

THE NEW HOME

How strange it is, a month ago
I lodged elsewhere, and did not know
This house existed; now I sit
And see myself the lord of it.

My foot was free; for years of days
I went my unregardful ways.
Yet men were toiling with the pick,
Were smelting steel and burning brick,
And felling trees, and in the mill
Were shaping rafter, joist, and sill,
To rear my roof against the rain.
They raised the chimney, set the pane,
Made every corner true and plumb,
To wait the hour that I should come.

These men had sailed from over sea
That they might do this good for me;
But all the time, I did not know
They lived—until a month ago.

God bless, I say, the kind forethought,
And bless the careful hands that wrought
To build this house, and build it well,
That I might have a place to dwell!

Margaret Ashmun.



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





Red Crown

Instant Service

PURE FOOD PRODUCTS

sell readily because they
conserve time and en-
ergy, and are ready for
any emergency.

Each month, through our na-
tional advertising, the women of
the entire country are reminded
of the convenience and quality of
these instant-service foods, and
those who try them find quality
reasons for becoming steady cus-
tomers. There are 24 varieties.

Sold to Retailers by
Wholesale Grocers

**ACME PACKING
COMPANY**
CHICAGO, U. S. A.



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 de-
ficient diet, and increase the disease resistance power of the
body.

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

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

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

The Fleischmann Co.

Fleischmann's Yeast

Fleischmann's Service

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

**Merchant
Millers**

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks



FIELD SEEDS

For Use Wherever Seeds Are Sown



TRADE MARK
BRANDNU

Continental Seed Company
Lock Drawer 730
CHICAGO, U. S. A.

This is Important to You, Mr. Dealer

You are continually striving for ways and means to

Build a Bigger and Better Business

Of course, you realize that satisfied customers are
the foundation of this success.

Henkel's
FLOUR

Self Raising Pan Cake Flour
and Buckwheat Compound

MAKES 'EM COME BACK FOR MORE!

The **QUALITY** and the **PRICE** does it.

Absolutely Brand New Stock in hands of most jobbers.

THINK OF IT—

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



Smile With Us

Get Your Supply Right Away—The Season Is On

Manufactured by

COMMERCIAL MILLING COMPANY
DETROIT MICHIGAN

MICHIGAN TRADESMAN

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 22, 1920

Number 1931

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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THE FARMER'S FOOL FRIENDS.

Some one once remarked "Deliver us from our friends." The farmers and fruit growers of the State appear to be forced into a position where they can repeat this trite remark with emphasis. They are eating the bread of bitterness because they listened to the siren voice of the crafty organizer and fool official.

When the farmers sheared their sheep in the spring they could have sold their wool for 50 cents per pound. The farm bureau advised that no offer less than \$1 per pound be accepted and provided means for the storage of the wool crop. Now the best price the farmer can obtain for his wool is 25 cents per pound and storage charges are piling up every day.

Last winter the canners offered to contract for the sour cherry crop at 9 cents per pound, providing they could be assured of sufficient supplies to justify them in purchasing cans, containers and sugar and secure advance orders from the wholesaler and retailer. The self-assumed and high salaried bosses at Lansing advised the growers to hold out for 10 cents. The canners thereupon made little provision for canning cherries and purchased all they required at 5 cents per pound. One-half the crop was never picked.

The same was true of plums. Growers were made a good offer by the canners, providing they would come to an agreed price in time to enable the canners to contract for cans, sugar and go out and sell futures. The fool bosses said no. More than half the crop was wasted.

Now the same thing is being repeated in peaches. It is estimated that fully 60 per cent. of the crop will be wasted through bad handling on the part of the fruit exchanges and handling organizations created by the farmers to take the marketing of the crop out of the hands of the hated "middleman." Thousands of bushels spoil on their hands every

day and as much more spoils through improper packing, grading and lack of ice. The grower has always insisted that the wholesale handler used more ice than was necessary and has this season cut the ice quota in two, with the result above noted. Thousands of peach growers will get nothing whatever for the fruit handled by their co-operative organizations; in fact, hundreds will not only lose their fruit and packages, but be compelled to contribute to make up the freight charges where their shipments sold for less than the carrying charge amounted to.

The situation is exceedingly deplorable, because the loss falls on the man who has worked early and late to avoid a food shortage. He has only himself to blame, however, for listening to the bad advice of the farm bureau and other organizations which have brought about his undoing.

MEAN AND COWARDLY.

In another column is an article describing how the bakers' unions of New York City are trying to intimidate the grocers into boycotting certain brands of bread. The unions had a quarrel with one of the big New York bread-baking concerns. Not on account of wages, or hours, or working conditions, but merely because the baking company wouldn't recognize the union! To enforce their demands the union members went on strike, which was of course their right, but they also nosed around until they found what grocers sold this company's bread and then circulated cards everywhere, not only among laboring men in other lines, but among all the other people who depended on unionized workmen in any manner, saying that this and that grocer was unfair to labor and should be boycotted until he ceased selling that particular brand of bread!

This is mean and dirty cowardice and cruelty. These people have no decent grievance anyway; they admit all the working conditions are satisfactory. It would be a contemptible thing if they dragged the grocer into their fights, even if the fight was based on something. To drag the grocers into a fight based on nothing, a fight which they could not win on its merits in a thousand years, is mean and dirty cowardice and cruelty. Why don't grocers retaliate, in collaboration if need be with retailers in other lines, by refusing to give unfair union men—and they are all unfair—a cent's worth of credit?

Don't use an old stock cut in your advertising just for the sake of having a picture there. Good type matter is much better than a poor picture.

BUSINESS VS. COLLEGE.

The colleges are reopening with unprecedented student enrollments; but what of the professors? Business concerns are outbidding the colleges for the services of these men. A professor of biology, with a salary of \$2,000 a year, recently exchanged his chair for a position with an automobile company at \$4,000 a year. A professor of modern languages at \$1,200 a year has become a trade commissioner at \$4,500. A professor of English at \$1,500 has become an advertising manager at \$5,000. A teacher of public speaking at \$1,300 has become a salesman at \$2,500. A professor of education at \$1,500 is doing something with oil and getting \$2,400. And a college president with a salary of \$3,000 has gone into commercial work at a salary of \$7,500. These men have not suddenly become able to hold business jobs. They have finally become unable to hold academic jobs—and live. Their preference is the college, but the pressure of circumstances has forced them out into the world. In improving their material condition they are making a sacrifice. They are giving up the kind of life they like. They would prefer to make the sacrifice they made so long at college, but they cannot afford it. They are compelled to resign and accept a position paying two or three times as much.

That this recognition of the value of the professor, gratifying as it is, is a blow at the colleges needs no demonstration. What the business world overlooks is, as Vernon Kellogg points out in the North American Review, that in the long run it will injure business. The professor of science in order to help some company make money by applying it ceases to advance scientific discovery and to train scientists, either theoretical or practical. Industries are thus "providing themselves for to-day at the expense of their provision for the future." It would pay them better to keep the professor in his chair—or his laboratory—by seeing that he receives a living wage. Fortunately, we are beginning to lock the stable before all the horses have been stolen.

In our hearts we prize our colleges. The opening of another college year should remind us that the time has come to translate our feeling into practical measures for preserving and improving them.

MUST NOT GO TOO FAR.

In all of the anti-trust legislation, two rather large classes are excepted from the provisions against combinations. These two are agriculturists and labor in general. Those in either class may make whatsoever combinations they please to restrict output or to advance the cost of what they have to sell. This freedom from re-

straint has led to many instances of abuse, even though it has served a good purpose in other cases. Co-operative associations by agriculturists notably in the cases of the fruit and nut growers, have proved of much benefit not only to those in their membership but also to the general public and have helped to market the products to advantage. Instances in point are those of the citrus fruit, cantaloupe and walnut growers of Southern California. But abuses seem to have crept in where a virtual monopoly exists of certain articles. Thus, the Raisin Growers' Association, whose headquarters are at Fresno, Cal., has been for some time carrying on with a high hand, and has been proceeded against by the Government for extortionate practices. The authorities have a handle against this particular Association because its membership is not confined to the growers. But combinations, not of local growers merely but of entire industries, are apt to abuse the power which they possess and to need restraint. It has been a wise policy to encourage growers in various localities to market co-operatively. When, however, they get a monopoly of a product, they sometimes become a public menace. This is charged against the Prune and Apricot Growers' Association, which is accused by the wholesale grocers of using its monopoly to get extortionate profits. This concern has just decided, however to reorganize into a non-profit co-operative growers' selling organization.

Nothing less becomes the Prohibition party than the way in which it is taking leave of life. For half a century it put a Presidential ticket in the field and waged a vigorous campaign. It never won a single electoral vote. When the prohibition came, it came as the enactment of the two old parties, which had done their best to keep the question out of politics. Yet the Prohibition party always had the respect of open-minded men and women. Now with its cause won, it is being made a vehicle for candidates who have been defeated for nomination in their own parties. Senator Thompson, losing the Republican nomination for Governor, wins the Prohibition nomination. Mrs. Boole, failing of the Republican nomination for Senator, is successful in obtaining the Prohibition nomination. It must be admitted that the question of what the Prohibitionists are to do with their place on the ballot is not an easy one. In Massachusetts, where they did nothing at all, it was promptly appropriated by a group of rather "wet" politicians. There ought to be a way by which a party with no reason for living could die in name as well as in reality.

THE CABIN IN THE WOODS.

Story of Man Who Lived in the Wilderness.

Antler's Cabin, Onota, Sept. 17—"Not how the other man lives," but why?

One often hears the query, "I wonder how that man lives," by the man who dwells in the city or village and is playing a hand in the game of life. To the observer are other affairs than law mills, saw mills and cider mills.

When a man gets that feeling in his system that his legs are building rail fence and his feet don't track, it is just a hint to get away from the traffic of the streets; that is, to get out into God's country until that tired feeling wears off.

It is up hill all the way for a mile from my cabin by the lake. There is a daily train on the railway, that never fails to bring me welcome letters and papers. There is no other postoffice in all this neck of the woods and it is kept in the general store. It is the meeting place of the "habitants"—the Finn homesteader, the lumber jack, the section man, the tourist out of gas and some others. Once in a while a city man out of health is seen hunting it with the aid of a trout rod.

Besides the mail at this general store, one can buy a bucksaw, a crowbar, a grindstone, a grub hoe or anything else needed to repair his harness or madam lizzie. There is also salt pork and canned beans. At the drug counter, in case of actual need, there is a pound package of Epsom salts. These people of the township do things up brown when they once get started.

Here at this general meeting place I am getting a lot of self education. There comes in twice a week a man, tall, gray and gaunt. One could not guess within forty years of his age. He has a good word and a hearty greeting from and for everybody, for he is the township supervisor, the highest office in the gift of the voter. Besides knowing the tax value of all the land, he knows how to relieve all kinds of trouble, from a fish bone in the throat of a hungry tourist to a bone spavin on the leg of a horse. He always gets a bunch of mail, letters and papers, so I am sure he is somebody's "gramps." Then he buys a package of Honest Scrap. The lumber jacks say this tobacco is the best punkie medicine in the woods. I put this man down at first sight as a full grown man, mentally and physically, who did not need spraying every year to keep the moths from eating the wool out of his system.

The only sliver in his make up seems to be in his name, which to me seems so out of gear with the man that I don't care to write it.

In all my annual outings for the past ten years, I have been meeting him. Many times has he bid me, "Get your legs under my table."

It is only six miles, four miles down the county road. At the blaze on the big hemlock turn to the right, then good trail. That's what I did all the distance on the country road through a painted forest of maple and birch. The blazed hemlock came in view almost too soon.

At its far side of flat rock worn smooth by many year's use invited a moment's rest and then out of sight from the road a large piece of bark was gone from the tree. On the smooth body of the tree was finely pencilled in old English script, "Ninety years old to-day."

There was neither name nor date. It needed no name to identify the writer. Is that tree to be his monument?

I followed the well-worn winding trail along a hillside of tumbled masses of sandstone, through gardens of blue gentian so intense in color that it gave the glory of its life to all the open bits of meadow grass.

land. This must be the land where the Canada Jay paints his wings. From almost under my feet a partridge went up with a whir, giving me a shock that tingled the blood to my finger tips. Then the trail left the forest, winding through an old cutover pine forest where gaunt gray stumps marked the places where once in splendor lived the kings of the woods—kings that reigned a thousand years unmolested in all their glory. Then a bit of bottom land, where a border of alders and cedar gave a hint of the mystic brook where the spotted swimmers get their colors and their appetites for flies.

Almost like a movie picture came the cabin in the woods—a bit of cleared land, a patch of potatoes, a bit of a garden well fenced in to prevent "wa-boose," the rabbits, from eating the cabbage. All else everywhere—blue woods, asters, golden rod and cardinals.

The cabin shaded by a grove of choke cherry trees, with masses of fruit clusters. And the wildest of brooks just at the door.

The greeting made me glad to be there. "Have a seat outside here in the shade and rest a bit. Then, while I go and dig some potatoes and get a cabbage to chop up cold, you can take that pole and get some fish. There is a hole just in the edge of the timber down there. It isn't fished much, for there is only me usually to feed." This fish pole was cut from an alder and the line was about the same length. A grape basket for a creel. I have no fish stories to tell. The big ones did not get away, for there were no big ones. It was not that kind of a brook. If there were any big ones they would have to jump out on the bank to turn around when they went down stream. I came back with the game law quota—none larger than eight inches—fellows which had lived there all their swimming lives. The potatoes were boiling on the stove. A crisp head of cabbage was in the chopping bowl. While I was getting the trout ready for the pan, my host gave me his opinion of some women cooks he had boarded with. "There is mighty few women that know how to boil a potato. There is a right way and a bad way. Never cut it. Clean it with a brush in plenty of water. Put a handful of salt in the boiling water on the stove. Put in your potatoes and when they are done you have something fit to eat."

The table was set in a fly-screened room. It was set with gold band china, such as mother had at company dinners, solid silver, fine linen napkins and cut glass tumblers filled fresh out of the brook.

There is checked up to my account fourteen of those speckled beauties, two big potatoes and a big dish of cold slaw. There was bread and butter, but I had no use for those common foods.

We sat at the table two hours. That chopped cabbage was wine and nuts. A plate of broken lumps of almost snow white maple sugar made the desert.

The two of us sat outside in home-made rustic seats to talk. Said he: "I came to this place to hunt one fall, all played out, busted up and good for nothing but the tannery. Built a camp to stay a month. That's more than twenty-five years ago. The first shot in the new camp wounded a fawn. While it lay at my feet, I got out my hunting knife to cut its throat. Then the beautiful creature gave me such a pleading look, like a prayer for mercy, that knife fell from my hand. I did not stop to pick it up. It rusted away in the ferns of yon hillside."

Never from that day has he aimed his gun at a deer. Other hunters leave at his door in season all the meat of that kind he wants.

"I believe in the Bible, but I also believe that some day in the happy

hunting land I will meet up with that fawn and apologize for man's cruelty to the children of the forest."

We walked into the edge of the woods in sight of the cabin, where the fawn was shot. There, hanging over an immense pine stump on a pole, each end of which rested in the crotch of a small tree, was a small sack of salt. Every time it rains the drippings drop on the stump and every evening the deer come to this lick. All the vicinity looks like a sheep yard. The soil is bare of grass. The stump is bare and white from the constant licking of the deer. From the door of the cabin every summer afternoon the man can look across the brook and see the deer at play while the deer watch the man with the hoe who is cultivating his patch of Irish diamonds or sitting on the porch, fighting off the punkies with a cloud of smoke made from Honest Scrap.

Standing on end at the brookside I noticed a pine trough which he turned down and began to fill with a pail from the brook. "This is my bath tub," said he, "I let the water stand in it until bed time. Then it is warm enough to get in and it takes all the ache out of my bones."

Some day the deer will miss the smoke floating out the chimney. Some day the mail at the general store will not be called for. Then, maybe, a couple of the habitants will walk out that way and coming back will have a load on a pole stretcher. No longer will it be, "How does he live," but how did he go to sleep? And the mourners will be all of the wild neighbors of the cabin in the woods.

Charles E. Belknap.

No Need For Gloom In the Grocery Trade.

These are times when business men are deeply interested in knowing the opinions of the trade relative to the business situation at hand; what it is and what it promises to be in the near future.

The subject which confronts the jobbing and retail grocery business is that which relates directly to the present food status, and with the exception of one or two items we are pleased to state we see a perfectly healthy condition before us. From a point of statistical position there is no reason why sugar should have lost its value in the manner we have witnessed, although, of course, there has been no reason at any time during the past ninety days why either jobber or retailer should have bought excessively of this item, mainly for the reason that the price was abnormally high, and the fact of Government regulation requiring that it be sold upon a basis of cost rather than replacement value. This placed a responsibility of speculative loss upon the dealer without corresponding chance of speculative gain in the event of market advances.

Because of credit limitations placed upon the business of the country, jobbers and others having large quantities of sugar contracts maturing, were unable to finance the same, and were obliged to make great sacrifices to obtain ready money. Hence we have witnessed sugar thrown onto the market at prices all the way from one to seven dollars per bag loss. The natural consequences have been manifested in a condition of panic in all food circles. Those who are not burdened with excessive ownership of sugar at this time are fortunate indeed. Instances of comparative ruin

are numerous throughout the country.

So far as the balance of the food line is concerned we feel the very best of condition prevails. There is a shortage of visible supply in practically all of the canned goods line. Coffees are as low or lower than they can be produced with small visible supply in this country. A brisk foreign demand is manifest for our wheat crop. Our farms have produced more than a normal turnout of all grains. Prices for the same are high. The psychology of labor has very greatly improved. The tendency toward strikes seems to have passed. There is ample work for every man and woman who desires to work, and the very best of wages are being paid for all labor.

The recent provisions of the Government for an increase in freight rates places one billion five hundred million dollars available for the betterment of our transportation facilities. This means much to our welfare as it affects our commerce and agriculture. Our country is rich. America is credited with ownership of a third of the world's wealth, approximating three hundred billion dollars. Notwithstanding our participation in the world war our country has been kept free from invasion, and all of our facilities for production are in ship-shape. The personal and collective association of our soldiers, while away at war, has given us a world knowledge suggesting an enhanced fitness when dealing abroad. The coming Presidential election promises a safe and sound man from either party. We have no great issues suggesting disaster from either side. Business should take no alarm from the eventualities possible in this election.

Notwithstanding that dealers are going to be financially disadvantaged upon a few hundred bags of granulated sugar, we see no reason to accept a gloomy forecast of business generally. Those who have dealt rationally will suffer little. We have been going through an after-the-war adjustment of business. We should be thankful that we are alive and respectful of the masterly fashion in which our American bankers have, with foresight and courage, directed the affairs of legitimate business during the trying ordeal of the adjustment through which we are passing.

Remember, we are not dealing in luxuries. Ours is in answer to the call of the stomach—nature's first call. The texture of food may change to some extent under economic strain, but the volume goes on about the same under all circumstances.

J. O. Moore.

Myron E. Everett, jeweler at Lake Odessa, has engaged in the grocery business, the Judson Grocer Co., furnishing the stock.

The Bousman Manufacturing Co., manufacturer of oil filters, has increased its capital stock from \$17,500 to \$45,000.

Talk over your business with others who are engaged in it, even with competitors. Ideas come with conversation.

SUCCESS

There's a big difference between "keeping" and "selling" goods.

Success comes in selling standard goods.

"Service" is the secret of success.

Serve the people well if you want them to serve you well.

Sell the people what they want if you want their trade.

There is more money made by selling a dozen cans of something the people want, even at a small profit, than in keeping a dozen cans of something they don't want, even though the latter pays ten times the percentage of figured profit.

The way to kill business is to load up your shelves with goods no one wants.

Poor quality and little known brands are constantly shouting to customers: "This is a poor place to buy goods."

Quaker goods inspire confidence, because consumers recognize them as the best.

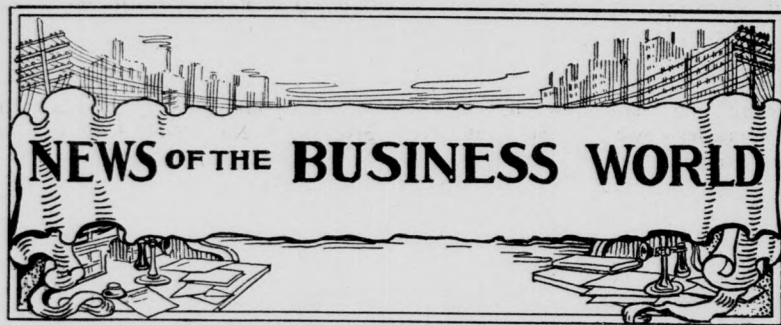
Quaker goods sell while other brands stay on the shelves.

It is the sellers and not the stickers that pay real profits.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Muir—Emery S. Daunce succeeds J. B. Ludwig in general trade.

Evans—George Whitten will open a grocery store about Sept. 25.

Traverse City—William E. Higgins succeeds A. Z. Green in the grocery business.

Pontiac—The Bautel-Moon Furniture Co. has changed its name to the Bautel Furniture Co.

Detroit—The Detroit Commerce Co. has increased its capital stock from \$10,000 to \$50,000.

White Cloud—The First State Bank has increased its capital stock from \$20,000 to \$25,000.

Detroit—Walker Brothers Catering Co. has increased its capital stock from \$500,000 to \$700,000.

Muskegon—The Muskegon Utilities Co. has increased its capital stock from \$100,000 to \$200,000.

Grand Haven—The Grand Haven Sand Co. has increased its capital stock from \$2,500 to \$50,000.

Copemish—The Copemish Bean & Grain Co. has increased its capital stock from \$6,000 to \$30,000.

Bangor—The Bangor Co-Operative Association has increased its capital stock from \$30,000 to \$75,000.

Cadillac—The American State Bank has been incorporated with an authorized capital stock of \$100,000.

Boyer—The Peoples State Bank has been incorporated with an authorized capital stock of \$25,000.

Lansing—The Briggs Company, dealer in building materials, builders' supplies, etc., has increased its capital stock from \$75,000 to \$150,000.

Fennville—The Fennville Coal Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Munising—The Munising Hardware Co. has been organized with an authorized capital stock of \$25,000, \$18,000 of which has been subscribed and paid in in cash.

Lowell—The Lowell Granite Co. has been incorporated with an authorized capital stock of \$15,000, \$10,000 of which has been subscribed and paid in in property.

Elk Rapids—The Elk Rapids Co-Operative Marketing Association has purchased the custom mill, feed and grain stock of Olsen & Bargy and consolidated it with its own.

Rochester—The Rochester Lumber & Coal Co. has been incorporated with an authorized capital stock of \$70,000, \$35,000 of which has been subscribed and paid in in cash.

Detroit—The Johnston Supply Co. has been incorporated with an authorized capital stock of \$25,000, of

which amount \$12,500 has been subscribed and 3,610 paid in in cash.

Big Rapids—The Big Rapids Fuel Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,500 paid in in cash.

Harbor Beach—The Farmers Co-Operative Co. has been incorporated with an authorized capital stock of \$35,000, all of which has been subscribed and \$17,500 paid in in cash.

Port Huron—Benedict's has been incorporated to conduct a retail drug business, with an authorized capital stock of \$15,000, \$13,000 of which has been subscribed and paid in in cash.

Iron Mountain—The Iron Mountain Land & Mineral Co. has been incorporated with an authorized capital stock of \$40,000, all of which has been subscribed and \$20,000 paid in in cash.

Harbor Springs—The Harbor Springs Produce Co. has been incorporated with an authorized capital stock of \$8,000, of which amount \$4,000 has been subscribed and \$1,000 paid in in cash.

Port Hope—The Port Hope Farmer's Co-Operative Association has been incorporated with an authorized capital stock of \$35,000, of which amount \$17,750 has been subscribed and \$14,000 paid in in cash.

Raber—The Raber Lumber Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$43,000 has been subscribed and \$21,000 paid in in cash. The business offices will be at Zeeland.

Detroit—The Pearsall Service Co. has been incorporated to deal in automobiles, parts and accessories, with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and 4,500 paid in in cash.

Detroit—The Brighton Products Corporation has been organized to deal in automobiles, parts and accessories, with an authorized capital stock of \$15,000, all of which has been subscribed and \$5,000 paid in in cash.

Holland—The Weurding Grain Co. has been organized to deal in grain, potatoes, beans and other farm products, with an authorized capital stock of \$15,000, \$7,500 of which has been subscribed and \$1,500 paid in in cash.

Flushing—Reed & Bueche have merged their fuel and grain elevator business into a stock company under the same style, with an authorized capital stock of \$8,000, all of which has been subscribed and \$4,000 paid in in cash.

Detroit—Henry Strub has merged his general mercantile business into a stock company under the style of

the Strub Furniture Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—Hugh O'Donnell & Co., Inc., has been organized to deal in automobiles, trucks, parts and accessories, with an authorized capital stock of \$50,000, of which amount \$45,000 has been subscribed and \$30,000 paid in in cash.

Detroit—Ernest Magnee has merged his plumbing business into a stock company under the style of the Ernest Magnee Co., with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and paid in, \$2,671.02 in cash and \$5,328.98 in property.

