

MICHIGAN TRADESMAN

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Thirty-Eighth Year GRAND RAPIDS, WEDNESDAY, SEPTEMBER 15, 1920 Number 1930

VISIONARIES

The poet builds visions made out of the air
And castles that fly upon wings,
But whether humanity finds they are fair
Or scoffs them as frivolous things,
And whether men look at the marvels unfurled
As mad or as practical schemes,
There's never a doubt in the mind of the world
That the bard is sincere in his dreams.

But when there's a dreamer in business, who builds
His visions in tangible form,
Who uses real gold for the domes that he gilds,
Whose castles will stand against storm,
Whose service is worked into iron and stone;
The faith of the world becomes dim
And the watchers cry out in a cynical tone,
"Say, what is there in it for him?"

Yet the dreamer whose fancies are wrought into deeds
Has fashioned vast magic on earth,
And conquered the wastes for humanity's needs
Brought comfort and beauty from dearth;
Have faith, unbelievers, both dreamers are true,
Both poets at heart are the same,
Both driven by joy in the work that they do
And touched by a similar flame.

Berton Braley.

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

**Merchant
Millers**

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants

New Perfection Flour

Packed In **SAXOLIN** Paper-lined
Cotton, Sanitary Sacks



FIELD SEEDS

For Use Wherever Seeds Are Sown

**BRAND
(NU)
BRAND**

TRADE MARK
BRANDNU

Continental Seed Company

Lock Drawer 730
CHICAGO, U. S. A.

Problems of Production

New problems of production involving the high cost of labor and material and inadequate transportation facilities have brought uncertainty to nearly all lines of manufacture. We have not been able to supply the full demand for

Shredded Wheat Biscuit

but we are speeding up production as rapidly as possible and we will soon be able to give your customers all the Shredded Wheat they want. Shredded Wheat is 100 per cent. whole wheat—the most real food for the least money. It is ready-cooked and ready-to-eat.

MADE ONLY BY

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



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



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

Red Crown

RETAIL TRADE BUILDERS



BIG SELLERS



24 Varieties in Universal Demand

Sold through Wholesale Grocers

ACME PACKING COMPANY
Chicago, U. S. A.

Independent Packers Pure Food Products

MICHIGAN TRADESMAN

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 15, 1920

Number 1930

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.

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DRY GOODS MEN IN SESSION.

Second Annual Convention Held in Saginaw.

To-day and to-morrow promise to be red letter days for the Michigan Retail Dry Goods Association, which is now in session at Saginaw. The convention was called to order this forenoon by Julius B. Kirby, Managing Secretary of the Saginaw Board of Commerce, in the following well-chosen words:

The honor of calling to order the second annual convention of the Michigan Retail Dry Goods Association has been conferred upon me by virtue of the position I hold as managing secretary of the Saginaw Board of Commerce. Ordinarily I regard these matters perfunctory, but in this instance, I assume this responsibility with keen appreciation of the troublesome times the merchants of this country have recently experienced and are now passing through.

War always has and will ever continue to destabilize and jeopardize merchandising business, and, in fact, all other enterprise not particularly adapted to the needs of war. It is indeed gratifying to know that so few of our business institutions failed as a result of our great war. The representatives of the various dry goods companies are to be congratulated in the successful conduct of this vast enterprise in our State during these uncertain and troublesome times.

Personally, I regard the dry goods business as the leading and most important branch of retail merchandising, and owing to the variety of stock always needed to meet the present day demands, it can be readily understood you have had your many difficulties in keeping up stock, meeting the changes of production costs, the many substitutes necessarily forced upon you resulting from Government demands in respect to the use of manufactured products, and the taking over of industries for war purposes. You, who have met all of these unfortunate conditions and emerged with your business and the good will of the public, are now entitled to great consideration. Your business is essential to the welfare of every community and will always continue to be so.

We are now entering upon a new business era. In my judgment, you are practically through with the entanglements and uncertainties growing out of the war.

Strong belief in a gradual and natural readjustment of business conditions without financial disorder or any sudden economic calamity is expressed by the Committee on Statistics and Standards of the Chamber of Commerce of the United States of America in its semi-annual bulletin on crop and general business conditions, issued last week. The Committee finds a wide-spread feeling that business will continue good for the remainder of the year.

Conventions of this character result not only in benefits to be derived by you as members of one of our great business enterprises, but the public becomes beneficiary in that it directly receives the benefits and advantages in the respective communities represented by you, derived and growing out of an exchange of business views, interesting discussion of important trade matters, and improved and advanced ideas concerning the business generally.

I am sure this meeting will be successful in every way and the benefits anticipated not only by me but by every delegate present will be satisfactorily realized, and when you return to your respective homes, you will have a feeling that it was well to be present at this your second annual convention.

Rev. Emil Montanus, rector of St. John's Episcopal church, pronounced the invocation.

Mayor Mercer gave an address of welcome, which was responded to by President Christian.

At the afternoon session, Manager Hammond presented his annual report, as follows:

The year that has passed since the convention held at Lansing in September, 1919, has been a very busy one for the officers and manager of our Association. We now have 339 members, and at the beginning of the organization two years ago forty-seven men were present.

The work of adding to the membership was carried on during the following winter by correspondence by the Secretary. At the time of the Battle Creek meeting, in March, 1919, there were seventy-nine members. Last September at the time of the State convention in Lansing there 174 members and in March, 1920, at the time of the Grand Rapids convention, 250 members. We had hoped and expected to increase the membership to 350 by the time of this convention, but have fallen slightly short of that number, although we have no doubt that before this convention closes the membership will equal 350 or more.

This indicates a very substantial growth and I am very much pleased to report that only two or three members have shown a disposition to terminate their membership. One store at Muskegon, one at Ovid, and one at Quincy have changed ownership, but we have every reason to believe that the new owners will continue their membership with us. The branch store of the Michigan Stores Company located at Charlotte, has been discontinued, as has the Emporium at Detroit. To this extent we have lost in our membership.

I have traveled almost constantly during the past year, calling on our members and soliciting new ones, and at this time it is fair to say that the territory of the Lower Peninsula has been well covered. There is some territory, however, in the Northeastern part of the Peninsula and some

on the opposite side that should be canvassed. It will soon be desirable to extend our membership campaign to the Upper Peninsula of Michigan and also to more thoroughly solicit members in the city of Detroit, where I have every reason to believe there are 50 to 100 members that could be secured.

I have only made one effort to solicit members in Detroit and that was in the summer of 1919. I was told at that time that the Detroit merchants would be more interested in our organization if we could come down there and show a membership of 300 or more, and I was given assurances that some of the prominent merchants there would assist in a membership campaign when this result could be obtained.

In view of the fact that Detroit is the chief center of commercial activity of the State, and the further fact that many of our members would prefer to travel by rail than by automobile in March, I would recommend to the members of the Board of Directors and to the Convention Committee that the convention of March, 1921 be held in the city of Detroit. I believe that many of our members on the Western side of the State would gladly pay the extra traveling expenses for the privilege of attending a live convention in the metropolis of our State, and I am very certain that the support that would come to the Association and the interests involved, by reason of a convention in Detroit next Spring would be of great value.

The Michigan Legislature will then be in session and we will, by that time, begin to realize what legislative problems are before us and no effort should be spared to make this meeting, wherever it may be held, a big success. It will certainly be an epoch-making event in the history of our Association work.

Mutual Fire Insurance.

I have communicated regularly to the members of our Association regarding the Grand Rapids Merchants Mutual Fire Insurance Company, and if you are familiar with the bulletins which have been sent, very little need be said in this general report regarding the affairs of this company. As you all know, four of the eight men who comprise the Board of Directors (J. N. Trompen, of Grand Rapids; F. E. Mills, of Lansing; J. B. Sperry, of Port Huron, and C. P. Lillie, of Coopersville) are all members of the Michigan Retail Dry Goods Association. I am very happy to state that the directors of our Association, as well as the directors of the insurance company have unanimously recommended that our President, D. M. Christian, of Owosso, be elected to fill the first vacancy which may occur on the Board of Directors. This vacancy will probably be created very soon and we will then have five of the six members of this Board of Directors. In matters of general policy the insurance company is, and will be in the future, controlled by dry goods men.

It requires no eulogy from me at this time to impress upon your minds that our insurance company is in good hands, especially with Mr. Christian added to the list above given. I am very pleased to say, also, that more than one and one-fourth millions of insurance is now carried upon the stores and property of the members of our Association and it is my opinion that the company is gradual-

ly growing in favor throughout the State. Under the above management we should, during the ensuing year, easily double the amount of insurance from our Association alone. The total amount of insurance in force August 31, 1920, was \$3,313,262.00.

Our Secretary, John DeHoog, acting under the advice and direction of the Board of Directors, has canceled a considerable amount of insurance previously written on property that was not considered desirable by our directors. We have a very much better class of risks now than we had one year ago and with a little more elimination of unfavorable risks that were placed previous to this year, our policies will be first class in every respect.

The expense of conducting our insurance company is very small, indeed, compared with the expenses of similar organizations. By re-insuring with other companies, our net losses are kept within a \$3,000 limit and the premium income has been thus far very largely in excess of our fire losses and expenses. Mr. DeHoog is in attendance at the convention and anxious to give specific information and answer any and all questions regarding this work.

Our Bulletin Service.

During the twenty-four weeks which have elapsed since the Grand Rapids convention, we have issued from this office forty-five bulletins and four or five general letters. This indicates that we have communicated with our members during this period twice each week.

We have reason to believe that the merchandise exchange features of our bulletins have been very well patronized and that many of our members have disposed of some superfluous fixtures and goods at a reasonable figure to themselves and at a very substantial profit and advantage to the purchasers.

I wish to urge our members to read these bulletins more carefully. I have found in my travels that many of our members are ignorant of some of the information that has been furnished them through the medium of these bulletins, and while the majority of them, I believe, give them careful attention, it is my belief that your interest in the Association and the benefits derived therefrom would be very much increased by giving more thorough attention to the subject matter of these communications.

This was emphasized upon my mind very forcibly by the operations of the bad check artist who appeared again in Michigan this summer. Last summer, as many of you will remember, her operations were very thoroughly advertised by bulletins from this office and I had reason to believe at that time that she disappeared from the state because of publicity which was given her through the medium of our bulletin.

After being arrested a little later and given a nominal fine and thereby getting her picture in the rooué's gallery, she operated in the Southern states, and it will be remembered that a bulletin giving her picture and description was issued in Michigan early in June. Almost simultaneously with the issuing of this bulletin she appeared again in certain portions of the State and actually made victims of some members of our Association who had been vigorously warned against her method of doing business.

It is not necessary, nor would it be good taste, for me to mention the

names of our members who were victimized by this woman, but in some cases, I am sure, if they had read our bulletins a little more thoroughly, they would have been on guard against her. In a certain portion of the State where we at that time had no members, she secured, after a stay in the community of about two weeks, payment of worthless checks to the amount of approximately \$1,700. I am pleased to say that we were successful in securing new members in that locality and my only regret was that I had not had the time to solicit their membership previously.

Michigan Merchants Association. I am very enthusiastic regarding the organization and operations of the so-called Michigan Merchants Association. At the suggestion of one of the directors of the Michigan Retail Dry Goods Association, I issued a call last January to the officers of certain mercantile associations of the State to meet with the Attorney General of the State in Lansing to discuss matters pertaining to profiteering. This conference was well attended and was the subject of a paragraph in my report last March.

As a direct result of this conference and upon the call of Lee H. Bierce, of Grand Rapids, the Michigan Merchants Association was organized with a hardware man for President, a wholesale grocer for Vice-President and two association secretaries for Secretary and Treasurer respectively, with the President of each Association as a member of the Board of Directors.

I have advocated to our Program Committee that a thorough discussion of the plans and purposes of this Federated Association should be had at this convention and Lee H. Bierce and Geo. A. Murphy, of Grand Rapids, are on our program. It is unnecessary, therefore, for me to comment further regarding this Association. I mention it here to give ourselves the credit of taking the preliminary steps which has led to its organization, although we are indebted largely to Lee H. Bierce, of Grand Rapids, for the splendid results which have been thus far obtained.

Michigan Fair Price Commission. I agree with the gentlemen who gave the address of welcome this morning when he says that in his judgment we are practically through with the entanglements and uncertainties growing out of the war and that there is at this time and will continue to be a natural readjustment of business conditions without financial disorder or economic calamity.

We were favored by the selection of William Brogan as member of the so-called Michigan Fair Price Commission. This is in my opinion another indication of the value of organization, as I have reasons to believe that Mr. Brogan, who is a successful business man of good judgment and a credit to any organization of this kind, was selected because of his connection with the organized business interests of the State.

It is not my purpose to comment regarding the official conduct of this Commission. The merchants of Michigan have not been troubled as they have been in other states with the foolish and perplexing rules and regulations by their commissions. I would suggest that at our experience meeting and smoker Mr. Brogan be called upon to make a few statements regarding the results, if any, that have been obtained by the appointment of this commission.

Controllers Congress. At the request of Lew Hahn, Managing Director of the National Retail Dry Goods Association, our President appointed a committee to attend the Controllers Congress held in Cleveland, June 7 and 8. L. G. Cook, of Jackson, was the chairman of this committee, and with one of his associates, attended the convention throughout its entire session.

Mr. Cook will report on this convention and his remarks will be supplemented by C. B. Clark, of the J.

L. Hudson Company, of Detroit. This is another substantial part of our program which, I believe, should result in great benefit to the Merchants of the State.

In my report last March I referred to a blackmailing case similar to the one which we had just disposed of in the Gratiot County Circuit Court. One of our members, A. J. Larsen, of Hastings, a man of unquestioned character, received threatening letters from a certain debtor of his, demanding that an account should be canceled. The nature of these threats were very serious and would have resulted in much harm to Mr. Larsen had they been carried out. For several weeks I gave the matter careful attention and was finally able to bring about a settlement of the case that was entirely satisfactory to Mr. Larsen.

In this connection I wish to refer also to malicious gossip that has been perniciously promulgated throughout the State that certain merchants in certain localities have been arrested and fined for profiteering. I have given considerable time to this kind of work, but have found in nearly every case that it has originated from some disgruntled debtors who have been required to pay their honest debts and who for petty reasons have had a certain grudge against the merchant charged with profiteering.

Our members will remember the case in one of our smaller Michigan cities, where rumors were circulated to the effect that one of the prominent clothiers of the town had been summoned to Detroit to answer a charge of a federal agent on profiteering and had been required to pay a heavy fine and also to pay a considerable sum of money to keep the matter from becoming public. This rumor I followed to some irresponsible parties and was surprised to find that in several other localities in that portion of the State similar reports had been circulated concerning several other well-known and highly respected merchants. In following these I found that there seemed to be an organized propaganda at work and in every instance the parties starting the rumors seemed very glad, indeed, to retract.

So far as I know, nothing of this kind has occurred very recently and doubtless this method of attacking merchants as alleged profiteers has been abandoned so far as our State is concerned.

In conclusion, permit me to say that I desire to be useful to each and every member of our organization. No suggestion or request, however simple it may seem, will be passed by thoughtlessly. Communicate freely with the office and let us make the Association a power for good to the merchants of Michigan.

Welching On Sugar Contracts.

Without minimizing the seriousness of the sugar situation for many a grocer, there is something ludicrous, and by no means creditable, to some of the wild scrambling of grocers to "get from under" their engagements and actually "welch" on their plain, simple contracts with the refiners under the camouflage of having been deceived into their predicament by the refiners.

That the grocers, the great bulk of them, bought sugar too freely because of a panicky fear of a sugar famine and out of a genuine desire to protect themselves against the legitimate needs of their customers cannot be gainsaid. But it is also true that most of such grocers are not the ones who are wailing the loudest just now; the injured innocent party is the one who tried to "get his while the getting was good," and undertakes now to plead having been victimized by the wicked refiners' salesmen. Since when did a

sugar salesman possess the power to pull the wool over the eyes of the wily jobber? The meeting reported called in Georgia for the purpose of hunting up evidence for a test case, but which apparently did not eventuate, was an episode in point. There are evidently bad losers in the speculative game. It is all very well to speculate when one wins—when one shows one's "business acumen" and "sound judgment"—but in the end the facts will probably prove that the jobber was as much to blame for guessing wrongly as any one else.

The lamentation by the mercurial president of the Southern Wholesale Association is characteristic; so is his barrage of abuse and recrimination of every one who doesn't agree with him—both in and out of the Government—but it is not surprising that

the rank and file of his followers know when to take their medicine and keep calm.

It may be that a meeting of protest can result in some united attempt at action, but it is doubtful if anything sensational will come from the call, which reads in part as follows:

Bring all papers in your possession bearing on the sugar situation. Bring contracts that you may have signed for sugar already delivered and yet due. Bring letters and circular letters that you may have received from sugar brokers and refiners. Bring everything, in fact, that you have in the way of evidence which bears at all on the subject.

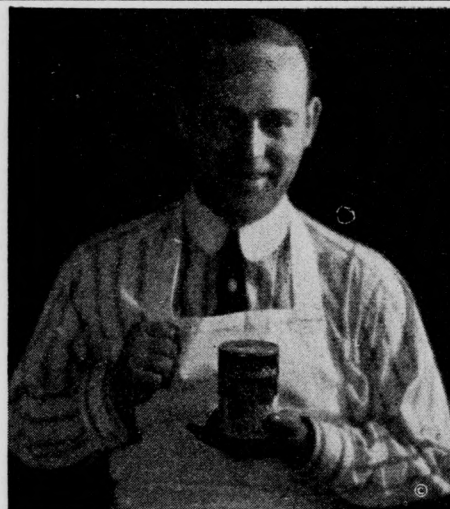
Edgar Watkins, our counsellor, will be at the meeting. He has been in close touch with the whole situation and has made a study of your position. We believe that he has something to tell you that may make you look at things in a different light.

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.



He Is the Carnation Milkman

Everybody is watching the Carnation Family Series of advertisements in The Saturday Evening Post and in leading women's magazines.

They are constant reminders of the purity, convenience and economy of Carnation Milk and are increasing the already tremendous sale of this famous brand.

Every Carnation advertisement links the grocer

with this campaign and refers to him as the Carnation Milkman.

Are you taking full advantage of this selling help?

Ask our representative or write direct to us for Carnation advertising material and selling helps. Address the Carnation Milk Products Company, 933 Consumers Bldg., Chicago, or 933 Stuart Bldg., Seattle.

Remember, your jobber can supply you

Carnation

"From Contented Cows"



Milk

The label is red and white

GOOD GOODS

One of the outstanding features of the readjustment period is that competition is again entering the business world—we mean the real competition where quality and service count.

During the last few years the demand for merchandise has been so great that many people have been compelled to accept goods of unknown or inferior brands in order to supply their trade, but these days are passing.

To meet competition as we pass through this period, it is absolutely necessary that the live, wide-awake merchants use their experience and their knowledge in selecting the best goods the market affords

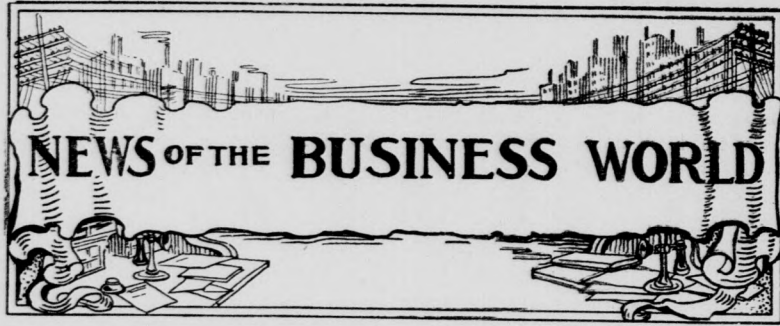
During this period we have maintained our standards, and we are still in a position to continue to give you the best goods that the world's markets can produce.

Buy GOOD GOODS to go with your good service and have no fear of the future.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Henderson—Leon Smith succeeds C. W. Wilcox in the drug business.

Cadillac—Slatts & Joseph succeed A. Elenbaas in the grocery business.

Scottville—William F. Pasch succeeds J. A. Hubbell & Son in the grocery business.

Fennville—M. E. Parrish & Son succeed A. M. Hulsen in the jewelry chinaware and crockery business.

Douglas—L. W. McDonald has sold his stock of general merchandise to Roy J. J. Rutgers, who has taken possession.

Belmont—B. C. Jones has sold his grocery stock to Daniel Koert, who will continue the business at the same location.

Marquette—Mrs. C. M. Farrell has opened a store at 108 West Ridge street, carrying a full line of clothing for women and children.

Ludington—L. W. Secor has sold his interest in the Star Laundry to Raymond Whalen and the business will be continued under the same style.

Lyons—James B. Ludwick has sold his store building, stock of general merchandise and store fixtures to Emery S. Danner, who has taken possession.

Woodland—The Woodland Farms Bureau Exchange has been incorporated with an authorized capital stock of \$40,000, \$20,000 of which has been subscribed.

Chesaning—The Farmers Meat & Produce Co. has been incorporated with an authorized capital stock of \$30,000, of which amount \$17,500 has been subscribed and \$3,000 paid in in cash.

