE DRUG TRADE, BOTH FROM THE VIEWPOINT OF THE RETAILER AND THE WHOLESALE. OUR STOCK OF MERCHANDISE IS ABSOLUTELY INTACT. WE ARE, HOWEVER, AS IN THE PAST TWO YEARS, SUGGESTING EARLY BUYING. GET IN TOUCH WITH MR. HOSKINS AT YOUR EARLIEST CONVENIENCE.

WHOLESALE ONLY

Hazeltine & Perkins Drug Co.  
Grand Rapids, Michigan



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
Boric (Xtal)	20 @ 29	Amber, crude	3 00 @ 3 25
Carbolic	35 @ 40	Amber, rectified	3 00 @ 3 75
Citric	1 25 @ 1 35	Anise	2 00 @ 2 25
Muriatic	4 @ 6	Bergamont	9 00 @ 9 25
Nitric	10 @ 15	Cajeput	1 50 @ 1 75
Oxalic	70 @ 80	Cassia	4 00 @ 4 25
Sulphuric	4 @ 6	Castor	2 15 @ 2 40
Tartaric	98 @ 1 10	Cedar Leaf	3 00 @ 3 25
Ammonia		Citronella	1 50 @ 1 60
Water, 26 deg.	12 @ 20	Cloves	4 50 @ 4 75
Water, 18 deg.	10 @ 17	Cocunut	4 @ 5 00
Water, 14 deg.	9 @ 16	Cod Liver	3 50 @ 3 75
Carbonate	22 @ 26	Croton	2 25 @ 2 50
Chloride (Gran)	20 @ 30	Cotton Seed	2 35 @ 2 50
Balsams		Eligeron	10 00 @ 10 25
Copaiba	1 00 @ 1 20	Cubeb	13 50 @ 13 75
Fir (Canada)	2 50 @ 2 75	Eucalyptus	1 50 @ 1 75
Fir (Oregon)	60 @ 80	Hemlock, pure	2 00 @ 2 25
Peru	7 00 @ 7 25	Juniper Berries	8 00 @ 8 25
Tolu	2 00 @ 2 25	Juniper Wood	3 00 @ 3 25
Barks		Lard, extra	2 15 @ 2 25
Cassia (ordinary)	45 @ 50	Lard, No. 1	1 90 @ 2 10
Cassia (Saigon)	75 @ 85	Lavender Flow	14 00 @ 14 25
Sassafras (pow. 70c)	@ 65	Lavender Gar'n	1 75 @ 2 00
Soap Cut (powd.)	30 @ 35	Lemon	2 75 @ 3 00
Berries		Linseed boiled bbl.	@ 1 47
Cubeb	1 90 @ 2 00	Linseed bld less	1 57 @ 1 67
Fish	50 @ 60	Linseed raw, bbl.	@ 1 45
Juniper	10 @ 20	Linseed raw, less	1 55 @ 1 65
Prickley Ash	@ 30	Mustard, true, oz.	@ 2 95
Extracts		Mustard, artifil, oz.	@ 60
Licorice	60 @ 65	Nutsfoot	1 75 @ 1 95
Licorice powd.	1 20 @ 1 25	Olive, pure	5 75 @ 6 50
Flowers		Olive, Malaga,	
Arnica	75 @ 80	yellow	4 00 @ 4 25
Chamomile (Ger.)	80 @ 1 00	green	4 00 @ 4 25
Chamomile Rom	40 @ 45	Orange, Sweet	12 50 @ 12 75
Gums		Origanum, pure	@ 2 50
Acacia, 1st	60 @ 65	Origanum, com'l	1 25 @ 1 50
Acacia, 2nd	55 @ 60	Pennyroyal	3 00 @ 3 25
Acacia, Sorts	35 @ 40	Peppermint	10 00 @ 10 25
Acacia, powdered	45 @ 50	Rose, pure	24 00 @ 25 00
Aloes (Barb Pow)	30 @ 35	Rosemary Flows	2 50 @ 2 75
Aloes (Cape Pow)	30 @ 35	Sandalwood, E.	
Aloes (Soc Pow)	1 25 @ 1 30	" I.	15 00 @ 15 20
Asafoetida	4 50 @ 5 00	Sassafras, true	3 00 @ 3 25
Pow.	6 75 @ 7 00	Sassafras, art'l	1 50 @ 1 75
Camphor	1 80 @ 1 85	Spearmint	16 00 @ 16 20
Guaiaac	@ 1 40	Sperm	2 75 @ 3 00
Guaiaac, powdered	@ 1 50	Tansy	10 50 @ 10 75
Kino	@ 85	Tar, USP	48 @ 60
Kino, powdered	@ 1 00	Turpentine, bbls	1 75 @ 2 00
Myrrh	@ 1 50	Turpentine, less	1 95 @ 2 05
Myrrh, Pow.	@ 1 50	Wintergreen, tr.	
Opium	11 50 @ 12 00	Wintergreen, sweet	12 00 @ 12 25
Opium, powd.	13 00 @ 13 60	Wintergreen, birch	8 00 @ 8 25
Opium, gran.	13 00 @ 13 60	Wintergreen art	1 20 @ 1 40
Shellac	1 75 @ 1 85	Wormseed	12 00 @ 12 25
Shellac Bleached	2 15 @ 2 25	Wormseed	16 00 @ 16 25
Tragacanth	5 50 @ 6 50	Potassium	
Tragacanth powd.	@ 5 00	Bicarbonate	55 @ 60
Turpentine	35 @ 40	Bichromate	57 @ 65
Insecticides		Bromide	1 10 @ 1 15
Arsenic	20 @ 30	Carbonate	92 @ 1 00
Blue Vitriol, bbl.	@ 10	Chlorate, gran'r	48 @ 55
Blue Vitriol, less	11 @ 16	Chlorate, xtal or	
Bordeaux Mix Dry	18 @ 38	powd.	28 @ 35
Hellebore, White		Cyanide	55 @ 70
powdered	38 @ 45	Iodide	4 10 @ 4 25
Insect Powder	85 @ 1 25	Fernaganate	1 20 @ 1 30
Lead Arsenate Po	35 @ 55	Prussiate, yellow	50 @ 65
Lime and Sulphur		Prussiate, red	1 85 @ 2 00
Dry	12 @ 27	Sulphate	@ 85
Paris Green	43 @ 58	Roots	
Ice Cream		Alkanet	3 50 @ 3 75
Arctic Ice Cream Co.		Blood, powdered	60 @ 75
Bulk, Vanilla	1 25	Calamus	35 @ 1 00
Bulk, Chocolate	1 35	Elecampane, powd.	22 @ 25
Bulk, Caramel	1 45	Gentian, powd.	27 @ 35