Detroit—The P. F. Schneider Co. has merged its wholesale and retail household specialties business into a stock company under the style of the Peter F. Schneider Co., with an authorized capital stock of \$75,000 common and \$50,000 preferred, \$75,000 of which has been subscribed and paid in, \$1,000 being in cash and \$74,000 in property.

Manufacturing Matters.

Detroit—The Cadillac Clay Co. has increased its capital stock from \$37,500 to \$75,000.

Detroit—The McCoy Bronze Co. has decreased its capital stock from \$40,000 to \$24,000.

St. Clair—The St. Clair Brick Co. has increased its capital stock from \$75,000 to \$125,000.

Jackson—The Foote & Jenks Co. has increased its capital stock from \$70,000 to \$150,000.

Detroit—The Model Body Corporation has increased its capital stock from \$25,000 to \$60,000.

Detroit—The Monarch Foundry Co. has increased its capital stock from \$25,000 to \$100,000.

Detroit—The Ross-Evans Tool Co. has changed its name to the Diamond Tool & Engineering Co.

Detroit—The Peninsular Stamping Co. has increased its capital stock from \$20,000 to \$30,000.

Detroit—The Michigan Lubricator Co. has increased its capital stock from \$200,000 to \$1,000,000.

Detroit—The Superior Safety Furnace Pipe Co. has increased its capital stock from \$50,000 to \$75,000.

Muskegon—The Muskegon Motor Specialties Co. has increased its capital stock from \$400,000 to \$600,000.

Muskegon—The Muskegon Motor Specialties Co. has increased its capital stock from \$100,000 to \$400,000.

Detroit—The Refrigerating Machine & Heating Co. has changed its name to the Refrigerating Machinery Co.

Detroit—The Detroit Leather Re-Manufacturing Co. has changed its name to the Leather Belting Salvage Co.

Saginaw—The Heck Company has been incorporated to manufacture and deal in "Heck," a toilet article and to deal in drugs, etc., at wholesale and retail, with an authorized capital stock of \$25,000, of which amount \$16,150 has been subscribed and paid in, \$1,150 in cash and \$15,000 in property.

Hillsdale—George H. Bartlett, of Kingston, New York, will engage in the manufacturing of brushes as soon as a building can be properly equipped.

Marlette—The Shabbona Creamery Co. has changed its name to the R. M. Riley Creamery Co. and removed its business offices from Shabbona to Marlette.

Waldron—Jacob Meyers has merged his furniture manufacturing business into a stock company under the style of the Myers Furniture Co. The capacity of the plant will be greatly increased.

Detroit—The A. L. Caroselli Co. has been incorporated to manufacture and sell magic apparatus, with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Firestone Radiator Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$8,200 has been subscribed, \$2,000 paid in in cash and \$1,000 in property.

Benton Harbor—The Traction Foundry & Machine Co. has been incorporated with an authorized capital stock of \$50,000 common and \$30,000 preferred, of which amount \$70,000 has been subscribed and \$17,500 paid in in cash.

Detroit—The American Booster Co., Ltd., has been organized to manufacture and sell toilet preparations, hair tonics, etc., with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and \$1,500 paid in in cash.

Gladstone—A new industrial enterprise is being started here, the result of an invention by John B. Swan, an engineer on the Soo line and a resident of the city. Two years ago Mr. Swan perfected a sander to be used on locomotives. The device has proved so satisfactory that a company will be organized to make it on a large scale. For the present it is being manufactured at the plant of the Marble Arms Co.

Annual Meeting of Dry Goods Association.

The second annual convention of the Michigan Retail Dry Goods Association, which was held at Saginaw last week, was well attended. The papers presented were uniformly good. Nearly all of them are published verbatim in the Tradesman of Sept. 15 and 22. Election of officers resulted as follows:

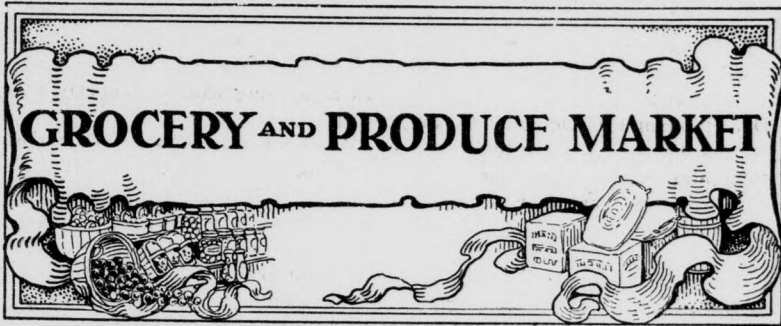
President—J. W. Knapp, Lansing.
First Vice-President—John C. Toeller, Battle Creek.

Second Vice-President—J. B. Sperry, Port Huron.

Secretary—L. G. Cook, Jackson.
Directors—One year, H. G. Wesener, Saginaw; two years, D. W. Robinson, Alma; J. H. Clements, Rochester and D. Miblethaler, Harbor Beach.

Merchants To Touch Elbows.

Alto, Sept. 21—The next meeting of the Merchants Mutual Benefit Association will be held at Caledonia, Tuesday evening, Sept. 28. Dinner will be served by the ladies of the Eastern Star. Practical addresses will be made by practical business men.
Chas. E. Brown, Sec'y.



Essential Features of the Grocery Staples.

Sugar—The refiner's price in New York is 14½c. Local jobbers are selling this week at 15½c. The lowest price heard for future Cuban raws is 9¾c, in a large way. The market shows no particular change for the week, but operators seem to be pretty confident that prices are going to be higher and the situation stronger in a little while. The demand for sugar is dull.

Tea—Some irregularities are showing themselves in the market. Generally speaking, the demand is still from hand to mouth and prices low and weak, but Ceylons are wanted and buyers are willing to pay a premium for them. Formosas are still very weak and dull, as are low-grade black teas; in fact, the entire balance of the list.

Coffee—The demand for coffee has continued quiet during the past week. As far as values are concerned, the market strengthened a little during the early part of the week, but later broke again and prices on all grades of Rio and Santos are about unchanged from last week. Milds are weak and dull. The available supply is more than it was even a week ago and about 25 per cent. more than it was a year ago. The general situation in milds is soft.

Canned Fruits—The housewife is engaged in the canning business to such an extent that the effect of her operations is shown in the wholesale market. California old packs have sold slowly and in small lots, causing an indifferent market. New fruits are selling at concessions under opening but there is not much trading being done. The fall jobbing demand so far has not improved the market in either spots or futures. Apples are weak and neglected. With a big crop in prospect the buyer feels that the market later on may be lower and he is not taking any packs in at present.

Canned Vegetables—As the most necessary requisite to merchandising—money—is lacking, the result, so far as the canned food market is concerned, is inevitable. The demand is much below normal, although compared to the previous few weeks the amount of spot trading is heavier. Take the whole line, however, the results of last week's business were far from pleasing. The buyer is in control and he is not inclined to acquire many goods at present. In tomatoes the market has eased off to the basis of prices ruling at the opening of the packing season, when No. 2s sold at 80c factory, No. 3s at \$1.25 and No. 10s standards at \$4. There is a de-

sire to buy, but a lack of funds has knocked in the head many a promising deal. There is some trading at these figures, but it is a forced market and one which is alike displeasing to the canner and his broker. New Jersey packers are not willing to quote prices on their packs and there is little trading in them. California tomatoes have held at the recent Coast prices, which puts them out of line with Southern and causes them to be neglected in the Eastern territory. Both Southern and Western are moving in a nominal way on spot. Corn displays a weak tone. It is dull so far as the spot market goes, as is to be expected at this season when there are so many competing fresh vegetables. The retailer is taking goods from his shelves as they are needed, but he is not restocking since he knows that new packs will soon be ready. Southern and Western standards are hard to place and favor the buyer. In new packs both sections experience a limited demand. The pea market presents the same tendency. It is possible to sell fancy small sieve Western but not extra standards or standards. There is not a large amount of the desired stock available, so that the volume of trading did not amount to much. Some extra standards are selling in a small way at the price of standards. Southern peas rule weak and inactive all the week. Nominal buying interest is shown in other vegetables.

Canned Fish—There is some demand for Columbia River salmon, but not much demand for other grades of salmon. Buyers do not seem to want new Alaska salmon at the opening price, in spite of the fact that same is lower than last year. Buyers appear to think that the already low price on pinks and chums will go lower in a little while if there is no demand. Sardines, speaking of the Maine brands, are easy and quiet. All other lines of canned fish unchanged and dull.

Dried Fruits—An undeniable improvement is the outcome of developments in the dried fruit market as the result of a gradual although limited increase in the sales of all fruits to the retail trade. The smaller jobber has contributed his share to the improved condition of affairs and he is making more small lot purchases of spot stocks, principally of prunes and raisins. So far as the larger operators are concerned the change has not been so marked, but if their outlook increases and their stocks once again begin moving to the ultimate consumer they too can be counted upon to support the market, since it is generally admitted that their individ-

ual holdings are light. They have worked down their supplies of old fruits, and as they have so far not bought freely of the new packs they are open to business when once the bars are let down. Instructions from the financial end of most concerns have been given to curtail all buying, and the orders have been obeyed to the letter. A less stringent policy, however, would work wonders in the dried fruit market even if the scope of buying was extended to purchasing goods from week to week. No speculating is expected, but the average factor is confidently looking forward to a much better local movement. Spot prunes are more in demand in a small way. Offerings are at favorable prices compared to new crop, and with the 1920 fruit uncertain as to arrival because of the fruit situation there is some incentive to take spot 1919 packs. There is not a great deal here, but Coast markets are still able to quote on the smaller sizes. New crop of California and Oregon have not been so freely offered. It has been found that the jobber is not interested, and rather than further weaken the market the packers have not used pressure to sell their goods. Oregon packers are inclined to hold off for added reason that rains have seriously damaged the crop and the supply of 30s and 40s may be materially reduced. Raisins of the new crop are in somewhat better demand from the interior markets. Locally there is very little in the way of California 1919 goods available. New crop currants are now on the water, the first arrivals are due in a month's time. In the meantime efforts are being made to rid the market of the rain damaged goods on spot through the beverage making channels. Smyrna figs are selling with the market hardening in values to conform to primary quotations.

Corn Syrup—All grades are maintained at former levels with a firm tone to the situation, although the amount of business under way is no more than routine.

Rice—Restricted buying of all grades on spot, free offerings and a tendency to shade prices continue as the outstanding features of the market. Conservatism is the keynote of the situation, both here and at primary points. The market reflects weakness.

Cheese—The consumptive demand has been light. The market is firm on the same basis as last week. The make is reported to be fully up to standard. Considerable cheese is going to storage for use this winter. We do not look for any advance in the immediate future.

Provisions—Everything in the smoked meat line is steady, with a very light consumptive demand, at prices ranging about 1c under a week ago. Pure lard is firm, with an increased consumptive demand at prices ranging the same as last week. Lard substitute is unchanged in price with reported increased consumptive demand. Barreled pork, canned meats and dried beef are firm and steady at unchanged prices.

Salt Fish—All grades of mackerel remain unchanged for the week, with the demand still very small. Fall trade has not yet begun.

Labor Union Thugs Aim to Intimidate Grocers.

The retail grocers of the country are looking interestingly on at a conflict now taking place between the grocers of New York City and organized labor over there.

Some time ago there came to the Brooklyn Retail Grocers' Association a delegation representing some labor union, and its spokesman requested that the association, as a whole, declare what was practically a boycott on Shults Bread. Their plea was that this company was employing labor in a manner contrary to labor union principles, and that as the consumers trading with grocers were members of labor unions, they pleaded that the grocer must sell nothing but such brands of bread as were indorsed by organized labor unions.

The union representative was sharply cross-questioned and at last admitted that the makers of Shults bread was paying full union wages and in every way conforming to what the union believed was proper practice, but that they simply would not formally recognize the union. Whereupon the Brooklyn grocers informed the union representatives that they sold what their customers demanded and declined to be drawn into the controversy.

Soon after this the labor unions circulated the following cards among the grocers and consumers of that territory:

Union Men
Notice Union Women Notice
We wish to inform you that
-----Grocer.
-----Address.

still handles the unfair bread produced by the strike breakers of the Shults Bread Co. (Shults, Dahn, Hildebrand, Probst). He will continue to sell this unfair bread as long as union men and union women continue to patronize his store. This business has no use for union workers, so why should you have any use for him?

Aid the bakery workers in their struggle by patronizing only such stores as sell

Union Made Bread.
Journeymen Bakers' Union of
Brooklyn and Queens.

The cards are being passed all over the territory, in an effort to create a boycott against grocers who handle Shults bread. And behind it all is the threat that the consumer who does patronize a grocer (for anything) who sells Shults bread, will be hunted down, and either interfered with in his job or himself made the subject of a boycott.

As an added insult to the injury of circulating the cards these agitators have also adopted the sandwich man sign plans, the men doing their parade up and down continuously in front of the grocer's store; the signs read that the grocer sells non-union bread and is thus unfair to union labor.

The Harry C. Spence Inc., jobber of soft drinks and soda fountain supplies, has changed its name to the Harry C. Spence Co.

AROUND THE WORLD.

Impressions Graphically Recorded By
Noted Globe Trotter.

Kobe, Japan, March 8.—The Japanese people are either very honest, very fearful of the penalty of the law, or both. Policemen are quite as scarce as beasts of burden and the scarcity of both is noticeable to the European and American traveler. The police are stationed at watch houses very far apart and indeed are seldom seen patrolling the streets. Located next to each watch house is a fire alarm tower, a wooden affair about thirty feet in height, containing an alarm gong or bell of ornamental bronze. Street traffic, being of the human variety, takes care of itself. The rickshaw men make a great deal of noise in shouting to one another in order to avoid collisions and are very skillful indeed.

The reason given for lack of horse motive power in the first place is the narrow streets, but it is admitted, if so suggested by the inquisitive enquirer, that perhaps it is true that the human beast of burden is more economical than the horse or ox. I am told that a man can be fed on ten cents per day (our money) and I have really seen men push loads along the street almost as heavy as we usually require one horse to pull, and two men seem to easily do the work of any ordinary horse. Where horses are used the wagon is small and the horse is led, not driven by the man in charge. In Kioto there are only two horse driven vehicles for pleasure purposes, one belonging to each hotel. In motor cars, they have two of the three wheel pattern. In the country, oxen and water buffalo are used and they are not dealt with lightly.

We are again on board ship, bound for Nagasaki, having sailed from Kobe this afternoon. We are due there on Sunday morning and our trip to-morrow through the inland sea, with fair weather, promises to be very interesting. But more about that later.

Since my last letter, we have spent two full days in Kioto at different times—a day and a half at Nara and a day at Kobe. The rain stayed with us upon our first day at Kioto. This, as you will find, did not dampen our spirits nor impair our capacity for sightseeing.

After breakfast at the Kioto Hotel, we started out in rickshaws to see the town. Our first stop was at the silk house of one Nomura, said to be the largest and best in Japan (also not the cheapest.) After the usual bartering, we came away satisfied that we had bought as cheaply and satisfactorily as time allowed. Japanese silks and embroideries are very tempting indeed.

From there we visited, in turn, the castle of the Shoguns (Nijo Castle) and the Imperial Palace. The Castle is some 300 years old and like all Japanese institutions, kept in perfect order, all the decorations being renewed when necessity requires. The Castle is seldom used, except on rare occasions by the Crown Prince when he visits Kioto. It contains no fixtures and is purely Japanese in architecture. The wood carving, painting and lacquer work are wonderful examples of early Japanese art.

It is quite in contrast to the Imperial Palace, which is very plain indeed, and this is pointed out as indicating the power and wealth of the Shoguns in comparison to the Crown in the earlier history of Japan. The Palace is still used by the Emperor when he comes to Kioto to inspect the imperial army. You may or may not know that the Emperor is sixty-three years of age, a very, very inaccessible personage, and, according to ancient custom still adhered to, can be spoken to only by men of rank and title.

After a hurried luncheon at the hotel, we visited the establishments in which the principal wares are made and which had stared us in the face ever since our arrival in Japan. We were shown through the damascene

factory of O. Kamai; the cloisonne works of Nami Kawa, and the Satsuma works of K. M. Kagara. All of these gentlemen are glad to show you every detail of their work and are pleased in equal measure to sell you such samples of it as may tempt you to invest. They are all on the lookout for the easy American.

In the damascene works, after considerable haggling, I induced the proprietor as a special favor to give me 10 per cent. discount on an unimportant article which had struck my fancy. When the sale was about completed, one of the party (Louise) standing at my elbow, suggested that she had seen a sign somewhere which had plainly stated "Twenty per cent. off on all goods purchased to-day." A search was made and the sign was found carefully turned toward the wall. This did not in the least disturb the Japanese equilibrium; in fact, Mr. Kawa rather enjoyed the situation and, of course, made the extra allowance and threw in a small present besides. The amount of stuff purchased by the party can hardly be estimated and it is no wonder they are received with smiling faces, by men, women and children, wherever they happen to appear.

At 6 o'clock a geisha dinner and dance was arranged for the entire party by our respective guides. The dinner was served in true Japanese fashion, was real Japanese food and as such could only be eaten by real Japanese. The music and dancing, while the best the city afforded (and Kioto is known for its tea houses, their food, musicians and dancers,) was, I am afraid, beyond or may be not up to our sense of appreciation. We knew "it" was all there, but we could not find it. The geishas were young, handsomely dressed and said to be beautiful; in fact, we listened and maybe tasted. We were glad to have seen it, after we had seen it but after dinner we repaired to the hotel for something to eat.

The next morning the sun favored us for the third time since our landing in Yokohama. On our way to the station en route to Nara, we were shown through the Temple Higasha Hangwaii, the largest and most modern temple in Japan. This temple was built in 1895 and, while lacking in decoration and splendor, compared to the older temples, is architecturally perfect. It was built by popular subscription—the subscription being not only in cash but in timber and other materials, as well. The timbers were lifted into place by twenty-nine gigantic hawsers made of human hair (contributed as a sacrifice) and the hawsers are still preserved and shown. There are practically two buildings, the main one called Founders' Hall and the subsidiary, the former being used for large ceremonies only. I was told that during the religious festivities last summer, which lasted three weeks, over 300,000 pilgrims worshipped at the shrine of their Buddha. The main building is 230 feet long, 195 feet deep and 126 feet high. It contains ninety-six solid pillars of Japanese oak, two and one-half feet in diameter. Between the war tax burden and religious contributions, it is not a matter of wonder that the Japanese are poor.

Our trip to Nara, about twenty-seven miles South of Kioto, was through a beautiful and fertile farm country. Too much cannot be said of the beauty of the farm lands. The Japanese farmer seems to pay quite as much attention to the feature of landscape as he does to the production of his farm. The wheat crop in Japan is of poor quality, dark and soft, and naturally the bread is of poor quality and color. Quantities of wheat and flour are imported. Between Kioto and Nara is grown the finest tea in the country.

Nara is one of the most beautiful spots we visited. It is really a large park. It is the oldest city in Japan and was its capital way back around 750 A. D. Thousands of acres of land, at that time the palace grounds,

have, since the moving of the capitol, become the property of the city and, as such, is preserved as a park. In this park, there are thousands of deer roaming around so tame that they follow you in quest of cake and sweets even into the city streets. During the afternoon we were received by the mayor of the city, who served us with tea and rice cakes in the municipal building and made the usual address of welcome. In the absence of Mr. Lodi, our conductor, I was called upon to say "amen" for the party. After the ceremonies were over, we proceeded to the garden, where at the call of the bugle, hundreds of deer emerged to be fed, after which they followed the bugler away—a very pretty picture, indeed, the bugler at the head blowing his horn and the deer following him into the woods.

During the evening a dance was given at the Nara Hotel (very good), only two years old and conducted by a Japanese who spent five years in America. There eight of our party decided to break away from the rest and return to Kioto for another day, rather than spend two full days in Kobe. During the morning (Thursday) we roamed around the park, playing with the deer, feeling rather thankful for a little respite from hurried suit case packing and sight seeing. We looked with interest at the work being done in renovating an old temple at Nara at a cost of one million yen. This money is also raised by subscription. There are many Japanese pilgrims daily at Nara, who come to worship and from them much of the money is drawn. Upon payment of twenty-five or fifty cents, one may write his name on a board. This is impressed into soft clay and made into tile for the roof of the building.

Through the courtesy of the manager of the hotel, we were permitted to visit the private residence of a Japanese by the name of Sahi and a very great treat it was. I can best describe it by saying that it was what you have all seen poorly imitated in America. The Japanese is a natural born gardener and uses his talent in cultivating the smallest yard, as well as the park and the farm.

At 2:30 o'clock we started for Kioto where we spent the two remaining hours of daylight on our arrival there, visiting several antique shops kept by Japanese for really Japanese, and not for the American trade. On this trip we put up at the Miyako Hotel and there ran into one of our large tourist parties, about 225 in all, and a mighty good thing to avoid, particularly if they have all the good rooms engaged. However, we managed to get a bed for the night, not to speak of a very excellent dinner and breakfast. Next day, we were well repaid for any discomfort we might have experienced, by shooting the rapids of the Hioga River.

We left the hotel in rickshaws (special pullers and pushers being employed for the occasion, and great runners they were,) at about 10 for the railroad station and, after a very picturesque run of about an hour along the Hioga River, alighted at Hioga. There, we were again met by rickshaws and after a ten minutes' ride, we found our boat and boatmen awaiting us. The boat was about twenty-five feet in length, a very high bow and square stern. The bottom was flat and made of elastic timber in order that it would give readily in passing over submerged rocks. Four men usually make up the crew, but as the water was high and the current running a little stronger than usual, our guide thought better to take along two extra men. We were all comfortably seated in chairs, each chair being provided with a blanket to protect us against dampness and the spray. Three men stood up and rowed on the right side, rope being used instead of oarlocks. The rudder was handled by one man on the opposite side; one man stood in the bow with a long bamboo pole and the captain directed all of them from the stern. In spots the ride was quite thrilling. In the

rapids we attained considerable speed and ran very close to large rocks. The skill of the men, however, soon gave the most timid in the party the assurance that there was no danger and the ride of an hour and a half was a very novel and enjoyable one. Of course, we were not always in the rapids, as we ran through many quiet pools, but the first run we made must have been a mile or so long. The river, running between high mountains and full of turns, made the ride a wonderful one from a scenic point of view.

At a point of the river on the outskirts of Kioto, we found our luncheon (sent from the hotel) ready for us on the table of a very picturesque tea house. Then, after a twenty minute trolley ride in a special car, we found rickshaws waiting for us. After a little more shopping (there seems to be no end of this divertisement), we visited the fencing schools and saw a military class go through its exercises. Then to the hotel with the intention of cleaning up and taking our train for Kobe.

The Japanese mind of the hotel manager had worked more rapidly than ours. He had even gone to the extent of packing our suit cases and sending the whole lot along with the big party, who had left an hour before. Little harm was done, but in Japan one does not like to lose sight of his stuff unless absolutely sure who has it, and while the manager in question spoke English rather well, I think if he remembers what I said to him, his vocabulary will be increased, if not improved.

Our baggage went through all right and was in our state rooms before we came aboard. However, I made some impression on the Japanese gentleman, for he came down to Kobe the next morning and looked me up to find if our luggage had safely arrived.

Friday was spent in looking around Kobe. It is Japan's second important shipping port, Yokohama being the largest. Kobe harbor, however, looks much busier for the reason that they have no docking facilities and all boats are loaded and unloaded by means of lighters. These lighters take on all shapes and sizes and I should say it is not an unusual sight to see as many as a hundred small boats moor alongside a ship loading or unloading a cargo.

Of Kobe proper, as a point for sight seeing, there is not much to say and we were not half sorry when our ship weighed anchor at 5 o'clock amid the cheers of our guides, local merchants and others, who had stayed aboard until a moment before our departure.

Julius Fleischman.

Bean Men To Organize.

The first general conference of men interested in various angles of the bean industry closed its sessions at the La Salle Hotel in Chicago last Wednesday, after adopting resolutions laying down a broad foundation upon which to build a permanent National Bean Federation. E. E. Doty, of Geneseo, N. Y., and E. A. Little of Lansing, Michigan, acting as temporary president and secretary, and a committee of eight representative men from various sections were continued in these positions, until permanent organization is perfected. The committee's report, unanimously adopted, included a preamble setting forth the purposes of the proposed national organization and instructed the secretary to transmit a copy of the minutes of the meeting to secretaries of all affiliated organizations and ask that representatives be appointed to meet with the temporary committee in Chicago, Oct. 19, at which time a constitution and by-laws will be adopted and permanent organization effected.

IN THE ARGENTINE.

Experience of Local Furniture in Buenos Aires.

Written for the Tradesman.

During the early part of the war a buyer came to Grand Rapids from Buenos Aires and purchased a large quantity of furniture. His source of supply in Europe had been cut off.

From that purchase and literature concerning opportunities to export merchandise to Latin America, many of us were wondering if it would be possible to sell a part of our output there when the extraordinary demands of our regular customers had been somewhat satisfied. I decided to make the journey to study the conditions and Mrs. T. went with me.