Negaunee—The Bess M. Leonard Co., of Marquette, manufacturer and dealer in women and children's clothing, has opened a retail store at 302 East Main street, under the management of Mrs. W. H. Yates.

Lansing—The Grand Leader Co. has been incorporated to deal in clothing, dry goods, shoes, millinery, etc., with an authorized capital stock of \$50,000, \$32,000 of which has been subscribed and \$5,000 paid in in cash.

Detroit—The P. J. Schmidt Co., 32 Michigan avenue, is again operating in the regular way, although under new ownership and management. The space, however, is only one-half of what it formerly was, the old store being cut practically in half.

Plainwell—H. L. Bliss, who has been engaged in the shoe business here for thirty-seven years, has sold his stock to Hamilton & Son, who have moved their own shoe stock to the Bliss location. Mr. Bliss leaves soon for Florida, where he will spend the winter.

Bay City—The Munley O'Keefe Co. has been incorporated to deal in coal, coke, wood, boulders and masons supplies, with an authorized capital stock of \$25,000, of which amount \$12,700 has been subscribed and paid in, \$3,200 in cash and \$9,500 in property.

Detroit—Alterations to the fronts of the Regal Shoe store and the Walk-Over Shoe store, both on Woodward avenue, between Grand Circus Park and John R. street, have been completed, and materially improve the outside appearances of these establishments in addition to giving more room for window display.

Conklin—The name of the Harris Mercantile Co. has been changed to the R. H. Smith Co. The present alignment of officers is as follows: President, A. C. Smith; Vice-President and Manager, R. H. Smith; Secretary and Treasurer, E. A. Stowe. The capital stock of the corporation has been increased from \$8,000 to \$10,000.

Detroit—Within thirty days the Newcomb, Endicott Co. expects to announce the formal opening of its new corner building at Grand River and Woodward avenues. The shoe department will be located permanently in the new part with more space and larger stocks than ever before. As in the past, the company will feature the Sorosis shoe.

Detroit—The R. H. Fyfe Co. staged some record clearance sales in different departments during August. One sale in the basement consisted of odds and ends of women's shoes at \$2. For several hours the crowds were so great that it was necessary to close the basement entrance. The company reports that the August clearance sales have about cleaned up its stocks of summer footwear and that, as a result, orders for next summer will be larger than ever before.

Manufacturing Matters.

Lansing—The Rikard Lumber Co. has increased its capital stock from \$150,000 to \$250,000.

Jackson—The Frost Gear & Forge Co. has increased its capital stock from \$400,000 to \$1,500,000.

Galesburg—The Battle Creek Jobbing Foundry has removed its business offices to Battle Creek.

Big Rapids—The Machinery Co. of America has increased its capital stock from \$90,000 to \$300,000.

Lansing—The Peez-Cronan Oil Co. has been incorporated with an authorized capital stock of \$20,000, \$11,200 of which has been subscribed and paid in in property.

Detroit—The Federation Electric Construction Co. has changed its name to the Federal Electric Supply Co.

Lansing—The George Lawrence & Son Baking Co. is erecting a new plant at the corner of Shiawassee and Cedar streets.

Detroit—The Wolverine Enameling & Japanning Corporation has changed its name to the Wayne Enameling & Japanning Corporation.

Detroit—The Forman-Evans Drug Co. has been incorporated with an authorized capital stock of \$10,000, \$5,100 of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Westfall-Swayzee Chemical Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,265 paid in cash.

Detroit—The Detroit Carburetor Corporation has been organized with an authorized capital stock of \$100,000, of which amount \$60,970 has been subscribed and \$10,000 paid in in cash.

Marshville—The Marshville Milling Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$12,010 has been subscribed and paid in, \$10 in cash and \$2,000 in property.

Pontiac—The New Era Bakeries Corporation has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$5,000 in cash and \$45,000 in property.

Detroit—The Bruce Kannemeyer Co. has merged its business into a stock company under the style of the Bruce Products Corporation, to manufacture and sell metal cleaners, polishing materials, etc., with an authorized capital stock of \$40,000, of which amount \$20,000 has been subscribed, \$805 paid in in cash and \$15,350 in property.

Review of the Produce Market.

Apples—Sweet Boughs, \$1.50; Strawberries, \$1.50@2; Wealthy, \$1 @1.25; Wolf River, \$1.25@1.40.

Bananas—10c per lb.

Beets—75c per bu.

Butter—The market is active at the same price as a week ago. There is a reported shrinkage in the make of butter and the consumptive demand continues to be good. The quality arriving is very good for the season. The market is in a healthy condition on the present basis of quotations, but we do not look for much change in the immediate future. 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—Home grown Osage stock is now selling on the following basis:

Crate, 12 to 14 ----- \$2.50

Crate, 14 to 18 ----- 2.00

Benton Harbor and home grown command the following:

Standards ----- \$2.50

Ponys ----- 2.25

Flats ----- 1.00

Carrots—75c 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—The market is firm on new-laid eggs. The consumptive demand has been very good and the production is reported to be falling off. The quality arriving is good. We are likely to have a continued good demand without much change from the present prices. Jobbers pay 50c f. o. b. shipping point for fresh candled, including cases. Storage operators are feeding 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 \$1 for leaf.

Onions—Spanish, \$2.50 per crate; 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—Champions, \$2; Prolifics and Kalamazoo, \$3@3.50; Elbertas, \$3.25@3.50; Barnards, \$2.50. The crop is so large and the buying exchanges and growers' association are so hampered by lack of transportation that a large portion of the crop is destined to the lost. The so-called grading of the above organizations prove to be a joke, due to lack of care or inexperience of handlers. The demand for peaches is very small, for some reason.

Pears—Bartlett, \$2.25; 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—Bradshaws, \$2; Guis and Green Gages, \$1.75.

Potatoes—Home grown command \$1.25@1.35 per bu.

Radishes—20c per doz. bunches.

Spinach—\$1 per bu.

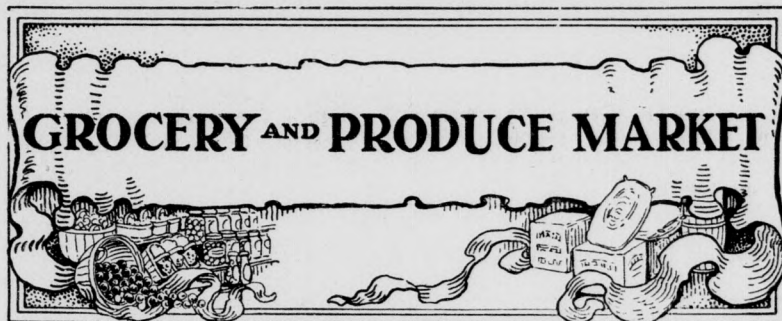
String Beans—\$1.50 per bu.

Sweet Potatoes—\$3.25 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.



Essential Features of the Grocery Staples.

Sugar—Refined is still on the down grade. Some refiners have reduced their price to 15c in a large way and speculators are making still lower prices to close out. Raws are still very weak, the lowest price reached being 9c for future delivery. Nobody is buying any sugar which he doesn't have to have and as the time goes on it is becoming clearer than ever that a large number of the large buyers stand to lose very heavy sums of money on their contracts with the refiners. Local jobbers are holding standard grades of refined at 18c. Chicago jobbers are offering "cane sugar" at 15@16c, but most of the offerings turn out to be cheap and unattractive Java and Porto Rico sugars which are very unsalable. This is a good time for the grocer to insist on knowing the name of the manufacturer before placing his order for sugar.

Tea—The market continues weak, with no indication of any improvement. Certainly the demand is no better than it has been for some time. Summer had doubtless interfered with this to some extent and if this is the only cause, we will probably see an improvement from now on. There is some pressure to sell, which is giving a weak tone to the market. There is more tea about than can be consumed in the near future and the whole situation is a bit sluggish.

Coffee—No change has occurred in the market for Rio and Santos coffee during the week, except a slight decline in Santos grades. Rio grades are about unchanged. Milds, however, are somewhat easier and, generally speaking, the market shows no improvement and very dull demand. The world's visible supply of coffee is increasing and it is still decidedly a buyer's market, and only a market for the buyer who wants to buy his immediate wants.

Canned Fruits—California 1919 packs are moving in a small way. Peaches are steady on the best grades, of which there are but few on spot. Standards and water fruit go at heavy discounts. Apricots are not salable except in a small way. New packs can be bought at 15 per cent. under the opening prices, but the demand lacks force. The entire California line shows stagnation. Old pack Hawaiian pineapple is almost all cleaned up, but new crop is arriving in a small way but not in large enough volume to relieve the shortage. The market continues strong in old and new packs. Gallon apples of 1920 pack are easy and not salable except in small blocks. Prices are at least

\$2 a dozen under opening, but that signifies little with the buyer. Spot sales are infrequent.

Canned Vegetables—The principal change in the canned food market is the tomato situation, which has improved in outlook as well as in prices. The pulse of the market is stronger, as one operator put it, although the normal mid-September activity is lacking. As it is believed that No. 2s, in passing from 80c factory to 85 @ 90c, have passed bottom and may be headed toward a flat dollar figure in the near future, under ordinary business conditions a great increase in buying orders would occur, but as they are lacking it is evident that even the chances of paying higher prices later on are not causing action. Tight money is the real reason for the restricted demand. A buyer who has faith in the market at 85c and who wanted to secure 50,000 cases at that figure passed up the purchase as he could not swing the deal, and many others who want varying amounts under the same conditions are doing the same thing. The market, however, is by no means stagnant, for the advance could not have occurred unless there was sane buying. Trading, however, is restricted and of the small lot order type and not speculative or even normal in the way of contracting against actual distributive requirements for the fall and winter. No. 3s have improved along with No. 2s and closed at \$1.25 @ 1.30 for full standards f. o. b. factory. No. 10s are not so active at \$4 @ 4.25. The pack is at its height, and as the number of canneries in operation is limited and the capacity of those running below average, it is a foregoing conclusion that the total pack in the tri-States will be much lighter than normal. This fact, coupled with the light reserves of old tomatoes, is a favorable sign for better prices later on. The new freight rate on California tomatoes and the higher prices at which they are offered on the Coast have been too much of a handicap to allow them to sell readily in the local field. Southern are considered the best buy and Coast packs go begging. Spot tomatoes are moving in a nominal and routine way on the basis of prices on new pack. Corn was inactive all week and easy in tone. It is salable only in a small way to meet urgent jobbing demands. Standards are the only offering, and while some \$1 factory goods are offered in the way of Maine style Southern, the careful buyer is apt to pay 5c or 10c more for gilt edged brands. Western are moving slowly. With a large pack in sight there is no disposition to buy heavily, while canners are not forcing their goods on a reluctant trade. Small

sieve Western fancy peas are the only offering in the line in which there is active buying interest. Canners are not carrying a large surplus over their contracts and offerings are not heavy but a car here and there is available. Extra standards, for the buyer's own label, are not in demand, nor are straight standards. Southern packs of all grades are offered but are not moving. Trade channels have been temporarily filled. While the situation favors the buyer, he is looking for lower prices than the canner will accept.

Canned Fish—Chief feature is the opening prices on Alaska salmon issued by a number of packers and all about on the same level except in pinks and chums, which were shaded by one operator. The tendency of the market may be judged when it is remembered that last July, when one packer named his opening prices on pinks and chums, they proved to be those now current. At the time they were named other canners said that the market was too low and forecasts of higher ranges were made. Now the market has settled on the basis of the early named prices and there is no noticeable reluctance to confirm subject to approval of price contracts. Red Alaska at \$3.25 Coast is considered a good buy, but to get the fish some pinks and chums must be taken and with a large carryover of both, the buyer does not want new goods of grades which are already in surplus and slow sellers. Medium reds are also neglected. The spot salmon market is inactive and only of casual interest to the buyer. Maine sardines are taken in small lots by the domestic and foreign trade, but the tone of the market still remains weak. Keyless oils are procurable at a wide range and at what appears to be favorable prices, but they go a begging. California ovals are not wanted even at heavy concessions. Foreign sardines are of nominal interest and importance. Tuna fish of the 1920 pack is in no better jobbing demand.

Dried Fruits—The monotony of the dried fruit market was broken last week by the announcement of opening prices on Oregon Italian prunes packed by the Oregon Growers' Co-operative Association of Salem, on a basis of prices considerably below those previously declared by other competing independent packers. At the higher range previously made public there was little buying interest shown and with the market automatically lowered by the association the independents have now switched from a premium over the organization to ½ @1c under the Association, depending upon the size. Confirmations of Association contracts are slow in coming in while brokers representing the independents complain that they are unable to book any business at concessions. In cases where the buyer is interested and is quoted a cut in price, he very often fails to take the goods when he sees that he can get his own figure. This indicates some weakness or at least an inaction which is in line with that shown in California prunes and in other dried fruits. The Eastern trade is not buying and there is no getting around that fact nor disguising the real situation.

As pointed out frequently in these columns, it is not a question of price, nor of needing the goods later on. It is purely a money matter with the trade. Speculation is frowned upon by the banks and as money is tight, only the barest kind of dried fruit buying is indulged in at present, whether it be prunes, raisins or other products. California prunes are inactive among the independent offerings which are the only ones urged to sale at the moment. Some old crop fruit is being bought for prompt shipment from the Coast, but this business is limited. The California raisin market has been somewhat upset by the proposed action against the California Associated Raisin Co. as set forth on page 30 of this week's issue. No further raisins on the first allotment are available and what will be done with the subsequent offerings and what prices they will bring is unknown just now. California raisins on spot are firm and scarce. Foreign are steady but not overly active. New crop foreign are regarded as too high for free buying. Apricots are sparingly offered on the Coast by all packers and interest in them is nominal. The spot market is tame and featureless. Old crop currants are urged to sale to clean up the stock before new goods arrive. Smyrna figs are selling better than California, although the demand is hardly normal.

Sugar Syrups—The market has a weak tone, owing to limited buying for domestic consumption. While prices are not quotably changed, there is no doubt that they are shaded where necessary to secure an order.

Molasses—Between season's dullness is without influence upon the tone of the market; light stocks, with new crop still some weeks off, inducing holders to adhere firmly to their quotations.

Cheese—The market is firm, with a light consumptive demand, at prices ranging about ½c per pound higher than a week ago. Considerable cheese is going into cold storage. We do not look for any change in the near future.

Provisions—The demand for smoked meats is falling off to a considerable extent and the market is fairly steady at a decline of 1c per pound over a week ago. Pure lard is steady, with a light demand, at prices ranging about the same as last week. Lard substitute is in very light demand. There is reported heavy stocks and the market is weak at about ½c decline from last week. Canned meats, dried beef and barreled pork are in light demand at unchanged prices.

Salt Fish—No improvement has occurred in the demand for mackerel during the week, but the trade are expecting an improvement in the demand on account of the cooler weather. Prices are unchanged, with holders steady to firm in their ideas.

The Roden Leather Co. has merged its business into a stock company under the style of the Roden Leather Corporation, with an authorized capital stock of \$150,000 common and \$300,000 preferred, \$275,000 of which has been subscribed and paid in in property.

AROUND THE WORLD.

Impressions Graphically Recorded By
Noted Globe Trotter.

Nara, Japan, March 5—The scenes change so rapidly here in Japan and one hears and sees so much that it is difficult to collect your thoughts. Some of our first impressions still remain with us, while others have undergone great changes, if they are not entirely lost. The longer we stay, however, the more we are impressed by the poverty of the country. There is progress, of course, but not in the sense we understand progress, nor to any similar degree. Electric cars and electric lights are really the only things we see that in the least remind us of home. The Russian war was a very expensive glory and even a short trip through Japan should convince any one that the "yellow peril" scare we hear so much about is political buncombe, pure and simple. These people have more than enough to do to look after themselves without bothering about the possessions of others. True, China is keeping them busy just now: in fact, only to-day we met troops on their way to China, but I take this to be a concerted move in which other nations are interested and for such purposes Japanese forces are the most available.

Talking about Japanese soldiers, my information is that a private makes six sen (three cents) a day, a first lieutenant, three hundred and sixty yen (one hundred and eighty dollars) a year, and the commander of an army division six thousand yen (three thousand dollars) a year. Service is enforced upon all for three years, with the exception of those who can pass a mental examination of fixed standard, and these serve only one year and then become part of the reserve army. Our guide tells me that 160,000 regulars, with a reserve running it up to a million men, is about the estimated number. It is also hard to learn anything in reference to taxes, except the general statement that they are very high. Information that I have gathered varies so greatly that I cannot give any of it credence.

In my last letter I spoke of not seeing any real Japanese life as being one of the drawbacks of this method of traveling. I had the pleasure of meeting an attache of one of the foreign embassies and he relieved my mind by telling me that in spite of his long residence in Tokio, no opportunities were ever offered him to observe Japanese life of the higher class. The high officials have two homes—one continental and the other Japanese. In the former they do their entertaining in true European style and in the latter they do not entertain at all. Their entertainments, according to this gentleman, are very formal, dull and considerably of a bore.

Coming back to our trip from Nikko to Miyanoshta; after seven hours' trip on the railroad we alighted at Kozu, a small fishing village. There we were met by special trolley cars, which carried us about twelve miles—an hour's run. Rain had continued to follow us; the air was quite chilly, but the ride was interesting, the car running mainly through a number of small fishing villages and very close to the houses. It was dark and dreary when we reached Yumoto, the end of the trolley line, where we took rickshaws for a four mile ride up the mountain to the Fujia Hotel, at Miyanoshta, about fourteen hundred feet above the sea.

The road, as you can well imagine, was very steep. Each rickshaw was supplied with a pusher, but before the end of a mile I decided that walking was preferable, as I have not yet become fully accustomed to a two-legged animal as a beast of burden. Each rickshaw (there were about eighty in all) being supplied, as is the custom, with a Japanese lantern hung on the shafts, made what otherwise might have been a dull scene a very wonderful picture.

On the way up, I was joined by another member of the party. With our pusher to carry my coat and sweater, we made so much better time than the rickshaws that we arrived there twenty minutes before the remainder of the party. We were not exactly fit looking subjects to enter the dining room, but as no one looks very "fit" after traveling a week, mostly in the rain and with suit cases as our only luggage, none of us were particularly presentable. The hats of the ladies have long since passed the stage of shabby gentility and are bordering on, if they have not passed, the disreputable stage.

The Fujia Hotel is all that we could wish for under any conditions. It is under the same management as the Hotel at Nikko, but is much larger. During six or seven months of the year, Miyanoshta is crowded with tourists and is considered a very fashionable resort. They have every convenience that summer or winter hotels offer in the states and more, the hotel is better conducted. Labor is so cheap that a servant is at your beck and call any moment.

On Saturday, we awoke to find the sun shining for the first time in several days and a welcome sight it was, particularly as it brought out to great advantage the wonderful mountain scenery—comparable, I should say, with any that I have ever seen. The mountains are entirely of volcanic production and the vari-colored soil, mingled with forests, flowers and cultivated land, is a sight that I shall not soon forget. The weather was mild; so mild, in fact, that we enjoyed a swim in a very large tank, situated on a hill about two hundred yards from the Hotel. This tank is fed from springs, one hot and one cool, giving the water a temperature of about seventy. It pours into the tank in great volumes over a waterfall of picturesque design.

After a leisurely breakfast, we started with our guide on a trip to Lake Hakone, about twelve miles through the mountain passes. The women of the party were carried in chairs (four coolies to a chair) and the men rode on horseback. The horses, or rather ponies, are of a rugged Russian type and ambitious as well as sure footed. At that, however, in the twelve miles, the horses outfooted the coolies only by about half an hour, reaching Hakone in less than an hour and a half—the coolies in about two hours. At Hakone you are supposed to get a fine view of Jujiyama, but Fuji being 13,000 feet high, is not influenced by the weather of the country in the lower altitudes and easily kept out of sight all day. In fact, I am told that at this season of the year he is seen only on rare occasions. Lake Hakone is itself about twenty-four hundred feet above sea level and well worth the trip, even without Fuji.

We had luncheon at the Matsuzaka Hotel, a small place, but much better than one would expect. Then again, after a twelve mile horseback ride, and a row on the lake, you are not very apt to be finicky about food. The Emperor has a Summer Castle on Lake Hakone, which, he never uses. The Crown Prince, however, spends much of the Summer at his palace at Miyanoshta. After luncheon we were taken part way across the lake in a flat bottom boat and from this point started home, arriving there a pretty tired lot of men, women, coolies and horses.

Sunday we had rain again and a regular mountain rain at that. We spent the morning pottering around in the neighborhood of the Hotel, visiting several very interesting and seductive curio shops. The entire party was booked to leave at 6 o'clock in the evening, but at the suggestion of our guide, our party of ten started at 3 o'clock in the afternoon in order to get the benefit of daylight in our ride down the mountain. In making the down trip, we fully realized what the up-pull had been, for in many places it took all the strength of our

two coolies to keep the rickshaws from running away.

We arrived in Kozu about 6. Our guide had telephoned (this is one of the marks of Japanese progress I have overlooked) to the Kyokatu Hotel for dinner. The rooms were cold and we were quite chilled, but with the aid of hot Scotch and the Japanese charcoal stoves, all were soon warm as toast. At our request, country Geishas were brought in to entertain us while at dinner. They brought all they had in town and sorry looking Geishas they were, but they did their best and really helped us pass quickly, if not altogether entertainingly, our two hour wait for the remainder of the party. If nothing else was accomplished, we certainly amused them and also a large part of the population of Kozu, who insisted on peeping through the sliding shutters which are used instead of windows.