# 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

### Cheese

AMMONIA  
Arctic Brand  
12 oz., 2 doz. in carton,  
per doz. \$1.65

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 Cerl 3 00  
Quaker Puffed Rice 5 60  
Quaker Puffed Wheat 4 30  
Quaker Brkfst Biscuit 1 90  
Quaker Corn Flakes 3 70  
Ralston Purina 4 00  
Ralston Branzen 3 00  
Ralston Food, large 4 35  
Ralston Food, small 3 35  
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 00  
Krumbles, Individual 2 00  
Biscuit 2 00  
Drinket 2 60  
Peanut Butter 3 65  
No. 1412, doz. 2 25  
Bran 2 60

### BROOMS

Standard Parlor 23 lb. 5 75  
Fancy Parlor, 23 lb. 8 00  
Ex. Fancy Parlor 25 lb. 9 50  
Ex. Fcy, Parlor 26 lb. 10 00

### BRUSHES

Scrub  
Solid Back, 8 in. 1 50  
Solid Back, 11 in. 1 75  
Pointed Ends 1 25

### Stove

No. 1 1 10  
No. 2 1 35

### Shoe

No. 1 90  
No. 2 1 25  
No. 3 2 00

### BUTTER COLOR

Dandelion, 25c size 2 80  
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 @6 75

## DECLINED

### Canned Tomatoes

Barley  
Tapioca  
Twine

### 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, No. 1 1 90  
Van Camp, No. 1 1 25  
Van Camp, No. 1 1 60  
Van Camp, No. 2 1 90

### Beans—Canned

Red Kidney 1 35@1 60  
String 1 35@2 70  
Wax 1 35@2 70  
Lima 1 35@2 35  
Red @1 10

### Clam Bouillon

Burnham's 7 oz. 2 50

### Corn

Standard 1 50@1 65  
Country Gentleman 1 90  
Maine 1 90@2 25

### Hominy

Van Camp 1 60  
Fanville 1 40

### Lobster

1/4 lb. 3 10  
1/2 lb. 5 50

### Mackerel

Mustard, 1 lb. 1 80  
Mustard, 2 lb. 2 80  
Soused, 1 1/2 lb. 1 60  
Soused, 2 lb. 2 75

### Mushrooms

Choice, 1s, per can 80  
Hotels, 1s, per can 65

### Plums

California, No. 3 2 40

### Pears in Syrup

Michigan 4 50  
California 4 60

### Peas

Marrowfat 1 45@1 90  
Early June 1 45@1 90  
Early June sifd 2 25@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 5 25

### Pumpkin

Van Camp, No. 3 1 60  
Van Camp, No. 10 4 60  
Lake Shore, No. 3 1 25  
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, 1/2s 7 00@8 00  
Domestic, 1/2s 6 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 45  
Dunbar, 1 1/2s doz. 3 75

### Strawberries

Standard No. 2 3 75  
Fancy, No. 2 5 50

### Tomatoes

No. 2 1 35@1 70  
No. 3 1 75@2 25  
No. 10 @5 75

### CATSUP

Snider's 8 oz. 2 20  
Snider's 16 oz. 3 35  
Royal Red, 10 oz. 1 35  
Royal Red, Tins 10 00

## CHEESE

Brick 31  
Wisconsin Flats 31  
Longhorn 31  
New York 30 1/2  
Michigan Full Cream 30

## CHEWING GUM

Adams Black Jack 65  
Adams Bloodberry 65  
Adams Calif. Fruit 65  
Adams Chiclets 75  
Adams Sen Sen 65  
Adams Yucatan 65  
American Flag Spruce 65  
Beeman's Pepsin 75  
Beechnut 90  
Doublemint 65  
Juicy Fruit 65  
Spearmint, Wrigleys 65  
Zeno 60

## CHOCOLATE

Walter Baker & Co.  
Caracas 43  
Premium, 1/4s or 1/2s 50  
Walter M. Lowney Co.  
Premium, 1/4s 50  
Premium, 1/2s 50

## CIGARS

National Grocer Co. Brands  
El Rajah, Diplomats 75 00  
El Rajah, Epicure, 50 75 00  
El Rajah, Ark, 50 75 00  
El Rajah, Epicure, 25 83 00  
El Rajah, Longfellow, 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  
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 67 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  
Hemmeter 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 58 00  
Trans Michigan, 50s 60 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, 1/2s 47  
Lowney, 5 lb. cans 48  
Van Houten, 1/4s 12  
Van Houten, 1/2s 18  
Van Houten, 1/2s 36  
Van Houten, 1s 65  
Wan-Eta 36  
Webb 33  
Wilbur, 1/4s 33  
Wilbur, 1/2s 33

## COCOANUT

1/4s, 5 lb. case Dunham 48  
1/4s, 5 lb. case 48  
1/4s & 1/2s, 15 lb. case 47  
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 17  
Santos 30@32  
Maracabo 35  
Mexican 38  
Gutatemala 36  
Java 46  
Bogota 36  
Peaberry 33

## Package Coffee

New York Basis  
Arbuckle 36 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 1/2

## CONDENSED MILK

Eagle, 4 doz. 12 85  
Leader, 4 doz. 10 65

## EVAPORATED MILK

Carnation, Tall, 4 doz. 7 50  
Carnation, Baby, 8 dz. 6 85  
Pet, Tall 7 50  
Pet, Baby 5 10  
Van Camp, Tall 7 25  
Van Camp, Baby 5 00  
Dundee, Tall, doz. 7 25  
Dundee, Baby, 8 doz. 6 75  
Silver Cow, Tall 7 50  
Silver Cow, Baby 5 10