The seasons in South America are the reverse of ours and for that reason we desired to leave in February or March, but could not get boat accommodations until April.

Satisfied there would be no market for our furniture on the Northwest coast, our chief concern was to get across the Andes mountains into Chili and back before the winter storms might blockade traffic in the mountains. There are only two trains a week each way to Chili.

Having secured our passports here we arrived in New York about eight days before the sailing date, which gave us barely time in which to have our passports properly vised by the various consuls of the South American republics. The Argentine consul delayed us several days and needed much information. It was necessary to have a statement from our local chief of police that we had never been vagrants, had not been in jail or prison in five years and were citizens in good standing. We were requested to get a physician's statement that we were sane and had been vaccinated within two years.

In all, we spent about as much time getting our passports vised and permission from their perfects of police as we spent in business research.

We studied Spanish diligently in order to be able to use a few words and it repaid us. Spanish is the language of all the republics except Brazil. Portuguese is the national language in Brazil, although many highly educated citizens can speak French.

Our entire trip was intensely interesting, instructive and filled with strange and new experiences never to be forgotten. In the space of time I have allotted it will be impossible to tell you all we learned concerning the countries, customs, social and business life.

We were on the ocean steamers forty-four days and spent six Sundays at sea.

People who had traveled the South Atlantic for five to twenty-seven years told us they had never seen a rough sea and it was still on its good behavior.

The English and United States boat service is very good and will be added to by our own navigating companies. It is expected that the time will be materially reduced when new boats are finished. None of the countries or boats were dry.

It is advisable to cable, in advance,

to reserve accommodations and then you are reasonably sure of some disappointments. It happened to us and to others who had cabled two months in advance, for our steamer landed in Buenos Aires a day ahead of schedule and two large steamers were two days behind in leaving.

Too late we learned that a gift of \$10 in gold will secure almost anything you wish at hotels or boat line offices.

Cablegrams and mail service are both very unreliable. I heard some very bad stories about great quantities of Christmas gifts which were sent to South America by parcel post.

The Argentine is a wonderful agricultural country and the climate in the Buenos Aires zone is about like that of Southern California. That country has been wonderfully prosperous since the war, for the ships of the allies carried away great quantities of beef, hides, mutton, wool, pork, grain and corn and left vast sums of gold in exchange.

A Western ranchman told me he had just finished a ride of 2,500 miles on horseback through the country and it is the greatest place in the world for cattle and that it would be a hundred years before the land would be divided by sale. He told me of one of his friends who started business there six years ago who could sell out to-day for \$500,000 gold.

Our packing concerns of the United States have erected great plants and are doing an enormous business with Europe, but I surmise the growers and packers are keeping the supply from coming into our country.

The foods are all of superior quality—beef, butter, cream, fish, game and fruit, especially grapes.

The people are very extravagant and we have never seen such a display of latest fashioned dress and jewelry. The most expensive and luxurious automobiles are in use and agents swarm to the United States to speed up deliveries.

Buenos Aires is a wonderful business city, the distributing center for the whole country. The population is a million and three quarters.

There is a wonderful market there for agricultural machinery, tools and merchandise of all kinds except U. S. furniture.

I called at the office of La Nacion, one of the newspapers, to see Robert Logie, from Grand Rapids, and found him supervising the installation of four gigantic presses shipped from the United States. I think the cost was \$75,000 each.

For those who have traveled extensively I think the city of Buenos Aires would not be unusual for sight seeing. The main points of interest can all be seen in two hours' time by taxi.

Ralph Tietfort.

What Fools We Mortals Be?

Grandville, Sept. 21—J. Madison Gathany, writing in the Outlook regarding his investigation into farm problems in the New England states, draws a harrowing picture of conditions, entitling his article "Our Agricultural Plight;" and plight it is indeed if one were to accept all that the ruralites tell him while he was journeying amongst them.

Here is an instance of the terrible condition of agriculture, as related by one of the sons of the soil:

"Last year I planted twenty-two acres of corn. Labor, fertilizer, seed and freight cost me at the rate of \$200 per acre. That made an outgo of \$4,400 before one red cent came in. What do you suppose I got for those twenty-two acres of corn? Just \$2,100. Do you see any corn around here this year? Who has reimbursed me for the loss? How am I going to get it back?

A terrible state of affairs, indeed. Now, suppose that farmer had planted an eighty to corn, in like proportion it would have cost him the tidy little sum of \$16,000. Is there any man living save and only a gullible city correspondent would believe any such silly yarn?

If J. Madison Gathany's other interviews with the honest farmer have no more foundation in fact than has this one, then of what profit is it to that magazine's readers to continue the perusal?

An ordinary citizen, not full up with tales of woe from the land of agriculture, would instantly realize that his informant was drawing the long bow to note the gullibility of the traveling magazine man after information. In fact, this farmer was plainly stringing him. That such rot should go into the magazines as reliable information is something passing the comprehension of an ordinarily intelligent citizen. It wouldn't do to spring such flubdub on an ordinary schoolboy.

There is much more of a similar nature in this informing (?) article, which is put out by one of the supposedly reliable magazines of the Nation as a contribution to knowledge!

If there are more articles to follow on "What's the matter with the Eastern Farmer?" save the mark!

Articles of an informing nature are really worth reading, but why so reliable a magazine as the Outlook should print plain exaggerations for facts, and expect anybody outside the insane asylums to believe them, is one of the wonders at the present century.

There has been too much of this pandering to the credulity of the reading public. Admittedly, it is a great temptation to the bucolic citizen to draw on his imagination when giving out information (?) to a traveling scribe from Gotham. Old Timer.

Some Smart Fall Hats.

Smart hats of velvet and panne, as well as of the two materials combined, are featured in the Fall display of one of the well-known downtown manufacturers. Beaver strip is used to face several of the hats and makes an effective contrast to the other materials. The trimmings are attractive and have a touch of originality that makes them a bit different. For instance, one of them is trimmed with a smart rosette with a center of ostrich feathers fringed with monkey fur. Velvet leaves in Autumn colorings are chosen to adorn a second model, and metallic ornaments, novel pins and large ribbon and velvet bows trim other hats.

An especially effective model in this line is made of gold-colored velvet combined with black. The high, full crown and top of the brim are made of the gold velvet, while the under side of the brim is faced with black. The brim is wide in the front and short in the back and rolls up from the face. As trimming, a wide bow of black and gold velvet is poised across the front of the brim.

New Rugs To Be Priced Late?

While nothing definite has been announced as yet, the indications are that prices on Spring lines of carpets and rugs will not be given to the trade until Nov. 8, the Monday following Election Day, instead of on

Oct. 1, as has been customary. The National Wholesale Floor Covering Association has sounded out various leading manufacturers on the subject and is hopeful that the suggested November opening may be brought about. Only one manufacturer has so far said definitely that new goods will not be priced until after Oct. 31. A second informs the association that the Spring lines will be priced on Nov. 8 "if nothing unforeseen occurs." A third concern says that, while its goods will be ready for display on Oct. 1, they will not be offered to the trade until the larger firms declare themselves. Executives of the largest factor in the trade assert that at the present time they are unable to say just when their new goods will be priced.

Automobile Thieves

Work in Country Districts

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

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

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

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

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

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

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

Citizens' Mutual Automobile Insurance Co.
FREMONT, MICH.



Toilet
and
Bath

THE PROCESS OF DEFLATION.

That some are recognizing what the business situation requires even though the measures they take in meeting it may not be adequate, was shown during the last week in two occurrences. These, though entirely separate and disconnected, gave evidence of a community of thought and a similarity of ideas. The first of them was the announcement of a company manufacturing overalls, offering goods on a lower basis. The reduction amounts to 27½ per cent. This reduction it considered sufficient to provide against any possible decline for the season, no matter what happened to the price of raw cotton or denim. The company went on to say that the reduction might work some hardship on dealers having stocks of its goods on hand bought at higher prices, and added that "we ourselves will sustain losses from which we would like to be spared." In taking this step, however, the purpose was declared to be for the best interests of the trade by removing uncertainty and stabilizing the industry. Now, all of this, translated into ordinary English, means that the consumer will be able to get a pair of overalls for \$3 instead of the \$4 he has been paying for this variety. Relatively, this is a saving, but whether it is enough of one to induce people to buy liberally of the garments is quite another matter. And yet this is of the very essence of the problem confronting business.

All along, in the making of prices, there has been shown a tender consideration for the dealer. This is quite natural because he is the customer of the producer. But he was not disposed to cavil at prices, so long as he could pass them along to the consumer. By dealer is meant any intermediary in the line of distribution. Now, none of these was impelled to stop buying because he thought prices were too high. In fact, many of them rather relished the higher prices because, allowing themselves the same percentage of profits they were accustomed to take, the actual profits in dollars and cents was so much greater when figured on higher values. They had every incentive for dealing in the more expensive goods. This has been repeatedly shown to be the case with regard to fabrics, made-up garments, shoes and other articles. The only reason distributors now have for wanting price reductions is that the old game will not work when the ultimate consumer stops buying because he cannot afford to pay the high prices asked. But the cessation of buying found them with stocks on hand bought by them at inflated prices, and they were not willing to take a loss in disposing of them. If need be they would scale down their profits, but they balked at the idea of selling goods for less than they paid for them. And yet losses must be incurred by some one when prices go down. The importunities of distributors to be spared are responsible for some of the reluctance shown in making the drastic cuts in prices which the situation seems to demand. But there is the insistent public which calls for just such cuts and, in the end, will get them. Not

much can be gained by temporizing under such circumstances.

In the line with the action of the overall manufacturers was an announcement by a large dry goods jobbing house in Cleveland of price cutting or practically every variety of goods carried by it. This went into effect last week, and it affected cotton, silk and woolen goods as well as the numberless other articles which such an establishment carries. The reductions varied in amount from 20 to even 50 per cent. The purpose in making them was to stimulate trade, and the fact that they were made is pretty good evidence that the trade needs stimulating and that price cutting is essential. Even branded fabrics, which are apt to hold their own under most circumstances, are offered at less than the prices guaranteed by the makers. One effect will be that, when new prices are made, they will have to be considerably lower than the present ones. How much business will be helped by the move is still a question which depends on whether the new figures will be regarded as bottom ones and whether any considerable volume can be moved into the hands of the public at the lower levels made possible by the wholesalers' reductions. The jobbing house will have an advantage if it can in this way rid itself of a fair amount of the stocks it is carrying and receive in return funds wherewith to buy for its future requirements at levels perhaps much lower than are the bases of present sales. It will limit the losses it is bound to experience on a falling market, and it will be prepared to purchase for the future at the prices prevailing when it has occasion to fill its wants. But every movement of this kind marks another step in the process of readjustment and deflation.

THE FRENCH PRESIDENCY.

It is just a little more than fifty years since the Third Republic was proclaimed, on September 4, 1870. During that period France has had ten Presidents, and the eleventh will shortly be elected. Paul Deschanel has been in office since January and his resignation therefore makes his term the shortest, with one exception, that of Casimir Perier, who was President only for six months and twenty-five days. It has been stated that Perier and Thiers were the only Presidents heretofore who resigned, but that is not the case. Jules Grevy, who bears the unique distinction of having been re-elected for a second term, tendered his resignation at the end of his eighth year as President. The troubled years of the Dreyfus case not only accounted for the brief Presidency of Casimir Perier but also saw the term of his successor, Felix Faure, curtailed, by sudden death, to four years. Since the death of Faure there has been a change. From 1899, when Emile Loubet was elected, until January, 1920, when Poincaré resigned, each President has served for the full term of seven years.

The election of a President has none of the interest for the French public which we in this country associate with Presidential elections. The French President is elected by

an absolute majority of votes by the Senate and Chamber of Deputies united in National Assembly at Versailles. In case of death or resignation this meeting takes place without delay, and the Presidency is filled with a degree of expedition and a lack of general political disturbance wholly unlike our American procedure. Usually when a President is approaching the termination of his period his successor is practically decided upon in advance. It is only in cases like the present resignation of Deschanel that any uncertainty and speculation are possible. The post is not one which greatly affects French policy, for the President of the French Republic is in the same position, as a figurehead and nominal executive, as the King of England. If Millerand can be prevailed upon to accept the Presidency, then a great deal more importance will attach to the choice of his successor as Premier.

HANDS OFF BY GOVERNMENT.

Perhaps as noteworthy and significant a feature as any in recent developments has been the reluctance or disposition of the official authorities to interfere further with the course of prices. Such interferences in the past have been many, and at times rather spectacular, but the net results have not been very marked. It may be that a realization of their futility has begun to dawn on the official mind. A couple of striking illustrations of this came to notice last week. The first of these was the determination of the Secretary of the Treasury not to hold a conference, which had been suggested by the National Garment Retailers' Association, for the purpose of trying to "stabilize" conditions in their industry and to restore confidence in mercantile business. His declination was based on the ground, which is unassailable, that the thing would not meet with general favor and that no good would result therefrom. But even more cogent than this was the response of the Federal Reserve Board to the appeal for financial aid by the Government to the Southern cotton men. Their plea was based on the ground that such aid was needed for the marketing of the crop of this year. They were told that there were facilities enough for doing this without help from the Government and that serious results would follow otherwise from the expansion of credit and the tying up of bank credit in long-term cotton loans. They were advised to "go back home, quit talking calamity and get along as best you can with those facilities now available." To this was added the gentle reminder that none of the Reserve Board's powers or facilities could be used to sustain the price of any commodity, at a high level or, on the contrary, to drive it down unnaturally. This was cold comfort to men who wish to keep part of the crop from market in order to boost prices on the remainder.

COTTON GOODS MARKET.

Weather and the boll weevil are still regarded as allies by those whose interests lie in keeping up the price of cotton. The most has been and is made of the rain that has fallen in

certain portions of the growing districts and of the chances of a frost that will, it is predicted, do away with the top crop. But general conditions do not look well for the maintenance of high prices, while hope for higher ones has apparently been abandoned. It will soon be harder than ever to renew loans on cotton in storage, and this will necessitate the marketing of it at value. On Aug. 31 there were held at mills and in storage at public warehouses and in compresses 3,098,912 bales, exclusive of linters. This was practically all old cotton and does not comprise the whole of the carryover. Exports have been for spots. But the amount consumed in the mills during August was quite fair, although about 14,000 bales less than in August, 1919. In the goods market print cloths have been holding their own better than other constructions, but the volume of business has not been large and most of the demand has been confined to deliveries this month and next. Print and percale prices are protected up to Oct. 1 and certain branded lines of bleached goods up to Oct. 15. After those dates recessions in prices of such goods will come. Cuts have been made in dress ginghams, chevots, chambrays, tickings, and seercuckers, some as much as 30 per cent. The weakness in yarn prices promises to have an effect on forthcoming prices for knit goods. Openings for these are set from Sept. 20 to Oct. 4 and, although much is said of high production costs, it is evident that the plan to get higher prices will be dropped. Exports of cottons generally have experienced a slump because of the expectation of lower prices, and this same belief has led to cancellations of both exports and imports.

FIRE PREVENTION DAY.

Most of the days of special observance are days of commemoration, but Fire Prevention Day is one of warning; we look back to October 9, 1871, when the city of Chicago was in flames in order to learn not to do it again. Therefore, while most holidays are for the purpose of tying us up to something fine and noble in the past, Fire Prevention Day is devoted to turning our faces away from an unworthy past toward a better future. In short, it is progressive and educational.

It follows that Fire Prevention Day must be treated in no holiday spirit. It is far too important for that. It concerns itself with such measures as inspection, the cleaning up of premises, the removal of hazards, the instruction of school children and the arousing and the education of the public. It is the occasion of more official proclamations than any other holiday save Thanksgiving Day. It is observed in more schools than any other holiday save Christmas. It is the only holiday in which the fire departments of many cities regularly take part.

Fire Prevention Day has thus become a genuine factor in the welfare of the Nation, yet we cannot blind ourselves to the fact that fire loss still remains inordinately high and is still running but little below the highest recorded figures in the country's history.

We are pleased to advise you we have secured the sale of Tea Table Flour for Western Michigan.

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Volume*

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Get in touch with us as we have some novel and interesting introductory methods. Let us work with you for a profitable and satisfactory business.

Without a doubt we have the Best Flour to offer that ever came out of Kansas.

WEBER FLOUR MILLS CORPORATION
SALINA, KANSAS

W. S. CANFIELD FLOUR CO.

Wholesale Distributors

Main Office 205 Godfrey Bldg , Grand Rapids, Mich.



Michigan Retail Shoe Dealers' Association.

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

Style Trend In Men's Medium Grade Lines.

There has been a rather general and concerted effort on the part of manufacturers to brighten up the lines of samples now going out to the trade, especially in the medium priced grades of men's shoes. Not only have many new lasts been sampled, new shades of leathers used, but patterns have also been changed considerably in an endeavor to add new interest.

Generally speaking, there is a perceptible widening of toes for one thing, and this is probably the most noticeable feature of the new styles. There is a slight heightening of heels reflected in new lasts with higher arches and 10/8 heels. And last, but not least, there is going to be a heroic effort to push the lighter shades of brown. This has been tried each season during the past several years with varied success, but it is going to be put over this time if leading manufacturers and salesmen have their say. Manufacturers are not entirely selfish in their desire to feature lighter shades as they feel that this is the one thing that will increase pairage for both retailer and producer. The trade has been traveling too long on black and dark tan, and it is believed something must be done to get men thinking about buying more than one shoe, and that shoe suitable for all occasions. Dark tans practically killed the sale of black shoes, and it is generally acknowledged that only the ultra-conservatives who wear the same shoe year in and year out are the ones who are keeping the stocks of black shoes moving.

Owing to reconstruction ideas and the general desire on the part of manufacturers and retailers to obtain shoes at a price, it is probable that side leathers will be more generally used than for several seasons. However, calf skin holds its own and will be the most favored material. Cordovan has waned considerably in popularity. Some models are being shown with cordovan vamps and calfskin quarters in high shoe patterns. Not much cordovan is being used in low shoes.

There seems to be a growing tendency to favor kid for men's shoes, and especially is this true in regard to the dark shades of tan. This season a number of low shoe models, made up in Havana brown and the somewhat lighter shades of tan kid, are expected to sell.

Boarded calf and veals will be used extensively in carrying out the brogue ideas in men's oxfords, and the lighter shades of brown and tan in all leathers are being shown in greater proportion than in years. Quite a number of two tone high shoes are going out in the spring samples also. The favorite combinations are buck tops of light tan combined with dark Russia calf or with black gun metal calf. Several manufacturers have created two tone button models carrying pearl buttons.

Many shoe men seem to be of the opinion that wing tip models in men's shoes are synonymous with brogues, so it has come to pass that wing tip shoes highly perforated are called brogues. This statement is offered so as to distinguish between the original brogue idea, and the idea of the brogue which is popular right now. The old brogue had straight vamp lines, and a straight tip, which is in direct contrast to the wing tip models offered last season. Be that as it may, manufacturers continue to believe that modifications of the wing tip idea are going to go in some sections, especially in the South. For this reason, they have prepared numerous half-wing tip models, especially in low shoes, and where boarded leathers are used there is a general featuring of the ball strap idea. It is also noticeable that foxing ideas are being incorporated to bring out this feature, and a line of perforations is usually run in circular foxing design on each quarter. Perforations are generally smaller than last season, and pinking is not quite as deep.

The proportion of high shoes and oxfords is changed in favor of high models, principally for the reason that low shoes did not sell quite as well during the past summer as they have in recent years. Quite a number have been carried over for next season. For this reason salesmen and manufacturers plan to show more high shoes and more styles thereof than ever before for spring.

In high shoes it is noticeable that the Blucher pattern is coming back



Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER
LEATHER CO.

57-59 Division Ave. S. Grand Rapids

HOOD WURKSHU

Built Like An Auto Tire



BLUCHER

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

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

	Sizes	Bal.
Men's E and EE	6 to 12	\$2.85
Boys'	2½ to 6	2.60
Youths'	11 to 2	2.35
Women's	2½ to 8	2.35
Misses' (Spring Heel)	11 to 2	2.10
Child's (Spring Heel)	8 to 10½	1.85

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

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

Keep your stock of BERTSCH and H. B. HARD PAN

shoes well sized up. You
are going to need many
of them during the sea-
son just commencing.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Ave.

GRAND RAPIDS, MICH.

strong. The whole quarter and Blucher vamp with imitation perforated foxing seems especially good. The fact that toes are widening and lasts becoming rounder should materially influence in favor of Blucher patterns.

The popular English last has held on for such a long time that most operators feel it is a slow proposition, and that it is about time to introduce something new to add life to the business. It is for this reason that new lasts with foreparts carrying an English custom toe, recede toe effects, and lasts with high arches carrying 10/8 heels are being shown in about 90 per cent. of the samples going out.

It is quite noticeable that harness stitched tips are being shown, carrying out the idea of dignity in many models. Because many manufacturers are showing them, they may be considered as a style development of the present season. Wing tips are also being used in quite a few low shoe models, and one feature of the wing tip idea is that several numbers are not perforated. Many manufacturers and retailers believe that the elaborated wing tip on men's shoes is on the wane, and there are fewer tip shoes in the lines than formerly.

The tops of the quarters are generally rounded at the front. Many of the new high shoe models are carrying hooks in place of eyelets for the first time in several years.

Broadly speaking, lasts are not quite as flat as they have been the last few years. There is more spring to the arch and to the bottom. A new one shown in a great number of lines is an adaptation of an old straight

last with a rocker bottom, and it is frequently called the "New London." It savors strongly of the English, and resembles somewhat the French last which was attempted last year, except that it is considerably fuller at the toe. It will be shown in high grades only.

The popular English last is being shown, and most authorities feel that it is going to have another healthy inning during the coming season. However, various modifications of the English idea in sample lines are going out as mentioned above. Some handsome and more comfortable shoes and more comfortable toes and lasts have resulted on account of the concerted efforts of last and shoe manufacturers.

Among the unusual ideas going out in sample lines right now are a large number of button shoes, and the manufacturers who are putting them out say they are going to preach button shoes as never before, for the reason that it will add to pairage.

Round, close trimmed edges continue to rule. Here and there a manufacturer who has strayed from the beaten path is showing extremed edges, extending out from the side of the shoe. There is some attempt to get back to the old idea of swinging the edges so as to give a shoe a sort of swing last appearance.

White fair stitching continues popular. The continuance of the stitching around the edge of the sole, encircling the heel, is considered good, and is being carried out quite extensively in the new samples.

Eight Millions Filched From Pockets of Insurers.

Coldwater, Sept. 21—There is work ahead for all of us who want to see things done for Michigan. Men don't count so much as accomplishment. Insurance ought to be reformed in the state and save to the insured about eight millions of dollars that now find lodgment annually in the pockets of middlemen and profiteers. I know full well that this will not be done, the cards are already stacked.

There should be a concentration of Boards and commissions that would save millions to the taxpayers. This will not be done. There are too many jobs that would be cancelled. Instead of half a dozen men cavorting over the state visiting the same town the same day for a few minutes work each, one man with an eighth grade school education, should be attending to all of it.

Our present state system applied to any industry in Michigan would bankrupt it in two years.

Public printing should be cut down to one fifth its present volume and gotten out soon enough to be worth something to the public. Thus saving half a million dollars in printing and clerk hire.

The anti-trust laws of Michigan, that were adopted to curb corporations, are now being used only to

threaten and menace farmers. They are threatened with prosecution if they undertake to co-operate. Senator Harding has sounded the keynote that should call for the amendment of that law and make it possible for farmers to co-operatively sell their own produce without corporate organization.

There are scores of things to be done for Michigan and some day they will find expression.

Milo D. Campbell.

Shoe Novelties for Spring.

Among the various novelties that are being offered in men's shoes for Spring is a high button shoe with a vamp of black patent leather and a top of gray buck. The vamp is decorated with an attractive wing tip of patent leather. The shoe is meant for street wear, and will retail around \$20 a pair. Another attractive shoe is a low one of the blucher brogue type, trimmed with heavy stitching, or "fixing," and having an elaborate perforated scroll design on the foxing. It is made of light tan "boarded" Russian leather. A third novelty is an unusual Scotch grain whole vamp oxford.

Remember the Hirth-Krause
More Mileage Shoes and get your
order in early.



Watch your daily papers
for the Hirth-Krause advertisements that are making
the More Mileage Shoes the
most popular shoes in Michigan.

Don't forget that we make genuine
Horse Hide Gloves

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Shoemakers for three Generations
Shoes

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GRAND RAPIDS

MICHIGAN

IN STOCK UNBRANDED



8760—Fine Mahogany, Russia Calf Bal.	AA-D	\$8.35
8764—Cherry Calf Bal.	A-D	8.20
8761—Full Grain Mahogany Side Bal.	B-E	7.40
8753—Mahogany Side Bal.	B-E	6.20
8738—Gun Metal Calf Bal.	C-E	7.00
8757—Gun Metal Calf Bal.	A-E	7.40

All solidly constructed with 10 iron fine oak outer soles, grain leather insoles and carefully selected upper stock.