That night we had our first experience in Japanese sleepers. They were not so awfully bad—four sections at one end, a compartment in the center and six sections at the other end. We had the compartment; that sounds grand, but differs only from the section in point of more privacy and less air. When the berths are not made up, the seats, as in most first-class cars, run parallel with the car, the same as the seats in our street cars. The beds are not bad, but quite narrow. There is one wash room in the car, but in the morning they apologetically informed us that the "new towels (meaning fresh) were no more."

Julius Fleischman.

The Biblical Scholar.

"Here," said the pious-looking Jeweler, "is a watch I call 'Faith.'"

"And why?" asked the curious customer.

"Because, like faith, it would be dead without works."

Till Then.

Written for the Tradesman.

"There was not a man to till the ground"
In days of old ere Eden bloomed
Want "Ads" appeared the world around
For men to farm else earth was doomed.

Have we to-day gone farther back
Past Eden's time and Eden's bower
And still do harvest blessings lack
Because we need more farmer power.

It's not the fundamental thing
That first some factory should rise
Where spindled wheels can whirl and sing
In some luxurious enterprise.

So vital is the soil to man,
This world can never best survive
Unless we till it all we can—
Till then then till if we would thrive.
Charles A. Heath.



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"The Economy Garment"

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

Red Seal Lye

In Sifting Top Cans

The Greatest Cleaning and Cleansing
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Be sure you ask for and get

RED SEAL LYE

and you will have the best.

See directions for use inside of
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Sold by

Storekeepers Everywhere

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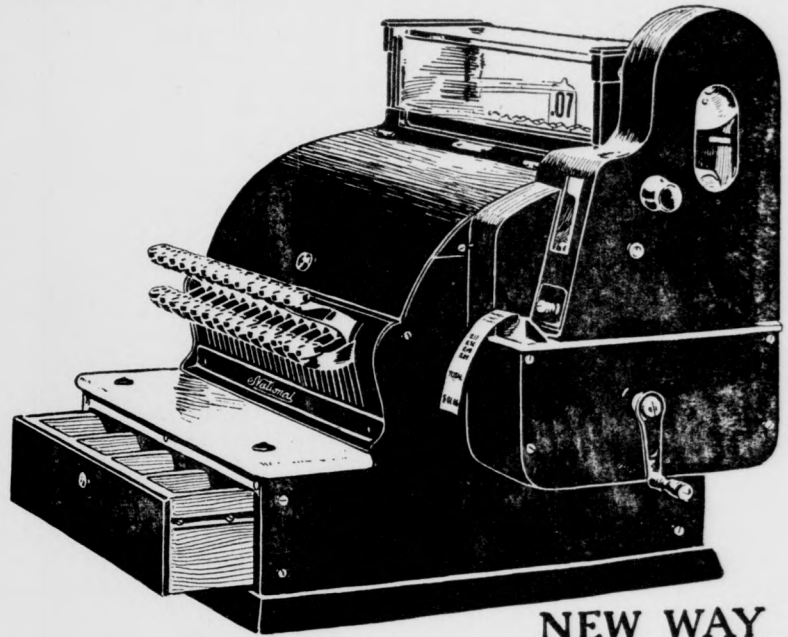


No more mistakes in adding up the items of a sale



OLD WAY

By hand and brain and pencil.
Makes mistakes.
Causes losses.
Causes worry.



NEW WAY

This new receipt-printing cash register adds the items by machinery.

- ① It prints a receipt for each customer. →
- ② It prints the price of each article.
- ③ It indicates the price of each article. →
- ④ It prints the total of all items. →
- ⑤ It retains an added and printed record.

J. SMITH COMPANY 10 MAIN ST.
0.07
0.32
0.48
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TOTAL
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Copy of receipt, with merchant's name, printed for each customer

It also does many other things which have made National Cash Registers a business necessity.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO. DAYTON, OHIO

THINGS THAT WILL NOT WORK

To those who, because of some depressing circumstances in certain lines of business, are inclined to be pessimistic in their outlook, there should come a measure of reassurance and a feeling of confidence from the study of the crop reports which the Government is issuing. The prediction made of a record corn yield and of ample supplies of wheat and other grains, as well as of bountiful crops of cotton, fruit and animal feed, is bound to inspire confidence. Transportation difficulties, which have prevented the movement of commodities, are also being rapidly overcome, and this means a speedy return to adequate distribution. Soundness in these basic conditions is of more importance than the temporary disturbances due to the shrinkage of market values as a result of the deflation which is now in progress, but which is unevenly operating. In certain lines the shrinkage has been greater than in others, but in nearly all, considerable time elapses before the declines are apparent in the retail markets. The general public is naturally impatient at the slowness of the process and seeks to hasten it by a refusal to purchase unless concessions are made, while producers and distributors are loath to take a loss and do business on the basis of the lower levels of replacement cost. So there remains a kind of deadlock which is sought to be overcome and which must be disposed of before business can move in any kind of satisfactory volume.

Now, no one expects that prices are to be reduced to anything like pre-war levels for some time to come, if ever. But, on the other hand, people are not going to be content with a reduction of 10 per cent. or so on the cost of articles which have been selling at three or four times the prices of half a dozen years ago. Nor are certain claptrap methods, which worked for a while after the armistice, likely to prove successful if they are repeated now. One of these, for instance, was the offering of goods at a comparatively low price at the opening of a season in order to stimulate buying, and then, after this had been accomplished, run up prices as the orders came in and a demand had been created. This device is as out of date and discredited as is the use of a pretense of scarcity such as was employed to induce buyers to bid up prices against one another. The time has come for fair play on the part of all concerned, with the cards displayed face-up on the table. There will have to be a scaling down of profits all along the line, from producer or manufacturer down to the retailer, if the consumer is to be induced to buy otherwise than reluctantly and for immediate and absolute needs. This is especially the case at the moment, not only because the general public refuses to be further exploited but also for the reason that it has been taking to heart the lesson of economy which has been inculcated by force of circumstances. Even though prices should be reduced quite sharply, it does not seem likely that this will be followed by profuseness in buying. A great many have been learning the

value of a dollar in bank or invested at interest.

In primary markets, under conditions of this kind, a little more attention than usual is being paid to what the retail stores are doing. The comparatively cool weather of the last fortnight has been an incentive to buying for Fall. The close of the vacation period for most people has been hastened by this and by the prospective opening of the schools all over the country. This has made it necessary to resort to the stores for all kinds of supplies in which articles of wear figure prominently. A fair amount of business of this seasonal kind is reported, and much more, it is expected, will be shown during the remainder of the month. Thus far, however, there has been an absence of that prodigality which was so marked even as late as at this time last year. This is indicated not only by the smaller quantities bought, but also in the character of the purchases made. It is no longer the expensiveness of an article which makes the strongest appeal. Service is, apparently, what is desired above all other things. Even reduction sales of the more expensive articles have lost some of their appealing quality. There has always been, and there will be always, a demand for the very best qualities. Under normal conditions this kind of trade has been comparatively restricted. It was vastly expanded during the war period and, subsequently, by the so-called newly rich. A half dozen years ago it was a matter of common knowledge that the average man wore a suit of clothes costing \$12.50 and a pair of shoes which cost \$2.50. Other apparel for both men and women was on a similar scale of expenditure. Now, while it is not possible to get back to such a basis, the determination seems to be to get as near to it as the changed circumstances will permit.

THE NEW WOOLEN PRICES.

Sellers of woolsens and worsted appear satisfied with the prices named by the leading factor in the market for the Spring season but it is believed that some of this satisfaction may be traced to the opportunity afforded to the mills, anxious to get business, to cut their prices under established market values. In other words, the point is made by those in touch with the situation that, while the "umbrella is held over" the mills that want to salvage as much as possible of their high-priced surplus stocks caught in the slump of a small demand and reduced values, there is a chance for other organizations to slice profits further and get more than their share of the business offered.

The feeling is strong in the market that before the Spring season is over there may occur further revisions in prices. It has been customary for many mills that opened previous to the leading company to revise their quotations when these proved higher than the market, especially if their fabrics came into competition with similar goods at lower values. This season, it is said, the tables may be turned and the smaller mills make prices for the larger organizations.

The situation is described as one where the biggest factors are not so well conditioned as the smaller operators, for the reason that greater quantities of raw material stocks were purchased by the larger companies when the market was advancing. Being favored customers, also, they got opportunities to buy materials when the little concerns could not secure what they actually needed. Consequently, it is explained, greater surpluses have accumulated among the larger concerns than among the smaller. If this is the true state of affairs, it is felt that under the present circumstances the smaller mills occupy a better position than their large competitors, and in the drive for business during the season just opened they should be able to offer better values if they care to do so.

Practically the same situation is said to exist in the cutting-up trades. Buyers of woolsens from these trades who were chiefly desirous of unloading accumulated stocks expressed themselves satisfied with the opening and at the same time took pains to point out that, with the prices named, no great reductions could be made in the wholesale prices of clothing and garments. On the other hand, the buyers who represent concerns anxious to increase their sales volume by offering lower prices were disappointed at the small reductions on the new woolen lines. Even though these concerns might have some surplus of either piece goods or apparel, they appear willing to take a loss and make it up by increasing sales.

The best opinion among piece goods buyers supports the theory that there will be a lower market basis supplied before the Spring season is ended, or else purchasing will continue to be confined to jobbers willing to sell goods for less than the mills. From this source of supply and from mills anxious to get business, the buyers believe they will be able to obtain all but a small portion of their fabric needs in case further price adjustments are not generally made.

THE FRENCH LOAN.

Bankers here are frank to admit that the success of the French loan last week would probably force forthcoming corporate borrowers to meet the competition of the 8 per cent. basis of the French bonds. It was the judgment of financial authorities that it would require two or three weeks to apply the acid test to the French loan in order to determine whether it will "stay placed" among investors. If it does, the impression was that it would result in a marked turn for the better in the whole investment situation.

The outcome will be watched with interest because of the bearing it may exert upon financing that had been held in abeyance until the French flotation was out of the way. The over-subscription to this big issue was viewed as affording an impressive indication of the vast amount of idle capital seeking investment "at a rate." The big consideration, as viewed in this vicinity, was that the closing of the French loan cleared up a gigantic financing problem and opened the way for home financing. As to the fate

of the latter, it was pointed out that success or failure will largely rest with the course of the money market between now and the end of the year. With 8 per cent. in people's minds, it was regarded as conceivable that high costs of borrowing would be a requisite to success.

LINEN TRADE IS QUIET.

Jobbers seem well persuaded that linens cannot go lower despite conditions which may arise in this country, which would make a lower price advantageous. The limitation on production because of the absence of the Russian flax supply from the market has frequently been mentioned, and it still holds good.

Actual new business is slow in going into the hands of importers, because jobbers and retailers are cautious in all their forward commitments. If the inactivity of the trade continues the importer who carries stock in this country will be the chief source upon which the distributor will have to rely in event that he finds need for larger stocks of linens for nearby delivery.

Mills in Belfast are well supplied with orders for the rest of this year, but importers say that deliveries in the early months of the new year are readily obtainable. The trade in this country comprises the best single customer for export for the linen mills of the United Kingdom, but there are many other channels of distribution, and linen men from overseas are confident in considering their other markets that they will not be without orders next year even though the United States goes lightly on linens.

TRADES UNION TYRANTS.

In the plain language which he addresses to the union anthracite miners President Wilson does not speak for himself; he speaks for the United States Government and the American people. As he well says, America and the world could not and did not compromise with the Teutonic military machine of Europe which treated sacred pledges as scraps of paper. This Nation cannot and will not compromise with union labor organizations or individuals that violate solemn agreements and contracts with their Government and with the public.

Either the coal miners must live up to the wage award of President Wilson's joint commission, as they pledged themselves to do before they went into the proceedings, or they must be dealt with as outlaws and cutthroats. Either the coal miners must mine coal, as they have contracted to mine it, or the mine operators, backed by the Government and the country, must get the coal mined without the aid of and against the will of the union thugs.

And when American will and American power set out to settle this coal strike the fight must not stop until this union labor machine is smashed as thoroughly and as finally as the military machine of Europe was smashed.

100% INCREASE

Over previous records is the goal we've set for our

CITY DAY SALE

Tuesday, Wednesday, Thursday, Sept. 21, 22, 23

To insure success we will offer our trade

The Greatest Array of Values

in our history, Several Thousand Pairs of Men's High Grade Welts of our own make, together with an unusual assortment of Women's, Misses and Children's shoes at prices that are far below the present market.

This is a Wonderful Opportunity to Secure a Complete Stock of Men's High Grade Welts

All the wanted leathers, on smart lasts and patterns, at ridiculously low prices.

Time and space are too limited for us to attempt to list, in detail, the shoes we will offer you on Sept. 21, 22 and 23. You'll have to come in and see them.

Make your plans now to visit us while in town for the West Michigan State Fair. Call on us first, we'll supply you with your fair ticket. Make this your meeting place, we'll check your parcels. If you can't come, phone, write or wire us and we'll ship sample pairs.

Rindge, Kalmbach, Logie Co. Grand Rapids
MICHIGAN

The High Cost of Shoe Repairing.

Until recently shoe repairing has been regarded as a side line or incidental to the shoe trade. With the increased cost of shoes, as well as improvements in wearing qualities, the conservation of shoes has become an important factor. Shoes of fine quality are now repaired several times without impairment of style or ease. The business amounts to more than twenty million dollars a year in Massachusetts and gives employment to several thousand men. Machinery for shoe repairing, highly developed, has standardized the business and improved the workmanship and quality of the job. The business has grown so fast that shops have been overworked and prices have increased on account of the growth of the demand as well as the increased cost of leather, other materials labor and overhead charges. Many complaints have been received by this commission. There are one-man shops run by experienced, high grade repairers, and many which are without much skill in workmanship or training in the industry, where prices are made both too high and too low, where men follow the prices put out by larger firms or charge whatever the traffic will bear and the customer can be made to pay.

There is great variation in price and that without entire regard to the quality of the stock or the character of the workmanship. For example, whole soles and heels vary from \$2.15 to \$4, with an occasional firm charging \$4.50, and in one case the price was \$6 for handsewed work. Half soles vary from 75c. to \$2.75; leather heels from thirty-five cents to seventy-five cents and rubber heels from forty to seventy-five cents. The leather for whole soles costs from sixty cents to \$1.30 per pair and there are substantially twenty-five different grades or qualities. Half-soles cost practically one-half or less and soles for women's shoes, because of smaller sizes and lighter stock, cost forty per cent. less than for men's shoes.

Machinery for shoe repairing is sold either outright, on leases, easy terms of payment or placed in shops on royalty. The cost for these machines per pair varies from two to three cents. Some of the large and best managed shops figure their jobs as follows:

Men's Shoes	
Leather (varies from 60c to \$1.30, \$1.00)	
Heels (from 8c to 25c)	.25
Machine	.03
Thread and other materials	.05
Labor, 1/2 hour	.65

A total of	\$1.98
About 40 per cent. for overhead	.77
Total	\$2.75

Some fine repairers claim more than one-half hour's time for the job. In some cases these jobs reach the repair man through a retail store and these stores add from fifty cents to \$1.25 as their profit in handling the order, frequently giving credit and the delivery of the shoes. Customers requiring this service should pay for it. Their cost may be reduced by waiving the service and shopping around among repairers who do work at lower prices.

The shoe repairing business has not yet taken its place in prominent shops as in some other parts of the country. It is frequently located in unattractive alleys and basements. It continues with the added disadvantage of dealing with its customers through retail stores.

The repair business is not always well managed as to the buying of stock. With few exceptions it does not buy stock either of the big leather concerns or the sole-cutting concerns, but buys supplies through still another channel, and paying a profit to a peddler or jobber of heels and soles. The present reduction in the price of leather is absorbed before it reaches the repair man. Thus the repair man who does the work makes no great money, buying his stock of a third party, paying at least one extra profit and delivering his product to his customers through another party either at the expense of his customer or himself.

Modern shoe repairing machinery, a product of Massachusetts, has standardized the labor and in a great degree the quality of the work. There is no way of standardization of the leather, and no customer can tell after the job has been finished as to the quality of the stock.

Many excellent substitutes for leather are used and many of them are claimed to be superior in wearing qualities. The cost is generally at least 25 per cent. less and in style, appearance and wear they easily rival the high-grade sole leather. The price of the complete job varies from \$1.40 to \$3.25 with no variation in the quality of the stock. Composition soles, rubber heels, and indeed leather soles, are for sale in many department stores, and the repairing of shoes in the home is becoming common. Shoe repairing outfits for the home are on sale in hardware stores. Much of the repair work in the small shops is done by men who learned to repair shoes in their homes before coming to this country and therefore took up shoe repairing as unskilled labor. From these small shops have grown the shops now employing a number of men and equipped with machines.

In some of the Western States shoe repairing is taught in the schools as a branch of manual training, and with the manufacture and sale of composition soles and heels readily fitted, the home repairing is likely to increase.

The price of repair work is largely in control of the customer, who may find satisfactory work at a great variety of prices. He may buy his own stock and have it put on; he may

Shoe Store and Shoe Repair Supplies

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While attending the West Michigan State Fair, make our office your headquarters.

We are offering some very special bargains to Fair week visitors.

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Manufacturers of Serviceable Footwear

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HOOD WURKSHU

Built Like An Auto Tire



BLUCHER

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

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

Men's E and EE	6 to 12	Bal.	\$2.85
Boys'	2 1/2 to 6		2.60
Youths'	11 to 2		2.35
Women's	2 1/2 to 8		2.35
Misses' (Spring Heel)	11 to 2		2.10
Child's (Spring Heel)	8 to 10 1/2		1.85

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

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

easily seek out shops where prices are at the minimum without much charge for management or overhead, or, if he prefers service and credit and convenience, it may be found in the best appointed shoe stores so numerous throughout the state.

The shoe repairer may better serve the public by shops better organized, better buying of stock, and directly dealing with his customers. Such shops may properly deal in shoe findings, shoe polish, and conduct a shoe shining business to attract trade and profit.

The customers, by shopping around will find free competition, a variety of prices, may select the stock in either leather or standard makes of composition soles and heels, and an opportunity to save something by self-service.

Chas. H. Adams.

Relation of Traveling Salesman to Shoe Merchant.

Salesmanship is a fundamental necessity in all businesses, and the shoe salesman, wholesale or retail, has a future before him which, according to the old plan of merchandising, would have been an impossibility.

To-day, when \$8, \$10 and \$12 are ordinary prices for shoes, it requires salesmanship of a higher order, but this better salesmanship is accompanied with more fitting salaries and compensations.

The new era in footwear has changed old time traditions of the game. Style is now a wonderful business producer. Without it we once grew stagnant. With it we are prosperous, and, bear in mind, that we are not

forcing style on an unwilling public. On the contrary, when the necessity of war made style a forbidden measure, customers did not like it.

In speaking of style in footwear, it is timely to call attention to the fact that the Style Committee numbers in its ranks representatives of three great bodies of shoemen, viz: The National Shoe Retailers' Association, The National Shoe Manufacturers Association, and the National Boot and Shoe Manufacturers' Association. Thus, all the factors in the footwear world are working together for the production of shoes which embody the style element.

Recognizing the necessity of closer association in trade the traveling shoe salesmen organized and we, like you, discuss in our meetings topics of current interest and inform ourselves so that we may always be abreast of ever changing conditions.

The traveling salesman to-day from the style end is as important as any part of the business. His employer depends upon him for style tendencies. In many cases salesmen write and design entire lines and your salesman's confidence is a worthy asset. You can not afford to be without it, and our feeling toward you is most friendly. In fact, our employers assert that they are entitled to a 50-50 break, and claim that we split 60-40, the retailer getting the long end.

It is impossible to consider the relation of the traveling salesman to the retailer without emphasizing the mutuality of interest which exists between you as merchants and us as salesmen. Just to the degree that we

understand and appreciate the fact that our interests are interrelated to that degree will we both benefit.

The traveling salesman who calls upon you is in position to be, and wants to be, your business adviser to a certain extent. By that I mean he is anxious to see you succeed in the fullest measure, because he realizes that as you succeed so will he.

Going from store to store he comes in contact with many advanced methods of merchandising shoes, methods which he would gladly pass on to you if given the opportunity. He is in touch with fundamental facts and conditions in the world of leather and footwear which are yours if you want them. In every way the salesman realizes that you and he are both interested in selling more shoes at a profit, and it is his desire to share with you the information which he gathers from various sources.

In other words, the traveling salesman is not merely an individual interested in how many dollars worth of merchandise he can sell you today, he is interested in seeing you make of your business the greatest possible success, and that this end may be realized, he comes to you as a business friend, giving freely of his fund of knowledge gained by his study of market conditions, style demands in different parts of the country and the fundamentals of the craft, and picked up in the stores visited here and there in his territory.