## MILK COMPOUND

Hebe, Tall, 4 doz. 5 85  
Hebe, Baby, 8 doz. 5 70  
Caroline, Tall, 4 doz. 5 70

## CONFECTIONERY

Stick Candy Pails  
Horehound 35  
Standard 35  
Cases  
Boston Sugar Stick 39

## 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  
Snow Flake Fudge 33

## 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 39  
Victoria Caramels 45

## 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

Fancy S'ded, 1 lb. pkg. 29  
Thompson Seedless, 1 lb. pkg. 31  
Thompson Seedless, bulk 30

## 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  
California Limas 15  
Brown, Holland 6 1/2

## Farina

25 1 lb. packages 2 80  
Bulk, per 100 lbs. 22

## Hominy

Pearl, 100 lb. sack 5 50

## Macaroni

Domestic, 10 lb. box 1 10  
Domestic, broken bbls. 8 1/2  
Skinner's 24s, case 1 37 1/2  
Golden Age, 2 doz. 1 90  
Fould's, 2 doz. 1 90

## Pearl Barley

Chester 6 00

## Peas

Scotch, lb. 6  
Split, lb. 8 1/2

## Sago

East India 11

## Tapoca

Pearl, 100 lb. sacks 10  
Minute, 8 oz., 3 doz. 4 35  
Dromedary Instant, 8 doz., per case 2 70

## FISHING TACKLE

### Cotton Lines

No. 2, 15 feet 1 45  
No. 3, 15 feet 1 70  
No. 4, 15 feet 1 85  
No. 5, 15 feet 2 15  
No. 6, 15 feet 2 45

### Linen Lines

Small, per 100 yards 6 65  
Medium, per 100 yards 7 25  
Large, per 100 yards 9 00

### Floats

No. 1 1/2, per gross 1 50  
No. 2, per gross 1 75  
No. 2 1/2, per gross 2 25

### Hooks—Kirby

Size 1-12, per 1,000 84  
Size 1-0, per 1,000 96  
Size 2-0, per 1,000 1 15  
Size 3-0, per 1,000 1 32  
Size 4-0, per 1,000 1 65  
Size 5-0, per 1,000 1 95

### Sinkers

No. 1, per gross 65  
No. 2, per gross 72  
No. 3, per gross 85  
No. 4, per gross 1 10  
No. 5, per gross 1 45  
No. 6, per gross 1 85  
No. 7, per gross 2 30  
No. 8, per gross 3 35  
No. 9, per gross 4 65

## FLAVORING EXTRACTS

### Jennings



## HIDES AND PELTS

Hides	
Green, No. 1	13
Green, No. 2	12
Cured, No. 1	15
Cured, No. 2	14
Calfskin, green, No. 1	18
Calfskin, green, No. 2	16 1/2
Calfskin, cured, No. 1	20
Calfskin, cured, No. 2	18 1/2
Horse, No. 1	5 50
Horse, No. 2	4 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	@25
Unwashed, reject's	@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 60

JELLY	
Pure, per pail, 30 lb.	6 25

JELLY GLASSES	
8 oz., per doz.	42

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	5 00

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	
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, 28 oz.	6 75
Olive Chow, 2 doz. cs.	
per doz.	2 50

## PEANUT BUTTER



## Bel-Car-Mo Brand

8 oz., 2 doz. in case	
24 1 lb. pails	
12 2 lb. pails	
5 lb. pails, 6 in. crate	
10 lb. pails	
15 lb. pails	
25 lb. pails	
50 lb. tins	
100 lb. drums	

## PETROLEUM PRODUCTS

Iron Barrels	
Perfection	20.6
Red Crown Gasoline	29.1
Gas Machine Gasoline	44
J. M. & P. Naphtha	31
Capitol Cylinder, Iron	
Bbls.	56.8
Atlantic Red Engine	
Iron Bbls.	38.8
Winter Black, Iron	
Bbls.	21.8
Polarine, Iron Bbls.	61.8

FICKLES	
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 75
No. 808, Bicycle	4 50
Pickett	3 50

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 2 1/2 @22	
Compound Lard 18 1/2 @19	
80 lb. tubs	advance 1/2
60 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 Boiled	
Hams	35 @40
Boiled Hams	60 @62
Minced Hams	18 @20
Bacon	35 @52

Sausages	
Bologna	13
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
1/2 bbls., 35 lbs.	3 15
3/4 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	3 00
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.	@55
Beef, round set	19@20
Beef, middles, set	50@50
Sheep, a skein	1 75@2 00

Uncolored Oleomargarine	
Solid Dairy	28@29
Country Rolls	30@31

RICE	
Fancy Head	
Blue Rose	12 50

ROLLED OATS	
Monarch, bbls.	11 50
Rolled Avena, bbls.	13 00
Steel Cut, 100 lb. sks.	6 50
Monarch, 90 lb. sacks	5 75
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 dz.	3 00
Snider's large, 1 doz.	2 40
Snider's small, 2 doz.	1 45

SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 55
Wyandotte, 100 1/2s	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 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

SEEDS	
Anise	45
Canary, Smyrna	12
Cardamon, Malabar	1 20
Celery	10
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	
8 1/2 oz.	6 75
Wool, 24 bars, 6 oz.	1 95
Wool, 100 bars, 6 oz.	8 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	
Sapallo, gross lots	11 00
Sapallo, half gro. lots	5 50
Sapallo, single boxes	2 75
Sapallo, hand	3 00
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

Washing Powders	
Snow Boy, 100 5c	4 00
Snow Boy, 60 14 oz.	4 20
Snow Boy, 24 pkgs.	6 00
Snow Boy, 20 pkgs.	7 00

Soap Powders	
Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 25
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 50
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50

## CLEANSERS.

# KITCHEN KLENZER



80 can cases, \$4.80 per case

SODA	
Bi Carb, Kegs	4

SPICES	
Whole Spices	
Allspice, Jamaica ----	@18
Cloves, Zanzibar ----	@60
Cassia, Canton ----	@30
Cassia, 5c pkg., doz. ----	@40
Ginger, African ----	@15
Ginger, Cochinchina ----	@20
Mace, Penang ----	@75
Mixed, No. 1 ----	@17
Mixed, No. 2 ----	@16
Mixed, 5c pkgs., doz. ----	@45
Nutmegs, 70-8 ----	@50
Nutmegs, 105-110 ----	@45
Pepper, Black ----	@30
Pepper, White ----	@40
Pepper, Cayenne ----	@22



### Our Miserable Mexican Policy Must Be Reversed.

Grandville, Sept. 7—Pedro Zamora, Mexican bandit, has threatened to execute W. A. Gardiner, an American citizen, and W. R. Johnson, a British subject, who were kidnapped by Zamora's band at Cuale on August 29.