DEPEND ON R. K. L. CO. FOR YOUR MEN'S FINE DRESS
WELTS FOR IMMEDIATE DELIVERY—YOU'LL GET
SHOES OF QUALITY WITH THE ELEMENT OF STYLE
THAT MAKES THEM SELL.

22 STYLES IN STOCK FOR IMMEDIATE DELIVERY.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN



Illiterates As Bank Depositors.

Before the war there were 4,500 bank accounts in the city of Bowling Green, Ky. Now there are 14,500 accounts, a gain of 10,000, or more than 200 per cent. What is true of Bowling Green is true also of many other Southern communities. The war finance program of the Government exerted a tremendous influence in educating the public to the helpful functions furnished by the banks to-day there are customers who, despite the handicap of illiteracy, find the bank an institution of great help and convenience.

Due chiefly to the ability of the men, but in some measure to the policy of the banks, some men who have no education to assist them and cannot write have accumulated property and have bank accounts. They have no man-taught learning, but they have what is far more effective—God-given sense. To get their money out of bank they cannot write their names, but they rudely draw a signature that the bank is proud to honor.

Several checks drawn by illiterates, afford an excellent illustration of the attractive new business now passing through the banks of the South. Take for example, Check No. 1. This bears the signature of Henry Ferguson, a prominent trader, who has raised a goodly family, owns his own farm, and has acquired an enviable credit in his community. He issues checks continuously in his trading in live stock, all of which a stranger cannot read, but the bank cashier can, and they are always paid.

Check No. 2 shows the signature of J. B. Gum, a farmer who has raised a family of two sons and a daughter, owns a farm of 150 acres, worth \$25,000, and is a substantial citizen, standing high in his county. This signature is the extent of his ability to write, but any banker who knows him will gladly pay all that this signature calls for, on any check that he may issue.

Check No. 3 is the signature of C. Q. Reynolds ("Quig" as his friends call him), and these friends are many. He owns a creek farm of 150 acres, is worth easily \$15,000, and while this is all that he can write, it is good for the amount above it. He is an able, shrewd trader, of excellent credit, and honorable beyond question.

Check No. 4 is the signature of J. M. Massey, who lives at Asphalt, on Green River, and owns nearly a thousand acres of land. He is straightforward and honest, and has superb judgment. He has no education, and can write no more than his name, yet he has amassed a fortune by hard work, and all his neighbors go to him for advice. Any bank may be proud

to have his account, though his signature be rudely drawn.

The World War drew many young men from interior farms, far from railroads and school houses, and sent them to the greatest university in existence—the big world. Many of them had never seen a geography. The boundaries of their world were their neighbors' farms, while now their vision is broadened with miraculous expansion, never again to be narrowed.

There are thirty-seven young men in the City of Bowling Green receiving the vocational training granted by the Government in the Western District Normal School and the Bowling Green Business University. Seven of them had bank accounts before the war, now all thirty-seven have bank accounts. Out of an expense account of \$80 per month they average, both single and married men, a saving of \$35 per month. One of them has \$1,000 in the bank. Another saved \$300 while overseas, besides sending \$20 a month home to his family. Another is saving \$45 per month out of his allowance of \$80, and has \$500 in the bank.

All of these people and thousands more like them have been taught that a bank account is an evidence of frugality. One would presume that the disposition to save would be instinctive, yet the banker knows that one bank account, on the average, in every family is all he can usually hope for, in the ordinary community. The higher the culture the greater is the number of bank accounts, and one can determine the degree of development and of law and order, by the percentage of the population who have bank accounts.

The kind of results you get in building up a business will depend upon the kind of methods you use in the work. Slipshod methods—slipshod results.

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

Capital - - - \$500,000
Surplus and Profit - \$850,000

Resources

13 Million Dollars

3½ Per Cent.

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Do Your Banking by Mail

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Start Right

A well-planned accounting system for your business is essential.

The proper opening of a corporation's books, and the installation of an adequate system of accounting, is entirely within the province of our Public Accounting Department.

Complete Audits furnished.

Special investigations conducted.

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Call us on long distance phone, or write us.

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GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED

Some Advantages of a Merchandise Sales Tax.

The chief objection to a consumption tax is that in order to avoid making it discriminatory and make it easily collectable it ought to be imposed on everything alike, on raw material as well as on the finished article, and that in the case of anything that is at all complex in its composition, such as, for instance, a suit of clothes, a pair of shoes, or an automobile, the finished article may have to bear an accumulated tax.

Let us take, for instance, a pair of shoes. The calf that furnished the leather would be taxed when he was sold. His skin would pay another tax when it was bought by the tanner from the packer, and so on up to the final purchaser of the shoes for wear.

The cotton out of which the linings were woven would be taxed when the farmer sold it to the dealer, and taxed again when the dealer sold it to the cotton mill. It would be taxed a third time when the shoe manufacturer bought it, and pay a fourth tax when the manufacturer sold the finished shoe to the jobber, who would have to add a fifth tax when he sold it to the retailer, who would in turn exact a sixth tax from the ultimate buyer and wearer.

There is something almost terrifying in such a multiplicity of taxes, but it is this very aspect of the plan suggested that is its chief recommendation, for the rate of taxation at each successive transfer of ownership would be so small that it would hardly be felt. Our domestic trade for the year 1918 is estimated by Dr. B. M. Anderson of the National Bank of Commerce, in New York, at \$68,000,000,000 and our foreign trade in the same year was \$9,180,000,000. This total of about \$77,000,000,000 represents the value of the merchandise produced and sold at home or abroad and imported for sale here.

In its progress from the producer to the consumer, through the successive stages of its manufacture or distribution, this merchandise changes hands an average of at least four times, and probably more, before it reaches the final buyer. This gives us a total of over \$300,000,000,000 as a basis upon which to calculate our tax rate. Two per cent. upon this sum would yield a revenue of \$6,000,000,000, which is more than we need and far more than we realize

now from the income and excess profits taxes.

In some few and highly composite articles, such as an automobile, the increase in cost due to cumulative taxation might be as much as 14 or 16 per cent., but in the case of simpler things like bread and meat, the increase would not be more than 4 to 6 per cent., and the fact that each successive transfer imposed an additional tax would tend to discourage speculation and eliminate the intermediaries who now levy such a heavy toll upon the distribution of many staples.

If the tax rate were reduced to a point at which the resulting revenue would be no greater than the sum we now collect, the cost to the community could be no greater, but the burden would be so widely and so evenly distributed that it would hardly be felt, and the great manufacturers who now plead the excess profits and income taxes as an excuse for profiteering would be deprived of the fund that they use at present for advertising and forced into more equal competition with the small producers.

The minute some business men go to the telephone they seem to be in a hurry. You cannot develop business with people when you act as if you wanted to hang up the receiver.

Make This Your Bank



Established 1853

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

WANT TO DO IT

In a way which will meet with your unqualified approval

CLAY H. HOLLISTER
President
CARROLL F. SWEET
Vice-President
GEORGE F. MACKENZIE
V.-Pres. and Cashier

Assets \$3,886,069



Insurance in Force \$80,000,000

MERCHANTS LIFE INSURANCE COMPANY

WILLIAM A. WATTS, President

CLAUDE HAMILTON, Vice Pres.

FRANK H. DAVIS, Secretary

JOHN A. McKELLAR, Vice Pres.

CLAY H. HOLLISTER, Treasurer

RANSOM E. OLDS, Chairman of Board

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

Michigan Finance Corporation

FLINT and GRAND RAPIDS

Capital \$4,500,000. 7% Cumulative Participating Preferred Stock, 600,000 Shares of Common Stock

A SAFE INVESTMENT THAT YOU CAN EASILY FINANCE

OFFICERS:

ALBERT E. MANNING, President
Resigned as Deputy State Banking Commissioner to accept Presidency of the Corporation.

CARROLL F. SWEET, Vice President,
Vice President Old National Bank, Grand Rapids.

C. S. MOTT, Vice President,
Vice President of General Motors Corporation,
President Industrial Savings Bank.

CLARENCE O. HETCHLER, Secy., GRANT J. BROWN, Treas.,
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FLOYD ALLEN
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S. A. GRAHAM
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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."

R. T. JARVIS & CO., 609½-606 Michigan Trust Building,
Grand Rapids, Michigan.

GENTLEMEN:

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

Name, _____

Address, _____

R. T. JARVIS & COMPANY Investment Securities

605½-606 Michigan Trust Bldg. Citizens Phone 65433, Bell M. 486
GRAND RAPIDS, MICHIGAN

FIRE PREVENTION DAY.

Practical Suggestions Regarding Its Value and Effectiveness.

The observance of October 9 as Fire Prevention Day began in the year 1911 and has spread until to-day it is practically a national event. Last year, for example, it was designated by proclamations of the governors of thirty-three different states, the mayors of many cities and a number of state fire marshals. Tens of thousands of schoolrooms held special programs; numerous fire departments gave parades in which were exhibited floats, messages and warnings upon the subject of fire prevention; newspapers published fire prevention editorials and cartoons; moving picture theaters flashed practical suggestions upon their screens; advertisements, posters and car cards were extensively used; circulars were distributed by the hundreds of thousands, and chambers of commerce, boards of trade, insurance men, Rotary and Kiwanis clubs and other factors in varying degree throughout the United States helped to build up the lesson of a day that has really become a great educational occasion.

So many localities are now making their plans for a still greater Fire Prevention Day in 1920 and so many requests for suggestions have been received by the National Board of Fire Underwriters, that a brief summary of practical ideas, drawn in part from methods which have been employed successfully in different places, is herewith presented.

The general character of Fire Prevention Day observance is three-fold:

1. That of arousing the public to a sense of the importance of the subject and of its own responsibility.
2. That of instructing the public as to practical precautions to be observed.
3. That of accomplishing definite physical results, such as cleaning up premises, promoting inspections, removing special hazards, etc.

What Officials Can Do.

First, let them recognize not only that fire destruction is a public evil, but that conflagration menace is almost everywhere present. If the fighting of fire, through departments, is a public duty, fire prevention is equally so. Proclamations by governors, fire marshals, mayors and village presidents will give the proper official background to an appeal for public co-operation. It is earnestly hoped that the issuance of such a proclamation will not be neglected by the executive of any state or community, also that officials will participate personally as far as possible in local observances.

What Fire Departments Can Do.

The departments in many cities, today, have fire prevention bureaus, but even where this is not the case, there is a growing disposition to enter into the spirit of Fire Prevention Day. In towns where such bureaus have not yet been established for lack of ap-

propriations, the National Board suggests that Fire Prevention Day, 1920, be made an occasion for directing public attention to this manifest need.

Here are some further ideas that have been proved by practical experience:

An intensive inspection campaign: During the week ending on Saturday, October 9, the business and residential premises of the town should be visited by members of the uniformed force in order to discover, record and correct all accumulations of rubbish and all special fire hazards of every kind. The public should be warned in advance of such inspection and asked to co-operate.

A clean-up campaign: These inspections should be closely associated with a universal clean-up effort. To this end, the co-operation of the street cleaning department should be secured in order that the town may be thoroughly freed from all the disorderly litter which contributes to fire hazard. The cutting and removing of grass and weeds adjacent to buildings is an important requirement.

Furnishing speakers for the schools: A fireman in uniform is a hero to the average child; advice from him makes a deep impression, and almost every department contains members who have some ability as speakers. The chief of the fire department should get into contact with the local superintendent of education and arrange for firemen to appear upon the Fire Prevention Day programs of the different schools. Wherever possible, such firemen should have fire alarm boxes and should give instruction in the proper method of sending in an alarm. They should also discuss common hazards and the ways to prevent them.

Educational parades: There is perhaps no more immediate way for focusing attention upon the lessons of Fire Prevention Day than that of a street parade of apparatus and floats, bearing instructions and warnings upon the subject of fire hazard. This display can be made as elaborate as ingenuity and funds will permit, but even its simplest form will be effective.

Miscellaneous suggestions. These include furnishing school children with Home Inspection Blanks making use of posters, advertisements, car cards, etc., as far as available funds will permit, distributing circulars, staging ladder work and net jumping in a prominent section of the city, promoting store window exhibits, etc.

What Schools Can Do.

One thing which should be done by every school system in the United States without delay is to install regular fire prevention instruction in its curriculum, as has already taken place in many of the progressive cities, towns and villages of the United States. This will constitute no interference with the regular school work, since it has been proved that an average of fifteen minutes each week is sufficient. The fire preven-

THAT WAS ALL.

It was only a rose by the side of the road—
But it lighted the morning and lifted the load.

At the turn of the path it was only a word—
But it straightened the back of the fellow who heard.

At the foot of the hill it was only a smile—
But the traveler whistled the rest of the mile.

STOCKS AND BONDS—PRIVATE WIRES TO THE LEADING MARKETS

HILLIKER, PERKINS, EVERETT & GEISTERT

BELL M. 290. SECOND FLOOR MICHIGAN TRUST BLDG. CITY 4334

STOCKS

BONDS



The Man Who Travels

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

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

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

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

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

Fourth National Bank

Grand Rapids, Mich.
United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$600,000

WM. H. ANDERSON, President

J. CLINTON BISHOP, Cashier

HARRY C. LUNDBERG, Ass't Cashier

LAVANT Z. CALKIN, Vice President

ALVA T. EDISON, Ass't Cashier

Flat Opening
Loose Leaf Devices

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

The Proudfoot
LOOSE LEAF CO.

GRAND RAPIDS, MICHIGAN

tion manual prepared by the National Board of Fire Underwriters for the United States Bureau of Education, a 96-page illustrated booklet, under the title of Safeguarding the Home against Fire, is available at the nominal price of four cents per copy, which is much less than the actual cost of paper and presswork. Approximately five hundred thousand copies are now in use in the schools of the country.

What Newspapers Can Do.

Editors in every part of the country are coming more and more to realize that fire prevention is essentially a matter of public importance. The appalling loss of life averaging nearly two thousand fatalities per month, and the shocking wastage of \$900,000 worth of national resources each day, the interruption of business and the many other attendant ills, already furnish the text for thousands of editorials and articles. A concentrated attention to the subject during the week preceding October 9, the publication of practical advice, particularly of a household nature, the use of news stories covering the local Fire Prevention Day plans of the fire department and schools and the employment of cartoons wherever feasible, will be public service of a high order.

What Civic Organizations Can Do.

Chambers of commerce, boards of trade, Rotary and Kiwanis clubs and other organizations of a general civic character should throw their weight into securing the largest possible effectiveness for Fire Prevention Day. Such bodies usually contain the most influential and public-spirited citizens of the town; their secretaries and other officials are men of civic viewpoint.

A step somewhat out of the ordinary was taken last year by the Waterbury, Connecticut, Chamber of Commerce, which issued "Civic Pride Certificates" to the boys and girls who performed three or more hours of cleanup work. Over 5,000 certificates

were distributed, indicating at least 15,000 hours of effort.

It has been found that better results are achieved when a special fire prevention committee is appointed for the occasion than when the work is placed in the hands of a standing committee busy with other duties. For example, during the past three years, the Des Moines Chamber of Commerce has had a Committee on Fire Prevention which has accomplished a great deal in reducing the fire hazards of the city and which assisted materially in organizing the usual parade of the fire department on Oct. 9, 1919.

Here are four Fire Prevention Day suggestions for all civic organizations:

1. The immediate appointment of an aggressive Fire Prevention Committee.
2. The raising of necessary funds for increasing the effectiveness of Fire Prevention Day exercises by the fire department, the schools and otherwise.
3. The enlistment of co-operation from individual members in the matter of window displays, fire prevention advertisements, the installation of self-inspection systems, meetings of employees, messages upon pay envelopes, etc.
4. The stimulation of all other influences for reducing fire hazard.

What Merchants Can Do.

Install self-inspection systems: This involves the designation of some trusted employee to make regular inspection of the business premises at least once a week in order to note and record upon a special blank the condition of all points bearing upon the question of fire hazard. Sample forms for use as models in preparing blanks of this character will be furnished upon application to the National Board of Fire Underwriters, 76 William street, New York. The reports, when made, are to be retained in the office of the store or plant

and made the basis for correcting all hazards discovered; they are not intended for the National Board or for the insurance companies, but merely as a means for increasing the safety of the premises involved.

Make up appropriate window displays: In the case of merchants handling hardware, this might well include displays of chemical extinguishers, fire hose and other apparatus suitable for household use as well as mops, buckets and brooms to emphasize the thought of cleanliness in connection with fire prevention.

Carry Fire Prevention Day lines in advertising, insert fire prevention circulars in all packages, seal bundles and mail with Fire Prevention Day stickers, print appropriate warnings upon pay envelopes and put up fire prevention posters on the premises.

Wherever applicable, suspend operations for an hour upon Fire Prevention Day in order to hold special exercises, including instruction as to

the location and use of fire alarms, apparatus, escapes, etc., also an address by the management or others upon the necessity for avoiding accumulations of litter, observing "No Smoking" rules, keeping oily rags in proper receptacles, keeping passageways and exits free and, in general, avoiding all practices contributing to fire hazard.

What Boy Scouts Can Do.

It is stated in the Scout Handbook for Boys that "it is the duty of the Scout to know how to prevent fires." The organization has prepared a course in "Firemanship," making it possible for its students to qualify for "merit badges" and imparting information of practical value. All over the country, individual troops are today rendering effective assistance to fire departments in carrying on inspections, looking for violations of safety ordinances and aiding in educating the public in fire prevention. The Boy Scouts have helped to clean

The Grand Rapids Merchants Mutual Fire Insurance Co.

STRICTLY MUTUAL

Operated for benefit of members only.

Endorsed by The Michigan Retail Dry Goods Association.

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

Associated with several million dollar companies.

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

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

STRENGTH

More than 2,000 property owners co-operate through the Michigan Shoe Dealers Mutual Fire Ins. Co. to combat the fire waste. To date they have received over \$60,000 in losses paid, and even larger amounts in dividends and savings, while the Company has resources even larger than average stock company. Associated with the Michigan Shoe Dealers are ten other Mutual and Stock Companies for reinsurance purposes, so that we can write a policy for \$15,000 if wanted. We write insurance on all kinds of Mercantile Stocks, Buildings and Fixtures at 30% present dividend saving.

Michigan Shoe Dealers Mutual Fire Insurance Company

Main Office: FREMONT, MICHIGAN

ALBERT MURRAY Pres.

GEORGE BODE, Sec'y

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

STOCK INSURANCE vs. MUTUAL

350 Stock Companies in operation in U. S. today.
2000 Mutual Fire Insurance Companies in operation in U. S. today.
1500 Stock Companies have started in U. S.—1300 failed, 16 per cent survived.
2900 Mutual Companies have started in U. S.—700 failed, 76 per cent survived.
Stock Companies sell indemnity at a profit. (Competitive Agency system encourages over insurance, resulting in high expenses and loss ratio. Average expense, 45 per cent; loss, 50 per cent.)
Mutual Companies sell maximum protection at minimum cost. (Reducing fires and keeping expense at a minimum. Average expense, 15-20 per cent; loss, 25-30 per cent. Can you afford to patronize the costly old line system.)

C. N. BRISTOL, Manager
FREMONT.

A. T. MONSON, Secretary
MICHIGAN

up vacant lots and other places full of inflammable rubbish. They have delivered questionnaires from house to house, have photographed bad conditions, such as blocked fire escapes, theater or store exits, etc., and have carried on public drills and exhibitions. All scoutmasters are urged to get in touch with local fire departments and schools.

What Women's Clubs Can Do.
The National Federation of Women's Clubs has already put itself strongly on record in favor of fire prevention. Local bodies, whether members of the National Federation or not, can do much to promote fire prevention education in schools, the removal of the shocking fire hazards found in so many public school buildings and the instruction of housewives in home precautions.

Voluntary Testimonials.

O. Steele & Co., shoe dealer, Onaway: "The Tradesman is the trade journal for us. It is the best we ever saw. Aside from the price current, which we find very generally correct, what Mr. Stowe has done and is doing all the time for the trade is a great help. The way he went after the old line insurance companies in regard to the surcharge which they took from every policy holder entitles him to the patronage of every merchant in Michigan and that is only one of the many things that the Tradesman is doing all the time. We are pleased to renew our subscription."

J. E. Gumm & Son, general store, Onaway: "We prize the Tradesman highly. Like it for its frank, truthful statements and its pure, unadulterated Americanism. We find that the prices quoted in its price current are most always very accurate—more so than in other trade journals which come to our desk. The pointers we get from time to time are good."

Q. B. Stout, general dealer, Alba: "We have taken the Michigan Tradesman for over thirty years and we have seen it grow from a young trade journal, edited by a plucky young man, who founded it, to the magnificent trade journal that it is to-day. It is ably edited and managed by that same young man. I have watched it and his career with pleasure. What Mr. Stowe has done for those who handle merchandise it would take pages to tell. He has led the way; broken the ice; fought our battles; drove the crooks and dishonest dealers out of business; brought the express companies to time; exposed the old-line insurance companies, which continued to collect the abominable surcharge contrary to law. He has through the Tradesman saved the merchants in this State alone more than a million dollars. I wish to say that I shall continue to take the Tradesman as long as I live, for I like to read it and it has made many dollars for me. It is cheap at any price. I would not keep store without it."

P. H. Gosling, grocer, Kalkaska: "I have taken the Tradesman for the last twelve years and have always found it a good, high grade, snappy trade journal. It is just what we Michigan merchants need. It is always wide awake and strictly up-to-date all the time. It keeps us thoroughly posted and to me is worth many times what it costs."

There is a great difference between contentment and a dead ambition.

Cities Service Bankers Shares

CITIES SERVICE BANKERS SHARES (selling today at \$34 $\frac{1}{4}$ a share) each represent 1-10 of the old CITIES SERVICE COMMON STOCK now selling at about \$295 per share.

CITIES SERVICE BANKERS SHARES, based on the present dividend, pay a return of about 15% on their cost price.

These BANKERS SHARES represent the speculative end of the CITIES SERVICE COMPANY.

The CITIES SERVICE COMPANY is the largest public utility holding company in the country and is also a major factor in the oil business.

The CITIES SERVICE COMPANY is particularly strong in its production department, having had an average daily production of high-grade, refinable crude oil of around 40,000 barrels, during the last three or four years.

The CITIES SERVICE COMPANY is generally understood to have the largest reserve of oil lands of any company in the country today.

In the judgment of well-informed oil men, the aggregate market value at present prices of securities of the CITIES SERVICE COMPANY, including the Common Stock as represented by these Bankers Shares, is not in excess of the value of the proven oil properties and other properties of the CITIES SERVICE COMPANY as existing today.

This does not necessarily imply that CITIES SERVICE BANKERS SHARES under certain market conditions would not sell lower than at present quoted. This does imply, however, that in the judgment of oil men, CITIES SERVICE COMPANY BANKERS SHARES should appreciate very materially over a period of years.

Their Reasons for Believing This Are:

First—They believe that the oil business is undergoing a movement of tremendous expansion, which movement will continue for at least three or four years, and probably much longer.

Second—They believe the CITIES SERVICE COMPANY, through its present large daily production of crude oil and its undrilled prospective oil lands, is in a position to benefit tremendously through this expansion.

Third—They believe the past record of the CITIES SERVICE COMPANY in its oil operations justifies belief in this continuance of this success.

Therefore, to those who keep a portion of their funds invested in stocks, with the idea of increasing their principal through participation in the profits and risks of successful companies, we recommend CITIES SERVICE BANKERS SHARES as a legitimate stock investment.

We would further recommend that the purchaser of CITIES SERVICE BANKERS SHARES should consistently charge off his capital account to the extent of that amount of income therefrom in excess of 7% or 8% on the cash invested.

CITIES SERVICE COMMON sold at \$40.00 in 1915 and in 1919 at \$489.00 per share, or ten times as high. Due to the market conditions the Common Stock is now approximately 40% under the high price of 1919, although the monthly net earnings have more than doubled during the same period.

We welcome more detailed inquiries and will be glad to execute orders at the market.

Market now \$34 $\frac{1}{4}$ per share
STOCK DEPARTMENT

HOWE, SNOW, CORRIGAN & BERTLES
INVESTMENT BANKERS

Grand Rapids Savings Bank Bldg.

Grand Rapids, Michigan

Statistics and information contained in this circular while not guaranteed are obtained from sources we believe to be reliable. Sept. 18, 1920.

WORK OF THE YEARS.

Graphic Review of Conditions and Circumstances.*

It is not my intention to make a regular report because our splendid manager, Jason Hammond, in recounting his work, will give what is generally expected of a Secretary's report. This gives me the opportunity to say a little about the conditions and circumstances as they exist, and as I see them, and, also, as we (an Association) have found them to be.

First, I wish to recall to the Association an opinion expressed in my report given at Lansing, Sept. 10, 1919, which was as follows:

It is my opinion that organizations like ours in every State of the Union should join with similar organizations and should have the power of making two or three directors from each State who shall comprise the Board of Directors of a National Association, with the view of securing the services of as strong a man in Washington as Samuel Gompers, who represents the Federation of Labor. These organizations, thus joining together, can wield an influence in Washington that will prevent so many unfavorable laws that are now being passed. In making the reference to Mr. Gompers we do not wish to be understood that we are in any way hostile to the interests of labor, but the strong centralized organization of the labor unions should teach the merchants and business men of the country a lesson to the effect that their interests cannot be protected by miscellaneous and hap-hazard and loose-jointed organizations. I am pleased to state this important scheme is being worked out by the National Retail Dry Goods Association."