It is this mutuality of interest between salesman and retailer which I wish to impress upon you, believing that while either working more or less

independently can make a reasonable success, both working in harmony, team work if you please, can accomplish results for each impossible under other condition. Look upon the traveling salesmen who call upon you as friends and business associates rather than as men out to sell you all the goods possible. You will find your confidence well placed, and that the salesmen will be ready and willing to co-operate with you in every way.

We, who are fortunate enough to live and do business in this wonderful northwest, need have no fear about the future. This is a section where prosperity comes largely from the soil, where the farmers have more land under cultivation than ever before, and where the price of our great staple product is guaranteed.

When your salesman comes give him your order. Prices will not come down for some time. The increased cost of footwear is largely due to increased wages for labor. Shoes cannot be cheaper until wage scales are lowered, and there is nothing in sight to indicate this in the near future

George J. Nichols.

Shopping.

When my love goes shopping I go too; See about her hopping Such a motley crew; If she buys a stocking, I don't think it shocking, For it looks so neat in Her seductive shoe!

When my love goes shopping I go too, Close beside her stopping Till the dear is through; Then behind I trundle Bearing many a bundle, Having without murmur Paid the bill that's due!

CITY DAY, Sept. 22, 1920

We WELCOME ye local and out of town Shoe Dealers always but particularly on this day. City Day of this year as of the preceding years means many things to us.

First: We make a supreme effort to make welcome our dealers, to show them what we have and what we can do for them.

Second: We offer bargains that cannot be beat. We make these bargains at such a price that you could not afford to miss them.

These are only a few of the many things that make it profitable for you to visit the HIRTH-KRAUSE Company on City Day.

In as much as the WEST MICHIGAN STATE FAIR is here this week, you can make it your main attraction to visit HIRTH-KRAUSE and then go to the Fair.

Come in and get acquainted with our "More Mileage Shoes."



Tanners and Shoe Manufacturers

Grand Rapids, Michigan



Usury and a Seven Per Cent. Discount Rate.

The Federal Reserve Bank discount rate having been raised to 7 per cent. on collateral paper, a difficult situation has resulted in such states as New York, where the highest legal rate of interest is 6 per cent. Houses which are using trade acceptances drawing 6 per cent. interest are subjected to a loss when this paper is discounted at 7 per cent.

Question has been raised by some business houses as to why the Federal Reserve Bank is permitted to charge 7 per cent. when the law of the state establishes 6 per cent. as the highest rate. The answer is, that a bill of exchange or other form of negotiable instrument, valid in its inception, and which has been once negotiated, may be sold at any discount that the holder sees fit. Where the sale of a bill of exchange is a mere loan, a rate of discount higher than the legal rate effects usury. The usury statutes, it will be remembered, forbid only the loan or forbearance of money at more than the established rate of interest. A bill of exchange, having once been negotiated becomes a chattel in the hands of the holder, and may be sold for as low a price as the holder is willing to accept. Thus it is that a trade acceptance drawn by A and accepted by B may be taken to the bank by B and sold or discounted at whatever price the bank will pay.

Where, however, a bill of exchange has been endorsed or otherwise guaranteed by the seller, the seller becomes contingently liable to pay to the purchaser at a future day, a sum greater than that received with legal interest. "As to the character and effect of such a transaction the authorities present some four different views: 1. Some courts have held such a transaction to be clearly usurious, and that the usurious indorsee takes no rights against any of the parties to the instrument. 2. Other have held that while the transaction between the indorser and indorsee is usurious, the defense of usury is personal to the indorser and not available to the prior parties. 3. A third view limits the right of recovery against the vendor-indorser to the amount received by him with lawful interest, and thus makes the transfer not usurious and gives the purchaser recourse against prior parties to the full amount of the obligation. 4. But in accordance with the clear weight of authority, such a transaction is regarded as a valid sale of a chattel with a warranty of its soundness, and the purchaser is allowed to enforce the obligation to its full extent against his own in-

dorser and all prior parties." (39 Cyc. Page 933.) Among the courts which have held such a transaction usurious are those of Massachusetts, New Jersey, South Carolina and Virginia. New York permits the recovery against the vendor-indorser of only the amount he paid with interest. Connecticut, Georgia, Indiana, Iowa, Maine, Minnesota, Pennsylvania and Tennessee have all held a transaction of this sort to be only a sale of a chattel and valid and enforceable.

Were A to give his promissory note to B, and B to discount the same at more than the legal rate, the transaction would not be a sale, but a usurious loan; and in all cases where the taker knows that the paper had no prior inception, the courts are in agreement in declaring the transactions usurious. Where a taker does not know that the paper had no prior inception a difficult question arises, New York holding the loan usurious and the ignorance immaterial, while Pennsylvania and Illinois have held the contrary.

Where paper has been endorsed by A for the accommodation of B, and there has been no negotiation of the paper, it falls into the class of paper which has no legal inception, and until it is negotiated for value it cannot be discounted for more than the legal rate. Where the discounter is ignorant that the paper is accommodation paper the conflict above noted again occurs, New York holding that the transaction is usurious and Iowa, Kansas, Minnesota, Pennsylvania, Virginia and Wisconsin among others holding the contrary. In *Holmes vs. State Bank*, 53 Minn.

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We not only are prepared and equipped to care for your banking needs, but we also

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in a way which will meet with your unqualified approval

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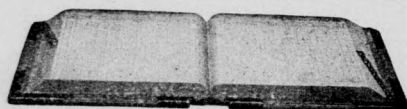
Over 95% of all Wills made, remain unbroken. This is impressive testimony as to the respect shown the written word.

When opened, it becomes Law.

Have you written down your little contribution to History, to be opened some day? Our printed form of WILL is a valuable aid in this connection.

Ask for our Digest of the Law, "Descent and Distribution of Property," 15th Edition.

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Loose Leaf Devices**

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

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GRAND RAPIDS, MICHIGAN

350, the court said, "We are aware of the doctrine of the courts of New York and some other states, that accommodation paper in the hands of the payee cannot be the subject of a sale; that, to be a subject of a sale, the paper must have a pre-existing vitality"; that an accommodation note having, in fact, as against the maker, no validity and no legal inception, anyone who buys it of the payee takes the precise place of the payee in respect to the defense of usury, although he purchases in ignorance of its true character, and supposing it to be, as it appears on its face, business paper, and given for value; and hence when such note is sold, even to a bona fide purchaser, at a discount greater than the legal rate of interest, the transaction is usurious. The same courts hold, as do all courts, that if a party buys of the payee an accommodation note for its face, he can recover on it, and that the fact that the maker received no consideration will be no defense; also, that after paper has had an inception and has become live business paper, a person may buy at any discount he can get for it, without rendering the transaction usurious. We confess that these distinctions are altogether too refined to commend themselves to our judgment. The doctrine of the New York courts virtually converts the purchase of a note into what the purchaser never intended or supposed it to be, viz., a loan of money, without which there can be no such thing as usury. Undoubtedly, if defendant had purchased this note knowing that it was accommodation paper, and hence had no vitality while still in the hands of the payee, the transaction would have amounted to a loan of money. . . But the better rule, and the one as we think most consonant with reason and justice, is that if the holder, at the time he bought the paper, did not know that it was not already a valid subsisting security in the hands of the payee, there can be no intention of lending money, which is the very essence of usury, and he may recover upon it of the maker. He must assume that the apparent rela-

tion of the parties and character of the paper is the real one."

The penalties for usury are severe. In some states the lender forfeits double or triple the amount of interest so taken or received, in other states the transaction is void and the lender loses both the principal and interest, while in others the lender forfeits double or triple the amount of interest so taken or received, and at least one state adds the penalty of fine and imprisonment.

N. A. Counsellor.

Kent State Bank

Main Office Ottawa Ave.
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Capital - - - \$500,000
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Resources

11½ Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

Do Your Banking by Mail

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JOIN THE
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44,000
Satisfied Customers

know that we
specialize in

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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

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\$600,000

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HARRY C. LUNDBERG, Ass't Cashier

LAVANT Z. CALKIN, Vice President
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THAT YOU CAN EASILY FINANCE

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100 Shares Preferred Stock, par value \$10.00, and
100 Shares Common Stock, par value \$1.00, sold
jointly for \$1,250 Cash, or \$250 Cash and \$50.00
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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Grand Rapids, Michigan.

GENTLEMEN:

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

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LURE OF THE WILD.

Captain Belknap's Experiences Near To Nature.

For about a quarter of a century ex-Congressman Belknap, of Grand Rapids, has spent his summer vacations in a cabin at Onota, about twenty-two miles West of Munising. This season is no exception to the general rule. The Tradesman has prevailed upon its erstwhile contributor to write a series of letters detailing his experience in the wilderness. The first letter is submitted herewith, as follows:

Antler's Cabin, Onota, Sept. 10—The cabin where I am living the true life of my vacation days is on the West end of the lake of the two hills. White men call it Deer Lake. In the Chippewa Indian days it was Squaw-ga-nong, the waters of the two hills. It is two miles long, one mile wide and the bay at the West end is "The Haunted Water." It is a place where, once upon a time, many moons ago, the foundation gave away, letting the surface of this rock land sink beneath the waters of Lake Superior, in some places to an unknown depth, and since that day it has been a lake by itself. The big lake is dammed by a ridge of water washed sand stones, overgrown by birch, cedar and hemlock, with once and awhile a white pine standing guard like a soldier over all the vicinity.

There is no bottom to one end of the lake, near the cabin. Its scaly inhabitants do not speak our dialect. If they did, there would be many big fish stories told by the city man who has the luck of always losing the big ones.

There is an outlet from the lake to the big lake, its course so winding that it is a mile of adventure. It requires a mile of distance to the canoeist in which to display its wonderful art gallery. It is like wandering through the galleries of an exhibition of the world's finest things. In the beginning of this canoe trip it is best to whistle a tune or two. If not, you are liable to surprise some of the natives enjoying their morning baths. Here lives Mrs. Muskrat and family; Mrs. Mink and her kittens which she is training to catch suckers, like prospective oil well stock brokers; and right here is an untrapped lot of suckers more innocent than those fish-

ed up by the late lamented Ponzi. It is claimed that a sucker is born every minute. Here they must beat that record ten to one—a happy hunting ground for that string of men known as financiers.

And here live the beaver, the dam builder, who by the way is a damned good builder if let alone for a couple of nights.

It is a favorite place for Mrs. John Doe, whose kids wear polka dot clothes and look at you with eyes that charm away the evil thoughts of wicked man. And when the sun is going down behind the hill the ducks come, sailing in from the big lake to discuss the latest style of fall feathers, pull a few aquatic weeds and open a few clams which they swallow without pepper or salt. The odors of wild fern, wild roses, high bush cranberries and cedars in their bloom fill your nostrils and make one forget all else but the "Lure of the Wild." The whir of a partridge brings you with a start out of your dreams. We never fish for suckers while there is a trout or black bass in the waters and the sucker soon is forgotten as a creation that cuts no ice when he has checked out all his savings deposits.

The cabin is in the forest of 65,000 acres of heavy timber, where the runways of the Michigan deer make the only trail. Here in this country no man need starve. With a shot gun and fish line he can get the very best in the market. I know a fellow of this sort and he seems to be getting fatter all the time. He has some money in the bank—he doesn't know how much—and I don't care to get him to thinking about it.

At the cabin there is quite a settlement, none of whom pay taxes or rent. I sat out on the steps last night visiting some of these wild fellows. I save up all my dry bread, all the table leavings and often an extra loaf to make a banquet for these trusting neighbors.

Mrs. Woodchuck with her three young chucks occupy a place under the woodshed. She is very trusting, not knowing that there is a bounty on her pelt. She is a high liver, she feasts on canteloupe shells and green corn cobs. Mrs. Molly Cotton Tail, when I came here a month ago, had two additions to her family—twelve in all. Now she comes out with six more. There are four generations, from the big old lady with a pair of ears almost as long as those growing on a Missouri mule to the young ones of the last generation, which are be-

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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
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GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED

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.

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GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Assets \$3,886,069



Insurance in Force \$80,000,000

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STOCKS AND BONDS—PRIVATE WIRES TO THE LEADING MARKETS

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STOCKS

BONDS



ing brought up on rye bread crusts. They are very cute now, but I fear they will all grow up to become a part in life of that great drama, "haussen-peffer."

There are also a lot of chipmunks and some Canada Jays, called in the old times Whisky Jacks. All these folks get on without any social squabbles until the sun casts a few shadows. Then a lot of ill mannered owls set up their evening anthem. Then the wild folks of the cabin wake up and take notice. The owls set up a session of the Echo Bay Police Court, with the addition of the echoes from the hill sides. The rabbits scatter to the shelter of the undergrowth and where but a few minutes before were a lot of confidential neighbors, there is nothing in sight but the woodchuck hole leading under the wood shed.

Referring to the echoes from the hills, there is an Indian legend that came to me many years ago from a Chippewa medicine man. "He was good medicine" and I have faith in the tale.

"It was many years ago. All the shores of the great lake were the hunting grounds of the Chippewas. There was a village at Munising, another at Au Train, another at Laughing Fish and one at Shelter Bay. At the one at Shelter Bay, there was one woman who was a gossip. Many times all the men of the village were away on long voyages for furs, on discovery and adventure. When they returned there was a glad welcome. Then was the time for this trouble maker to practice her art. Tales of visits to the squaws and maidens by the young men from the other villages led to many jealousies and much trouble in the family customs of the Chippewas.

At a time when all the men were away the young women of the village made many buck skin bindings, with which they bound, hand and foot, the trouble maker, placing her on her back in a canoe, with many ceremonies of the tribe. All the women of

the village took their seats in other canoes and the fleet paddled away to the far end of the lake, where it was believed there was no bottom; that all was water until the land of the sun was reached on the other side.

At the bay all was silence except for the wails of the condemned squaw. Then it was believed a spirit from the deep upset the boat and, as the body sank from sight, the wails aroused all the spirits of the woods and to this day in the evening hours the bay has been haunted. The spirits of the woods and waters are not at rest.

From my cabin my voice calls back from three directions in three distinct echoes; and so with the owls. There may be one or a dozen, but, as the young rabbits have never been told the legend of the bay, they think there is an owl on every side, hunting a supper, and at the first hoot, they run home to mamma. Sometimes in the quiet of the night, as I am sleeping in my bunk in the upstairs of the cabin, where I can look out on the bay, the owls will start the trouble. I imagine a voice from the waters "Ke-naw-we-shin-che-mo-ka-man." (How do you do, white man.) I know it is the trouble maker calling. May her voice never grow less, for there is a charm in knowing she is where she belongs. I would believe some spirit of the hills and the waters were floating about in this wild wilderness of midsummer dreams.

Many times I have let out my trolling line to sound the depts. I will do it no more, less I hook this trouble maker of the past.

So I turn over on the other side and almost before the last echo comes out of the glen, I have left Old Man Trouble far behind. And before he catches on to the canoe, it is time to broil a trout. I complain only of the short nights in this nook of the woods.

Charles E. Belknap.

Without economy none can be rich, and with it none need be poor.

Over Five Millions Insurance in Force

Michigan Shoe Dealers Mutual Fire Insurance Company

Fremont, Michigan

Insurance in force August 1, 1920	\$5,331,050.00
New Business during August	237,350.00
TOTAL	\$5,568,400.00
Cash on hand August 1, 1920	\$22,942.37
Cash received during August	6,276.50
TOTAL	\$29,218.87
Cash paid out in August, 1920	3,437.69
Cash on hand September 1, 1920	\$25,781.18
Insurance in force September 1, 1919	\$2,894,925.00
Insurance in force September 1, 1920	5,568,400.00
GAIN IN ONE YEAR	\$2,673,475.00

More than 2,000 property owners co-operate through the Michigan Shoe Dealers Mutual Fire Insurance Co. to combat the fire waste. To date they have received over \$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 per cent. present dividend saving.

ONE OF THE STRONGEST COMPANIES IN THE STATE

Dividend for 1920, 30 per cent.

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

The 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

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.)

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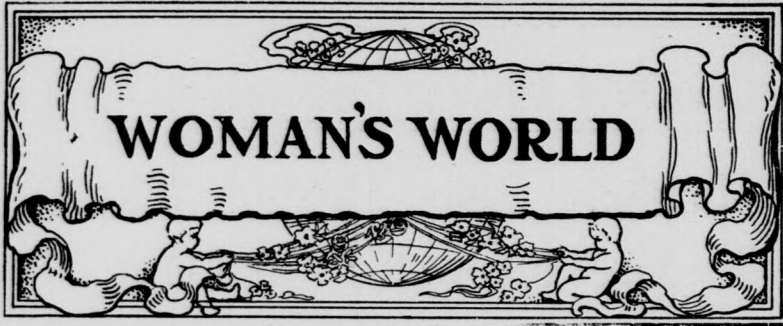
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The Grand Rapids Merchants Mutual Fire Insurance Co.

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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.

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WOMAN'S WORLD

The Dreams You Dream For Your Children.

Written for the Tradesman.

The dreams that you dreamed about your children when they were born—have they come true? Are they coming true every day, or are you waiting? Have they failed altogether? Were they wrong or mistaken dreams? Whose fault is it if they haven't come true and never will? Heredity's, or environment's? Or just your fault?

Every mother builds air castles in which she places her new-born baby—castles so fanciful sometimes that even the most wonderful baby never could grow up and be really happy in any of them. But there are other air castles, real ones, and dreams so fine and sensible, so practical and possible of achievement that any devoted mother might make them come true.

The worth while dream about your baby, the only one worthy of thought and plain and accomplishment—the only one, in fact, that can come true—is that of finding out as far as you can the actual personality of your particular baby, and in every possible way helping him to develop that. As Erville B. Woods of Dartmouth College says in his remarkable paper in the American Journal of Sociology, for July, 1920, "each personality is unique, in literal fact the only one of the precise kind ever struck off in the fortuitous commingling of innumerable germinal cells of innumerable ancestors." He quotes Conklin's "Heredity and Environment:" "Every living being appears on careful examination to be the first and last of its indetical kind." The problem is to allow the child to grow in its own inner spirit and character to the fullest possible extent, with so much conformity to the conventions of the world about him as will enable him to be of service and a source of happiness to others.

To-day I heard a mother say:

"Bobby goes away to school this fall, thank goodness. I simply cannot manage him, and his father is too busy. I understand the discipline of that school is excellent; he will soon tone down and learn to mind."

I know something of the dream of that mother for her boy. When and how did it fail—for it certainly did not come true? Somewhere there was a dreadful mistake, an oversight, a neglect; the little life stream went astray and could not be brought back. Now somebody else must take charge of that life, with all the handicaps of the old error and the bad habits that have been allowed to accumulate. The boy may come back much improved—we have all seen that happen—but in the meantime there has been a loss,

and the worst of the losses is a futile dream and a mother's sense of failure.

A while ago I heard a father say of his badly spoiled little girl "Oh, she will come out all right. She has fine stuff in her, and by the time she come home from college she will be a fine young woman."

Isn't it a shame to be looking forward to some future time when somebody else may be able to rectify your blunders, to patch up your ruined dreams? To-day that little girl of four, six, eight; that boy of ten, twelve, fourteen, ought to be sweet and lovable, unselfish and helpful and considerate—the best possible child of that age. It is up to you now, and if your child, any child, isn't fulfilling your dream it is because there was something the matter with the dream, or, more likely, something the matter with you.

Each day, to-day, every day as it comes should see your dream coming true. In the development of character you never can wholly undo the mistakes of yesterday. It is terribly true, as Omar says:

The moving finger writes, and having writ

Moves on; nor all your piety nor wit
Can lure it back to cancel half a line,
Nor all your tears wash out one word
of it.

Every day the life, training, education of a child ought to be completed as far as it has gone; fair and wholesome service and joy to others. Lives are of varying length; the task of education is never finished; developing character is an expanding circle.

Many fathers seem to think that their task is done when they supply the means of keeping their sons housed and fed and clothed; when they have kept them alive long enough to send them to college with money enough to pay expenses, and that if after a while a few debts and skylarks have to be paid for it will all come right somehow. "He must learn by experience," they say. Ah, but there are experiences that destroy character as well as those that strengthen it. Your child is getting experiences of every kind—you cannot help that; but you can in large measure select and interpret the kind of experience that he will get!

"Castles there are for every one, maybe; but every castle opens with a key." That thought comes back to me from an old poem, and it is true. Within limits you can make of your child almost anything you please—along the lines of his unique personality; but you can't do it with folded hands. What the man or woman is at twenty, thirty, forty is the result of what was done or neglected before he or she was six years old. If you



Quality—Service—Attractiveness— Durability

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

Dayton Display Fixture

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

Many types in different sizes and combinations.

Write today for illustrated catalog.



THE
DAYTON
DISPLAY
FIXTURE
COMPANY

Dayton,
Ohio

Patented

want to have anything to do with the kind of person your son or daughter is to be, you must do it in accordance with a plan and an intelligent understanding of the character of the child in those earliest days when first it begins to show itself.

We have all seen boys and girls come back from boarding school and college much improved; but the very saying of that implies that they went there embodying the failure of their early training of their parents' dreams for them. I always wonder how much finer they might have been had their first years been guided wisely. Somebody "lost out" in those early days, and irreparable mischief was done. More often than not they never regain that close touch with their parents which is the only contact that insures the carrying out of the dreams that were dreamed for them when they were babies.