This threat is made in order to hasten the ransom demanded for the releasing of the two prisoners.

The Esperanza Mining Company, which employed Gardiner at Cuale, is holding the ransom money ready, upon advice of the United States consul there, but, it is declared, it has not been able to communicate with the outlaw.

Rare condition of affairs, isn't it. The United States Government advising paying ransom to an outlaw for the release of an American citizen! Is it not enough to bring the blush of shame to any self respecting American to know that the Nation is meekly advising paying tribute to a dirty Mexican greaser?

In the name of our manhood and womanhood, how long is this subserviency to outlaws and petty tyrants of Mexico to continue? Has the republic of Washington and Lincoln fallen so low in the scale of nations that it must needs lick the hand of these benighted heathen below the Rio Grande?

Has the administration at Washington no spark of manhood left that it continues its policy of lickspittle serving of the greaser beyond our borders?

Even the advocacy of subserviency to foreign nations through the league covenant has a minimum of excuse, but this Mexican policy of turning American citizens over to the tender mercies of the greaser outlaws, without protest or interference, is the most shameful poltroonery in the history of our country and—partyism or no partyism—ought to be condemned from the housetops by every citizen in the land.

There has been little said of late about the Mexican policy of the Wilson administration from the fact that former protests in favor of the protection of American citizens in Mexico have met with a deaf ear. Now that a campaign for the election of a President is on, it does seem as though even apologists for Wilson's league of nations folly ought to have sense as well as patriotism enough to contend for the barest rights of our citizens across the border.

It is time that the protection of American citizens, both in and out of foreign lands, should be advocated, regardless of party affiliations.

If I had the ear of Candidate Cox I would whisper the necessity for the repudiation of Wilson's Mexican policy of condoning murder and wholesale confiscation of American property. Unless he does this, he is unworthy the vote of any citizen of the United States, Democrat or Republican.

Partisanship should have no place where the rights of Americans are concerned, and the administration that we demand after the 4th of next March is one wholly American, from foot to crown of the head.

We, the people, demand a complete reversal of the pussyfooting, lickspittle poltroonery of the present administration where Mexico is concerned, and unless Candidate Cox takes a firm stand for American rights between now and election day, he may as well get off the earth, so far as a possibility of his becoming the next President is concerned.

Wherever the flag floats there should be protection to American rights. Such has not been the case since Mexican bandits have crossed into United States territory, murdered American men and women, returned to their own land and been free from molestation.

Very few are the nations on the footstool that could put up with such outlawry from a foreign country and not resent it, and it may well be conceded that the nation that will not

protect its own citizens, at least on its own soil, is not fit to exist.

Nearly a hundred thousand American men laid down their lives to avenge insult and murder of their brethren on the high seas, massing millions in the lands beyond three thousand miles of ocean that this result might be attained, only to succumb to the wiles of Mexican treachery, even worse than the German violence.

Time to call a halt to this sort of thing here and now.

Put it up to Candidates Harding and Cox. Let them understand the position we, as citizens of the United States, occupy on this most vital question of the day. Seven years of subserviency to Greaser insults, rape and murder, is quite sufficient to arouse the manhood of this Nation to the breaking point.

The outlawry and murder whereby American citizens are made victims of banded thieves and drunken Mexican soldiery must cease, else there will come a war that will sweep every murdering greaser off the face of the earth. This is Americanism. If it be partyism make the most of it.

Old Timer.

### Fifth Annual Picnic of the T. P. A.

Grand Rapids, Sept. 7—The fifth annual T. P. A. basket picnic will be held at Green Lake pavilion, Sunday, Sept. 12.

President Laramy does not believe in doing things in a half-hearted way and has instructed the various committees to spare no expense to make this picnic a big success and the committees are boasting that it will surpass anything that Post A has ever attempted.

Lewis C. Harris and his band of willing workers on the refreshment committee will supply all with pop, peanuts, ice cream and pickaninny's delight.

Gerald R. Ford, chairman of the sports committee, assisted by the two Franks, will have something doing every minute from 10:30 a. m. until dark. Prizes for every event.

The transportation committee, headed by Verne O. Dodge, will provide transportation for those who have no automobiles.

Arrangements have been made for two cottages to be used by those who wish to go in bathing. So be sure to bring your bathing suit.

Our present membership is 690 and it is the wish of the officers to increase this to 1,000 before the end of the fiscal year.

Clarence I. Williams, General Chairman.

# McCRAY

**SANITARY  
REFRIGERATORS**

**For All Purposes  
Send for Catalog**

**McCRAY REFRIGERATOR  
CO.**

**944 Lake St. Kendallville, Ind.**

## Grand Rapids Safe Co.

Tradesman Building

Dealer in

**Burglar Proof Safes**

**Fire Proof Safes**

**Vault Doors**

**Cash Boxes**

**Safety Deposit Boxes**

We carry the largest stock in Michigan and sell at prices 25 per cent below Detroit and Chicago prices.

## Cost Price and Selling Price

are not the only factors that determine profit or loss. Volume and rapidity of turnover are equally important.

### Van Duzer's Certified Flavoring Extracts

are priced "right" both to dealer and consumer. And the richness, purity and strength which has steadily increased their popularity for over 70 years, continue to move them off the retailer's shelves, steadily and in satisfactory volume.

**Van Duzer Extract Company**

New York, N. Y.  
Springfield, Mass.



# Bel-Car-Mo

## Peanut Butter



8 oz. to 100 lbs.

Here is a deliciously pure food staple that will repeat early and often. Your customers know its quality, let them know that you sell it. The quality is guaranteed.

**Order from your Jobber**

## If You Have Not Already Bought Delay No Longer

Place your  
order for



**SELF RAISING PAN CAKE FLOUR  
AND BUCKWHEAT COMPOUND**

The price at which these goods come and the desirable packages  
together with their High Quality and Low Price

## Means that no dealer can afford to be without them

To Dealers Everywhere:

1 1/4 lb. cartons, 2 doz. to case ----- @ \$1.25 per doz.  
5 lb. sack, 10 to bale ----- @ 3.55 per bale  
10 lb. sack, 5 to bale ----- @ 3.50 per bale  
25 lb. sack, bulk ----- @ 13.50 per bbl.