In my report at the last convention held at Grand Rapids, I stated that the spirit of the meeting organizing the Michigan Retail Dry Goods Association was a good fellowship, and a feeling of the necessity of harmony in order to eliminate many of the abuses which existed in the retail business, and also to reach to a higher standard. "We realize the necessity of a State-wide organization." How we have grown, and how well we have worked out the problem of this organization is best told by our manager, Mr. Hammond, and also by your own experience as members of this organization.

The question that we all are most interested in is, are the retail merchants themselves to blame for the profiteering stigma that many newspapers have placed upon them? Just listen to this: We expend more than one billion of dollars a year in advertising, most of it in newspapers and magazines. If the present system of merchandising is ever permanently crippled or put out of existence, one of the very first institutions to suffer with us will be the newspapers of the country. Are we working in the right direction and do we use the proper methods? If we to-day are complaining against the present undue emphasis in the newspapers against the merchants, let us realize that it is partially our own fault. We have failed to co-operate with our editors in giving the public a fair and accurate statement of the facts and service of the present merchandising system.

Let me illustrate: If the Association were to be given free access to space in the newspapers in which to tell the public the truth about retail merchandising, and to demonstrate where retailers are not, and cannot be profiteering, it would be of little avail if the merchants advertise in a way which will convict them in the eyes of the public, yet this is just what some business men are doing. Those who continue to advertise prices are only strengthening the mistaken belief on the part of the public that they are profiteering, and those who follow this practice should not complain

if cost marking in plain figures is forced upon them. It is nothing unusual to read, "Ladies' suits, regular value \$75, sale price, \$35, or \$5 dress goods for \$3.98." You see it done in every city and town of the State. The merchants should know that a woman's first thought on reading such an advertisement is that the merchant is making a good profit at \$35 or \$3.98. If not, he would not sell at that price. She would know about the profit he must be making at the regular price.

We all know that it is often necessary to move certain merchandise at a reduced price—perhaps at cost or less. We then should tell the customers why we are doing it and why we can afford to do it. It would be no reflection whatsoever if we told that it was good business to lose money on certain classes of merchandise in order to sell it and get the money out of it so as to reinvest in some other merchandise that would sell at a profit. Now, more than ever, merchants should pay strict attention to and give all their thoughts and their honest opinions and square dealings in their advertisements. It seems perfectly ridiculous to read an article that the retailer is not profiteering, and along side of this article read an advertisement along the lines I have just spoken of. It is useless for me to further state what the merchants are called upon every day of the year to support and subscribe to. We all know that a town without the merchants would be no town at all, but when we think of this we should all call to mind how every other organization has got a big start of the merchants.

The farmers began to organize years ago. Some mistakes were made. They were unfortunate in having poor leaders, yet to-day they are one of the strongest organizations in the United States and their membership counts into the thousands and their capital into millions. They have a college in almost every State of the Union which conducts farmers' institutes and experimental stations. You have often seen trains of cars going about the country exploiting farming, and we know that this all costs money. Who spends it? It is the United States Government, as well as the States. In fact, the amount of money expended to exploit farming in this country is enormous. Mind you, we do not begrudge this. We think it is a good thing and we believe that everything should be done to help the farmer, legitimately and fairly. Take the labor unions. They have worked for twenty-five years or more, often with the wrong kind of leadership, having purely selfish motives, yet they have accomplished something. Go about this country where you may and in all the large cities and medium size towns you will find labor halls, and our National Capitol to-day has a department in the Government together with many commissioners, committees and organizations, all working in the interests of the toiler. Now what have we done?

I was dumfounded in taking up the question of retail organizations at the meeting held in Lansing where we appeared before the Attorney General of the State. I cannot give you the exact figures, but they are something like this: Michigan Retail Shoe Dealers' Association, 119 stores. They also have 300 associate members and this includes clerks and wholesale salesmen. The Michigan Retail Lumber Dealers' Association has at present 352 members, the Michigan Retail Grocers and General Merchants Association has, as I understand, about 855 members, and the Michigan Retail Hardware Dealers' Association claim a membership of about 1,500. It is my opinion that these Associations of Retail Merchants in the State represent an aggregate of 50,000 business men. One would think from the things that have been done and pulled off in our own State that there was no such thing as a retail organization of any kind. We should

realize the fact that we represent a vital part of the existence and progress of this great State of ours and have the right of expression before the public.

In the building of public prejudice to-day, which is unfair against the retail merchant, he has not had the nerve to fight in his own defence, and if he were to tell you the truth, honestly and sincerely, he would say the customer is not always right. The thing that has brought us together is the realization that we should have fought for what we know is right. When the storm of public opinion

broke, and Legislature and Congress curtailed our independence, and even our business itself, we were not only unprepared, but in the phrase of the street, we were paralyzed. It was then in those conditions that we were in a mood and frame of mind to appreciate our fellow merchant whom we expect to come with us and help us in our fight. No business men of the State of Michigan to-day are tolerating for a minute the profiteer, as expressed by some of the public newspapers. The conditions that confronted the retailer in 1919 were the same as those that existed in 1776, 1812



The Tourist Motor Coat

Retailing at \$10
Same Coat Cravenetted \$12.50

This warm, smart sport coat of popular olive shade is an extraordinary value—priced to enable good profit at above figures. Made by the makers of Outerall one piece garments—and made as well. Samples on request. For fall business order at once.

MICHIGAN MOTOR GARMENT COMPANY
GREENVILLE, MICHIGAN
5 factories—8 branches

Outerall
"The Economy Garment"

*Annual report of J. W. Knapp, of Lansing, before annual convention Michigan Retail Dry Goods Association.

and 1865, and, upon comparison, you will see that commodities to-day are less than they were following the Civil War and that labor is being paid more than double what it was paid in 1865.

A great many of the ideas as expressed here are from different articles given in different parts of this country. I have condensed them as I feel they apply to the present situation. There has been a great cry among some business men that it is time for the merchant to enter politics. I believe that every patriotic citizen of this country should go to the polls and vote and should have the courage of his convictions at all times, but when we pick out a certain candidate and try to influence members to vote in a certain way, we are walking on thin ice. I know when I say that the meeting of the members of the retail organization at Lansing, where we took up the matter pertaining to profiteering with the Attorney General of our State, it revealed to him by the statements made from the merchants present different conditions than he thought existed. I would like to quote some of the expressions given at that meeting: "I think I can speak for the officers of our Association that we are here to lend our strength and influence toward carrying into effect the high principles enunciated by the Attorney General of treating the fellow who does profiteer as he deserves and live up to the principle of Americanism to the fullest extent."—Cassius L. Glasgow, Member of Legislative Committee Michigan Retail Hardware Dealers Association.

"The Retailers believe that the officials of the Nation and State are on the wrong side if they are out seeking to lay the blame of the high cost of living on the retailers, department stores, grocers, shoes, drugs, jewelry, hardware, clothing, meat markets, etc.

"Why does the State carry on an investigation of the retailers (the institutions that are obliged, by the very nature of the open competition of their business, to pay the poorest salaries of the institutions that employ labor), while the great industrial institutions of the country are making not only thousands of dollars but hundreds of millions. Some of these gigantic trusts are permitted to go on unmolested."—D. M. Christian, Pres. Michigan Retail Dry Goods Association.

"We cannot be in business for nothing. The risks that we take are great and we have to have a reasonable amount of return for the money invested and I do hope that our Attorney General and our friends at Washington can in some way devise a plan so that the public will have a true feeling about the retailer. It certainly has made the road very rocky for the retailer in the past year under these investigations."—J. W. Wilson, Pres. Michigan Retail Shoe Dealers Association.

"We are not afraid of any fair price committees in Grand Rapids. Our retail merchants do not fear fair price committees. We do fear the ignorance of a fair price committee, and when I say ignorance I mean ignorance of merchandise conditions, fundamental rules and regulations of merchandising."—Lee H. Bierce, Grand Rapids Association of Commerce.

"This is one of the finest things that could be suggested—bringing the different men from the different lines together to open their hearts and talk over things that affect each other and let our Attorney General and his staff 'now the conditions as we see them. As we look around among the grocers we fail to find very many who are wealthy. In fact they tell me that 90 per cent. of them fail in business.'—E. W. Jones, Pres. Michigan Retail Grocers and General Merchants Association.

"Never in the history of this world has it been demonstrated that price-fixing cuts any figure. It never has

worked and I don't believe it ever will work. So let's stand up and not be afraid to say a spade is a spade—let's go on record to the legislature and say 'keep your hands off until you can show us a bill that will work and has worked and not trifle with this proposition.'—A. V. Friedrich, Traverse City Chamber of Commerce.

"I want to assure you that as far as we can, we want to help in this situation. We realize that one of the greatest expenses that you gentlemen and all of us have to-day is a matter of labor. We realize that the matter of competition is a strong thing and particularly with us, because in our business we are brought into competition with a certain class of foreigners who operate some of the best stores in the biggest cities of the state. Where we have to pay a girl \$15 or \$16 a week to make sodas or sundaes, they can get a man who will work twenty hours a day for \$10 a week. We cannot work a girl more than eight hours and that labor situation we can thoroughly understand because while you gentlemen have all had advances in that line, we have also and we employ two shifts, where you employ one. The matter of drug business is more a matter of service. Three-fourths of the sales made in an established drug store are due to an established and advertised retail price and we do not ask for more than that. I do not see how we can consistently be accused of any sort of profiteering. Everybody knows what this stuff sells for."—C. E. Wilkenson, Pres. Michigan Pharmaceutical Association.

"In looking over the faces of the men who are gathered here, I do not believe that you have any more sympathy with the real profiteer than I have. I think that when you come right down to the proposition of treating with the real profiteer, that he is entitled only to the contempt of his fellow-citizens."

"I think that the public is becoming better educated on this proposition. They are studying it from different angles. They are getting the view-point not only of the wholesaler and the retailer, but of the producer, and there is a better feeling existing now.

"On this question of the high cost of living, do the square thing with the men and women with whom you come in contact and conduct business along American lines, that is, give them a square deal."—Alexander J. Groesbeck, Attorney General.

In conclusion, I wish to make the statement—and most emphatically—that the meeting held at Lansing of the several organizations of the State of Michigan composed of retail merchants and their interests as carried out by Attorney General Groesbeck, was one of the biggest things in the history of Michigan retailing, and the bulletin issued by our manager describing this meeting under the heading, "Thoughts for those who think, by men who think," has been a bulletin not matched or excelled in this whole country, wherein the retailer received the true conditions as expressed by men who know.

It seems most strange to me or any merchant who followed closely the results of this meeting, and the benefits to be gained by the retailers, why every merchant in the State of Michigan does not belong to some good organization. An organization that functions honestly and sincerely the best interests of the people is an institution that will do credit to any State or Nation and I hope the time will come when the merchant who is not allied with the best interests of a community, town, city or state will find it rather difficult to be recognized by the better and wholesome class of people.

The people of our great state are above the average in intelligence, and they all know that a fair profit must be had by each and every business man in order to exist, and the sooner we as an organization convince the public that we wish nothing, but what

is right and just, I am sure we will get it, and one thing that we should do for every one of us is to treat the public right and create a sentiment that the merchant is absolutely necessary and fair.

I wish to make a recommendation to the organization, and that is this: Our membership has grown splendidly under the able work and enthusiasm of our efficient manager, Mr. Hammond. In fact, we have about reached the limit, except in a few cases. We can now get down to the real business of a merchants' organization and that is this: Mr. Hammond could go about the State, visiting the different towns and places with an idea of helping the local merchant to be fair; also to eliminate any trouble or difficulty they encounter in everyday business. He should also be able to call on merchants in the neighboring towns, to visit these towns with him, with an idea of getting the local merchants together, and talking over business matters. I would also suggest that this Association get in close touch with the credit bureau of the State of Michigan, and that we have a bureau of employment at the central office. I can give a little experience of my own, wherein two people whom we employed were engaged by other merchants in towns not far from Lansing. If these merchants had written to our manager, Mr. Hammond, or to our firm, we could have told them some facts, which if they had known they would not have employed these people at any price. I firmly believe that in order to make our organization what it should be, we must have the help of local organizations, and a visit from our manager would promote a better feeling among the merchants of every community if conducted along the right lines.

A new element has just entered into National affairs. I refer to women of America. I am quite sure that I express the sentiment of every member of the Michigan Retail Dry Goods Association when I say that we more than welcome them as merchants and business women. Their entering into politics cannot help but do good; in fact, the housewife has been the buyer for a great many years and she knows when things are right and when things are wrong. I am pleased to state that from now on she will have something to say in regard to these matters, and no merchant need fear while he is conducting his business in a straight, honest, fair way.

We men of long business experience can justly say that we have had our ups and downs—our lean years and our fat years—but as we look back upon them, we realize that we have held more good hands than bad ones and that much of our troubles that have come to us have been of our own making.

It is with genuine regret that Mr. Christian, our President, will retire at the close of this meeting. No man could have been chosen who would have done more of hard work and have given more unselfish service than he during the first two years of the existence of the Association. Keen, alert and determined in his work, he combines with these qualities kindness, sympathy and candor. Backed by his record of successful business, unsullied character and exalted citizenship, he has been a wonderful inspiration to all with whom he has come in contact.

Embroidery on Coats.

Much embroidery in self tone will be seen on the new three-quarter length coats to women's suits, which button straight up to the chin with a collar of fur. There may be a very narrow strap belt or the coat hang straight without any belt. There are many buttons of the color of the material. Inserts of fur, matching collar and cuffs, are let into the skirts of other coats.

NEWSPAPER PUBLICITY.

Influence Advertisers Can Exert in Their Own Behalf.*

When your energetic and efficient manager, Mr. Hammond, wrote me stating that I was to speak on this programme, to save complications I immediately acquiesced, of course. When he said that my subject was to be "The Influence of Advertisers on Newspaper Publicity," I saw that he had been doing some thinking and expected me to do a little of it also, for the subject assigned to me is one which not only is a very important one, but a very delicate one. When one speaks of influence he may mean beneficent, friendly influence, or he may mean the 'stuffed club' variety which is a very dangerous sort and not the kind which Mr. Hammond had in mind, I am sure, and certainly not the kind which will bring any benefits when applied to the newspapers of the present day.

I asked Mr. Hammond that in placing my name on the programme or in anything said in advance about my being here, the announcement be confined to my name without any description. Not that I wish to appear incognito, as we sometimes do, and by the way there are, as you will recall, only three classes who are permitted to use the word "we," that is, royalty, editors and people with tape worms—you may take your choice. So, as I say, we asked that merely the name be used. The reason for this was that conducting an advertising office in Grand Rapids and representing several desirable and, let us hope, highly satisfied clients, to be announced as the special representative of any particular one might lead to confusion later when, being here to-day as the publicity man for the Michigan Merchants Association, I might come before some of you again representing a railroad, a bank, a lumber company, a string of hotels or some other organization or body whose advertising is placed through our office.

Assuming, however, that you are interested particularly in my capacity as a willing slave to Mr. Bierce, Secretary of the Michigan Merchants' Association, I am going to take up the subject assigned me from the standpoint of the relations of the newspapers of Michigan with the members of the Michigan Merchants Association, of which you are a part.

Before discussing the influence of advertisers on newspaper publicity, perhaps it would be well for us to consider the matter from the standpoint of the newspapers; that is, what is a newspaper, and why?

Why is it that many times there appear in newspapers items which seem to be detrimental and many of which are detrimental to the interests of the advertisers whose patronage makes the newspaper possible?

Right at the start, let me say this:

As an ex-newspaper man and after having held executive positions for some years on newspapers and now for some years past having been buying space of publications of various kinds, including small town weeklies on through to some of the most powerful dailies in the country—weekly and monthly publications including trade and technical journals of various kinds—I regard the men engaged in the publication field in America as about as fine an all-round set of men as you will find in any profession.

Having worked with some of them on both the business and editorial end of publications; having chummed with them, fished with them, lived with them and, for the past few years, fought with them as a space buyer. I have seen both sides of the shield

*Paper read by George A. Murphy at second annual convention of the Michigan Retail Dry Goods Association.

**RESULTS
AS CERTAIN
AS
SUNRISE**



**CLEVER
IDEAS**

**TRUTHFUL
ADVERTISING**

**MASTER
MERCHANDISING**

"for stores of the better class"

**AT
7.30
A.M.**



**AT
8.00
A.M.**



**AT
8.30
A.M.**



**AT
9.00
A.M.**



*It's the Kelly
Way*

The camera tells the story---the whole community aroused by Kelly's wonderful publicity---will storm your store for your goods.

Whether you want to get out from under ---or whether you want to boom business or close out entirely, this remarkable service will do it for you.

Thousands of patrons of the Kelly method of special sales have hearty bank accounts. The public is glad to foot the bill.

**Kelly Standardized the Special
Sale for Merchants.**

Write us giving amount of goods you carry and size of store. We will tell you all about it---there's no obligation and we keep your inquiry confidential.

**Our Financial Responsibility is Solid as
a Rock---Ask Your Banker.**

**T.K.KELLY SALES SYSTEM
MINNEAPOLIS, MINNESOTA**

and I thoroughly like publication men, particularly newspaper men.

So, while I frequently differ from some of them and some of my views as to the reaction of unfavorable publicity on some of my clients may not coincide with theirs, at the same time I know that, as a class, their hearts are in the right place and I trust that mine is also.

It is perfectly true that there are among newspaper men, as in your business, some round pegs in square holes or, shall we say, bent or crooked pegs rattling around in square holes; but these instances are very rare.

Of course, it would be idle to presume that because a man had wished on him or for one reason or another had decided to buy or take control of a newspaper that he immediately became something set aside by the Great Spirit, the Almighty, or whatever Deity he might choose to worship, as the great oracle which, from the day of his accession to the editorship of his publication, not only should rule the destiny; but, also, should regulate the goings and comings and possibly even the birth rate of his particular district.

But it is a fact that in his position as the head of a newspaper he represents, or should represent, the best interests of all classes in his community. And when I say "classes" I mean people of all kinds and conditions in his community and his first great aim, of course, is to furnish all information and news of local, state or general happenings which could be of interest to his readers.

During the past few years the retailer, as the last man in the line of production and merchandising leading up to the consumer, has been the official goat, victim and sacrifice, whatever you may wish to call it, of the constantly raising prices and at his door has been laid much of the unhappiness brought to the consumers of this country through the operation of the many causes—some reasonable, some unjust and many vicious—which have lead up to the seemingly unbearable burdens in cost which have been passed on to the consumer.

Some of those who have railed most against the prices which they have been compelled to pay in your stores have hailed with delight the news that a group of workers in some particular industry have banded together to demand a large increase in pay with a marked decrease in hours of labor and they have felt that at last the world is growing brighter and the goose hangs high. But, when leaving the mills or factories, these goods have to bear their share of the burden placed upon them by the increase in cost, the cry of the rank and file has been that the damned retailer is holding them up.

When the Government decided to nick us for a few millions or billions of dollars to be applied on railroad wages and when from a thousand different directions labor and manufacturing costs have gone up, while production has decreased, the consumer didn't stop to think, many times, that it was necessary for him to add a few nickles or dollars to his shouts for the victors to whom was passed on a few billions of the money of the people from all over the country. And the retailers, being the last in the line, the outpost, took their bumps along with the rest—some of them bumps from which they did not and will not recover—and patiently took the kicks and the abuse from the overburdened customer, believing that sometime matters would right themselves and that they would stand in the proper light.

You all have read columns of matter in the newspapers, (and the newspapers are our first consideration at this time) regarding the matter of profiteering, investigations which were going to be started, investiga-

tions which were under way and investigations threatened, etc. But you read very little afterward of investigations that went up like a sky rocket and came down like a stick, or of the fact that after making an investigation the Government, Federal or state, found that it had no basis for action against the retailers who came under its scrutiny.

You read little or nothing about that in the newspapers. Why?

It was there, yes. But those who did run across it found it boiled down to two or three little lines. Why?

Because it did not seem to the newspapers to possess news value. Why?

What is news?

Well, a fact or a happening or a condition is news when it is something which is of interest to one and of which one has not had previous knowledge.

The value of news from a newspaper standpoint depends upon the particular feature in it which will amuse, interest or startle, particularly startle, its readers.

Now, for instance, if your President, Mr. Christian, were arrested for trying to steal the steeple from a Methodist church, that would be news and would be entitled to front page space and would receive it from papers all over the State.

If Mr. Christian should be accused of burglary or some other high crime, that would be news.

We might not believe it, in fact I do not think that Lee Bierce would believe it, anyway; but it would be news, painful though it might be to all of us.

But the fact that Mr. Christian, through an honorable business life has met his obligations, has treated those with whom he did business, honorably and well, enjoys the respect of his own community and of the organization of which he is President, is not news.

Now when, following the cry of the people against the high cost of living, even the high cost of dying, we hear from the Department of Justice in Washington or from the Attorney General's office in Michigan that investigations are to be made of the high cost of living and particularly of the retailers who, receiving twice or three times as much as they did a few years ago for many items in their stocks, certainly must be profiteering; well, this is news.

It isn't news to the retailers who have been sweating blood with the ups and downs of the market for the past few years, who have burned midnight oil planning as to how much of the rises they could absorb and how little it would be necessary for them to pass along in order to hold their heads above the waters of the financial seas. The cry of profiteering is not news to them.

The investigations, after having been heralded in advance are cheerfully welcomed not only by the newspaper reporters, who, like ourselves are human and are trying to earn a living for themselves and their families, but also by the general public, the readers of the newspapers.

The investigations which do not die in the burning proceed on their way and then we hear no more of them. Why?

Because, as was found in the retailers' investigation made comparatively recently by the Attorney General's office of the State of Michigan, there was no cause for action against the retailers in the State for profiteering.

Now, mind you, under the provisions of the Lever act a man might be harassed to death, even if he could not be convicted of profiteering, for the Lever act, per se, does not take into consideration the fact that a good percentage, and in many lines of business a large percentage of merchandise—that is, seasonable merchandise—is sold on a graduating

scale of prices the last of which in many instances are below the first cost, to say nothing about the merchant's overhead, freight, spoilage and many other items which, as we all know, have the habit of gnawing rapidly into the vitals of a business.

The announcement of the proposed investigation of profiteering startles us all, interests us all and we wonder if our particular retailers are among the suspects who will be investigated. We may have been buying goods of these men over a period of years, perhaps for a lifetime or back for two or three generations. They have been good citizens, good friends, good neighbors. They have trusted us, carrying us on their books when we did not have the money with which to pay. We have known them and of them in their business through many years of honorable merchandising; but, is it possible that after all, these men have been engaged in reprehensible practices which should bring them under the punishment of the law?

The fact that the closest investigation and scrutiny of the business of our friends, the retailers, reflects not only credit on their manner of merchandising; but also on the business acumen which has made it possible for them to hold their heads above water during the parlous times through which we have passed and are passing, doesn't interest us especially.

There is no news value in that.

But in the meantime, through this publicity the impression has been gained that there is something wrong with the retail business.

We cannot get into contact with the fellow who is drawing \$8 per day in a mill in Massachusetts for doing 60 cents worth of work in a day.

We cannot come into contact with strikers who, repudiating their agreements solemnly entered into with the operators, tie up basic production, transportation and other lines, either curtailing production or making it absolutely impossible.

But we do come into contact with our friends, the retailers, and upon their heads descend our anathemas.

The cry against the retail merchant sometimes reminds me of an experience which a hotel man in Chicago had. He received a letter from a man who had moved out West onto a farm and on this farm was a lake. The new farmer wired to the hotel man, asking him how many frog legs he could use in his hotel. The hotel man wired, "How many have you?" The reply came, "Millions." A wire went back giving an order for 50,000 pairs of frog legs a week. After about two weeks the hotel man received a couple dozen pairs of frog legs. After another week another dozen pairs arrived. Finally the hotel man wired wanting to know why delivery was not made and in reply received a letter from his friend saying, "I thought when I heard those frogs croaking out here that there must have been a million of them easy; but this is all there were."

What is going to be done about all this unfavorable publicity? What right have the retail merchants of the country to the consideration of the newspapers to which they pay their money for advertising and whose financial success and existence depend upon advertising, the great bulk of which is retail advertising?

How are retail merchants to be protected against unfavorable publicity carried in the very mediums to which they pay money for advertising space?

Well, simply as an advertiser, as one who buys advertising space, the main product of a newspaper, the advertiser has no particular rights.

The mere fact that you advertise in a man's newspaper does not give you the right to dictate his policy; but you certainly are entitled to as much right as any other man or

group of men in your city and the weakest citizen of your community is entitled to fair play and full consideration on the part of every newspaper published in your community. And a newspaper which will not accord this is not worthy the name and not only is not fit to have the patronage of honest men, but what is more, its advertising value in a community is nil; because it will not be respected, even by those whose prejudices are fattened by it.