It is well to dream dreams for your children, but they will not make themselves come true.

Prudence Bradish.
(Copyrighted 1920.)

Biography of the Late Frank J. Wheaton.

Frank J. Wheaton was born at Burr Oak, Nov. 6, 1869. The family shortly after removed to Manchester, where the lad attended country school, finishing his education in the high school at Grass Lake. He then entered the laboratory of the E. J. Weeks Drug Company, at Jackson, remaining with that house for about ten years. He then went on the road for a Detroit wholesale drug house, remaining in that capacity for three years. He then engaged as motor-man on the street car system at Jackson. Three months later the car he was directing was smashed into by an interurban car which caused him the loss of a leg. This occurred April 3, 1903. For three years thereupon he was given employment in a dispatcher's office of the Michigan Railway Company, at Jackson, when he formed a co-partnership with an associate and engaged in the drug business on East Main street under the name of Brow & Wheaton. This business continued into May of last year, when he sold his interest to his partner and purchased the Flat Iron Drug store. He continued this business up to the time of his death, which occurred on Aug. 24.

Mr. Wheaton was married Sept. 13, 1893, to a Jackson lady and they had one child, a daughter, now thirteen years of age.

Mr. Wheaton was a member of the Masonic orders up to and including the Council, having served the latter as Thrice Illustrious Master for several years. He was also Secretary of the Michigan State Pharmaceutical Association for five or six years.

Besides his wife and daughter he leaves three brothers and two sisters, all of whom were present at the funeral, which was held at the late home of the deceased under the auspices of the F. & M. lodge No. 17.

Mr. Wheaton was a man of strong likes and dislikes. He made many friends and accumulated few enemies. He was courteous to all, greatly beloved by his friends and respected by business men generally.



THE SIGN OF

QUALITY

Best Wheat—Perfect Milling That Make a Perfect Flour

There is a greater difference in flour than even women of experience in home baking realize.

The difference in quality always comes out in the baking. You could not induce thousands of women in Michigan to use any other flour than

Lily White

"The Flour the Best Cooks Use"

Look for the
ROWENA
trade-mark
on the sack

They stick to this flour year after year because it makes for them deliciously flavored, white, tender bread, rolls, biscuits, and flaky, melt-in-the-mouth pastry. It is an all-around flour. There are definite reasons why LILY WHITE is so good.

In the first place the finest wheat is used—a grain of just the right balance, neither too hard nor too soft. It has strength and nutrition to build health and make a 100% food. As we mill this wheat, it is cleaned four times, scoured three times and then washed before going on the rolls for the first break. Only the hearts of the grain are used—the very best part. The most careful, scientific and sanitary milling converts the wheat into finished flour of wonderful texture, uniformity of granulation and color. FLOUR COULD NOT POSSIBLY BE MADE BETTER.

Prove our claims for LILY WHITE by giving it a trial. It is guaranteed to give you absolute satisfaction. Ask for it at your dealer's.

VALLEY CITY MILLING CO.
GRAND RAPIDS, MICHIGAN
"Millers for Sixty Years"

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

DOLLARS vs. SENSE

It takes Sense to accumulate Dollars.

Sense on the part of the dealer calls for him to furnish the Trade with the Best Quality of merchandise at a price within Reason—



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

FILL THESE REQUIREMENTS IN EVERY SENSE

You Can Pay More—But Can Get No Better Quality!



Smile With Us

HENKEL'S comes packed:

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

THE SEASON IS ON—Most Jobbers have our Brand New Stock.
Give your order for immediate delivery and satisfy your trade.

Manufactured by

COMMERCIAL MILLING COMPANY, Detroit



DRY GOODS, FANCY GOODS AND NOTIONS

Something of the Wool Situation.

Wool dealers seem to believe that prospects of doing business have been helped by the opening of the woolen goods market for Spring, although it is a little difficult to see on what their hopes are based. The mills seem to be well supplied with raw material so far as quantity goes, but they may, of course, come into the market for special varieties if orders for fabrics are sufficiently large. The prospects for this at the moment do not seem to be very bright, but no one can tell what a day may bring forth. A bright spot was the upholding of prices for the finer varieties of wool at the London auction sales, but even there the quantities were not very large and much of the demand was from Continental buyers. Apropos of these London sales, it is worth recalling the clamor made by the American Free Trade League when Great Britain took over the Australian and New Zealand clips for the period of the war and a year thereafter. This, it was vehemently declared, would give the English manufacturer of woollens a decided advantage over his competitors in this country because the former would get his wool cheaper. What really happened was that the British Government got so much wool that it has been only too willing to sell it to whoever needed it, and Americans have been large purchasers. The British even went so far as to send a large quantity here to be disposed of at auction. It is announced that auction sales of Australian wool will be held next month at Melbourne, Sydney and Adelaide, but that the quantity will be limited to 100,000 bales. The prices obtained at these sales will afford a good line on the market. In the local clothing field the principal topic of interest during the past week has been the resolve of a large manufacturing concern to have all its work done out of town in order to avoid the excessive expense here because the union members have been "laying down" on their work and producing only about 45 per cent. of their former output. Whether the example will be largely followed or not is still a question. But it will certainly cause the workers to cease asking further concessions.

Cotton Consumption and Fabrics.

Weather is the thing which seems to be the most prominent as a factor just now in determining the betting in the cotton exchanges. Every inch of rain is potential and made the most of. As a result there were some quite violent fluctuations in the quotations last week, each upturn being countered with a downward plunge. Basically, these are of very little value ex-

cept for the opportunity they afford for the speculative contingent. Unless an early frost comes the cotton crop of this year will exceed the average of the last four years, and, with the carryover, be more than ample for all needs. Consumption is not keeping pace. The old theory was that each year should show a certain percentage of increase in consumption over the year before. This does not seem to be borne out by the facts. People in poverty stricken countries are managing somehow to do without, and this is by no means the exception in countries which are not poverty stricken. The continued upward trend in the price of cotton was stopped some time ago and is not likely to be resumed in the near future unless there should be a failure of the crop. The belief in this helps to account for the dropping in the prices of cotton fabrics. In some constructions of gray goods it would look as though bottom had been reached, but buyers are not yet sufficiently convinced of this to order with freedom and make commitments far ahead. Buying of wash goods for Spring will now begin in some volume, and the next week or so should show how retailers feel on this subject. In knit goods the situation shows no change, although Spring prices, now so long delayed, ought to be set before the end of the month. Hosiery prices still remain in doubt, with the general impression that they will be lower.

Prices Made For Spring Woollens.

As to the prices determined on for the Spring fabrics, one thing alone is indisputable, viz., that they are lower than they have been officially for several years. This must be further qualified by saying this is the case so far as made public, because every effort seems to have been made to keep secret the prices fixed. Such a course always provokes the suspicion that prices may not be the same for all customers. A cut of 20 per cent. or so is shown in certain numbers, but there is no real way of making a comparison because prices were not quoted for the Spring of 1919 and 1920. When the prices are compared with

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.

Can We Look For You?

Our last week's announcement told you about our \$250,000 CITY DAY to be held Tuesday September 21, Wednesday September 22 and Thursday September 23.

With market conditions more or less unsettled and most merchants knowing not what to do, it will be well worth your while to visit us during this sale, for the following reasons:

1. In order to instill confidence in merchants that the basic fundamental conditions are sound, we have a proposition which will get you the business at a profit, without any risk on your part. Our salesmen can tell you about it or you can find out about it when you are in the House. We have not space here to go into further detail.
2. We want you to come and see what we are doing to better serve you, especially now when we are doing our remodeling and redecorating. We want you to see and know that we have as modern and up-to-date a plant as there is in the country.
3. The West Michigan State Fair will be held at that time and it will be well worth your while, also the merchants of Grand Rapids will hold Dollar Day, which is a merchandising event well worth your study.
4. Regardless of all other reasons our biggest reason is to sell you all the merchandise you need for Fall, during this sale at prices which you cannot get anywhere else. So come prepared to buy your wants in a large way. We are going to have such a REAL SALE that you will not be able to resist making large purchases at that time.

In as much as we are going to serve lunch and provide entertainment, we wish you would sign and return the attached coupon accepting our invitation to attend this sale. It will only take you a minute to fill it out and mail to us and it will enable us to make our plans so as to adequately take care of you and your friends at that time.

GRAND RAPIDS DRY GOODS CO.

Grand Rapids, Mich.

Exclusively Wholesale

No Retail Connections

Date.....

I will attend your \$250,000 CITY DAY SALE on Tuesday, September 21, Wednesday, September 22, Thursday, September 23. (Draw a line under date or dates you will be here.)

I will be accompanied by friends so that you can get ready formeals.

We have the following suggestions to make:

.....

Name

Address

those for the Spring of 1918, which is the latest to be had, they show increases of from 25 to 30 per cent., and those in turn were about 150 per cent. above those of two years before. Much was made of the quotation on the Fulton 3192 serge, an 11-ounce fabric, which used to be regarded as a kind of key to values, although it is no longer so. The reduction in price of this was only seeming because comparison was made with the peak price asked for this Fall. Compared with the price for the Fall of 1919 it is \$1.05 greater per yard, or 40 per cent. more. This fabric was priced for the Spring of 1914 at \$1.07½ per yard. The new price is \$3.67½. There does not seem to be sufficient reason for the jump this Fall to \$4.50 per yard, or even to the reduced figure for next Spring.

Similar comparisons might be made for certain other fabrics the prices of which have been made known, although no uniformity is shown in the reductions made. One theory in the trade was that the best reductions have been made on goods for which there will be least call. Another was that the company wished to protect customers who still have much of certain fabrics left over. But nearly all agreed that not much business will be placed at the new figures and that the next set to come out will be on lower levels.

American Woolen Company's Position.

More interest than usual attached to the formal opening last Thursday of the Spring offerings of the Ameri-

can Woolen Company. Two days before the company published page advertisements explaining its position and incidentally urging the merits of the extra \$20,000,000 of common stock which it recently issued and which it regretfully stated was quoted at 20 per cent. below par. It also stated that the indictments against the company were "notice to the trade by the Government that the prices for woolen cloth must be reduced." This, it was asserted, caused cancellation of orders despite the fact that the indictments were dismissed. The total of such cancellations on the books of the company amounted to more than \$40,000,000, or, as stated, "sufficient to give employment for two months to all our workers." Apparently, to even up things, the company shut

down its mills for two months so as not to produce any goods for which it did not have an order which stuck. The company's announcement led the trade to believe that there would be some drastic cuts in prices for Spring fabrics, and the opening attracted more attention than it otherwise might have done. Aside, however, from this there was a conviction that prices would have to be reduced, not only because of the great drop in the cost of raw wool but likewise because there would be no market for woolen fabrics at the old prices. Recent auction sales of woollens also indicate that cutters would only buy at reductions.

Small things become great when a great soul sees them.

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICHIGAN

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

- | | | |
|-------------------------|--------------------|----------------|
| Brown Sheetings | Printed Lawns | White Goods |
| Bleached Sheetings | Galatea | Nainsooks |
| Wide Sheetings | Woolen Dress Goods | Piques |
| Sheets and Pillow Cases | Storm Serges | Bed Spreads |
| Cotton Ducks | Poplins | Damasks |
| Tickings | Suitings | Laces |
| Denims | Flannels | Handkerchiefs |
| Prints | Outing Flannels | Crinoline |
| Percales | Wool Blankets | Linings |
| Ginghams | Comfortables | Underwear |
| Organdies | Taffetas | Knit Goods |
| Silk Hosiery | Messalines | Sweater Coats |
| | Silk Lisle Hosiery | Cotton Hosiery |

During Fair Week—Sept. 20th to 24th we will offer merchandise from all our departments at special price reductions.

QUALITY MERCHANDISE

RIGHT PRICES

PROMPT SHIPMENTS

Christmas Approaches!

On the floor *now* in Holiday Boxes

- CHRISTMAS NECKWEAR
- CHRISTMAS SUSPENDERS
- CHRISTMAS HANDKERCHIEFS
- CHRISTMAS GARTERS
- CHRISTMAS ARM BANDS

Fancy Special Packing. Get in on an early selection.

Daniel T. Patton & Company

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

Use Citizens Long Distance Service



To Detroit, Jackson, Holland, Muskegon, Grand Haven, Ludington, Traverse City, Petoskey, Saginaw and all intermediate and connecting points.

Connection with 750,000 telephones in Michigan, Indiana and Ohio.

CITIZENS TELEPHONE COMPANY

Examination of Results of Frozen Egg Products.

A recent bulletin (No. 846) of the United States Department of Agriculture by H. W. Redfield, is entitled, "Examination of Frozen Egg Products and Interpretation of Results." Its ninety-six pages are filled with the results of elaborate investigations, conducted by the author with the assistance of a number of members of the Bureau of Chemistry, to study critically the methods of analysis applied to frozen egg products, to ascertain whether these methods might be standardized so as to give concordant results when a number of analysts examined the same product simultaneously, and to learn whether the results of standardized methods would truly reflect the known quality of carefully prepared samples.

The research was conducted in the summer of 1917, the details being fully described in the bulletin. A series of samples was prepared from the different grades made commercially, allowing the breakers to follow their usual system of grading; a similar series in which the grading was done by members of the Bureau of Chemistry; and a series including a composite sample of each class of eggs considered inedible in so far as they were obtainable.

The preliminary investigation involved the bacteriological, chemical, physical and microscopical examination of absolutely fresh eggs, yolks and whites mixed under aseptic conditions, of fresh eggs yolks and whites separated, also of cold storage eggs considered edible after similar methods.

The results of these analyses are given in the first seven tables of the bulletin, which record the results in detail and in averages.

In the discussion of the results of this preliminary investigation attention is called to the fact that the analytical results agreed remarkably whether the samples were purchased and examined in New York, Philadelphia, Washington, Chicago or San Francisco, indicating that but one basis of judgment as to quality is necessary for the whole of the United States.

In the progress of the investigation frozen egg samples were prepared in four commercial houses. The manufacturers are said to have shown a gratifying spirit of co-operation. As nearly as possible identical types of samples were prepared in different houses with different raw materials, different equipment and different breakers.

The results of the analysis of this multitude of samples occupy some thirty-six pages of the bulletin, in which are given the physical condition of each sample and, in particular and by averages, the findings as to total solids, ammonia nitrogen, acidity of fat, reducing sugar, indol, skatol and the number of organisms per gram, including specification of acid producers, alkali producers, and confirmed B. coli.

Among the exhaustive conclusions drawn from these tabulations (as to which those most particularly interested are referred to the bulletin) we may mention here the following:

That several analysts when examining the same samples at the same time, by methods modified during the investigation, and fully described in the bulletin obtained results in close agreement.

Differences in analytical results parallel to a marked degree the results of physical examination of the eggs composing the samples.

Eggs showing practically no decomposition occur in ordinary breaking stock, even in August, implying that the degree to which such eggs are present is proportional to the care with which they have been gathered, cooled and handled.

The products prepared experimentally by the investigators showed somewhat less decomposition than those prepared commercially from the same raw materials.

The analyses show that leakers should be opened in the breaking room rather than in the semi darkness of the candling room where proper grading is declared to be impossible.

A comparison of results from first grade whole egg with those from second grade (when two grades of edible products are made) leads the author to the conclusion that such grading is impracticable with breaking stock eggs. It is stated that in the samples of commercial second grade the figures for nitrogen ammonia, acidity of fat, etc., indicate an unsatisfactory character of the product.

Analysis of the drip from breaking knives and trays showed that it was unfit for food.

Interpretation of Results.

The author has worked out an ingenious plotting of analytical results to derive a line of demarcation between samples deemed edible and those deemed inedible; also mathematical formulas to express this line from the elements of the analyses. He says that in deciding whether or not a frozen egg product is edible it is only in extreme cases that dependance can be placed upon the determination of any one constituent. In all ordinary cases all the analytical figures must be considered in their relation to one another. It was impossible to devise a composite formula which would separate absolutely the two classes of products but by giving the manufacturer the benefit of the doubt a formula was devised which is said to serve admirably for white, whole egg, yolky mixtures and

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FLOUR**

BLEND 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

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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

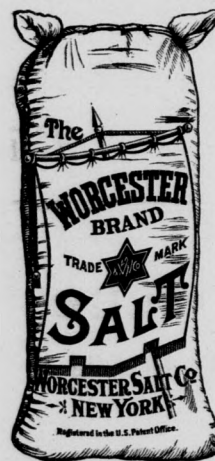
MAIN OFFICE, GRAND RAPIDS, MICH.

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 **BEST**
To Sell the

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

unsugared yolk prepared from either fresh or storage eggs. This formula and the method of its determination are fully described in the bulletin. It is said to separate the samples into edible and inedible groups which agree with the classification based upon the known quality of the raw materials from which they were made.

The bulletin gathers together in tables the average results for the different groups of egg products, with their formula values.

Methods of examination of samples are clearly and minutely described in the bulletin, dealing with each particular determination; also methods of taking and handling samples, the latter including eggs in the shell as well as liquid or frozen eggs. This department of the bulletin is exhaustive, occupying some twenty pages. It can but prove to be a most valuable compendium.

Apples Can Be Made Into Cider Vinegar.

Washington, Sept. 13—Growers of grapes, apples and other fruits which will produce juice which will in turn produce alcohol are deeply interested in and somewhat confused by recent rulings of John F. Kramer, Prohibition Commissioner. One thing that is certain is that a grower can turn his apples into cider and let it turn into vinegar without fear of getting into trouble regardless of the percentage of alcohol that may develop during the vinegar making. Selling the cider will be a different process because even sweet cider may have more than one-half of one per cent. alcohol, and this will be contrary to law.

Because of this ruling various State officials in apple regions are advising farmers to make cider and put it away to become vinegar, which is a safe and legal process and will probably yield a satisfactory profit, especially for low-grade fruit.

A person producing home-made beverages from fruits will have to use his own discretion in determining whether the alcoholic contents is intoxicating in fact. The prohibition people will not lay down any percentage such as 2, 5 10 or 15 per cent. of alcoholic contents in home-made beverages.

If a person can drink a wine with 15 per cent. of alcohol in it, and it is not in fact intoxicating—that is, if he can walk out the front door of his home and down the steps without attracting attention such as staggering or calling the neighbors bad names, all well and good. If arrested and carried before a court, the judge will be the person to determine if the beverage was intoxicating fact.

Beverages from the ordinary fruit juices are capable of "kicking" up quite a lot of alcoholic content when let alone and with nothing added to make them ferment, and under this recent ruling it will be unlawful to add anything. Nothing but the natural fermentation of fruit juices is to be allowed.

Only a fruit juice that ferments by the orderly process of standing is lawful. Here is the way some of the juices act when left strictly alone, without addition of sugar or application of heat:

Blackberry juice will contain as much as 4 per cent. of alcohol.

Concord and similar types of grapes can be hardly expected to register higher than 10 per cent.

The muscat grape of California, having a higher sugar content, will go to 15 or 16 per cent.

The berry juices generally have the alcoholic content nearest the limit set by the dries. Loganberries and the sweeter variety of cherries come in the same class. All contain about 4 per cent. of alcohol.

Prohibition officials are going to be strict for the prevention of home man-

ufacture of beverage in which sugar or anything else has been added to aid the fermentation. Such action is forbidden under the revised statutes. Anything added makes "a mash fit for distillation" which is absolutely prohibited. Preparation of such a mash would make the holder liable to both arrest and imprisonment and the home a seizure as a distillery. The offender would be liable for an occupational tax and for a tax on the product.

Here is the law on this point:
 "No mash, wort, or wash, fit for distillation or for the production of spirits or alcohol, shall be made or fermented in any building or on any premises other than a distillery duly authorized according to law. . . . and no person, other than an authorized distiller, shall, by distillation, or by any other process, separate the alcoholic spirits from any fermented mash, wort, or wash. . . . Every person who violates any provision of this section shall be fined for each offence not less than \$500 nor more than \$5,000, and be imprisoned not less than six months, nor more than two years, provided, further, that nothing in this action shall be construed to apply to fermented liquors or to fermented liquors used for the manufacture of vinegar exclusively."

Persons desiring still further information on the cider situation should write to John F. Kramer, Prohibition Commissioner, Washington, D. C.

The moment others see that money-grabbing is your dominant passion, then the bud of your nobility perishes.

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

The Vinkemulder Co.

Grand Rapids, Michigan

Apples Peaches
 Plums Pears
 Grapes Onions

in car lots and less

You will deal with us profitably

Bel-Car-Mo
 Peanut Butter



8 oz. to 100 lbs.

A quality in foodstuffs that you can guarantee your customers. The kind of goods that holds the patron to the store that sells it. Give it a prominent place on your shelves.

Order from your Jobber

Grand Rapids
 49 Market St., S. W.,

W. E. Roberts

Clz. 1361
 Bell M. 1361

EGGS AND PRODUCE

Next Big Event—ETHEL DARE

The 18 year old superwoman who has astounded the amusement world by performing feats never before accomplished by a living aerial acrobat. See her hang by her teeth by her toes and change planes in mid air.

432—OTHER STELLAR ATTRACTIONS—432

Fireworks Pageants
 Every Evening.

Acrobatic Auto.
 See the auto leap the gap.