**Commercial Milling Company  
DETROIT**



### Last Word Before the Saginaw Convention.

Lansing, Sept. 7.—Please notice that this is not a bulletin from headquarters but a real letter. Don't think that this letter is not intended for you individually and personally simply because your name does not appear at the heading. If we wrote the names all in, there would be 335 of them.

Our President, Mr. D. M. Christian, is very anxious that each and every individual member with his wife, or her husband as the case may be, make their plans to attend the convention at Saginaw.

We have just placed in the hands of our printer the copy for the programme. The programme is complete and it is first class in every respect. Our printer has promised to deliver the printed programmes to this office Sept. 10. We will then mail one to you immediately and there will be enclosed inside the programme a very handsome little badge which we want you to put on the moment you start for the convention and wear on your coat until the convention closes.

This little badge cost a little more than the ordinary convention badge and please don't make the mistake of throwing the programme in the waste basket, badge and all, with the idea that you are getting rid of some superfluous printed matter which you do not care to read. In other words, watch out for the programme and look it over carefully and then resolve to attend the convention.

The week of Sept. 15 and 16 should be an ideal time for our convention. The roads leading to and from Saginaw are fine. The hotel facilities in the two cities of Saginaw and Bay City are ample to take care of all who may wish hotel accommodations. The last page of the printed programme which you will receive contains a list of hotels in both cities. Why not send in your reservations at once to the hotel where you wish to stop, or send word to the office here and I will reserve them for you?

There are several things which will happen during our convention which I could not very well include in the printed programme; partly because plans are not yet completed and partly because there may be some necessary changes. However, the big auditorium room has a fine moving picture machine. We have a Saginaw man who can operate it and we are having some films come from the National Retail Dry Goods Association headquarters.

Our convention proper will be held in the big banquet hall, but the Auditorium building has plenty of rooms for section and committee meetings. The big hall can be darkened so that pictures can be shown as well in the day as in the evening and it is quite likely that we will spend some time looking at some pictures while the ladies of the Methodist church are arranging the tables for the evening banquet.

This letter, of course, is sent to each and every member of the Association. I wish to remind you that membership in our Association is a store membership and every proprietor, with his wife and employee, is an individual member and will be welcomed to the convention.

The Saginaw merchants are very enthusiastic and desirous of making each feature of the convention a success; and they will have arrangements made so that the ladies and others who do not care to remain at the convention during the entire time may be entertained with automobile rides and theater tickets. A committee for this purpose has been selected and they will be on duty early and late.

Our Association was organized in September, 1918. There were forty-seven men present on the date of organization. We now have 335 mem-

bers and are looking for more all the time. Therefore, we want those who are members, either as a strictly dry goods store, department store or ready-to-wear store, to attend the convention and make himself at home.

We want to be able to say with certainty that, whereas we began in September, 1918, with forty-seven members, we now have 347 and it will devolve upon a dozen of our present members to each bring in a new member. Don't neglect this matter but extend the invitation to any and all of our friends, whether they are members or not. We will have such a good convention that, if they come, they will want to join.

R. Perry Shorts, of Saginaw, will be toastmaster at our banquet. He is one of Saginaw's brilliant young men and the men who respond to his toasts are among the best that could be procured. I do not wish to deal too much in superlative words, so I am just mentioning the names of the men who will speak on the banquet programme.

E. Leroy Pellitier, of Detroit. Lew Hahn, of New York. J. S. Knox, of Cleveland and Congressman Patrick H. Kelley. For me to tell you specifically that these men are wonderful fellows would simply be to multiply words—you know it already. The railroad service is good enough out of Saginaw so that many can go home after the banquet is over, as the trains on the Michigan Central South toward Jackson and Detroit are late trains.

Another feature of the convention not mentioned above is the community singing which we will have led by Peter Bouterse, of Kalamazoo. Peter will come with his song leaflets all printed. Mrs. Hammond will preside at the piano and we want you to tune up to sing "Old Kentucky Home," "Old Black Joe," "Swanee River," "Columbia, the Gem of the Ocean" and "America." Bouterse knows how to do it and we propose to have you forget all of your stiffness and formality and make you feel at home as soon as the convention has been formally opened. Please remember one thing—that our President, Mr. Christian, puts things through on time. Read your programme to see when certain addresses will be given, when the dining room door for the banquet opens, and figure on the machinery to move at the time appointed.

Finally, our members generally understand and fully appreciate the splendid service that has been rendered by D. M. Christian, who for the two years of our existence has been our President. Mr. Christian does not wish to serve any longer in that capacity and how it will gladden his heart if the members all come to make this meeting a brilliant and substantial success.

Jason E. Hammond,  
Manager Mich. Retail Dry Goods Ass'n.

A personal following is a valuable asset for any salesman in any store. Strive to interest customers in the service you give them so they will want to do business with you.

**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.

## 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.

Sale or Trade—Complete plant for making hosiery. Good for mail order or to enlarge. Will sell for \$1,500, or will take land or auto. Benjamin S. Boyce, Ypsilanti, Mich. 50

Wanted—All around man in general store. Must be capable of trimming windows and card writing. Steady position. Must be strictly honest. Address M. L. Sapiro, Berlin, Wisconsin. 51

For Sale—New brick building in small town. Good location for a hardware and implement business. C. H. Gould, Clare, Mich. 52

For Sale—General store located in Genesee County, one of the best in the State. Cheap rent, electric lights, waterworks, and fine fixtures. Will sell cheap. H. B. Freeman & Co., Swartz Creek, Mich. 53

For Sale—A variety store doing a fine business, situated in the busiest town in Michigan. Three large factories in the town. Good reason for selling. Address No. 54, care Michigan Tradesman. 54

For Sale—Hardware, furnace, sheet metal, auto radiator and welding business in best town of its size (10,000) in Northern Illinois. Invoice about \$10,000 to \$12,000. Sales this year will amount to \$35,000 to \$40,000. Five men employed. Only fully equipped sheet metal, radiator and welding shop in city. More work than we can handle the year round. Good furnace business. Business is growing steadily. A rare chance for someone. Good reason for selling. Address No. 55, care Michigan Tradesman. 55

For Sale or Trade—A good 200 acre farm, value \$8,000, for a good mercantile business in or near Grand Rapids. Address No. 56, care Michigan Tradesman. 56

Wanted—Good retail business in live town. Give particulars and price. Address No. 57, care Michigan Tradesman. 57

Wanted—Electric coffee mill, thirty cycle. Write No. 58, care Michigan Tradesman. 58

### 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—Drug store established 40 years in city of 12,000 population. Liquid carbonac fountain, Wilmarth floor cases. Clean stock. Will sell or rent building. Price and terms right. Address No. 28, care Michigan Tradesman. 28

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.