When I speak of the advertising value of a newspaper, it is from an experience of a number of years dealing with newspapers of all kinds and classes and distributed over a wide territory.

Sometimes our office will have advertising copy running in upwards of 200 to 300 publications at one time and when I say that a newspaper which is not respected, which is known to be unfair or biased, loses advertising value in direct proportion to its failure or refusal to recognize the rights of its readers and advertisers—and this opinion I know I share with hundreds of other agency men throughout the country to whom the character of a newspaper, other things being anywhere nearly equal, means much more than size.

Laying aside the term "advertiser" and substituting for the moment that of "citizen" or "business man," no newspaper can afford to carry unfair matter—matter which is inimical to your interest—for upon your success and the success of your community rests the very existence of your newspapers.

However much an occasional misguided or ignorant publisher may disdain the patient advertiser, along about the time his own bills come in he will realize that the advertiser is a pretty good scout after all.

In fact, it is a pretty poor business man who does not appreciate the friendship and the support of his customers.

In your own line the type of business man who was perfectly willing to kick a customer in the face over the slightest disagreement rapidly is passing and for the good of the communities you represent, I hope there are none of these left in them.

Happily, also, the old type of thickheaded, bullnecked, ignorant, domineering ward politician, post-office-seeking editor has passed and the newspapers of to-day have taken their place in the business world as an integral and very necessary part in the life of every community and not merely as the official gossips of the district in which they operate and the faithful chroniclers of who left on the 4:15 or when Mamie put on the blue polka dot dress for the first time.

They are more than that. They are the eyes and ears and the reflectors of our communal activities and of our communal life.

If the newspapers of your city have been carelessly or ignorantly publishing anything inimical to your business or to the best interests of your town, it is your own fault.

You have been remiss in your duty if you have stood to one side and suffered from the wrong viewpoint of your editors, instead of going to them stating the situation frankly and fully and broadly and showing them your viewpoint as a citizen, taxpayer and a patron of the activities of your city, including the newspaper.

It is quite possible—in fact, it is almost inevitable—that one will see things more strongly from his own viewpoint than from that of the other fellow and in my very infrequent differences with newspapers, I always try to bear in mind that while my first interest is in the client which I represent, the first interest of every newspaper man worthy the name is the common good of all those among whom his publication circulates.



Make Boss Work Gloves Sell Themselves

BOSS WORK GLOVES sell themselves on sight. Everybody needs them. Everybody should have them. Keep a Boss display where everyone can see them, and you will raise your sales and profits to a maximum. And Boss profits are mighty good.

Boss Work Gloves come in sizes for men, women and children. The large variety of styles will satisfy all demands.

Every Boss Glove is carefully made and thoroughly inspected. All seams are strongly sewed. No rough edges. The following gloves come in ribbed, band and gauntlet wrists.

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

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

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

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

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

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

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

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

The Boss line includes highest quality, leather-palm, jersey, ticking, and canton flannel gloves and mittens. Your service to your customers cannot be complete unless you have a good line of Boss Gloves in your stock. Write us for full information and send your jobber's name and address. If he cannot supply you, we will see that your order is filled.

THE BOSS MANUFACTURING CO.

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



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

When the Michigan Merchants' Association was formed, one of the objects was to furnish to the newspapers of the State of Michigan facts which would counteract the bad influence of misleading publicity, some of it wilful and vicious propaganda which had been circulated through the public press and which was inimical to the interests of reliable and honest retail merchants.

Some of the members of the Michigan Merchants' Association felt that it would be impossible to secure the co-operation of many of the newspapers of the State; felt that the position of some of the newspapers had been such that to publish the other side of the story would be impossible for them. But we have found, as I knew we would find, that with but one or two exceptions—and those were not papers of any importance—we have received very fine co-operation from the newspapers of the State and we have found them, so far as their physical limitations would permit, willing to do everything within reason for the retail interests of the State.

We are sending out to the newspapers of the State continuously material bearing on the high cost of living, retail and other problems which will counteract and is counteracting much of the mistaken or plainly vicious material which the newspapers had been publishing. As I stated to Bierce at the beginning, the newspapers cannot be expected to know the details and the insides of all these problems and I was sure, as subsequently has been proved, that we would receive this fine co-operation.

Before leaving I wish to make these few short points.

First. Do not assume that as an advertiser in a daily newspaper that you are entitled to fix or dictate the policy of that newspaper. If you could do this the newspaper would not be worthy the name.

Second. Do not assume that the publishers of the newspapers have all the knowledge necessary to do justice to your interests. No publisher has lived more than his own generation and after even centuries of living the human race does not know it all yet.

Third. Always bear in mind that the newspapers do not manufacture their own news. They have to get it from outsiders. If the source of their information is unreliable, the news will be unreliable.

Fourth. Always bear in mind that your newspapers are dependent for their success upon your success and the success of your community as a whole.

Fifth. Do not look upon your editors as people set aside by the Almighty and absolutely unapproachable. Go to them with your troubles, not as advertisers but as individuals and as business men who are entitled to their consideration and you usually will receive justice.

Sixth. Do not feel that if any editor or publisher in your district is manifestly and stubbornly unfair that because of the size or influence of his newspaper you have to submit to his bulldozing or that you must close your doors in case your advertising copy does not appear in his paper. The sooner that man is out of business the better.

I do not, at this time, recall any editor or publisher or advertising man with whom we do business or come into contact who is not inclined to do the fair thing by his readers and his advertisers.

It may be that through lack of knowledge or lack of breadth of vision he may not be doing all he could for his community. It may be that the man at the head of the publication is handicapped by having on his payroll some incompetents whose brains would rattle in a mustard seed, but whose ego seeks to occupy the earth. I do not feel that you, as

representative business men of so many communities, should consider your duty done when you undertake to advise your publisher only with relation to the immediate good of your own business.

I believe that you should aim to keep in touch with your publishers continuously and unselfishly for the good of the community. Do not make your contact with your newspaper men a matter of merely congratulating them for an occasional editorial or damning them for a damaging news story.

You need the newspapers for the success of your business and the success of your community. The newspapers need the success of your business and of your community.

Do not regard your newspaper as something set aside. It is a business institution and is, or should be, conducted on sane, everyday, business lines.

It is engaged in the gathering, compilation and distribution of news, so-called, alongside of which it carries what is known as advertising matter—your advertising matter—which, to the majority of readers, is as interesting reading as the news itself.

Your interests are mutual. You are going to rise or fall together.

If your newspaper does not measure up to the standard of your community, change the newspaper.

If it cannot be changed through neighborly appeals to reason, there is the process of starvation and if you are not strong enough, mentally, to refuse to patronize a newspaper, however powerful, which is unjust to you or the community, that is your problem—not mine, nor that of the newspaper which serves you illy.

To revert to the beginning, I do not like any other class of men any better than I do newspaper men. They are good scouts, and I usually find them, representing as they do all parts of the community life, much more considerate of others than some of us in other lines.

Give us what co-operation you can in the matter of seeing that the publicity for the Michigan Merchants' Association is carried to the readers of your newspapers. We do not want any editor to clutter up his columns with matter which he feels is not worth while. We can ask only that we, acting for you, be given fair consideration and we ask that you, when you feel that your local editors are overlooking some of our publicity matter which should be considered seriously, give us the little, friendly home-boost to your editors—the neighborly touch which we at a distance do not have.

Gets Forty Dollars of Grocer's First Fifty Dollars.

W. A. Samson, until recently a salesman for the Creasey Corporation, has filed suit against that concern in the West. The complaint alleges that \$200 is due for services. According to Samson, he was given territory in and around Los Angeles city and also in Riverside County, California, and under his arrangement he was to receive \$40 of the \$50 initial payment made by merchants who purchased membership in the organization.

Every store must add new customers constantly to take the place of those lost in spite of the best efforts. Be sure to do your share in bringing in the new trade.

If you are the man I think you are you can achieve almost any degree of success you determine upon, provided your determination is strong enough.

MUTUAL RELATIONS.

Sustained By Cloak Manufacturers and Retailers.*

It is with profound regret that matters that are now taking place in New York, make it impossible for me to be with the members of the Michigan Retail Dry Goods Association to-day. Several months ago, I had the pleasure of meeting, in New York, one of your members, and we had a chat that was all too brief, about the policies, the desires, and the aims of the Michigan Retail Dry Goods Association.

At that time, and ever since then, it has been my desire to attend this convention, because such work as is being done by your association is very close to my heart. The trite expression that "this is the time and age for all business men to 'get together'" is so true, and has been so well proven that its repetition seems unnecessary.

When a body of men, business men, such as comprise the Michigan Retail Dry Goods Association, lay aside their personal affairs and gather at a "get together" convention, they must be reasonably sure that benefits will be derived—not only selfish benefits and advantages that may be gained for their own businesses, but the satisfaction that comes from the fine spirit of business men who are willing to exchange ideas, faithfully and frankly, so that the other fellow may be benefitted and this is a very good thing—a thing that ten years ago was practically unknown.

It is gratifying to a degree, to see the development, in all branches of the country, of this spirit of co-operation and helpfulness, and I think that our business men are just entering the era when the watchword of all business will be "confidence, helpfulness, sincerity and tolerance."

Spending, as I do, the greater part of my time with the men and the women who merchandise, buy for, and manage these departments, and with the manufacturers of garments, I have a reasonably clear idea of the ideas of each side. It is a mistake to use the word "side" in this connection, as all branches of the garment business, both wholesale and retail, are so closely united, because of the fact that they have so much in common that they should be welded into a unit.

Conditions and mental attitudes have made the retailers regard the manufacturer as their natural enemy, when, as a matter of fact, both manufacturer and distributor should realize that they are, in reality, business partners. Conditions or actions that are harmful for one are harmful for the other. The garment business must be carried on with a mutual realization that the prosperity and welfare of the manufacturer is buildied on the prosperity of the distributor. One cannot languish while the other prospers.

The various associations that have been established in recent years in both branches of the industry, have and are doing, a tremendous amount of good. A feeling of better understanding is rapidly being arrived at. Recently, in New York, a uniform purchase and sale contract was agreed on between manufacturers of woolen garments and the woolen and worsted association. This uniform contract will permit of no misunderstanding as it is clear and to the point. It would be well for a similar "uniform contract" to be established for the manufacturers and distributors of garments.

It may take some time for this to be brought about, but the necessity for this is apparent—so that business may be conducted, not only in a business-like manner, but as far as possible, in a uniform manner.

The present season has been a very unpleasant and trying one for ready-to-wear manufacturers, for at no time have they known just exactly the position of the New York manufacturers, and have come to the conclu-

*Paper read at annual convention Michigan Retail Dry Goods Association by John M. O'Connor, New York.

sion that it is a very difficult one. It is a matter of fact that the New York manufacturers, this season, do not know how to figure their merchandise, which unfortunate condition is due to a number of causes, some of which are the enormously high cost of raw materials, and the high price that labor must be paid, and which, under the conditions, they are entitled to be paid. The manufacturer who is now compelled to maintain week work in his factory finds that under the week work system, which was substituted for piece work about a year ago, the production costs are three times greater than it was two years ago.

The very recent price list put out by the American Woolen Co. for Spring, 1921, should satisfy distributors and manufacturers that no substantial reduction can be made in woolen garments for the next season, because while the new lists show reductions of from 15 to 20 per cent. when compared with Fall, 1920, lists, the same quotations are found to be higher than prices quoted by the American Woolen Co. for the Spring of 1920.

This is not told to you for the purpose of defining what retailers are pleased to call "high prices," but, in a way, to explain them very briefly. Of my own knowledge, I can assure you that New York manufacturers of suits, skirts, dresses and waists, furs, misses and children's wear, millinery—in fact, everything that goes into the ready-to-wear departments, are working this season on a margin that is, in some cases, dangerously close, in their honest desire to reduce as far as possible, the cost of merchandise, and to clear their decks for the new season.

The New York Retail Garment Association, which was established about two years ago, and of which Franklin Simon is the active head, has done and will do, a great deal to bring manufacturers and retailers to a closer and better understanding of the requirements of each other. The Couture Division of this Association were the sponsors of a beautiful fashion show which took place in New York at the Hotel Commodore early in August. The garments that were shown were very beautiful and the show was staged in a manner that was more elaborate and magnificent than any fashion show has ever been staged before.

While it was very beautiful, there was something lacking of essential benefit to the retailer, because, fashions that were shown were produced only by ladies' tailors, and suitable for wear, and intended only, for those whose means permit them to patronize that source of supply.

It seems to me that everyone's understanding would be greatly benefitted by a joint Fashion Show, staged and sponsored by the National Retail Garment Association, the Cloak, suit and Skirt Protective Association, the Dress and Waist Association and the Associated Dress Industries, of New York City. While, of course, it would be of immeasurable benefit for the manufacturers to show the merchandising that is the back bone of the ready-to-wear department. A show of this sort could be continued for a week and would, undoubtedly, do a great deal to bring the manufacturer and distributor in closer touch and would give all hands an opportunity to work out styles, not only beautiful and attractive, but practicable and salable.

This is merely a suggestion, but it is a suggestion that I believe should be acted upon.

Referring again to the conditions of the New York manufacturers this season, it might be well to call to mind briefly that a good deal of their difficulty is due to the light buying, and because of the declination of retailers to place early orders. As a matter of fact, it would make very little difference to the vast majority of garment manufacturers whether orders were placed early or late, pro-



"They Don't Answer"

Perhaps you, too, have received a "They Don't Answer" report from central when you feel certain that the party you called is at home and your operator is simply neglecting you.

When you do, consider, for a moment, the many, many reasons why a subscriber may not answer—his temporary absence from the telephone—his inability to answer its call—the possibility of the telephone bell or other delicate mechanism being out of order without the operator's knowledge.

The operator, too, is human and may make errors—but she is never willfully neglectful of your service. It is much easier for her to complete your call than to make a "They Don't Answer" connection—for such connections involve additional work.

Your kindly consideration will go very far in assisting her to provide that better type of telephone service which we are all striving to give to Michigan.

MICHIGAN STATE



TELEPHONE CO.

"Our Ambition—Ideal Telephone Service for Michigan"

vided it was generally known and agreed that there would be a definite opening at wholesale for each season. What the manufacturer wants to know is what the retailer wants to buy because that allows the manufacturer to arrange his plans so that he can sell when the retailer wants to buy.

When I was a boy, in the cloak business, the Fall season began about the middle of July. Traveling men went on the road, usually on the night of July 4. The buyers from far away points came in the middle of the month, August was the big buying month, and Thanksgiving day marked the beginning of the end of the Winter season, and neither manufacturer nor retailer ever thought of jobs or goods "at a price" until Thanksgiving day, and then merchandise was marked one-third off. In those days, many big houses transacted the very large business in winter goods during December, January and February. The old institution of R. Sadowsky was one of them.

But conditions have changed, though requirements have not. The seasons are just the same now as they were years ago, and there has been no change, on the calendar, of the dates when the Spring, Summer, Autumn and Winter seasons begin.

Taking it all in all, we find a natural drift on the part of the retail interests to organize for their mutual benefit. We find the same tendency to exist amongst the manufacturers. Each have their effective organizations through which matters of common concern are properly and scientifically worked out, but, it seems to me, for the mutual benefit of both retailers and manufacturers, the connecting link which is now missing should be developed for the purpose of bringing into closer affiliation the two important factors in the production and the distribution of ready-to-wear garments.

To my mind, not only would this be conducive to practical benefits to all concerned, but in the long run would bring about a spirit of co-operation and mutual understanding that would go far toward the elimination of abuses in the trade, and the placing of manufacturing and selling of garments on a much higher standard.

We are fast approaching the time when there is a frank recognition that the interests of all must be conserved and the relations of garment manufacturers and garment retailers should in order to achieve the highest results, be cemented with bonds of mutual respect that will be of infinite benefit to all business men, in the future conduct of their business.

Materials and Equipment of Irregularity.

A labor union candidate for parliament in England, addressing a gathering of workmen, asked their support because he also had been a horny-handed son of toil. Enthusiastically he waved a trowel and a hammer in the air, declaring he still treasured the tools that had brought him his bread and butter.

"Brother workmen," he concluded, "can I rely on your support?"

"You can that," answered one of the audience who had examined the tools. "A chap what can lay bricks with a gardener's trowel must be extra clever."

That is exactly the kind of appeal that some salesmen of doubtful ethics make when they urge dealers to buy certain materials, ingredients or equipment which sooner or later will be found out-of-date or irregular in some way.

If your store is equipped with old style fixtures, you cannot expect a reputation for being up to date.

TRADE PROBLEMS

Which Will Come Before Sixty-Seventh Congress.*

As reliable American citizens we have unconsciously developed in this country a wonderful love for unmerited praise. We love to be glorified and commended for things we have not done. We love the laudation and the false praise of public speakers who wax eloquent and spread it all over us, with a splendid flow of glittering generalities which fill us full of exultation—and means nothing.

We love to be extolled, to have our pride puffed up, to have our faults excused and our virtues paraded, and so our great public speakers, politicians, ministers, professors and men of science have patted us on the back, have sung our praises to the skies, have glorified our citizenship, have filled us full of hot air and have pumped meaningless words of self praise into us until the average American citizen is entirely fed up on that sort of stuff.

From the pulpit and the platform we have heard false praises of our glorious Government, the greatest and the best under the shining sun, until we, as sensible business men, are fed up on patriotic sentiment, we are fed up on false statements and false promises of public officials, and on stories of progress and economy, while deep in our souls we know that our good old ship of state is drifting toward the rocks, is sending up relief signals, is floundering in the sea of inefficiency, without a rudder or a pilot, or even a competent Captain.

We are fed up on political bunk of all political varieties—what we need now is the truth; what we need now are the honest facts stripped of self praise and sentimental patriotism; what we need now is an honest statement of our faults, that will compel us to look the situation squarely in the face, while we stop to repair the rudder, put up some new sails and possibly change crews.

The time has come when we should call a spade by its right name in a discussion of all things pertaining to our Government, and it is still our Government notwithstanding the fact that a few public officials and others have tried to appropriate the most of it during the past three years, and now it is up to us as business citizens to save what is left and to build a new ship upon the old foundation and build it upon a sane business basis that will forever preserve and foster the great business interests of this great country.

I will attempt to deal frankly with the subject assigned me, and to discuss the business man's lack of interest in politics, as I have seen it from personal observation and experience.

For a great many years it has been the custom in this country for business men to treat certain important questions with great care and extreme caution until it has become a fixed policy and a habit with hundreds of thousands of American citizens to refrain from an open expression of their honest convictions upon questions of grave public interest.

No matter how much these great questions may have affected him or the welfare of his business, the bashful, modest, retiring retail merchant has retired farther into the hole of timidity and silence, and has even tried to pull the hole in after him. He has shunned politics and avoided all public expressions upon political issues as the Devil avoids holy water. Thousands of them have refrained from voting at all, for fear it would become known that he was a Republican or a Democrat or a Prohibitionist and thousands more have slipped into a voting booth very early in the morning to register his approval or

disapproval of party management before any blatant politician or active ward heeler could ask him any embarrassing questions as to his political convictions or affiliations.

Nobody must know that he has any political convictions. If he spoke of politics at all it was in subdued whispers or with some confidential friend in the seclusion of his own office with all outside doors securely locked and fastened. If he voted at all it was half apologetically that he announced to the voting precinct officer what his political affiliations were, and then hurried back to the store secretly hoping that no one else would find it out. The average retail dealer has become so accustomed to this order of things, and so secluded in his political retirement, that in all the larger cities of this country he hurries through the trying ordeal of voting with scarcely a thought of who or what he is voting for. He has absolutely no knowledge of the business qualifications of the man he is supporting and yet he is helping to send men to Congress and to State Legislatures and to other official positions to make or unmake business legislation that is directly important and vital to his own business interests. He sees before him a long list of names on a ballot headed by the various political parties, and he says "these men must be all right, they've been selected and nominated by the business men of my party" and so he votes his party ticket and hurries away and thanks God that that job is done.

Now when he voted that ticket as a registered and qualified American voter, what kind of a job did he do? And what was the result of what he did? He had refused to attend any political meetings or any party caucuses or to openly express his views upon any political issues. All discussion of politics or candidates had always been prohibited in all of the Retail Merchants Associations to which he belonged, so how could you expect him to be posted in voting for his own business interests. As a matter of fact the candidates he did vote for were selected and nominated by the political boss, nobly assisted by the slippery ward heeler, and were really elected long before election day.

Then it transpired that the labor unions, the foreign element and other organizations had been discussing politics, that they had been active in party caucuses that they had been in close consultation with the Boss, and the ward leaders and there was no hesitation or doubt in their minds when they stepped into the voting booth, for they knew exactly who the proper candidates were. Some months afterward when a particularly pernicious and dangerous piece of legislation was introduced in that State Legislature, the merchant was horrified to discover that the bill had been prepared by a member from his own city, and that said member was the regular business agent of the Bar Tenders Union, and that he himself had unintentionally voted for him.

This is the condition and the system which we have allowed to grow up in our Government for the past fifty years and the great game of American politics has been allowed to develop and proceed along these lines through the protection of this system, until we have witnessed the most distracting, most inefficient, most chaotic business condition in our Nation's history. The inactivity, the silence, the timidity and the fear of our business men, has been one of the chief contributing causes to the present conditions of business and business legislation in this country.

It is a matter of common knowledge that the great retail merchandising system of the United States is at least twenty-five years behind the times in education and govern-

ment recognition as compared with other great interests of our country such as agriculture or labor interests. Both of these are recognized by the Government itself through the great Department of Agriculture and the Department of Labor.

The farmers began to organize forty years ago and to-day number hundreds of thousands in their lists of members, and through their toil of years and their persistent organized effort they have secured splendid results. They have placed their programmes on Government budgets, with Agriculture Colleges in nearly every state, farm supervisor in almost every county, with splendid experimental stations. University Extension lectures, farm text books in schools and farm bureaus established everywhere, we are all proud of the wonderful results attained for the betterment of the whole country through the organized activity and education of the American farmer.

Labor unions, through their incessant activity for many years, have been equally successful and to-day have a Department of Labor in the Government itself with labor committees, commissions and other organizations all in the interest of the toilers of this country, with many achievements to their credit.

Are the enormous retail merchandising interests of this Nation recognized by the Government as a great factor in our modern economic life? What has been done through National effort to promote our interests as compared with other great business interests of America? We have been overlooked as an economic institution of value and of power, and it is entirely our own fault. We have failed to organize or to centralize our forces, we have failed to educate and have failed to co-operate with ourselves or with our Government. We have not been trained to fight in our own defense, nor to assert our independence, and now in time of distress and business distraction, with our business integrity assailed, we realize for the first time in American business history that we must organize, must educate and co-operate for our own business protection.

The apathy and the indifference of the retail merchants, their lack of interest in politics, and their inability to fight or to even protest against drastic legislation because of their unorganized condition, has for years been the hope of the professional politician, and the joy of the crafty and grafting ward-heeler. It has been the safe guard of partisan leaders, and has perfected and perpetuated a contemptible system through which the enormous business interests of our country are neglected and have suffered tremendous losses.

There are many state legislatures in this country to-day that are dominated by political labor leaders, and controlled by organized labor influence. In one of these states a drastic labor measure was recently proposed, without regard to business interests which if enacted into law would have closed factories and stores and would have put business out of business. Investigation disclosed the fact that the member who framed and introduced that bill was a street car conductor in one of the large cities of the State, that the Chairman of the labor committee in the Senate was a piano tuner in another large city and the Chairman of the labor committee of the House of Representatives was a steward in a hotel in another large city. Further investigation disclosed the fact that not one retail merchant in a hundred in any of those cities could give the name or vocation of the members of the legislature from his district nor even give the names of the members he had voted for.

Is it any wonder that such legislation has been written into law during the past few years by our State Leg-

*Paper read at annual convention Michigan Retail Dry Goods Association by Hon. Joseph W. Fordney, of Saginaw.

islatures and by our National Congress, with scarcely a protest from our business men, and with no organized effort to prevent it. It is not my purpose to draw a word picture of gloom and depression, it is not my intention to predict disaster or the down fall of business, but it is my desire to put the fear of God and the politicians in the hearts and minds of some of the shiftless, careless, heedless, narrow-minded business men of this country.

It is my desire to arouse such merchants from their comatose condition, to wake them up to a realization of the dangers that confront them, and to discuss with them the only remedy through which they can hope to find positive relief and that is the ballot box, and organized voting power.

Without question this is the greatest age for camouflage that we have ever witnessed. It is an age when business men will sputter and fume, will fret and complain and do nothing themselves to relieve or improve the conditions they complain of. Not because they are powerless to do so, but because it is easier and safer and more pleasant to remain inactive and to find fault with the other fellow, than it is to assume any of the burdens themselves.

It is an age that has developed to a remarkable degree among the business men of this country, a desire to "let George do it" and if George don't do it, then it isn't done at all—and with this spirit of passive indifference to all public questions there has developed among reliable citizens a desire to "pass the buck" as a slang phrase expresses it, to let some one else do the work and assume the burden of responsibility, while Mr. Reliable Citizen remains in the background, too modest and timid and fearful to assert himself. He can plainly see the storm clouds rising, he can see the danger signals plainly indicating a disruption of business, dangers that threaten not only his own business, but the business prosperity of his neighbor, his home town, his country, his State and his Nation—but the most he can possibly do to prevent its approach or to combat its effect is to help pass a splendid set of resolutions against it, and then go home and go to bed with a feeling of duty nobly done as a good business citizen—and there his own efforts and his own responsibility ceases.