Free Vaudeville
 10 Big Acts

Farm Products Show
 Livestock Show

OPEN EVENINGS
 Pre War Admission:



GRAND RAPIDS

50c 7 A. M. to 5 P. M.—50c

25c 5 P. M. to 11 P. M.—25c

REDUCED RATES ON ALL RAILROADS

Horse Races
 \$6,000 Purses \$6,000

Battle of
 Chateau Thierry

Diving Nymphs
 Midway

Joy Zone

Forestry Show

Automobile Show

OPEN EVENINGS



Michigan Retail Hardware Association.
 President—J. H. Lee, Muskegon.
 Vice-President—G. G. Popp, Saginaw.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Guarding Against Danger of Waste in the Tinshop.

Written for the Tradesman.

If the tin shop doesn't pay the hardware dealer, it is probably because of little, undetected leaks that eat up the potential profits. That, at least, is the view of experienced hardware dealers who have studied the problem.

"Waste is the entire trouble," stated one hardware dealer who has a successful tinshop department. "You have got to watch the shop closely to make it pay. But it is a useful department and can be made a good money maker.

"The first waste," he added, "is in material. That is, in raw stock. At the present time, when there are so many uses to which sheet metals are put, it pays to keep almost every scrap of galvanized iron, tin or black iron. As it is, it is no unusual thing to find pieces of scrap that might be used thrown heedlessly into the dump box. Pieces of scrap quite big enough and good enough to be used for repair work, such as bottoms for pails, lanterns, or for covers, etc. Some workmen seem to think that anything like this must be cut out of a whole sheet. It is just in this very item that a lot of waste is involved.

"All this scrap should be put away until slack times, as during the winter months, and then cut up by the apprentice into step flashing, outlets, end pieces, ferrels, etc. Or another good use for scrap galvanized iron, or, in fact, iron that has been used, is to cut it up into roof patches, about 3 x 7 inches, and tie them in, say 10-lb. bundles. I find that my carpenter customers are glad to buy these at a fair price to do repair work on shingle roofs.

"There are several other things in connection with material that it will pay to watch. Thus, you should save all pieces of scrap brass, copper, zinc, lead, etc., old or new, and sell to the metal man. It pays. Then, too, watch carefully for possible waste in solder. There are apt to be serious leaks in that one item, particularly where inexperienced helpers are involved. I find that in a shop where gas or gasoline is used for heating solder, iron, etc., it is quite easy to save, by careful oversight, at least 25 per cent. of this expense. This applies also where charcoal is used."

Another important item is waste time. Most hardware dealers agree that this is the most serious item of waste.

"Did you ever stop to think," asked one dealer, "that one non-producing hour out of every eight means that you make practically nothing for that man's time, after allowing for the cost of doing business? This is not so noticeable where you have only one or two employees, but it looms up a large item where you have a big staff. If you expect to make anything out of the tinshop, this matter of waste time must be watched very closely. I know of no better way of doing this than by a proper system of keeping track of every five minutes of the day and seeing that it is properly accounted for. This can be done by the time card. You then have the whole thing right in your own hands."

This dealer enumerated a number of possibilities of time waste, which every tin shop should aim to avoid. They include:

Late starting, waiting a half hour for the shop to warm up.

Lost time through poor lighting facilities.

Lost time going to and from jobs.

Lost time through employes leaving their jobs 15 or 30 minutes before the proper time for quitting, when they think the boss will not know it.

Lost time through allowing visitors access to the work shop to talk with employes.

Lost time through cutting out unnecessary patterns, when only one article of its kind is needed.

This dealer told a story to illustrate the last mentioned class of waste. Some years ago, a supposedly A-1 mechanic had a furnace repair job to do in which case a taper 90 degree elbow 10½ inches to 8 inches was required. It took him two hours to lay off and make this elbow. A short time after another job somewhat similar came along and was given to another employe drawing the same wage, and in less than half an hour the elbow was finished—in one fourth the time and this without a pattern at all. This waste could have been saved by giving the right job to the right man.

"If you have a number of employes," added the hardware dealer, "and are not a practical mechanic yourself, or find that you cannot spare time to oversee the department, secure a good, live, competent man as foreman and put it up to him to make good, giving him all the encouragement you can. Then, do as few 'thank you' jobs as possible. Have work planned ahead so that no man is kept waiting for a job, when he is through with the one he has. Finish up every contract job as much as possible before beginning another.

This applies especially to furnace work, roofing and troughing, where materials and tools have to be carted to and from work."

Another phase of waste is in poor figuring on jobs. This is a sort of underdrain on the business, not so easy to detect as waste in time and materials.

"Do you know," said one man whose tinshop is a profit maker "I do

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.

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

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

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

THE POWER CO.

Bell M 797

Citizens 4261

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

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

believe that comparatively few of our ordinary tinshops ever take the trouble to figure up to see if they have made anything on contracts taken and completed. In fact most of them could not if they would, as no record is kept of time and material on the job. What is the result? Why, when the next job comes along for a price, the proprietor says, 'Well, I guess I came out all right last time, so here goes on this one'—and all the time, quite likely, he is losing money on both jobs.

"The taking of contracts too cheap is, to my mind, a very serious leak, and a quite common one, too. Failure to charge work done is another leak. If we only had the value of all work done and not charged, through oversight or forgetfulness, it would enable us to take a few weeks' holidays with plenty of spending money.

"Failure to collect and bring back materials left over from jobs is another frequent source of loss. I, personally, have discovered goods left in other people's cellars when jobs were completed—stuff forgotten for years, and found only through accident. The loaning of tools is another leak that could be remedied easily enough by charging them against the borrowers and giving credit when they are returned."

It is important to charge against each job everything done in connection with it. You may trim the price or rebate if you feel like it; but at least you know then what the job cost you and what you are making, and the customer gives you credit in

good will for what you allow him. When you merely overlook an item or two, it means that you don't know what the job is costing—and ten to one the customer who is getting a low price through your oversight kicks on what you charge him.

Then, put your best and highest-priced men where they will make you money. Don't put a \$6 a day man on a \$3 a day job.

Don't set your best journeyman to do something that can be done just as well by a beginner.

Another item is cartage, which should be charged against every job. It is an item in the cost that is very often overlooked.

It will pay, even with a first class foreman, to know your tinshop department thoroughly, and to check up its operations from time to time to be sure that everything is running satisfactorily. A good tinshop in connection is an asset to any hardware store; but efficiency and economy can hardly be obtained without a certain amount of care and watchfulness.

Victor Lauriston.

Woman.

Burden-bearer and born to bear thy race,
Patient, willing, loving and with grace
Ever bringing comfort to thine own
Knowing they are but thy very bone;
Never taking only pleasure's way
But unselfishly by night or day
Turns't a listening ear to catch some sigh
Which thou feign would'st stop by being
nigh.

Nor with all thy countless cares anew
Do thy service days bring 'ere to you
Aught but joy—which joy the greater
grows

Even though thy service suffering knows—
Thou indeed dost seem a very part
Of that Great Eternal, Loving Heart
Which—when first the world its courses
ran

Fashioned fair a comforter for man.
Charles A. Heath.

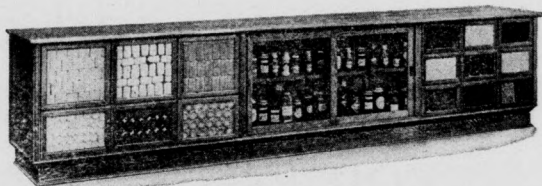
Foster, Stevens & Co.

Wholesale Hardware



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

Grocers' Display Counters



No. 46

This glass front counter shows the goods. Goods well displayed are half sold. Are you interested? If so, let us give you full particulars and price.

DETROIT SHOW CASE CO., Detroit, Mich.

Don't Fail to Visit the West Michigan State Fair

Sept. 20-24--- Reduced Fare on Railroads

The Fair Association Announcements show that the fair this year is to be a notable EDUCATIONAL EXHIBITION with most unusual displays and contests among the AGRICULTURAL, ANIMAL AND COMMERCIAL EXHIBITS, because the premium awards are higher than ever and very attractive.

NO FAIR WOULD BE COMPLETE WITHOUT AMUSEMENT FEATURES AND THIS WILL BE THE GREATEST ENTERTAINMENT SEASON EVER OFFERED TO OUR VISITORS. AMONG THEM WE NOTICE:

- | | |
|--|--|
| One Ring Circus | Slide for Life by a Japanese Athlete |
| Girls Swimming and Diving Exhibition | Automobile Show (free) |
| Hawaiian Village | Southern Plantation Show |
| Army Display of War Relics and Moving Pictures (free) | Building Material Show (free) |
| Aviation Exhibits by five aeroplanes from the Grand Rapids flying field. | ETHEL DARE, the only woman aviator to change planes in mid-air |
| Fireworks! Pageant of the World War Magnificently Portrayed. | Horse Races by the fastest horses in the State, Large Purses. |
| Flying Trapeze Artists | Four Novelty Clowns to please old and young |

In addition to above and other novelties you can

FROLIC ON THE MIDWAY

With the best and highest class shows on the road.

THE FAIR IS OPEN EVENINGS

We are glad to help advertise the FAIR because we think it will be worth while—enjoyable and instructive. And we especially invite merchants to come in and inspect in person our great exhibit of

HOLIDAY MERCHANDISE

On display in our spacious salesrooms, where we show China-ware, Silver, Glass and Metal Novelties and Dolls, Toys, Books and Games from over

1,200 FACTORIES

Write to us for Hotel Reservation.

H. Leonard & Sons

Commerce Ave.
at Fulton St.

Grand Rapids,
Michigan



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

Salesmen's Suggestions Should Be Unselfish.

So many wholesale salesmen have an "axe to grind" in making suggestions to retail dealers that good advice often falls on deaf ears. This, at least, is the opinion of a retailer who is constantly on the lookout for information he can use in his business, but who admits having difficulty in separating the wheat from the chaff. Salesman counsel, he stated further, has suffered considerably from efforts made in past months to sell goods because the price would be higher later on.

"The merchant who turns a deaf ear to the counsel and suggestions of salesmen visiting him," he said, "may seem rather unprogressive, but the fact is that the salesmen often put their own ends above the interests of their customers. And it is a fact that friendly co-operation between salesmen and merchant has suffered a hard blow in the events of the last year. From every side, the merchant was urged to buy goods before the next advance came along. Now that the price bottom has dropped out of many articles, it will not be an altogether pleasant task for the salesmen to go back and meet the customers he fooled."

"The salesman who honestly wants to give the benefit of his experience to his customers," he continued, "will try to avoid the suggestion of plans too evidently based on selfish motives. Thus, if a salesman selling clothing will only go out of his way to pick up information on improved ways of selling furnishings, the merchant will be more apt to consider what he has to say. In the same way, the neckwear salesman ought to pass along a few tips on clothing, and not restrict his efforts entirely to pushing the sale of neckwear."

"There is not the slightest doubt in my mind that the merchant recognized that an observing salesman, who visits several retailers in the course of a road trip, must come across information which is invaluable to him. But when the dealer grows suspicious of the salesman, even the profitable suggestions are not considered. That same dealer will travel miles and spend good money to attend a convention at which he will get only a

couple of ideas that he can apply to his business. yet he is apt to spurn the same ideas if they come from a salesman who has not been established in his confidence. The answer is that when the wrappings are removed from what the salesman has to say there is often disclosed the usual colored gentleman in the woodpile.

"So, for the benefit of salesmen who often find customers stubborn about adopting new ideas, my advice is to be sure that the suggestion ventured is not too selfish a one. The selfish ideas can be worked in, but they ought to be coated with some others that are more disinterested."

Where Are They Located?

The Tradesman would like to ascertain the whereabouts of the following gentlemen. Can any of the readers of the Tradesman help us locate them?

F. U. Jones, formerly of Trout Creek.

Walter Nelson, formerly of Grand Rapids.

W. H. C. Bentham, formerly of Terre Haute, Ind.

Max Nowaczyk, formerly of Grand Rapids.

H. F. Badgley, formerly of Cadillac.

Reuben R. Sliter, formerly of Cadillac.

R. L. Lorraine, formerly of Bellaire.

Lewis E. Davies, formerly of Grand Rapids.

F. E. Ingraham, formerly of Bertram.

Jas. A. Keane, formerly of Grand Rapids.

Don. M. Coon, formerly of Crosswell.

Ira A. Bean, formerly of Kaukauna, Wis.

Better believe yourself a dunce and work away than a genius and be idle.

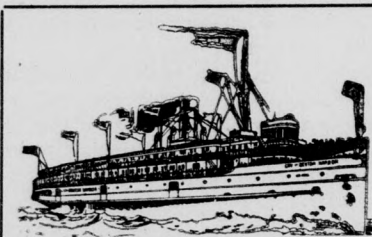
In Getting
COSTS
 Write to
BARLOW BROS.
 GRAND RAPIDS, MICH.
 SHORT CUTS

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

Henry Smith
FLORIST
 139-141 Monroe St.
 Both Phones
 GRAND RAPIDS, MICH.

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



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**

New Hotel Mertens

Rates, \$1.50 up; with shower, \$2 up.
 Meals, 75 cents or a la carte.
 Wire for Reservation.
 A Hotel to which a man may send his family.

OCCIDENTAL HOTEL

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

Beach's Restaurant

Four doors from Tradesman office
QUALITY THE BEST

CODY HOTEL

GRAND RAPIDS
 RATES \$1 up without bath
 \$1.50 up with bath
CAFETERIA IN CONNECTION

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Lynch Brothers Sales Co.

Special Sale Experts
 Expert Advertising
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 200-210-211 Murray Bldg.
 GRAND RAPIDS, 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. 14—C. A. Marsh, Manager of the J. S. Ball Grocery, Battle Creek sends the Tradesman the following story on George B. Monroe, of the Jennings Extract Co., of Grand Rapids, who is well known both in the Upper and Lower Peninsulas: "While in St. Ignace during July I noticed some one fishing on one of the piers and, having nothing better to do, I walked out to watch him. It proved to be George B. Monroe. He was all set for catching fish; a fine rod and line, plenty of bait (not the liquid kind) and lots of water to fish in, but the wind was blowing from the wrong direction, I guess, because George had about given up the ghost when, bing! he got an awful bite. Say, it was sure some bite. It bent his pole almost double and strained his line almost to the breaking point. George tugged and pulled and he yanked and he tried to coax it and he even used some language bordering on profanity. Finally, making a superhuman effort, he brought out his catch, which proved to be a second hand shovel. This was a perfectly good shovel, even if it was a second-hand one, but George was so disappointed that he cast it back into the water and hastily packing up his fishing tackle, he beat it to shore and we filled up on near beer."

There is no use of offering reward for a lost opportunity.

Criticism, as well as charity, should begin at home.

It begins to look as though it will soon be easier to go out and earn a dollar than to borrow one.

Push clear the track; people get out of the way of an energetic man. Even small ability with great energy will accomplish more than the greatest ability without energy. If fired from a gun with sufficient velocity, a tallow candle can be shot through an inch board.

The Bible has the greatest record of salesmanship ever written. St. Paul sold religion to Athens when it was fearfully overstocked with religions of its own. And he did it by making a survey of the situation and utilizing conditions at hand, just as a modern salesman must do.

John D. Martin has returned from an extended automobile trip through Northern Michigan. He is loud in the praise of the beauties of "around the horn" route.

George Whitten, whose grocery stock at Howard was recently destroyed by fire, has re-engaged in the grocery business at Evans. The Worden Grocer Company furnished the stock.

Clarence J. Farley, President of the Grand Rapids Dry Goods Co., is in Saginaw this week, attending the annual meeting of the Michigan Retail Dry Goods Association.

Muskegon is now marooned on three sides—all the sides she can be reached by automobile—on account of the construction of new roads, necessitating wretched detours which would wreck the patience of a saint. It is very reprehensible on the part of the contractors who are constructing the cement road South of Muskegon Heights that they do not indicate where a cross road can be taken West to the North and South road which crosses Mona Lake on the float bridge and thence leads to the city via Beidler street. If such directions were established at the point on the road from Ferrysburg, the auto driver would not be forced to traverse the worst stretch of road ever permitted to exist in a Southern Michigan county.

The early closing of all the resort hotels on Black Lake this season works a hardship on the hundreds of tourists and pleasure seekers who through the resorts every Saturday and Sunday only to find that reasonably decent accommodations are not to be had at Ottawa Beach, Macatawa Park and Waukazoo. It is to be hoped that another season one of these ho-

tels may remain open until Oct. 1, if the late season proves to be as warm and conducive to pleasure riding as September has been this year.

Jacob Phillips, the First Citizen of Lamont, is looking forward to Marne fair week after next with fond anticipations. He has already selected the horses which he expects to win in the track contests. Deacon Phillips will not wager on a horse race himself because of religious scruples, but he does not deny that he furnishes his close friends with first-hand information on the relative merits of the different horses which enable those so favored to make a nice clean-up every year.

William H. Borrough has engaged in the grocery business at Greulickville near Traverse City. The Worden Grocer Company furnished the stock.

R. M. Beardsley, Manager of the Michigan Motor Garment Co., Greenville, was in town Tuesday in consultation with Ben Dean on the coming season's advertising campaign. Mr. Beardsley was very fortunate to fall into the hands of so able and capable an advertising expert and copy writer as Mr. Dean, whose good work in behalf of the Motor line has had much to do with the remarkable success of the company devoted to its manufacture.

The last issue of Pot and Kettle, published by Chase & Sanborn, contains the following reference to their long-time Michigan representative, Herbert T. Chase, whom we all delight to honor: "The town of Harwick dots the coastline of the old historic State of Massachusetts. It is located on the southerly shore, or what is known as the ocean side of Cape Cod—that strip of sand and bush that stretched a welcoming arm to the Pilgrims who sought a haven and refuge on a stern and rock-bound coast. Harwick is the mecca for city folk with jangled nerves. Each summer they flock there, finding in the invigorating ocean breeze grateful relief from the oppressive heat and grind of the city. Indeed the salt tang of the sea air of Harwick is a tonic that produces deep-chested, clear-eyed, clear-visioned men. Here it was some half century or so ago that Herbert raced and romped as a boy, building a sound body for subsequent success. As a youngster, a goodly share of his time was spent in anticipation of that annual Lucullan feast, historically and gastronomically known as the Thanksgiving Day Dinner. On old Cape Cod it had and still has, of course, a special and significant observance. No village youth boasted a lustier appetite than Herbert and his taste and capacity ran the gamut from soup to coffee. It is recorded that while he entertained no special grievance for the cranberry sauce he always exhibited a prodigious fondness for celery. So it was perhaps natural that in later life he should forsake the cranberry bogs of the Old Bay State for the more inviting and promising celery patches that have made the fame and the fortune of Kalamazoo. When it was suggested that Herbert wander in these fertile fields he accepted with celery-ty. And so for the past thirty years he has been educating Wolverines to the use of good tea and coffee as fitting accompaniments to the celery and the cranberry sauce of every well ordered meal. Herbert believes in keeping just a little in front of the procession. His territory for the most part is covered in his trusty six-cylinder roadster. There is not an inch of Michigan road from Muskegon to Detroit, or from Battle Creek to Mackinac that has not heard the warning "honk" of this traveler's car; or that does not bear in its dust the track of his wheels. Herbert is in the prime of his life. The glint of silver is in his hair. His carriage and bearing is that of the chevalier. He is the embodiment of the Gallantry and the Chivalry of an earlier and a better day. It has been said that the apparel oft proclaims the man and

none can deny that Herbert is our Chesterfieldian representative in the best sense, reflecting credit alike on himself and on his house."

When the hotel clerk tells you "I have no \$4 room for you now but I can give you something at about half-past eight," he is calculating on the law of averages. Experience has proved that of each hundred guests in a transient hotel, a fairly definite number of these \$4 rooms will check out each evening.

New Penalty for Reckless Driving.

Grand Rapids, Sept. 14—Fatalities and accidents from automobile traffic are so numerous and the percentage of accidents due to reckless or careless driving is so great that any scheme, any suggestion, offering a partial solution should be carefully considered. The average motor car owner is as human, perhaps as humane, as the rest of us; at any rate, he takes pride in his possessions and neither seeks nor wishes undue notoriety. He is usually in possession of means, and the payment of a fine now and then for account of himself or his hired man means little to him except the trouble and inconvenience of appearing in court.

Why not attack his pride, his sense of shame, by labelling the car driven by a reckless or careless driver? Suppose the law provided that, upon the fair conviction by a special judge, the car itself should be prominently labelled with some insignia or device which should be easily apparent to other drivers and to pedestrians also.

Let such device be affixed by a proper court official and let it be a misdemeanor, punishable by imprisonment only, for the device to be taken off excepting by the court. If a period of, say, three months careful driving for the first offense and six months for the second were provided for, at the expiration of which the court, in its discretion, according to the nature and seriousness of the offence, could

authorize the removal of the stigma, would it not be conducive to greater care both on the part of owner and of driver? Let a third offence involve the forfeiture of license and of car.

There are a hundred successful men for one that is contented.