Wanted—Young man without papers who has had two or more years experience in a drug store. Must be honest. Address No. 30, care Michigan Tradesman. 30

Up-to-date fixtures. Invoice about \$4,500. Good reason for selling. Address No. 14, care Michigan Tradesman. 14

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 30. Can buy or lease building. Two blocks from nearest grocery. Address Carlson & Butcher, 1435 Peck St., Muskegon Heights, Mich. 976

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

FOR SALE—Old ESTABLISHED business of dry goods, shoes, hardware and groceries, on main line of Detroit and Mackinac railway, post office with store, doing \$35,000 business annually. Will invoice \$3,500. Will lease or sell buildings. Address W. H. Pringle, Melvor, Michigan. 40

For Sale—Cheap. Two-story brick veneer store, building, centrally located, on main street, village of Wheeler, Michigan. J. P. Wierman, Breckenridge, Mich. 41

For Sale—Business and block. Cinch for DRUGGIST. Quick action necessary. Bunting—Walkerville, Michigan. 42

For Sale—Or will trade for Grand Rapids residence, general merchandise stock, live manufacturing town 7,000, large factories, excellent schools, surrounded by good farming country. Business established eleven years. Owner wishes to retire. For further information, address No. 43, care Michigan Tradesman. 43

For Sale—Small country store in good farming community. One-half acre good land, good eight-room house, good new barn 24 x 36 feet. Four miles from railroad station, on good gravel road. Good business proposition for man with small capital. Reason for selling, going onto a fruit farm. M. Rogers, Grant, Mich. 44

For Sale—Sash and door mill. Fully equipped. Bedard & Morency Mill Co., Oak Park, Ill. 45

For Sale—General stock (except hardware) located in substantial Upper Peninsula town. Sales \$50,000 per annum. Stock inventories about \$10,000, fixtures \$1,000, buildings \$2,500. Splendid opportunity to secure well established and permanent business. Owner retiring from active business. Discount for cash if taken at once. Write No. 47, care Michigan Tradesman. 47

WONDERFUL OPPORTUNITY—720 acre unimproved Southern Arkansas valley farm, near railroad town, schools and churches. Fine quality of land down where you can raise two crops every year and have pasture almost the entire year. The tie timber and hickory handle wood on this tract will pay for improving it. This is the making of a splendid stock farm. For sale at \$30 per acre on terms, or will exchange for income property. Address E. M. Douthat, Owner, Allene, Ark. 48

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. 997

Will pay cash for whole stores or part stocks of merchandise. Louis Levinsohn, Saginaw, Mich. 998

## Dealers Notice

STAR ELECTRIC MASSAGE VIBRATORS, complete with scalp, facial cup and body applicators, cord and plug for any electric light socket (alternating current.) Big seller, well advertised. Retail \$5.00. Our present price to dealers only \$3.12 each, parcel post prepaid. Cash with order.

SCHROUDERS', Inc.,  
Grand Rapids, Michigan

# OCCIDENT FLOUR



Complete satisfaction  
or your money back

**W. S. CANFIELD**

205 Godfrey Bldg. Grand Rapids  
Wholesale Distributor



### FERRIS FOR GOVERNOR.

No self-respecting merchant can vote for Groesbeck, the Republican candidate for governor, for reasons repeatedly set forth in the Tradesman during the primary campaign. Such being the case, the only recourse left for the merchant is to support the candidacy of ex-Governor Ferris, who gave the people of Michigan a fairly good administration during the four years from 1913 to 1916, inclusive. Mr. Ferris made some serious mistakes during his term of office, such as the appointment of the notorious Jim Helm as Dairy and Food Commissioner and the wretched manner in which he double crossed Cassius L. Glasgow in behalf of his incompetent Democratic appointee on the Michigan Railway Commission, but he promises the Tradesman he will be a better governor than he was before, in the event of his election, and the Tradesman is disposed to take him at his word and give him hearty support. If he is elected, it must be by Republican votes, because there are not enough Democratic votes in Michigan to elect any candidate for State office. The acceptance of these votes by the Democratic candidate entails a moral obligation on the part of Mr. Ferris, which is plainly set forth in the following letter, written to Mr. Ferris by the editor of the Tradesman under date of Sept. 7:

You realize, of course, that you can never be elected by Democratic votes, because there are not enough Democrats in Michigan to elect you. Since you must depend on Republicans like myself to secure your election, why don't you do the fair thing by the other fellow and ensure your election beyond the possibility of a doubt by announcing at once that, in the event of your being called upon to appoint a U. S. Senator, you will designate a Republican? This would be no more than fair, because the Republican party is in the ascendancy in this State and both seats in the Senate should be occupied by Republicans. You have no idea of the impetus such an announcement would give your candidacy. Of course, the Democrats would tear their hair, but they would vote for you all the same, because no Democrat was ever known to bolt his ticket. I hear about such things occasionally, but I do not believe it.

### UNWILLING TO LOAD UP.

Holidays seem to have been taken as starting points in most kinds of seasonal business. New Year's day, the Fourth of July and labor day are three of the notable ones in this respect. Immediately following them, there usually come into this market hosts of buyers preparing to cover their requirements for the next season. The present week and the one thereafter are expected to witness an influx of this kind, but it is by no means certain that the volume of buying will be formidable. The indications, in fact, all point to a continuance of the hand-to-mouth buying which has been the vogue ever since values showed a tendency to decline. There is a disposition to buy things for a trial, as it were, on the part of retailers. The latter wish to test what, and what extent the general public will buy. At the same time they are unwilling to load up with goods on what seems to be a constant-

ly falling market, especially when credit is so hard to get as now and costs so much. The best advice given them has been to purchase only such things as are sure of a quick turnover, so as not to lock up capital or run needless chances attending a falling market, and they seem to have taken this admonition to heart. At the same time, they are prepared to buy more heavily if consumer purchasing appears to warrant such a course. So that, in the final analysis, everything now depends on the ability and disposition of the general public to buy.