Am I wrong in my statements? Is it not the plain truth? Is there a member of this State Association who can deny the fact that 90 per cent. of the retail merchants of the United States have taken little or no interest in State or National politics for fifty years, without any aggressive attitude or organized expression of their opinions or desires.

Such has been the situation in this country for many years, as recorded in our political history, and such has been the political indifference and general inactivity of our merchants toward their own protection, down to the beginning of the great world war.

Our achievements and our assistance in winning that war is a matter of National history to which every retail dealer can point with pride and satisfaction. No class of men made greater effort, greater sacrifice, endured more, or suffered more, nor gave more of money, time and energy in support of our Government at home and abroad than did the American retail merchants from the beginning to the end of that war. No more patriotic citizen exists than the American retail merchant, and after the close of the war, he settled down to face the problems of the reconstruction period with a grim determination to meet conditions as they came until business could be re-adjusted and normal conditions could

again prevail, still with faith and confidence in our Government.

And then we got our new tax laws, the revised edition of the income tax, the Excess Profits Tax and last of all the so-called Luxury Tax and Excise Tax upon certain articles of merchandise. The Devil himself with all his satanic ingenuity could not have devised a more complicated piece of tax machinery than was then foisted upon an unsuspecting business public. It must have required the united efforts of all of the theorists, the dreamers, the visionary men of science, and the political intriguers of Congress to frame those new tax measures, the most muddled up jumbled up, contradictory, unreasonable unintelligible mass of misinformation, that was ever constructed or devised by the mind of man and called a tax measure.

The chief tax and the most annoying was the tax upon the mind of the man who attempted to understand or construe it. After the first glance at the incomprehensible tangle and jumble of words called the Luxury Tax, the average merchant made a wild dash for his Attorney and said "For God's sake help me out with this thing. What does this mean? and what does that mean? I am willing to pay you well if you can only show me how to solve this Chinese puzzle so that I can honestly pay my tax and support my Government." After several days of hopeless struggle the Attorney gave it up, and said "he'd be damned if he could tell what some of it meant" and then they sought information from the Revenue Collector and he said that he thought it was so-and-so, but there was a new ruling on this item, and a change in that item, and a correction in the other item, and that the blanks hadn't come yet for several items, and will you please come back in a week or two, for our United States Commissioner expects to return from his vacation and will give out several new rulings about that time.

And the distracted merchant goes back to the store muttering along the street "how long, O Lord, how long." He had visions of new constructions, new interpretations, new regulations upon this law or that law, and they came as he expected, and they are coming yet, and coming to-day sixteen months after the law became effective. Whenever you see a wild-eyed man rushing about a store or on the street, with hat off and coat off, hair matted up, collar unbuttoned, necktie disarranged, sleeves rolled up, waving his arms and muttering damn-damn-damn he isn't an escaped lunatic—he is a retail merchant trying to figure out his Income Tax, trying to compute his Excess Profits tax, trying to keep track of his Luxury Tax upon two hundred and seventy six thousand, six hundred and forty-two separate items.

Why was all this impractical and almost impossible taxation machinery enacted into law? Why was it wrapped up in enough red tape to reach around the earth? Why did it make the merchant the Government's collector serving without pay in times of peace? Why did it impose all of these additional burdens upon the retail business man, not only taking from him a major portion of the profits from his own business, but imposing additional expense in the enforced collection of the other fellow's tax for the Government. Why? Because the voice of business had been silent. Because of the American merchants lack of interest in politics, because he had given no heed nor aid to our Federal Government in matters of tax legislation, while political incompetency and theoretical inefficiency had full control and unlimited power.

It must be stated in justice to the framers of these wonderful tax measures that Congress is now heartily

ashamed of the whole business, and have promised that the first thing to be considered when the new Congress convenes will be a new and more simple and reasonable National Tax Law. Every sane man must know that the present methods of taxation threaten to drain the resources on which the entire business structure of the United States depends, and must also know that the wealth of this country has been built up by savings out of the profits in business. There are no such savings to-day. The merchant is unable to put generous sums back into his business to provide for any reaction or to increase his business, or to meet his losses due to the readjustment of values, and he is facing the most serious situation that has ever confronted him, due to the fact that practically all he has earned above living expenses has been paid out in excess profits or income taxes. All this must change or there will be a business stagnation and a depletion of our resources in this country that will require years to recover from. Are we, as retail merchants, thinking of these questions seriously, are we discussing these important tax problems in our business organizations. Do we know where our Congressman stands upon this tax question, do we know what his views are, have we taken him into our confidence and tried to help him in an understanding of our own ideas and desires as to a proper and fair tax law for retail merchants? Have we done this? If not, why not?

Is there any sane reason why a group of retail merchants in any city or town or state in this country cannot or should not get together in a business meeting and discuss in a business way this great question of National Taxation, a question that is directly vital to the personal business interest of every American retailer. Isn't there enough broadminded sensible business judgment among our merchants to-day to permit discussions of such character and of such importance before any business meeting of business men, without partisanship or political differences interfering with their sense of protection and justice.

I firmly believe it can be done, and should be done, and the time is fast approaching when it will be done. It is a duty that every merchant owes to himself and to his business to voice his sentiment and express his opinions and to combine with his neighbors in presenting their views and desires to the law-makers of the State and the Nation. Every honest legislator (and there are such persons) wants your ideas and opinions, and honestly desires your judgment upon many questions with which he is not familiar and upon which he does not know how to proceed. How can a Congressman or State Representative understand your position or

your wants or serve you intelligently when you are silent, apathetic, careless and indifferent. He is not a mind reader and the very apathy of retail merchants everywhere has created in the minds of legislators the same feeling of indifference toward your interests that you have toward his, and then he votes as he pleases without regard.

But our tax laws, with all of their wonderful mechanism are not all of our troubles from misguided legislation. The great game of American politics again entered the field of American retail business in new form and under a new subject known as profiteering.

The declining fortunes of one of our great political parties and the growing feeling of unrest and general dissatisfaction among the masses, made it necessary that something should be done, that some attempt should be made to at least direct public attention into other channels to divert the minds of the people from their own discontent and to attempt to make the ignorant and the unthinking believe that the political leaders of our country were the real saviors of the Nation, the only hope of an oppressed people.

You know that sometimes the politicians chief stock in trade is that holy, God-like, tender, beautiful sympathy for the dear people as he swells up in virtuous dignity and says "Bring your burdens to me, all you who are weary and heavy laden with high prices, and I will cure your ills." And so they launched the great campaign to reduce the high cost of living.

And one day a group of Washington party leaders climbed high up in the great dome of our National Capitol and scanned the horizon with their political periscope as they prepared their anti-profiteering political campaign. From their high altitude these self appointed saviors and humble servants of the dear people, seemed to over-look the producer, the wholesaler, the manufacturer, the jobber, the hoarder and the middle men, but way off in the dim distance they saw the retailer, hundreds and thousands and tens of thousands of retailers, a great unorganized mass of business humanity, innocent, help-

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MEN
What Men Wear We Sell
(Except Suits)
That's why YOU should always keep in touch with
The Men's Furnishing Goods House of Michigan
Daniel T. Patton & Company
GRAND RAPIDS

less, defenseless, with no organizations except in spots, and almost totally unprepared as a whole for a general attack upon their business or their integrity.

Right there it was decided that the American retail merchants was responsible for the high cost of living, that he was a profiteer, that his enormous profits and terrible prices were responsible for the unrest in the country and then and there it was decided to make him the goat. You are all more or less familiar with that campaign from the time it started, down to the present moment, the most damnable, unreasonable, unnecessary and dangerous campaign ever attempted upon any American business interests in our Nation's history.

Like the flash of a spreading prairie fire, those words of accusation went broadcast over this great country and every retailer large or small, in every city, town or hamlet in every corner of this Nation, was branded as a crook and a dishonest citizen. If such was not the intent of that profiteering propaganda, it was the inevitable result of it, because there was no distinction in the minds of the masses when the words had gone forth from high officials of our Government, without exceptions or distinctions, a general accusation that assailed the business honor and integrity of all retail distributors of merchandise in the United States.

The most dangerous thing to create in this world is suspicion. Its poisonous subtle influence is worse than the bite of an adder, and the fumes of its poison saps the life blood of the thing it touches, it blights the hope of the innocent and destroys the confidence of people.

And so I claim this profiteering political propaganda was damnable from its inception because it poisoned the minds of the people and pointed the finger of scorn and suspicion toward every retail merchant even to the most remote corners of this great Nation. No matter what high motives may have prompted it, no matter what meritorious purpose political or otherwise may have been conceived, no matter what results they hoped to attain, the end could never justify the means because of the falsity of its sweeping accusations and because of the incalculable damage it did to tens of thousands of honest and reputable American citizens.

It is said that something good results from everything bad, and the resultant good from eighteen months experience with the Department of Justice has been the awakening of thousands of sleeping retail merchants to a real sense of the dangers that confronted them and the necessity for immediate organized action. As a campaign of education to arouse the retail merchant it has been a howling success, as a campaign to promote the interests of any political party or candidate, it has been a flat failure.

If there be an intentionally crooked or purposely dishonest merchant in any community, every reliable merchant and every honest citizen wants him prosecuted and will lend their aid and support to secure his conviction, but they do not want insults and reflections heaped upon ten thousand honest men to secure the conviction of one. The do not want to see great headlines in the daily papers that groceryman Brown, who operates a little store in the outskirts of Toledo was arrested for profiteering to-day, because he charged 2 cents a pound more for ten pounds of sugar than Government regulations allowed, and he sold a hundred pounds a week, and could scarcely make a decent living in that little store for himself and family, yet his reputation was ruined in that community because we had to make an example, to bring down the awful high price of sugar—and in the same

paper on another page, in much smaller type was a news item, an authentic press dispatch which said that a million pounds of sugar was stored in Chicago alone, and millions more in other warehouses throughout the country, which were named in the news item, stored and held for another advance in price. "Oh, consistency, thou art a priceless jewel."

What a wonderful experience we have had during the past two years—a regular retail business nightmare, both day and night. We have had a small army of three thousand able bodied men called a Flying Squadron, seeking whom they might devour, swooping down upon the retail dealers without warning, demanding information as to the intimate affairs of your business, demanding your books and records, assuming the right to inspect your merchandise, sent in the name of your Government to check up your business to prove your honesty or your dishonesty. Imagine the feelings of our old, reliable honest, reputable merchant, respected, honored citizens, whose business integrity cannot be questioned, whose life and character are above reproach, whose business dealings have been as an open book in that community for thirty years, whose word is as good as his bond, think of his feelings when he is subjected to insulting insinuations, and to personal investigations in the name of the law, and by a special paid investigator who has had no experience nor understanding of retail business, totally incompetent and whose chief qualifications for his job is the votes he can control. And those men representing the Government, clothed with Federal authority, operating under a law as flexible and inconsistent as a ward-heeler's promise, have had the power under scores of legal technicalities to prefer charges and secure indictments under the Lever Act against practically every retail merchant in the United States. Can you find anywhere in American history a more distracting, disrupting, annoying menace to American business, then the American retail merchant has been subjected to during the past two years—and all under the guise of a political propaganda to reduce the high cost of living.

I am not a pessimist, nor a calamity howler, nor am I a reformer, but I am a free born American citizen, a representative of business men, and I am here in defense of American Merchants against the unreasonable, and unscrupulous attacks made upon them by the misguided representatives of our own Government. I do not believe we are on the verge of disaster, I do not believe we are nearing a panic. I have the utmost faith in the business men, and the utmost confidence in the stability of American business, but I do believe in the light of recent experiences, that the time has come when the business men of this country must wake up, must assert themselves, must have the courage of their convictions and become more active in the business management of our National Government, for the protection and preservation of American business.

The business man, the retail distributor of merchandise is the backbone of every community, the welfare and advancement and progress of every community, depends largely upon his efforts, he supports every civic enterprise for the uplift and betterment of the town in which he lives, and in times of disaster it is his money and his help and judgment that builds up and restores that town or city to its former condition. Yet he has lived in a business rut, the big affairs of the business world have gone on around him and over him and never touched him—he has revolved in a business circle—occupied mostly and sometimes entirely by local affairs.

Think of the power and force and

political strength that a million American merchants have frittered away for years, think of the time and efforts that have been wasted and the opportunities that have passed, when years ago there could have been and should have been a better and broader understanding of National and State affairs and a closer contact among all business men for their mutual advancement and welfare.

The time is now rapidly approaching when public officials and Government representatives are going to be better informed as to the requirements of business, when there is going to be deeper and closer business relation a broader conception and a better understanding between merchants and law-makers, because the business welfare of our country demands it. Then there will be less misunderstanding, less bad feeling and antagonism between our Government and our business men, and more co-operation, more friendliness, more working together for the betterment of all the people.

In closing, permit me to leave this suggestion with you. Do not be afraid of politics and when you talk politics do not go out in the coal shed or behind the barn or down cellar, or shut yourself up in your office. Talk it at home or at the store or in the street. Talk it at church, if necessary, but talk it and talk it with the courage of your convictions. Talk it as a naturalized and civilized business man. Talk it as a sensible fearless patriotic, red-blooded American citizen. Talk it for the welfare of your brothers in business. Talk it for the preservation and protection of all business interests and for the welfare and advancement of all the people in the greatest and best country on the face of the earth, your country, my country, our country.

Relation Chain Stores Should Sustain to the Community.*

The topic assigned me under the caption Chain Stores and their relation to the community in which they operate is one which requires a great deal of thought and study to obtain any reasonable disposition of this subject matter.

There are so many things connected with the chain stores which can be said for and against their operations in the community in which they operate which are so obvious that it is hard to tell where to start. Like the mail order business, they have grown by leaps and bounds to such an extent that to-day they have a foothold in this country and that any tangible method of curbing their public or community bedamned policy in which they pretty generally operate and whatever measures are taken to remedy or better the conditions must be taken, with a view that they co-

*Paper read at annual meeting Michigan Retail Dry Goods Association by Charles H. Davis, Secretary Lansing Chamber of Commerce.

operate with the community same as other stores and places of business which feel it incumbent upon them so to do. In the city of Lansing we have quite a number of these organizations which have taken the position that they are not interested in the city's welfare in any particular other than that of selling their goods at a money making profit. When we analyze the iron hand methods in which they do their business, you little wonder that if we are to accomplish anything along this line we must do it by first making it a State wide movement. I do not believe any one community can obtain any great degree of satisfaction in itself only. However, a little later on I shall at least endeavor to suggest some remedy or method which I believe will be effective if taken a hold of by the State as a unit. One of the main things to be considered, in my opinion, is that these stores are heavily or substantially financed. Second, their organizations are thoroughly organized to such an extent that they feel they are in a field by themselves and can stand on their own legs, so to speak.

In quite a number of instances in our city we have been enabled to get considerable co-operation from some of the various Lansing so-called chain stores. For example, the Kresge people of our city have always been found willing and ready to assist in any manner toward lending a helping hand in our city. We have not only found them ready, but in a great many instances found them setting an example for others to follow. However, this cannot be said of the Woolworth combination. If you will indulge with me a few minutes I will read a letter I sent to the General Manager at Buffalo:

Lansing, July 13—The stores in this city have agreed to close Saturday evenings during the months of July and August at 8:30 p. m.

They are all closing with the exception of the Woolworth store of this city. Knowing the principles in which you operate your stores, I am wondering if you would not instruct your Lansing manager to close his store, together with the Kresge people and others of this city, making this unanimous?

Will you have the kindness to wire your manager instructions accordingly.

At any time we can be of service to you, please command us.

Please note his answer:

Buffalo, N. Y., July 15—Replying to your kind favor of July 13, in reference to our store joining the movement to close Saturday evenings during July and August, I beg to state that we do not care to identify ourselves with the movement for the following reasons:

1. According to our records for the first six months of this year our

Cotton Goods, and especially Gingham, have declined sharply. We have these goods in stock for immediate and future delivery. Come in and see us or write and we will gladly submit samples.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Saturday sales averaged 31.62 per cent. of the total weekly sales.

2. Our expenses go on just the same when we are closed.

3. As you know, our prices are fixed and we have no chance to make the dear public stand for the increased cost to sell, as other stores who could if they wished add 5 or 10 per cent. to the price of the merchandise to offset the loss in business.

4. In some towns the agitation to close Saturday afternoons is fathered by concerns who are profiteering who can afford to adopt this method as a talking point to attract sales people to their stores.

5. If 31.62 per cent. of our trade wishes to do business with us on Saturday, why should we take the stand that they should trade with us on some other day? We depend on the public and cater to their conveniences.

6. We agree with any committee that our employees are entitled to a half day off during the week, and assure you that our clerks will be taken care of along this line as they have in the past.

F. W. Woolworth Co.

Practically all of the so-called chain stores are managed by foreign managers—that is, it is a very rare occasion where a local man who has a high standing in the community takes management of one of these stores. It is quite evident that an outsider coming into your community cannot get your broad viewpoint of the city in which the store operates. Even if he is inclined to be liberal minded, as the rule of conducting his store is prescribed by the combination. He is given a selling price with specific injunction that the goods must be sold as per the selling price. As a rule, he knows nothing of the cost of the material or ware whatsoever, so it is easy to see that this manager becomes a mechanical tool for his organization.

I do not believe that we are so much concerned as to what the stores take out of the city, but rather how much they put in the community in which they operate. The amount of money they take out of the city is net less the usual expenses of operating the store while with the local merchants, I am told that in some instances the smaller stores, the gifts, for charities, Y. M. C. A. war activities have run as high as 20 per cent. A very small percentage of these chain stores do not even belong to business organizations, such as the Merchants Bureau or Chamber of Commerce of their respective cities. However, in Lansing, as stated before, our situation is a little better off, perhaps, than in some other cities, owing to the fact that quite a number keep up their membership and have taken some active interest in the welfare of the city. You may wonder why they have done this in Lansing and not in other cities. The answer is, we have done it more or less through public sentiment and the writer is of the belief this is practically the only remedy to get after these chain stores. Public sentiment, to my mind, is the strongest weapon any community can use toward bettering conditions and making progress along the right lines. However, we must first be sure that our own house is in order. I mean by that any organization which attempts to create and force public sentiment must be absolutely sure that the endeavor which they are undertaking must first be absolutely right and fair and that it is being done at an opportune time.

If you will bear with me for a few minutes, I wish to call your attention to the fact that there are only a very few business organizations in the State which can boast of a 100 per cent. efficiency in the work undertaken by them. I call this to your attention that in order before we can go after the so-called chain stores, we

must thoroughly organize our own business associations to such an extent that we will be in a position to make recommendations and suggestions to the public, calling their attention to our own merchandising, teaching people values and calling their attention to the fact that this store patronizes local charities and the like and that this store is behind any movement to better conditions of its community, whether it be finances, moral support or the like. If we can so perfect our local organizations, together with this State and National association, it would seem feasible to the writer that a public sentiment could be so crystallized that a movement in the direction of bettering the understanding of these chain stores and making them realize that they must co-operate locally, that they must be interested in the local conditions to such an extent that it will not be necessary to force an issue every time some occasion arises for special attention of merchants in which the community needs their help.

It would seem to the writer that there has been a neglect on the part of the local merchants Association throughout the State in not taking into consideration the importance of

extending a helping hand to the small retailer who, as a matter of fact, is one of many in the average size city. He is pretty generally allowed to run his business without the council and support of the local retail Association. In a great many ways his manner of conducting his business is detrimental to the larger stores which carry their proportion of the expense in making the community what it should be.

A majority of these small stores have very little regard for the hours in which they operate the opening and closing of their places of business. In Lansing during the fuel shortage it was necessary for the Chamber of Commerce to establish a special committee which was afterwards sanctioned by the City Council to take severe methods to make these little merchants understand that it was their duty to follow rules and instructions regarding the saving of lights, heat, etc., which the special committee found necessary in order that our homes might be supplied with fuel and light and our factories might run. In questioning some of these merchants it was at least surprising to note how slightly they regarded their obligation to the community. These conditions could be

more or less obviated by getting acquainted at least with these small store men, as I believe their co-operation would be helpful to the organizations and the organizations would be of great benefit to them.

In closing, may I not admonish you to consider more thoroughly the advisability of teaching the public the importance of learning values and the necessities of learning to shop better. Better salesmanship among clerks is one of the big things that any pretentious merchant must give consideration to if he is to continue as a leader in this line.

The time is at hand when we must have a better understanding and a better fellowship among the merchants in a community. Shall we not so organize that the chain stores will see the advisability of co-operating in the community in which they operate.

If the customers you bring in by advertising are not being brought back, there is something wrong with goods or service.

Don't bide your time and wait for business to come to you. Go after it or you will not get it.



THE SIGN OF

QUALITY

Our Reputation As Millers Is Behind

Lily White

"The Flour the Best Cooks Use"

We have built up a solid patronage among the home baking women of Michigan by the quality of our flour. We have always guaranteed it to give perfect satisfaction, and will continue to do so so long as we are in business. Our reputation and our business is founded solely upon that rock of Quality. LILY WHITE never has and never will be allowed to deteriorate.

It is a flour containing the choicest selection of soft and hard wheat grown in America. The soft wheat improves the flavor and color. It insures the baking of a good looking loaf of bread. The flour is correctly balanced to make as good bread as it does biscuits and pastry. There is just enough hard wheat in LILY WHITE to make it the ideal all-around flour.

Look for the
ROWENA
trade-mark
on the sack

After being cleaned four times it is scoured three times, then actually washed, so that every bit of dirt is removed from the kernels of wheat. And we use only the best part, the heart of the grain for LILY WHITE FLOUR.

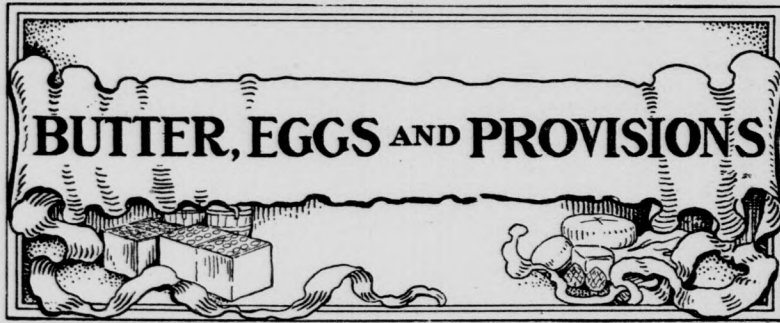
Our milling processes are accurate, scientific, modern. LILY WHITE is of unmatched color and texture and has perfect uniformity of granulation. Bread, rolls and biscuits baked from it are flavory, tender and delicious. It makes pastry so flaky and fine that it melts in the mouth. Give the family a treat by trying a sack of LILY WHITE FLOUR. It is

guaranteed to give 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.



Michigan Poultry, Butter and Egg Association.

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

State Raises Oysters by Hand.

Another blow at the high cost of living has been struck by State Conservation Commission of New York, in the announcement that it has at last solved the problem of raising oysters by hand. Hereafter oyster eaters will not have to depend upon the waning natural supply from the Cape Cod and Blue Point beds. They can, by following the example of W. F. Wells, biologist and sanitarian, of the State Commission, grow their own.

Mr. Wells, after months of experiment, has a colony of several thousand baby oysters, all hand raised and doing finely, in the laboratory of the Blue Point Oyster Company at West Sayville, L. I. They are all too young to be of any benefit to consumers during the present oyster season, but one of these days, if all goes well, the hand-raised oyster may be expected to take its place in the bill of fare with such gastronomic wonders as the boneless shad, stringless bean, and clamless chowder.

When it is considered that a single oyster lays from 10,000,000 to 100,000,000 eggs every season, it seems incredible that alarm should be felt over the possibility of an oyster famine, yet that, according to Mr. Wells, is exactly what the world was facing prior to the discovery of the hand raised product. The present short oyster crop is attributed to the failure of the oystermen to secure "set" for his young oysters. The infant oyster must have shells and things to cling to until it is old enough to get up and toddle around by itself. Once "set" the infant oyster can be transplanted to the growing and fattening beds, but the oystermen have been derelict in their duty as regards the set, and the crop of new oysters has consequently fallen below par.

Mr. Wells has succeeded for the first time in taking eggs from the oyster, putting them in an incubator and bringing them up by hand until they reached the setting stage. These baby oysters are minute forms, and it is said nobody heretofore was ever able to keep them from slipping away when their water was changed. Mr. Wells solved this difficulty by using a centrifugal machine. Just how this machine did the trick is not explained, but no doubt it made the baby oysters dizzy and thus disabled them from making a quick getaway.

At any rate, Mr. Wells succeeded in

concentrating millions of tiny baby oysters into a shell bowl such as the gold fish like, and from this it was easy to transfer them to fresh water containing the kind of food that baby oysters like.