Foundry Equipment For Sale

- One Erie City Iron Works Water Tube Boiler 150 H. P. in 90% condition.
 - One No. 10 ga. steel stack 36 in. diameter x 58 in. long, almost new.
 - One Erie City Iron Works Water Preheater.
 - One M. T. Davidson Steam Pump size 6 x 4 x 10.
 - One No. 6 Jewel Dutton Steam Engine 40 H. P.
 - One Whiting 24 in. Cupola.
 - One Buffalo No. 5 Cupola Blower.
 - Two Brass Furnaces.
 - One S. & R. Tumbling Barrel size 24 x 28, complete with countershaft.
- The above equipment is property of this company and is offered for sale F. O. B. cars Vicksburg.

Peck Iron & Steel Works
Vicksburg, Mich.

MATCHES

All Types and Sizes to Suit Every Requirement

American Safety Strike Anywhere Match

The Most Popular Home and Smoker's Match

American Strike-on-Box Match

Both square and round splints

Diamond Book Match

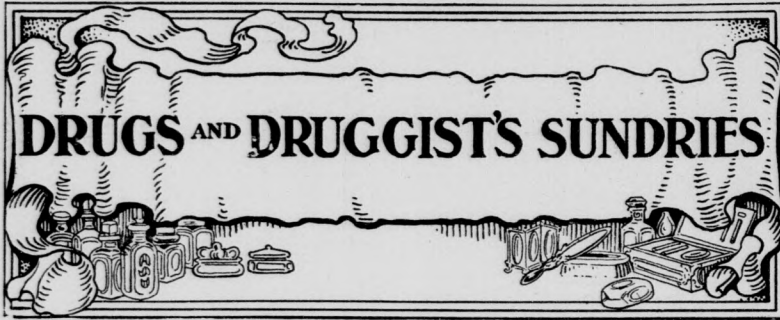
An excellent advertising medium

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

We pay City, County, State and Federal Taxes.

Why not patronize Home Industry?

The Diamond Match Co.



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.

Reciprocal Relations of Drug Jobber and Retailer.

Mr. Webster says a jobber is one who usually buys in large quantities, for the purpose of selling the same goods again to other dealers, without alterations. He is a promiscuous, indiscriminate dealer, in that he gathers together the individual preparations from the various manufacturers and sends them in a body to the retailer. He is the first transfer station the goods reach after leaving the main station (the manufacturer) where they are sub-divided and these subdivisions are consolidated so that a small quantity of each manufacturer's goods are sent in one large aggregate to the sub-station (the retailer) for further distribution; from which point they reach the consumer, from whose standpoint the jobber is the least known and the least tangible factor in marketing. Therefore, the consumer has little general interest in the jobber. He has a hazy idea of a middleman who takes a questionable profit and who is criticised on guesses and vague suspicions without well defined ideas of the profits the jobber makes.

My purpose in this article, "Why the Wholesaler?" is not a long-winded discussion, but in a condensed way analyze the jobber's service to the consumer as well as to the retailer and manufacturer. First, what does he do for the manufacturer? Does he earn his pay? He makes 15 to 20 per cent. gross, which is a small profit when one considers the necessary expenditures of his business and notes the value of his services to the manufacturer, retailer and consumer. Out of this gross profit he must pay expenses of conducting his business; he must earn a return on capital invested; and he must have something left as net profit if he is to continue to run the risk of his calling. What return does he make for the amount he is paid? To the manufacturer, the services of the jobber are that of a specialist in distribution. He knows the trade intimately, the demand, the goods that will sell; he has a clinele of permanent customers and a ready-made sales force that cultivates the market extensively. Again the jobber's services are used in the way of storage, shipping and the carrying of small accounts with the added responsibility of collecting same. By this I mean the goods of a New England manufacturer are stocked by

the jobbers throughout the country and can render to the retailer immediate service; in many cases, a response to a telephone call. In some cases the manufacturer has such arrangements with the jobber that he can make use of "Drop Shipments," which are made direct to the retailer by the jobber or manufacturer's salesman; enabling prompt delivery. These shipments are billed to the jobber and he must run the responsibility of collecting same.

If the manufacturer is not represented through the medium of the middleman it would be necessary for him to maintain distribution houses of his own or compel the dealer to wait until he could send an order to the factory and obtain the goods in return. This, the dealer would not like to do, because of the time that would be lost in transportation of the goods. If the manufacturer did maintain these distribution houses, there would still be a great disadvantage to the retailer in that he could only secure the products manufactured by the one house, thereby requiring a very large buying force.

Are not these services rendered by the wholesaler worth 20 per cent. to the manufacturer, who could not perform the same services for this amount?

The jobber's services to the retailer are that of a banker. If a man of reputable character wishes to start a retail business, the jobber will credit him and furnish him with most of his capital until the retailer can get on his feet. His services make possible the thousands of neighborhood retail stores which our buying habits demand. An illustration just at this point will give some idea of the services rendered by the jobber to the retailer. The store has many different brands of goods on its shelves. They are manufactured by many different firms throughout the country. The store has been doing business with some two or perhaps more jobbers. The retail merchant wakes up some morning and finds the wholesalers have been eliminated. He must now buy every item direct from the manufacturer. In a great many cases the retailer would go out of business. He who held on would find the following situation: He would find great difficulty in keeping up his stock of goods when ordering through the manufacturers after having been used to the simple method of giving the jobber's salesman the order on his frequent rounds. This would necessitate ordering in larger quantities, and in order for the retailer to do this, he would have to increase his capital and introduce an expensive record and purchasing department.

The actual time spent in seeing the many salesmen or ordering by catalogue would be enormous. By ordering in larger quantities it would demand more storage space. The retailer would find great difficulty in keeping a well-balanced and a well-selected stock because he would not have the specific knowledge of the quality and selling value of every competing line in his stock, importuned by a horde of salesmen to stock large quantities of one line at the expense of another. Inevitably, he would find himself overstocked in some things and understocked in others. The jobber does not push any one kind of goods ordinarily; he tries to build up the retailer's business as a whole and he renders valuable service by aiding him with all kinds of buying and selling plans. With such a situation confronting the small retailer what would be the outcome, since he has more capital invested, a greater overhead expense, and less turn in capital? He would either have to go out of business, or the prices to his customers would have to be greatly increased.

Without the jobber there would probably be a cessation of the credit arrangement that now practically results in the jobbers furnishing many a retailer with most of the capital with which he conducts his business. The jobber is the prime factor in stopping many of the daily leaks of the retail drug store. His presence makes it possible for the retailer to buy perishable goods only as he needs them. The same with goods that sell slowly. This prevents dead and spoiled stock on the retailers shelves.

The jobber's services finally reach the consumer—even though they be indirectly and somewhat foreign to the consumer. He renders them the greatest service of all. He creates harmony between them and their deal-

COMPUTING SCALES

overhauled and adjusted to be sensitive and accurate, will weigh as good as new. A few for sale at discount prices.
W. J. KLING
843 Sigsbee St., Grand Rapids, Mich.

CANDY



The "DOUBLE A" Kind

Made by
People Who Know How

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

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

The Sign of  Good Candy

Made in Grand Rapids by

NATIONAL CANDY CO.
PUTNAM FACTORY
Grand Rapids, Michigan

Ask for a copy of our latest price list.

We are agents for LOWNEY'S in Western Michigan.

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 VIEW-POINT OF THE RETAILER AND THE WHOLE-SALER. 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

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		DECLINED	
Baskets Citron		Canned Apples	
		Rolled Oats	
		Ground Cloves	

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 4 60
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 @
No. 10 @6 00

Blackberries

3-lb. Standards @13 00
No. 10

Beans—Baked

Brown Beauty, No. 2 1 35
Campbell, No. 2 1 60
Fremont, No. 2 1 60
Van Camp, No. 1/2 90
Van Camp, No. 1 1 25
Van Camp, No. 1 1/2 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, 1/4s 6 00@6 50
Domestic, 1/2s 7 00@8 00
Domestic, 3/4s 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 75
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 85
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 70
Adams Bloodberry 70
Adams Calif. Fruit 70
Adams Chiclets 80
Adams Sen Sen 70
Adams Yucatan 70
American Flag Spruce 70
Beeman's Pepsin 80
Beechnut 90
Doublemint 70
Juicy Fruit 70
Spearmint, Wrigleys 70
Zeno 65

CHOCOLATE

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

CIGARS

National Grocer Co. Brands
El Rajah, Diplomat-icas 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 Stand, 50 100 00
Mungo Park, Gold Stand, 25 105 00
Mungo Park, Wonder 92 00
Discount on Mungo Park. Lots of 500, \$1 per 1,000
Lots of 1,000, \$2 per 1,000
Lots of 2,500, \$3 per 1,000

Worden Grocer Co. Brands

Harvester Line.
Record Breakers, 50s 76 00
Delmonico, 50s 76 00
Panatella, 50s 76 00
Epicure, 50s 112 50
Favorita Extra, 50s 97 50
Presidents, 50s 115 00
Royal Lancer Line
Favorita, 50s 75 00
Imperial, 50s 95 00
Magnificos, 50s 112 50
La Azora Line
Washington, 50s 75 00
Panatella Foil, 50s 75 00
Aristocrats 75 00
Perfecto Grande, 50s 97 50
Opera, 50s 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. 43
Cleveland 41
Colonial, 1/4s 35
Colonial, 1/2s 33
Epps 42
Hersheys, 1/4s 42
Hersheys, 1/2s 40
Huyler 36
Lowney, 1/4s 48
Lowney, 1/2s 47
Lowney, 5 lb. cans 48
Van Houten, 1/4s 12
Van Houten, 1/2s 18
Van Houten, 3/4s 36
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, 1/2s 33
Wilbur, 1/4s 33

COCOANUT

1/8s, 5 lb. case Dunham 48
1/4s, 5 lb. case 48
1/2s & 3/4s, 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
Carolene, Tall, 4 doz. 5 70

CONFECTIONERY

Stick Candy Pails
Horehound 35
Standard 35
Cases
Boston Sugar Stick 40

Mixed Candy

Pails
Broken 37
Cut Loaf 36
Grocers 25
Kindergarten 37
Leader 36
Premio Creams 49
Royal 33
X L O 29
French Creams 39

Specialties Pails

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 Pails

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 36
A A Pink Lozenges 36
A A Choc. Lozenges 36
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'ed, Choice, blk 17

Apricots

Evaporated, Choice 36
Evaporated, Fancy 45

Citron

10 lb. box 58

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. 2 80

Hominy

Pearl, 100 lb. sack 5 50

Macaroni

Domestic, 10 lb. box 1 10
Domestic, broken bbls. 8 1/2
Skinner's 24s, case 1 37 1/2
Golden Age, 2 doz. 1 90
Fouild'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, 3 doz., per case 2 70

FISHING TACKLE

Cotton Lines

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

Linen Lines

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

Floats

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

Hooks—Kirby

Size 1-12, per 1,000 84
Size 1-0, per 1,000 96
Size 2-0, 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
Pure Vanilla
Terpeneless
Pure Lemon

Per Doz.
1 Dram 20 Cent 1 65
1 1/2 Ounce 25 Cent 2 00
2 Ounce, 37 Cent 3 00
2 1/2 Ounce 40 Cent 3 20
3 Ounce, 45 Cent 3 40
4 Ounce, 65 Cent 5 50
8 Ounce \$1.00 9 00
1 Dram, 20 Assorted 1 65
1 1/2 Ounce, 25 Assorted 2 00

Van Duzer

Vanilla, Lemon, Almond, Strawberry, Raspberry, Pineapple, Peach, Coffee, Peppermint & Wintergreen
1 ounce in cartons \$ 2.00
2 ounce in cartons 3.50
4 ounce in cartons 6.75
8 ounce 13.20
Pints 26.40
Quarts 51.00
Gallons, each 16.00

FLOUR AND FEED

Lily White, 1/2 Paper sack 14 50
Graham 25 lb. per cwt 6 00
Golden Granulated Meal, 25 lbs., per cwt. 5 60
Rowena Pancake Compound, 5 lb. sack 7 20
Rowena Buckwheat Compound, 5 lb. sk. 7 70

Watson Higgins Milling Co.

New Perfection, 1/8s 14 00

Meal

Gr. Grain M. Co. 5 40
Bolted 5 40
Golden Granulated 5 50

Wheat

No. 1 Red 2 40
No. 1 White 2 38

Oats

Michigan Carlots 70
Less than Carlots 75
Old Oats 85

Corn

Carlots 1 75
Less than Carlots 1 80

Hay

Carlots 32 00
Less than Carlots 36 00

Feed


Street Car Feed 68 00
No. 1 Corn & Oat Pd 68 00
Cracked Corn 68 00
Coarse Corn Meal 68 00

FRUIT JARS

Mason, pts., per gross 8 75
Mason, qts., per gro 10 00
Mason, 1/2 gal., gro 14 00
Mason, can tops, gro 2 85
Ideal Glass Top, pts. 10 00
Ideal Glass Top, qts. 12 00
Ideal Glass Top, 1/2 gallon 16 00

GELATINE

Cox's 1 doz. large 1 45
Cox's 1 doz. small 90
Knox's Sparkling, doz. 2 25
Knox's Acidu'd doz. 2 25
Minute, 3 doz. 4 95
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 55
Plymouth Rock, Plain 1 25
Waukesha 1 60

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
Shearings	50@1 00
Tallow	
Prime	@ 7
No. 1	@ 6
No. 2	@ 5
Wool	
Unwashed, medium	@25
Unwashed, rejects	@15
Fine	@25
Market dull and neglected.	
HONEY	
Airline, No. 10	4 00
Airline, No. 15	6 00
Airline, No. 25	9 00
HORSE RADISH	
Per doz.	1 60
JELLY	
Pure, per pail, 30 lb.	6 25
JELLY GLASSES	
8 oz., per doz.	4 2
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	32
Filberts, Barcelona	32
Peanuts, Virginia raw	16
Peanuts, Virginia, roasted	18
Peanuts, Spanish	25
Walnuts, California	39
Walnuts, French	35
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	19.6
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	21 1/2@22
Compound Lard	18 1/2@19
80 lb. tubs	advance 1/2
69 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 3/4
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
Minc'd Hams	18 @20
Bacon	35 @52
Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	14@15
Veal	11
Tongue	11
Headcheese	14
Beef	
Boneless	30 00@35 00
Rump, new	40 00@42 00
Pig's Feet	
1/2 bbls.	1 90
1/4 bbls., 35 lbs.	3 15
1/2 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 50
Moist in glass	6 50

TRIPE	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/8 bbls., 80 lbs.	3 00
Casings	
Hogs, per lb.	@65
Beef, round set	19@20
Beef, middles, set	50@60
Sheep, a skein	1 75@2 00
Uncolored Oleomargarine	
Solid Dairy	28@29
Country Rolls	30@31
RICE	
Fancy Head	
Blue Rose	12 50
ROLLED OATS	
Monarch, bbls.	10 00
Steeled Avena, bbls.	11 00
Roll Cut, 100 lb. sks.	6 50
Monarch, 90 lb. sacks	4 90
Quaker, 18 Regular	2 70
Quaker, 20 Family	6 85
SALAD DRESSING	
Columbia, 1/2 pints	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	5 80
Durkee's med., 2 doz.	6 75
Durkee's Picnic, 2 doz.	3 00
Snider's large, 1 doz.	2 40
Snider's small, 2 doz.	1 45
SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 55
Wyandotte, 100 3/4s	3 00
SAL SODA	
Granulated, bbls.	2 15
Granulated, 100 lbs cs	2 25
Granulated, 36 2 1/2 lb. packages	2 60
SALT	
Solar Rock	
56 lb. sacks	75
Common	
Granulated, Fine	3 00
Medium, Fine	3 10
	
Per case, 24 2 lbs.	
Five case lots	
SALT FISH	
Cod	
Middles	28
Tablets, 1 lb.	3 20
Tablets, 1/2 lb.	1 75
Wood boxes	19
Holland Herring	
Standards, bbls.	19 50
Y. M., bbls.	22 50
Standards, kegs	1 20
Y. M., kegs	1 50
Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 25
Scaled, per box	21
Boned, 10 lb. boxes	24
Trout	
No. 1, 100 lbs.	12
No. 1, 40 lbs.	
No. 1, 10 lbs.	
No. 1, 3 lbs.	
Mackerel	
Mess, 100 lbs.	25 00
Mess, 50 lbs.	13 25
Mess, 10 lbs.	2 95
Mess, 8 lbs.	2 30
No. 1, 100 lbs.	24 00
No. 1, 50 lbs.	12 75
No. 1, 10 lbs.	2 80
Lake Herring	
1/2 bbl., 100 lbs.	7 50
SEEDS	
Anise	45
Canary, Smyrna	12
Cardomon, Malabar	1 20
Celery	65
Hemp, Russian	10
Mixed Bird	13 1/2
Mustard, yellow	23
Poppy	65
Rape	15
SHOE BLACKING	
Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	1 25
Miller's Crown Polish	90

SNUFF	
Swedish Rapee 10c 8 for	64
Swedish Rapee, 1 lb. gls	85
Norkoping, 10c 8 for	64
Norkoping, 1 lb. glass	85
Copenhagen, 10c, 8 for	64
Copenhagen, 1 lb. glass	85
SOAP	
James S. Kirk & Company	
American Family, 100	7 85
Jap Rose, 50 cakes	4 85
Kirk's White Flake	7 00
Lautz Bros. & Co.	
Acme, 100 cakes	6 75
Big Master, 100 blocks	8 00
Climax, 100s	6 00
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00
Swift & Company	
Classic, 100 bars 10 oz.	7 25
Swift's Pride, 100 9 oz	5 75
Quick Naphtha	7 50
White Laundry, 100	
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, 43 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.	
	
80 can cases, \$4.80 per case	
SODA	
Bi Carb, Kegs	4
SPICES	
Whole Spices	
Allspice, Jamaica	@18
Cloves, Zanzibar	@60
Cassia, Canton	@40
Cassia, 5c pkg., doz.	@15
Ginger, African	@20
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
Paprika, Hungarian	
Pure Ground in Bulk	
Allspice, Jamaica	@18
Cloves, Zanzibar	@60
Cassia, Canton	@40
Ginger, African	@28
Mustard	@38
Mace, Penang	@85
Nutmegs	@36
Pepper, Black	@34
Pepper, White	@52
Papper, Cayenne	@29
Paprika, Hungarian	@60

SEASONING	
Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Ponely, 3 1/2 oz.	2 25
Kitchen Bouquet	2 60
Laurel Leaves	20
Marjoram, 1 oz.	90
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2 1/2 oz.	90
STARCH	
Corn	
Kingsford, 40 lbs.	11 1/2
Muzzy, 43 1 lb. pkgs.	9 1/2
Powdered, barrels	7 1/2
Argo, 43 1 lb. pkgs.	4 15
Kingsford	
Silver Gloss, 40 1 lb.	11 1/4
Gloss	
Argo, 43 1 lb. pkgs.	4 15
Argo, 12 3 lb. pkgs.	3 04
Argo, 8 5 lb. pkgs.	3 40
Silver Gloss, 16 3 lbs.	11 1/4
Silver Gloss, 12 6 lbs.	11 1/4
Muzzy	
48 1 lb. packages	9 1/2
16 3 lb. packages	9 1/2
12 6 lb. packages	9 1/2
50 lb. boxes	7 1/2
SYRUPS	
Corn	
Barrels	75
Half Barrels	81
Blue Karo, No. 1 1/2,	
2 doz.	3 40
Blue Karo, No. 2 2 dz.	4 05
Blue Karo, No. 2 1/2, 2 doz.	4 95
Blue Karo, No. 5 1 dz.	4 90
Blue Karo, No. 10,	
1/2 doz.	4 65
Red Karo, No. 1 1/2, 2 doz.	3 65
Red Karo, No. 2, 2 dz.	4 60
Red Karo, No. 2 1/2, 2 doz.	5 25
Red Karo, No. 5	

SETBACK TO ARROGANCE.

Raisin Trust Coming To a Show Down.

The suggestion in these columns a few weeks ago that the California Raisin Trust was plainly racing for a fall, as evidenced in its plain disposition to defy the Department of Justice and Federal Trade Commission, appears to be proving correct. Advices from Washington indicate that the prosecution of the Raisin Trust has passed the stage of conversation and literature and is now to come actually before a Federal court; in all of which the grocery trade rejoices.

Rarely if ever has the spirit of the Anti-Trust laws been more clearly placed at issue before a court than in this Raisin Trust case. In intent, in method and in effect, it would appear as though monopoly were clearly outlined; monopoly of the supply at point of production, monopoly of processing plants and packing and absolute monopoly of sales and price, covering about 90 per cent. of the available supply of American raisins. All along the line there is unquestioned evidence of throttled competition and all parties affected are in a complaining frame of mind toward the Trust and its methods, however much their cause of complaint has been mitigated by special favors.

The facts in the case have long been patent to anyone who would look at them and it was not difficult for the Federal Trade Commission to make a sweeping accusation on which an order to desist or modify practices is asked. But the Trust has "played ostrich" and contented itself with looking in one direction only; purely to its beneficent work for the farmer and the improvement of raisin packing methods. It has utterly refused to admit that anyone else has any rights in the matter and it has displayed a sharp spirit of Sovietism in its reliance on the technical exemption of the farmer from prosecution for concerted action which would land anyone else in jail.