### GERMANS UP TO OLD TRICKS.

A little bit of news, printed the other day, regarding German methods to regain export trade is calculated to provoke some reflection on the part of those who have memories. It is declared that German exports to Great Britain are marked "Made in America" and those to this country "Made in England." The idea is to avoid the prejudice which still exists against the use of anything made in Germany. This misbranding by Germans is no new trick. Beginning forty years or more ago, they made it a practice to imitate American and British goods and even to counterfeit trade marks. When they even went to the point of getting out inferior articles of cutlery, putting Sheffield trade marks on them in Great Britain, the government of that country took action and forced the placing of the stamp "Made in Germany" on them. This was the beginning of a movement which other countries had to follow, the United States among them. In the administrative portion of the Underwood tariff act it is provided that imported goods shall be marked so as to indicate country of origin and that unless so marked no such goods "shall be delivered to the importer." Any fraudulent violation of the marking or labelling or defacing or destroying the marks is made a penal offense.

### MAIL ORDER COMPETITION.

One of the effects of mail order competition with stores located in the smaller cities and towns of the country has been to keep prices lower than is the case with retail establishments in the larger centers that do not have that kind of opposition to meet. This fact was brought out recently by a retailer in a small Michigan village, when a customer from this city commented on the low prices at which he was selling both leather and rubber shoes.

While much of the stock he carried had been in the store for some time, during which prices had been soaring almost from day to day, the merchant in question was still selling the shoes at prices based on their original costs. When asked why he did not mark them on the basis of replacement costs, or at least average them with newer stock bought at higher prices, he replied that to do so would be to exceed the prices of the mail order houses for the same classes of goods and would divert trade from him to them. "And," he concluded ruefully, "they are getting enough money out of this town as it is."

### Review of the Produce Market.

Apple—Duchess command \$1@1.25; Sweet Boughs, \$1.75; Strawberries, \$1.50@2; Wealthy, \$1@1.25.

Bananas—10c per lb.

Beets—\$1 per bu.

Butter—Local jobbers hold extra creamery at 55c and first at 53c. Prints 2c per lb. additional. Jobbers pay 36c for packing stock.

Cabbage—Home grown, 75c per bu. and \$2 per bbl.

Cantaloupes—Michigan Osage stock is now selling on the following basis:

12 x 12 ----- \$2.75

11 x 11 ----- 2.25

Benton Harbor and home grown command the following:

Standards ----- \$3.50

Ponys ----- 3.25

Flats ----- 1.50

Carrots—\$1 per bu.

Cauliflower—\$2.50 per doz.

Celery—40c per bunch.

Cocoanuts—\$1.20 per doz. or \$9 per sack of 100.

Cucumbers—Home grown hot house, 75c per doz.

Eggs—Jobbers pay 50c f. o. b. shipping point for fresh candled, including cases. Storage operators are beginning to feed out their April and May eggs on the following basis:

Candled Extras ----- 49c

Candled Seconds ----- 45c

Checks ----- 39c

Egg Plant—\$2 per doz.

Green Corn—15c per doz. for Yellow Bantam, 25c for Evergreen.

Green Onions—20c per doz. bunches for home grown.

Green Peppers—\$1.75 per bu.

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

Lettuce—Home grown, \$2.25 for head and 85c for leaf.

Onions—Spanish, \$2.25 per crate; Illinois Yellow, 70 lb. bags, \$2.25; California, 100 lb. sacks, \$3; home grown, \$2 per 70 lb. sack.

Oranges—Fancy California Valencia now sell as follows:

100 ----- \$9.50

126 ----- 9.50

150 ----- 9.50

176 ----- 9.50

200 ----- 9.50

216 ----- 9.50

250 ----- 9.00

288 ----- 8.50

324 ----- 8.25

Parsley—50c per doz. bunches.

Peaches—Early Michigan, \$3.25; Champions, \$3.50; Prolifics and Kalamazoo, \$3.75.

Pears—Bartlett, \$2.50; Clapp's Favorite, \$2; Sugar, \$1.75.

Pickling Onions—\$1.60 per box of 16 lbs.

Pieplant—\$1.50 per bu. for home grown.

Plums—Lombards, \$1.75; Bradshaws, \$2; Guis and Green Gages, \$1.75.

Potatoes—Home grown command \$1.35@1.50 per bu.

Radishes—20c per doz. bunches.

Spinach—\$1.25 per bu.

String Beans—\$1.50 per bu.

Sweet Potatoes—\$3.50 per 50 lb. hamper.

Tomatoes—Ripe, \$1 per ½ bu. basket; \$1.75 per bu.; green, \$1.50.

Water Melons—50@60c for Indiana.

Wax Beans—\$1.50 per bu.

### Business Booms With Open Shop.

Since the organization of the Dallas Open Shop Association by the Chamber of Commerce last fall, building construction has broken all records. Building permits granted by Dallas for the fiscal year ending May 1, 1920, totalled \$20,881,488, and the permits for the first half of 1920 are nearly \$10,000,000. When the open shop was organized \$8,000,000 worth of building construction was being tied up by labor troubles, but there has been no serious difficulty in this respect since last fall.

### Fur Prices Decline as Result of Failures.

Failures in the fur industry have been numerous of late, due to insufficient financial backing, calling in of loans and the prevalence of strikes in New York and other sections. Prices have declined materially as a result.

At the auction sales held during April and May in New York and St. Louis, furs of many descriptions dropped 25 per cent. below the prices of last February. This is regarded as the beginning of the decline.

Some pelts, including muskrat, have been bearing up fairly well. Many dealers possess skins purchased in the winter and spring that cannot be sold at cost, and it is declared that the losses resulting from these sales have thrown many furriers into bankruptcy. Some dealers are disposing gradually of high-priced stock at losses, in the belief that normal conditions cannot return to the industry without sacrifices being made.

Merchandise sold at recent auction sales in New York and St. Louis has not been removed by the purchasers. In order to assist these buyers the New York Fur Auction Sales Corporation has announced that solvent merchants will be allowed to remove their stock without paying in full therefor. Some houses are making a carrying charge for goods not removed from their warehouses.

In France perfumes are made from flowers. The German perfumes, so-called, are made from coal tar and, of course, have no attractions for persons of refined taste and delicate sensibilities. It is so with everything German. Her products in every line are so artificial and vulgar that they have no place in the estimation of educated people anywhere.

### Hard On the Father.

Teacher—John, of what are your boots made?

Boy—Of leather, sir.

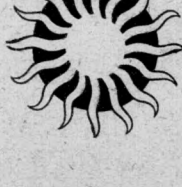
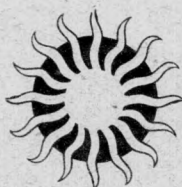
Teacher—Where does leather come from?

Boy—From the hide of the ox.

Teacher—What animal, therefore, supplies you with boots and shoes and gives you meat to eat?

Boy—My father.





# NOTICE!!

On August first The Very Last  
of our tremendous files of Spring  
Orders for Our Famous

**WHITE HOUSE COFFEE**

was reached; and it is Now Safe  
for Us to

PROMISE  
PROMPT DELIVERIES  
FOR THE AUTUMN TRADE

With our manufacturing plants tuned up to concert pitch, we are now ready for all comers—"the more the merrier." As it is our policy to fill orders in rotation, your jobber should protect you by arranging for early deliveries.

**Dwinell-Wright Company**  
Boston---Chicago



# Blue Buckle Union Made Overalls

“Strong  
for  
Work”



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

Switching on the  
New York Division  
of the Pennsy.

EVERY wear strain and every pull that shortens the life of overalls is guarded against in Blue Buckle Overalls and Coats. That's why Blue Buckle customers are satisfied customers. You sell them more *wear*, more *comfort* and more *service* in Blue Buckles than they ever bought before!

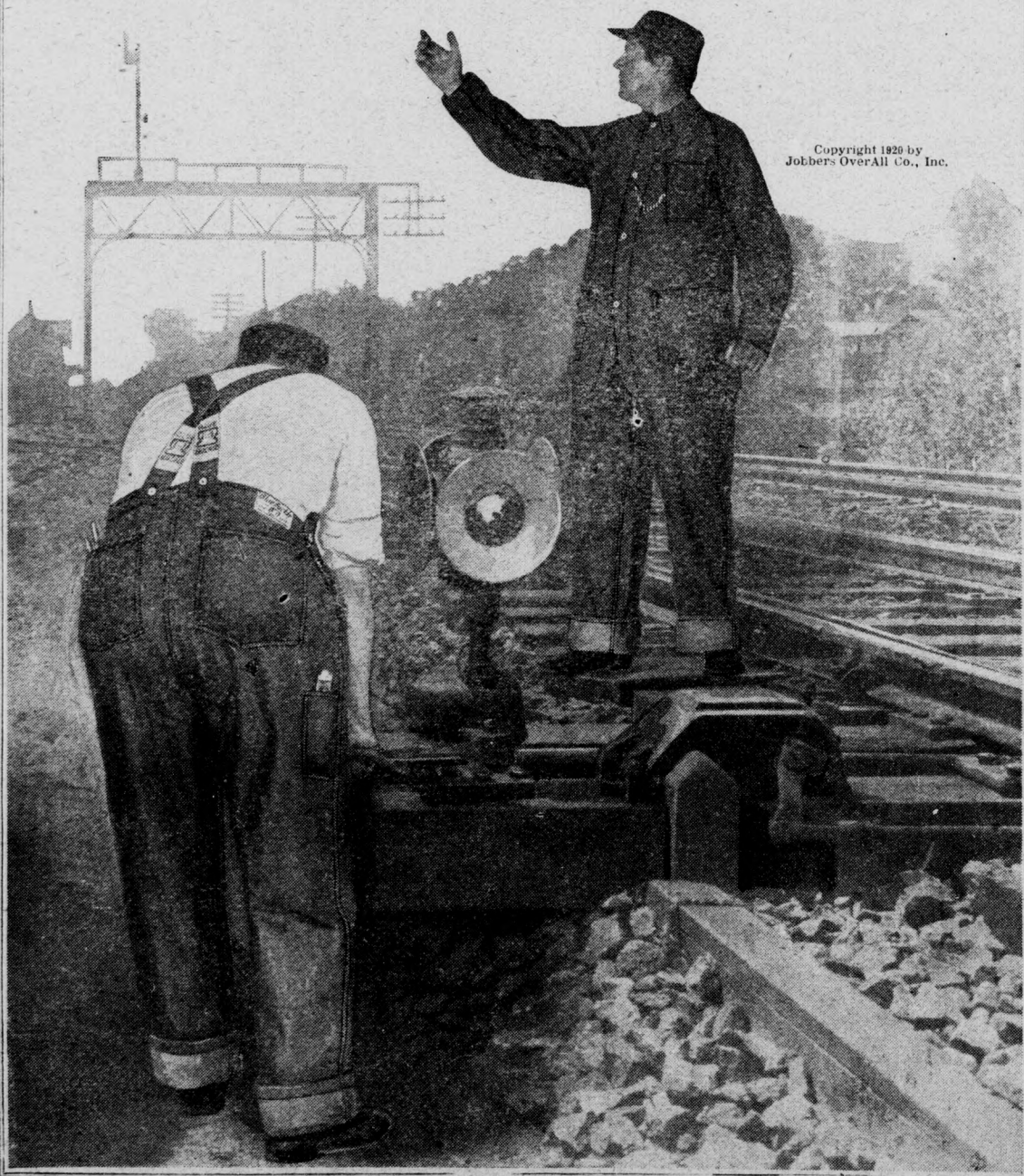
Not only do you sell quality in every stitch of Blue Buckles but a big, driving advertising campaign is helping you push that quality across your counter. Straightforward Blue Buckle selling facts are appearing in magazines, farm papers, trade papers and brotherhood publications throughout the national sales field. In over 15,000 towns and cities billboards and newspapers are telling the Blue Buckle story.

Get Blue Buckles into your store. Realize on their quality and advertising. Your jobber has Blue Buckles or can get them for you quickly.

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

New York Office: 63 Leonard St. W. T. Stewart, Representative

*Largest manufacturers of overalls in the world*



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