Anyone who watches the evolution of business, knows very well that nothing is surer to bring disaster than defiance of public opinion. In this case that public opinion has meant also trade opinion. The grocer is the guardian, more generally than is commonly supposed, of the consumers pocketbook and it was inevitable that throttling the freedom of trade competition menaced the public itself. It would therefore appear as though the issue is clear in this instance, how far the farmer and his selfish interests can defy the public and its servants, the grocers. The grocery trade welcomes the test.

The action appears to exactly meet all the points of criticism outlined by the National Wholesale Grocers' Association and the "independent" growers, to whom the wholesalers looked for respite from dictatorship. In the language of the petition filed with the Federal District Court, the serfdom of the growers is not only onerous in the first instance, but "enforced by intolerable servitudes and conditions inserted in the contracts and

imposed upon the growers and their lands, including provisions for liens purporting to bind subsequent purchasers of the lands to deliver crops produced therefrom to the defendant corporation, for heavy liquidating damages from failure to deliver such crops and for entry upon the lands and seizure of the crops from reluctant growers."

And, from the standpoint of the jobber, the issue is met by the petition to enjoin the Trust from enforcing "any of the contracts heretofore made, with jobbers or wholesale dealer requiring them to purchase raisins from the defendant corporation at prices fixed by the defendant corporation; and not to employ any of the other above described means or methods of monopolizing trade and commerce in raisins and raisin grapes."

The immediate effect of the Government's action has been what might be logically expected, a complete upsetting of calculations. Having so long been forced to "take 'em or leave 'em," the trade had expected ultimately to bow submissively, but in keeping with the recent trade policy of buying only from hand to mouth to "leave 'em." At the opening prices, although the company is reputed to have sold its first allotment of about a third of its anticipated output and withdrawn from the market, the bulk of the trade has probably not bought more than a fifth of their requirements.

This naturally allows the trade to escape any very serious setbacks, but there is nevertheless much interest in the possibility that the court will stop the enforcement of such arbitrary f. o. p. contracts as had been booked. Such being the case, everyone is up in the air as to raisin values this season. If it should turn out in the near future that there is to be an open market interesting things may be looked for at once.

Many valuable food products can be grown abroad more cheaply than in this country, but the tariff has been persistently invoked by favored groups of farmers to allow them to advance prices unreasonably, safe behind the tariff barrier of protection. Long since, the Sicily lemon was pushed into the sea and the European raisin met by a closed door. Cuban and other foreign sugars have been loaded down with tariff handicaps while the beet sugars of Colorado, Michigan and the Pacific Coast enjoyed inflation and fat profits. Now it is proposed to shut out the Japanese and other foreign beans and the peanut from abroad. Anyone with half an eye can see where prices of these products have soared.

Recently, with a presidential campaign looming before us, the efforts at "petting the farmer" have been redoubled and Candidate Harding, only this week, was cajoled into making promises to the farmer that he would favor encouraging with tariff measures the supremacy of the American farmer—of course at the consumers' cost.

This trend is a cause of apprehension to thousands who, in a general way, really favor the principle of protection. In no other respect is the cry

against the H. C. L. so insistent and pitiful as in the matter of foodstuffs. Either the American people want cheap food or they want favoritism for the farmer; which is it? There are plenty of things the American farmer can raise which the foreigner

producer cannot. There is ample room for him to evolve profitable agricultural lines without recourse to the closed door. If the open field is desirable in keeping with the spirit of the Sherman law, why is it not in other directions of influence?

MILLIONS KNOW Sun-Maid Raisins— The Brand for Confidence

Show Sun-Maid Raisins in your window, on your shelf,
Let your customers know you sell Sun-Maid. Sun-Maid
advertising is reaching millions every year. Sun-Maid
enjoys the public confidence.

*Order from your jobber at once
Supply is limited*

THREE VARIETIES:

- Sun-Maid Seeded
(seeds removed)
- Sun-Maid Seedless
(grown without seeds)
- Sun-Maid Clusters
(on the stem)



CALIFORNIA ASSOCIATED RAISIN CO.

Membership 10,000 Growers
Fresno, California

*Growers and shippers of
America's only all-year
nationally advertised
brand of raisins.*

**We have
Franklin Granulated
Sugar Only
Best for every use
Table—Cooking**

**Judson Grocer Co.
Grand Rapids Michigan**

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

If you want to sell or exchange your business, no matter where located, write Black, 130th St., Chippewa Falls, Wisconsin. 980

For Sale or Exchange—New grocery business, all new stock, located in Benton Harbor. Reason, ill health. Address No. 59, care Michigan Tradesman. 59

FOR SALE—General merchandise stock and fixtures, invoicing \$6,000. A money maker, Montana location. A real opportunity if taken at once. Best of reasons for selling. Address S. care Paxton Hotel, Missoula, Montana. 60

FOR SALE—Dry goods and furnishings stock of about \$12,000 or \$13,000. On account of death of owner must be sold quick. Business established thirty-five years. Best location. Address W. A. ANNING, care W. B. Church Store, St. Joseph, Michigan. 61

Wanted—Experienced window trimmer and card writer for city of 25,000 one hour ride from Chicago. Apply Mandel Ascher & Sons, Chicago Heights, Ill. 62

For Sale—150 acre farm, or will exchange for stock of merchandise. Sixty-five acres plow land, thirty acres pasture, fifty-five acres good second growth oak and hickory timber. Fair buildings and fences. Located in Jackson county. J. L. Morgan, Coldwater, Michigan. 63

For Sale—Forty Round Oak, Favorite, Jewel, Garland and other self feed hard coal baseburners. Some used but one season. All taken in exchange for furnaces. Write for information. Manley Hardware Co., Harvard, Ill. 64

For Sale—Complete creamery equipment, 300 gallon Wizard Vats, churn, printer, porcelain lined Fort Atkinson battle filler. N. Lenhort, Box 183, Grand Rapids, Mich. 65

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

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

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.

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.

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

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—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

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. 993

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

OCCIDENT FLOUR



OCCIDENT FLOUR makes Better Bread and Better Customers

W. S. CANFIELD

205 Godfrey Bldg. Grand Rapids
Wholesale Distributor



Toilet and Bath

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.

Domino Syrup

Domino Syrup is a cane sugar syrup of the same high standard as Domino Package Sugars. It is made daily and can be bought as needed by the trade.

A delightful combination of quality and flavor. Delicious for table use—just right for cooking.

American Sugar Refining Company

“Sweeten it with Domino”

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

DIAMOND CRYSTAL

The Salt that's all salt.

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

A Case of Mind Your Own Business.

Grandville, Sept. 14—The case of Lord Mayor MacSwiney is one that seems to excite a great deal of sympathy from all over the world. Having been thrown into prison for overt acts against the authority of the British government, he has taken upon himself the role of martyr in the interest of Irish rebels.

Why sympathy for such foolishness should be manifested on this side of the water is a mystery. Plainly the Lord Mayor of Cork choosing to put aside food and dedicate himself to death for the sake of Ireland is not quite the heroic thing to do.

As to the rights and wrongs of the Celtic Isle, the actions of this self-condemned martyr can have little effect on public opinion. There can result nothing for the good of the Irish people from such tomfoolery. Men with good sense and patriotic hearts are not doing such stunts in this day and age of the world.

In the times of ghosts and hobgoblins such silliness might be counted heroic, but not to-day. Why are we wasting tears over a malfactor at whose instigation nearly a score of policemen were murdered? Why not shed a few tears for the wives and families of those murdered men, who in performing their official duties were made the target of Sin Fein assassins?

Mayor Hylan, of New York, had the gall to request the British to release this convicted mayor from prison, a wholly local British affair, with which the American mayor had nothing to do, and his thrusting in his plea was an impertinence rightly snubbed by Premier Lloyd George.

The premier, in his reply, stated politely but firmly that he could not interfere with the course of justice and law.

The attitude of minding one's own business is very accurately exemplified in the case of the Lord Mayor of Cork. He is a British prisoner, his liberty curtailed because of his breaking English law. We of America have no more right to interfere in his behalf than has Lloyd George to request of the United States the opening of prison doors to Eugene V. Debs, Bill Haywood or a dozen other criminals confined under the American law.

A little modesty on our part should be in evidence at this time. Thrusting our nose into what in no way concerns us is becoming a habit with some of the self-constituted guardians of Ireland's governmental affairs in the United States.

It would be just as pertinent for Britain to demand a hand in political conditions in this country as for us to meddle between the Irish people and the English. Let them settle their own difficulties.

We certainly have troubles enough of our own without crossing the ocean to thrust our nose into the governmental affairs of foreign nations. If we look after our own affairs, and do exact justice to our own citizens, we shall have enough to keep us busy, so that there will be no time nor inclination to meddle in the affairs of others.

Although England was at one time our enemy, and although we have met her at the cannon's mouth in several scraps, it has now been more than a century since we have crossed swords with that ancient enemy.

One hundred years of unbroken peace between the English speaking peoples must mean something, and the cause of Ireland cannot be advanced by Americans taking sides in a purely domestic dispute. Hands off is the only proper way to deal with these complications that arise within the boundaries of another land than ours.

However much we may sympathize with Irish aspirations for independence, it is not only foolish but criminal for us to attempt interference

as between the factions now dominant in British politics. As well might English demand a hearing as between the two great parties in the United States now marshaling their hosts for the battle of ballots next November.

Hands off, noses out, gentlemen. Let the government of Britain settle its own political differences. And while we are about it why not show a little modesty in our actions where settling with malcontents is concerned? England has a right to resent interference on our part with her internal affairs.

Have we so soon forgotten the indignation that rang through this country when England threatened war because of the Mason and Slidell affair of the sixties? That was where the British lion roared his loudest while thrusting his nose into American politics. Nor was that so badly out of place as is our present interference with Irish affairs. There was a question of international rights involved in the Mason and Slidell affair which in no way applies to the Mayor of Cork incident.

Premier Lloyd George acted within his rights in snubbing the impertinence or a perfidious and pestiferous American mayor. A few more such snubs may have its effect in curtailing American conceit.

That the United States must have a finger in every brawl that is hatched in the world is an idea fraught with grave danger and should be frowned down by every patriotic citizen in the land.

America for Americans. Let other peoples look after their own political fences. Since the close of the world war there have been a thousand and one theories advanced in connection with interferences with European affairs. Our very recent and ever present troubles with Mexico ought to admonish us that we need not look across the Atlantic for opportunity to engage in settling affairs of foreign peoples.

Report has it that a British subject has been murdered in that country below the Rio Grande.

Now what has the United States to say about that? Our Monroe Doctrine refuses permission for foreign interference with American peoples, while at the same time we are plainly pledged to see to it that European citizens shall not be molested, either in person or property, without redress.

Even though we have refused protection to our own citizens who have sought the shores of Mexico, we cannot well blink the demands upon justice of a Briton foully murdered by Mexican banditti. The more we dwell on these things the more convinced do we become that it will be not only the part of wisdom, but the part of strict justice to refrain from all interference in the political affairs of our cousins across the sea.

Old Timer.

Merry Musings From Muskegon.

Muskegon, Sept. 14—A. W. Stevenson and wife arrived home Saturday from an extended visit through England, France, Belgium and Switzerland. They report having had a wonderful trip.

The Honest Groceryman was in Grand Rapids Saturday and confirms the statement that the woodchuck crop is far above normal.

With the coming of cooler weather some of the hotel proprietors near Albion and Charlotte may have time away from the lakes to pay some attention to the hotel business.

E. P. Monroe.

The Michigan Violin Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$2,500 paid in in cash.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 14—The Chippewa County fair, which closed last week, was a huge success, there being a record breaking attendance. It was the finest in many years where there was no disappointment in the line of attractions. The agricultural display was said to be one of the finest in the State by those who have taken in the various fairs. The new exhibition building not being finished was the only disappointment, but it will be in readiness for the next fair, and will afford the merchants an opportunity for an elaborate display of their goods, which they have been awaiting.

George Dupuis, for the past seventeen years in the grocery business on East Portage avenue, is closing out and expects to help swell the population of Detroit about Oct. 1. Mr. Dupuis has made many friends and enjoyed a successful business during his stay in the Soo.

Joseph Fletcher, of McCarron, expects to re-open in Mr. Dupuis' stand with a full stock of groceries. Mr. Fletcher is well known in this location and will give the business personal attention.

Jack Pickford finally reached France, we see, but the casualties are not on his side of the house.

Ground has been broken for the new hotel at Marquette. The engineers declare it will be hard to beat when completed. The fact that it is located directly next to a church should be inducement enough for the individual who craves peace and quietness, but how about Sunday morning's davenport? That is just the time a fellow wants to sleep.

Manistique suffered a severe loss in the death of Moses Blumrosen, one of its leading citizens. Mr. Blumrosen was a self-made man. Coming to this country when only eight years of age, he worked up to the position he held at the time of his death. He came to Manistique about forty years ago with a pack on his back. A few years later he opened up one of the largest stores in Manistique. He belonged to a number of fraternal orders. He is survived by his widow, two sons and four daughters.

M. J. Schrock, manager of the Woolworth 5 & 10c store for the past few years, has been transferred to Duluth. Mr. Schrock has made many friends during his stay at the Soo who regret to see him leave the city, but wish him every success in the new location. He is succeeded by H. W. Hagberry, of Fargo, N. D.

S. Braude, our well known metal and hide dealer, has sold his business to Phil Jacobs who has taken immediate possession. It is not as yet known what Mr. Braude will do in the future, but it is to be hoped that he will remain in the Soo where he is well and favorably known. The new proprietor, Phil Jacobs, needs no introduction, being a well-known baseball fan as well as politician and an all round good sport.

It is reported that H. W. Dubiske & Co., brokers of Chicago, will open an office here at an early date. The company maintains seventy-one branch offices in sixty of the principal cities of the U. S. The Soo is considered as a favorable prospect.

The aeroplane was a principal attraction at the Pickford fair last week, but came to grief on the last day of the fair while carrying passengers. It is reported that Charles Haase, the heavy-weight biscuit man, may be the cause for the mishap. Charles said there was no accident when he made the trip, but his friends are wondering why he did not tell his wife about the flight on his return to the city.

The steamer Chippewa closed last week for the tourist season. It has been making trips from the Soo to Mackinac Island and on its last trip carried the Knights Templar excursion. From all accounts the Arnold Transit Co. has had a good season.

F. A. DuBridg, for the past few

years local secretary of the Y. M. C. A., has left for Des Moines Iowa, to accept a position as physical trainer in the high school. He was one of our most valuable citizens and his loss is deeply regretted, not only in the city but in the county as well.

William G. Tapert.

General Conditions in Wheat and Flour.

Wheat had been selling up strong until yesterday at the close of market, when the report was circulated the French Government had issued instructions to its buyers not to purchase any more wheat for the time being. This caused an immediate reaction and the price of December dropped about 8c, closing around \$2.39.

Foreign buying has been one factor in maintaining the price of wheat; although, the producer has been reluctant to sell at less than \$2.35 to \$2.40; many have been holding, and are holding, for \$3.00.

The domestic demand for flour has shown some improvement, but buying is not being done in heavy volume or in normal quantities for this season of the year.

Should both domestic and foreign buying be in very limited quantities, it is likely, with the somewhat improved railroad facilities, lower prices would materialize. However, with an active domestic demand and normal export trade, values will remain firm.

If any of us could see far enough ahead to tell just what is going to happen to the flour trade, it certainly would be an easy task to tell what the future action of wheat will be.

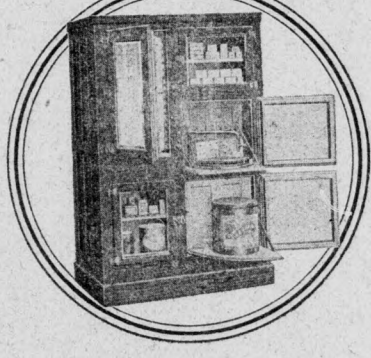
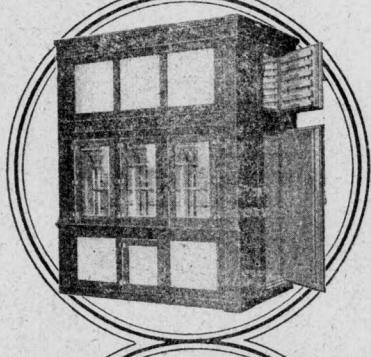
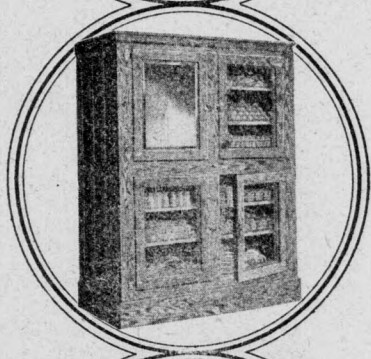
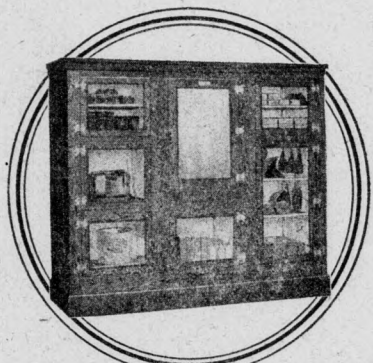
We still believe it is good business to have three or four weeks' supply on hand or in transit. It is probable there will not be great fluctuations either up or down. A man in business must have something to sell; being out of stock is not conducive to increasing trade. Lloyd E. Smith.

Greenville—The Michigan Motor Garment Co. opened another branch factory at Howard City Monday, starting with fifty-two employees. It already has a branch at Carson City, employing thirty-five hands; a second branch at Lakeview, employing twenty hands and a third branch at Lowell, employing twenty-five hands. The company has a capacity 100 per cent. greater than a year ago, but is several weeks behind in filling its orders, owing to the rapid increase in sales. Four new travelers are now being fitted out to occupy different territories, as follows: L. M. Rader, of Grand Rapids, to cover Central New York, with headquarters at Syracuse; George R. Morse, of Grand Rapids, to cover Missouri, with headquarters at St. Louis; E. H. Mahler to cover Kansas, with headquarters at Kansas City, Mo.; A. T. Benson, to cover Nebraska, with headquarters at Omaha.

The Huban & Frazer Sales Co., Inc., has been organized to job, distribute and retail automobile tires, accessories, etc., with an authorized capital stock of \$15,000, \$10,000 of which has been subscribed and paid in in cash.

McCRAY

REFRIGERATORS FOR ALL PURPOSES



HOW often, if ever, Mr. Grocer and Mr. Butcher, have you stopped to consider that the grocery and meat business depends on refrigeration.

You are dealing in perishable foods. This means that waste due to spoilage is a problem that is always confronting you—*unless you are prepared*. Spoilage is one of the biggest losses the grocer and butcher has to meet, and the McCray stops all such waste.

Remember—the McCray principle of construction has been developed with this thought in mind—that the grocery and meat business depends upon efficient refrigeration. The patented McCray system assures positive, cold, dry air circulation throughout the storage chambers. McCray walls are constructed of materials that have the greatest heat repelling qualities. The McCray display features insure constant and effective showing of goods.

Make your refrigerator or cooler pay for itself. Our special payment plan enables any grocer or butcher to secure any McCray refrigerator or cooler and pay for it while in use. Increase your profits by saving food.

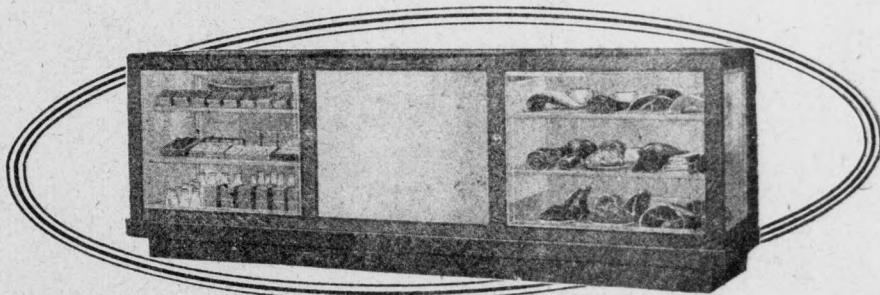
Send for Catalog—Let us send you a catalog that describes a great variety of designs—one to suit every requirement; No. 71 for Grocers and Delicatessens; No. 63 for Meat Markets and General Stores; No. 95 for Residences; No. 52 for Hotels and Restaurants; No. 74 for Florists.

McCRAY REFRIGERATOR CO.

5044 LAKE STREET

KENDALLVILLE, INDIANA

Detroit Salesroom, 14 East Elizabeth Street



Increased Consumption

The Seal of the Inspection Service of the National Canners Association blazes the way to a greater demand for Canned Foods



This Seal—

- the trade-mark of the Inspection Service,
- endorsed by hosts of retailers,
- recommended by hundreds of wholesalers,
- used by the packers of 700,000,000 cans, bottles and jars of canned foods,
- advertised in national magazines and newspapers,

is at your command

Your customers will be told the story of this seal through a national advertising campaign, beginning in January. They will be interested—they will want it—make early provision to carry it.

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

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

NATIONAL CANNERS ASSOCIATION

Washington, D. C.

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

*Canned Food—the Miracle
on Your
Table*