Latest reports from Sayville are that the baby hand raised oysters are now all set not only to the shells which Mr. Wells introduced for the purpose but also to the sides of the glass swimming tank in which they are kept. "The youngsters are now growing apace," announces the State Conservation Commission, "development being much more rapid after the setting stage has been reached."

"The day may not be far off when oysters may come to be a common food of the people instead of being gradually forced into the class of a luxury for the people," it is predicted.

Now that the oyster has been raised in captivity, it only remains to discover a way to feed the baby oyster on horseradish, lemon and tabasco sauce, thus giving it the desired flavoring before it reaches the table. Further experiments may develop something along these lines.

Meanwhile, the old-fashioned, uncultured oyster of commerce is back on the bill of fare upholding the honor and dignity of the bivalve family until the improved product reaches the market. September is here and oysters are in season. Those who cannot wait for the hand raised oysters to ripen will have to get along with the old-style half shells, grown, fattened and flavored in Nature's poor old clumsy, imperfect way.

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

You Make
Satisfied Customers
when you sell

**"SUNSHINE"
FLOUR**

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

Genuine Buckwheat Flour
Graham and Corn Meal

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



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

M. J. Dark & Sons Wholesale Fruits and Produce

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

Grand Rapids, Michigan

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



WE ARE
**EXCLUSIVE
DISTRIBUTORS**
FOR
"Dinner Bell"

ALWAYS FRESH AND SWEET

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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

OUR NEAREST BRANCH WILL SERVE YOU

"WORCESTER SALT"

Takes the "Cus" Out of Customers

SEND US YOUR ORDERS



BUTTER
CHEESE
IVORY Non-hardening
TABLE
FARMER SPECIAL
BLOCK STOCK

SALT

It Pays the
To Sell the **BEST**

KENT STORAGE CO., Grand Rapids, Michigan
DISTRIBUTORS

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.

Tuberculosis Among Poultry.

County agents in certain sections of the middle west report the finding of tuberculosis in some of the chicken flocks in their localities. In order to locate and check any further outbreaks of this disease they are requesting all farmers whose chickens die without any apparent cause to notify the farm bureau and to send in the livers of the dead birds for examination. The disease is likely to show in this organ most plainly.

Tuberculosis of fowls is a chronic contagious disease characterized by the development of nodules called tubercles in various organs of the body, but most frequently in the liver, spleen and intestines. It is readily communicated to most species of birds and to several species of mammals, but it is almost impossible to communicate the tuberculosis of man and cattle to fowls.

One practical course to take when the disease is found in a flock is to kill off the whole flock as quickly as possible and to disinfect thoroughly all the houses and runs immediately, according to the Bureau of Animal Industry of the United States Department of Agriculture.

Unless disinfection is thorough the new flock is likely to contract the disease when placed in the infected houses and yards. When possible new birds should be placed on new ground. Another method of combating tuberculosis is to dispose of all hens after the second laying period and to destroy affected fowls as soon as symptoms appear.

The eggs of the diseased birds frequently contain the bacilli, experiments prove, and young chicks hatched from such infected eggs are diseased.

Youth Not Guarantee.

Because of the readiness with which eggs spoil the term "fresh" has become synonymous with the idea of desirable quality. Contrary to the popular notion, however, the actual age of an egg is relatively of much less importance than are a number of other factors which affect its quality. No egg which has been held for even a short time is quite as good, of course, as one which is freshly laid. But an egg 48 hours old that has lain in a wheat shock during a warm July rain or has been gathered by the farmer's wife when it was wet and dirty and then kept in a warm kitchen would probably be swarming with bacteria and be unfit for food, while another egg kept for eight months in a first-class cold storage room would be entirely edible and of fairly good quality. The promptness with which an egg reaches the consumer after it has been laid is no guaranty of its quality unless it has been handled properly while in transit.

Any wetting of the shell of an egg

is apt to result in dissolving the gelatinous coating by which it is normally protected, thus making it more porous. When the shell is porous evaporation proceeds at a rapid rate so that the egg becomes shrunken or "stale;" odors are also more readily absorbed and may materially affect the flavor. Bacteria also find an easier entrance, resulting in rotten eggs. Lastly, the growth of mold is stimulated wherever moisture is present on the surface of the egg. This gives the egg both a musty flavor and a disagreeable odor, which are not destroyed on cooking.

Freezing Fruit.

That the well known methods of preserving fish, meat, poultry, eggs and butter by freezing should be extended more generally to berries, small fruits, and tomatoes, thus in effect making fresh fruit of these kinds available throughout the year is the statement based on extensive experiments of specialists of the United States Bureau of Markets. Successful methods for the storage of fruits in a frozen condition should be more fully utilized in relieving the market of surplus receipts of highly perishable fruits while in sound, edible condition. In a few of the larger cities certain ice cream manufacturers, canners, and even hotels, hold frozen stocks long after the fresh products are exhausted on the market.

It is pointed out that the preservation of fruits by freezing is cheaper than canning them, especially when tin containers are costly, as at present; and that frozen fruit held at the proper temperature has a more natural flavor than that which is canned or dried. Fruit preserved by freezing has been found by the experiments to be fully as satisfactory as fresh fruit and superior to canned and dried fruit for use in making ice creams and sherbets, and for cooking in the form of pies, preserves, jellies and other desserts and confections.

The following fruits are now being frozen and held in commercial lots: Strawberries, red and black raspberries, blackberries, loganberries, blueberries, gooseberries, currants, and sour cherries. The procedure is simple. Berries are frozen in the crates in which they are marketed at temperatures from 10 degrees Fahrenheit to zero or below. If the berries are warm and soft it is preferable that the lower temperatures be employed until the fruit is solidly frozen. The temperature may then be raised to 10 degrees Fahrenheit and the fruit can be carried for a season or withdrawn through the winter as needed.

Don't get confidential about your business with some outsider. Keep your intimate affairs to yourself. Then you will not find yourself wishing you had not told.

Bel-Car-Mo

Peanut Butter



The fact that the best jobbing houses carry "Bel-Car-Mo" is a high tribute to the quality of this popular Food Staple. Give it its own place on your shelves and let your customers know you carry it. They know the quality.

Order from your Jobber

The Vinkemulder Co.

Grand Rapids, Michigan

Apples Peaches
Plums Pears
Grapes Onions

in car lots and less

You will deal with us profitably

NONE BETTER
AT ANY PRICE

White House Coffee
1-3-5 LB. PACKAGES ONLY



Always Just Right
Delights Every User

A LIBERAL SUPPLY OF THIS FAMOUS COFFEE IS NOW AVAILABLE THROUGH THE WHOLESALE HOUSES ACTING AS DISTRIBUTING AGENTS.

DWINELL-WRIGHT CO.
BOSTON—Principal Coffee Roasters—CHICAGO

Grand
Rapids
49 Market
St., S. W.

W. E. Roberts

EGGS AND PRODUCE

Citiz.
1361
Bell
M. 1361



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

It Pays To Help Paint Purchasers Get Results.

Written for the Tradesman.

The best advertisement for the paint department is, after all, the satisfaction your brand of paint gives the purchaser. This is well worth remembering. One well painted house helps you to make other sales. Particularly is this the case in the small town, where people always seem to know what everybody else is doing, and where, consequently, it is absolutely necessary to see that everything that has any bearing upon your business is done right.

I was talking this over with a small town dealer, and he declared his firm conviction that in connection with the fall paint campaign the hardware dealer should look past the paint selling stage and give some heed to the results the paint customer secured. He went on to elucidate somewhat like this:

"In our store a paint sale is something more than so much business secured. It is also something done to secure more business.

"We recognize that the individual paint sale does not stand out distinct and separate from all other sales. Each sale is linked up intimately with other sales. Each sale is helped by past sales; and each sale does something to influence future sales. It attracts or repels them.

"People in town, for instance, are interested in any new work undertaken by a neighbor. They enquire about it. Perhaps mention is made of it in the local paper. The final result is awaited with some interest, particularly where—as is often the case—some white-lead-and-oil enthusiast starts a destructive controversy with the individual who has temerity enough to use our brand of ready-mixed paint.

"Then, particularly, it is up to us to see that our paint makes good.

"It is the same in the country. Each farmer seems to know all the others. If Bill Smith on the second concession is painting his house or barn, that fact is related at many a dinner-table. It is made the text of an argument—usually started by the wife—as to whether the house which is her home should not be painted, too.

"Where people take this interest in the operations of their neighbors it is very easy to see that the results achieved by these neighbors will influence future business. If Bill Smith's house does not look presentable after

his painting job is completed, there is little chance that Bill's neighbor's wife will be able to convince her husband of the wisdom or expediency of painting. On the other hand, if Bill Smith's house has been greatly improved by the paint there is a mighty good chance that Bill's neighbor's wife will win out. Thus, not only will the general cause of paint be advanced, but the particular brand used on Bill Smith's home will be given added prestige. Everybody knows where Bill Smith got his paint, how much he needed for the job, and how much it cost. They will find out all these details before making their own paint purchases. I have found this to be the case in a host of instances.

"All this being so it is evident that a lot of importance attaches to the sort of a job Bill Smith makes of his house painting. It is, therefore, to my advantage to do everything possible to see that the job is a good one. I have certainly found this to be so, and I try to see that each job for which we supply paint is as well done as possible.

"To make certain that the paint will be correctly applied is the great thing. We feel sure that we have the right kind of paint to sell. We have no hesitation whatever in recommending it. But with the very best of paint it is still possible for the result to give folks the impression that it is poor paint. No paint on earth is good enough to maintain its reputation in the face of some circumstances.

"Suppose, for instance, that a paint, after being applied, begins to peel. What is the natural result? The man who bought it will come to the conclusion that the paint is no good. He will be very much annoyed at the dealer who sold it to him. Perhaps the dealer may be able to tell him that the fault lay, not in the paint, but in the way it was applied. Even so, the purchaser will be only half convinced, at best. He will still feel that the paint was inferior; and he will assuredly feel that you, the dealer, did not do the right thing by him. "Why, he will ask, either aloud or to himself, "did you not tell me when I made the purchase how this paint should be applied?"

"From my point of view, it is only a fair question, at that. The natural time for all such explanations, it seems to me, is when the paint is bought. We have tried to give whatever advice was necessary at that stage, and on the whole this practice has proven very helpful in increasing our business.

"When a man buys paint the chances are we will know for what pur-

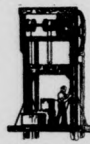
pose or class of work he wants it. Perhaps we have been working on that sale for some little time. If we do know the object, then we explain very carefully what should be done to make the best possible job. There are places in the country, I know, and in the city too, for that matter, where paint shows badly because it was applied over old paint that had commenced to peel.

"If the painting is to be done by a professional painter, no instructions are needed. But a great amount of

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"Home of Sunbeam Goods"

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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

the mixed paint being used is applied by amateurs. Amateurs can make a good job with good mixed paint, but they may need a little advice, and I believe it is to the dealer's advantage to give this. He needn't be afraid that the paint purchaser will take offense.

"Suppose we know a man wants to paint his house. Perhaps we know the house. If so, we can give very accurate advice. In any case we know that the house has not been painted for some time, and we are aware that the old paint will likely be peeling. We warn the customer to scrape off all the old loose paint before a new coat is applied. Often we go out to look at the work to be done and make suggestions on the spot. It takes time, of course, but it pays. That is one of the best methods I know of working up other sales. It makes the one using your paint a booster for it, and for you. And as a rule every freshly painted house means two or three prospects in the same neighborhood. By visiting the scene you can often get in touch with these.

"If we do not know the work upon which the paint is to be used we ask a few questions. We let the buyer know that we want to find out exactly how he is to use the paint, so that we can give suggestions. He will recognize that we know, or should know, more about it than he does, and he is only too pleased to have our hints.

"I know there are a great many ways of booming paint sales. We are ready to try them all, and anxious to get a new idea now and then; but when all is said and done there is no way to build up a paint business like talking an interest in each individual job done with your paint. Seeing that the work is well done establishes a reputation for the line you carry. It also establishes the right kind of a reputation for you."

Many dealers make it a regular practice to follow up their paint sales. Some keep card-index or other records of each sale, including the job on which the paint was used, date of painting, who did the work, amount of body paint and trimmings, price, and weather conditions at the time. Other dealers secure photographs of all jobs done with their paint; these are good material for use in selling other prospects and in putting together window displays. The records also help to prove the wearing quality of the paint, should that be called into question. And, of course, every customer you sell this year is a prospect for another paint sale a few years hence; and the fact that the results secured have given satisfaction is the strongest argument you can use in canvassing for a repeat order.

Victor Lauriston.

Shortage of Farm Help Not Relieved in Michigan.

Written for the Tradesman.

Because the United States Department of Agriculture mobilized an industrial army and sent it into the great wheat-raising states of the West and Southwest, newspapers are persistent in the statement, variously phrased, that the farm labor shortage has been overcome.

We have not seen the least relief

in this part of Michigan and there is no doubt that the same is true generally where farms are small and crops are diversified. Only by long and unremitted exertion were farmers able to plant or harvest crops; and the end is not yet. Threshing, corn harvest and fruit gathering finds no more available help than at any time previously this season. The opening of school even intensified the need of help, so little time can the boys and girls give to work on the farm.

Untilled fields and farms and vacant farm and tenant houses in farming communities give silent testimony that much less food stuffs were grown than in former years. On the average every farmer could give employment to one additional person; a farm laborer, a boy, a girl, a woman or an older man who could do chores, repair tools and be general caretaker. This would mean a home and a comfortable living for as many additional people as there are farms in Michigan. This would help solve the housing problem of the cities.

It may be asked how the farmers could pay this added expense. It could easily be paid from proceeds of increased crops of grain, vegetables and fruits; from the saving of buildings which are deteriorating for need of repairs. With buildings and fences in good repair, with additional barns and sheds, harvested crops, farm implements and live stock would be better protected and losses saved. Many a farmer could do his own carpenter work had he a man or men to carry on his farm work, but the outrageous wages of carpenters, the high price of all building material, the scarcity of nails and other hardware entirely preclude the possibility of building so as to conserve in fullest manner the products of the farm.

E. E. Whitney.

Keeps Him In Touch With Old Home.

Lake Bluff, Ill., Sept. 21—I do not take the Tradesman as a trade paper, for it is as such of no interest to me; but it is one of the units which keeps me in touch with the good old town for which I labored so long to give it its present prominence in the business world. It serves to keep my memory fresh of the encouraging words and hearty support I always received from its editor during my labors there.

Yet there is generally something outside that, for the tone of the editorial columns is instructive and sound.

Captain Belknap is certainly a very interesting story teller. I would like to see more of his writings in the Tradesman. Have cut out all his articles and am "pasing them around the circle." H. D. C. Van Asmus.

EVEREADY
STORAGE BATTERY

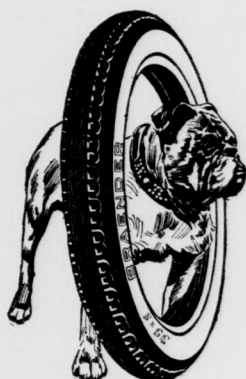
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is a high class adding and listing machine, scientifically constructed along standard lines and sold at a minimum cost. You can PAY more, but cannot purchase better value.

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135.00 ALL MACHINES
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Ten Big Traits of the Good Salesman.

First of all—honesty. Because this trait enters into every fundamental that makes a good salesman. The Man must represent himself honestly—then his house or product or whatever is to be sold must be presented as it is.

2. Enthusiasm for the thing sold, coupled with second-nature knowledge of the thing offered, comes next. If you do not believe in the things you represent, no one else will. And unless you are able to present your points about it concisely, accurately and without hesitation, you are going to lose when you should have won.

3. Burn a literal hole into the consciousness of the one to whom you seek to sell!

4. Watch for every opening where-by you may let your man sell himself—then he will have a greater respect for his own judgment in buying. This is important.

5. Get the essential facts home. Choose your words and get them to their mark with precision. Never over-sell—it's like wasting men after a battle has been won.

6. Never "knock" a competitor. Remember that you are selling your own proposition and if it cannot stand on its own legs, it doesn't deserve them. But it is well to know the weak points back of your competitor's things—that you may emphasize the strong points about your own.

7. Neatness of dress and cleanliness of appearance are very important.

8. Never lose your temper in selling no matter what the provocation. Be patient and courteous—and strong.

9. Keep your mind clean and filled with wholesome thoughts. Big men instinctively measure up other men in this respect and give them their orders where more brilliant but less fine salesmen would lose. It is the intent of intelligence that wires orders in!

10. Put a high value upon your un-working hours. Read, study—observe. George Matthew Adams.

Contract Invalid For Two Reasons.

Grand Haven, Sept. 20—We do not know whether you will want to be troubled with our affairs, but we have a little difficulty with a pattern company and wonder if you can advise us concerning it.

Is there any way possible to get out of this contract? We have a five year contract to expire in July, 1922, but it is a loss to us every month. The contract started with the New Idea Pattern Co., but last spring changed or rather consolidated with the Designer, now called the Design-

Publishing Co., and sometimes letters come from same address but different name, the Standard Fashion Co.

There are several items we cannot understand in the bills and when I ask them we get either no reply or an unsatisfactory one. The New Idea Pattern Co. we did not like, but they kept accounts so we could understand them and checkup, but not these people. We have not had a bill or statement from them which I could check up correctly and I have a few brains. Enough at least to have been book-keeper ten years for two different factories. Mother and myself are in the millinery business in our town and take your paper and enjoy having its regular visits. We have noticed some items in it that made us think you might be able to advise us about this deal. We are paid in full to the New Idea, but have settled nothing with the new people. Is there anyway possible to honorably terminate this contract before the time is up?

If you can advise us we would be very grateful.

Price & Fowler.

The enquiry was submitted to the long-time legal advisor of the Tradesman, Judge Hatch, who finds the document invalid, for the following reasons:

Grand Rapids, Sept. 21—I have examined the contract between the New Idea Pattern Company and Price & Fowler, which you submitted to me with the letters from Price & Fowler to you, and I am of the opinion that if in carrying out the contract the New Idea Pattern Company assumed to regulate and fix the retail prices at which the patterns could be sold by Price & Fowler, the contract can be avoided on account of the clause which requires Price & Fowler "to sell the same at regular retail prices," as in that case it is in violation of the Sherman act against trade combinations and trusts; also on account of a clause providing that Price & Fowler are "not to sell or permit to be sold on the premises of the merchant during the term of this contract any other make of patterns."

The fact that the name of the New Idea Pattern Company has been changed since the contract was entered into would not affect the validity of the contract. Reuben Hatch.

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GRAND RAPIDS

RATES \$1 up without bath
\$1.50 up with bath

CAFETERIA IN CONNECTION

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FIRE PROOF

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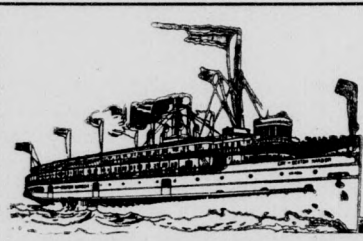
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Muskegon :-: Michigan

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QUALITY THE BEST



GRAHAM & MORTON
Transportation Co.

CHICAGO

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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.

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 may 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 college where hard work is seasoned with recreation and social pleasure.

A campus where you may get near God's great out-of-doors.

A college so near two of the most interesting cities in the United States—Detroit and Ann Arbor—that you could visit them frequently with little expense.

A college giving special attention to rooming and boarding conditions.

Classification for Fall Term,
Monday, September 27

Michigan State Normal College

C. P. STEIMLE, Sec'y-Registrar, Ypsilanti, Mich.

RED CROWN Gasoline line is made especially for automobiles. It will deliver all the power your engine is capable of developing. It starts quickly, it accelerates smoothly, it will run your car at the least cost per mile, and it is easily procurable everywhere you go.

Standard Oil Company
(Indiana)
Chicago, Ill.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 21—M. V. Cheeseman, Michigan representative for the Victor adding machine, has opened his Grand Rapids office at 317 Houseman building.

Willard Purchase, who has been engaged in general trade at Corning for the past ten years, prior to which time he was engaged in general trade fifteen years at Corinth, is closing out his stock and will leave about Oct. 10 for Florida, traveling by automobile. He expects to return next spring and re-engage in trade at the same location unless he disposes of his store building in the meantime.

Frank H. Forrest, who for the past three years has been representing the Hazeltine & Perkins Drug Co., in the cigar and candy department, has severed his connection with that house and in the future will represent the W. J. Seidenberg Company, of New York City, and Tampa, Florida. Mr. Forrest's work will consist in placing the brand Virginia Lee with the retail trade. The Harnett & Hewitt Co., of Toledo, has the brand for Michigan territory.

Members of the Michigan Retail Dry Goods Association complain of the inadequate hotel accommodations at the Saginaw convention last week. The meals served at the Bancroft were commended, but the way guests were assigned room space reminded some of them of the way sardines are packed in boxes.

The Michigan Paper Co. (Plainwell) has declared the regular quarterly dividend of 2 per cent., payable Oct. 1, and also an extra 2 per cent., payable at the same time.

A good road has been found between Grand Rapids and Detroit with the exception of a wretched mile of road on the hills just North of Plainwell. This mile has been bad for more than a year and is an outstanding disgrace to Allegan county. The Detroit route is from Grand Rapids to Kalamazoo, thence to Jackson, Napoleon, Manchester, Saline, Ypsilanti and Detroit. This route is twenty-seven miles longer than the Lansing-Howell-Farmington route, which is next to impossible this season on account of the frequent detours between Lansing and Detroit.

Most sermons are not as broad as they are long.

If men would boss themselves they would be free of all other bosses.

Like those who order near-beer, folks who fail to vote have no kick coming.

A man is getting old when it hurts him to tie his shoe laces.

After a man is married he begins to put the big bills on the inside of his roll.

One reason why the country's in such a ferment is the amount of home brewing that is going on.

Don't blame a successful man for bragging a bit—no one with a good catch of fish goes home by way of the back alley.

The high cost of living has been so well advertised that some people are ashamed to admit they are living within their incomes.

Profiteers will continue to flourish as long as we are content to say to the clerk, "Wrap it up" instead of "How much?"

Much talk has been heard lately of martyrs. There is one martyr whom we should like to immortalize. He is the man who has courage enough to wear his straw hat or Palm Beach suit after September 15. No sheep-like conformity to a silly edict for him. He is a martyr to the cause of comfort—and common sense. If it is as warm on September 20 as it was on September 10, he refuses to be stampeded into a felt Fedora or a suit of Scotch Mist that tickles his knees. He consults the weather and his own comfort when deciding what clothes to wear, not the calendar. We have not enough men of the heroic mould in which this independent person is cast. His is the spirit that tramples down obstacles and shakes

off the sucking hold of custom. He knows his own mind and follows it. Socrates defying his judges, Martin Luther nailing his theses to the church door, Columbus starting out to find a Western route to Asia—all these bear testimony to the courage that enables this man to flout the millions and to remain true to the faith that is in him. We abhor his taste, but we admire his pluck!

Plea For Southern Ireland.

Merril, Sept. 21—I note an editorial on the last page of the issue of Sept. 15 signed by Old Timer, the heading of which reads A Case of Mind Your Own Business.

Still you plainly print that your paper is "devoted to the best interests of business men. Frank, free and fearless for the good that we can do. Each issue complete in itself."

This Old Timer, as I might call him, can have but very little knowledge of the true facts of history and what real Americanism means and which our pride of America's best blood fell for on foreign land, that true liberty might prevail.

Just a word about MacSweeney. He is giving his life like a soldier. The eyes of the world are watching the British empire while the life of Terence MacSweeney, Lord Mayor of Cork, hangs in the balance. MacSweeney, the accredited representative of the people, is a living protest against human slavery. If he dies, he gives his life like a soldier for a great principle.

MacSweeney, the State Department rules, is not an American citizen, therefore this great Republic that so recently poured out its blood and treasure that liberty might live cannot plead for his life.

The burgomaster of Brussels was not an American citizen, yet when the German invaders put him in prison early in 1915, William Jennings Bryan, then Secretary of State, appealed to Germans on behalf of the President and the burgomaster was released.

Like the cry of Patrick Henry for liberty or death, MacSweeney's plea echoes around the world. Humanity itself stands indicted, when London press dispatches carry news items which prove the British army of occupation in Ireland, 100,000 strong, is nothing better than an armed blood-thirsty mob. Liberty trails in the dust. When the exchange telegraph from London sends out the news, as it did yesterday, that in Galway:

"In retaliation for attacks on the police (British soldiery), forty policemen raided houses here early to-day, tied civilians to lamp-posts and riddled them with bullets."

Yet Lloyd George, like the trick donkey in a circus, hopes to rivet the attention of the world on his suggestion that if the lives of such police be spared, MacSweeney may live.

Please insert this so the Old Timer can read some truths, for he surely can't die a natural death and have such hatred in his soul against a people who can defy the world for brains, for bravery in time of war, in time of extreme danger and dying a martyr's death.

It is only God's inspiration that keeps them strong and brave, but I am sure the devil has his tail wound strong around John Bull and his own selfish class. J. J. O'Toole.

Speaking at the dedication of the Lincoln statue in London, Lord Charnwood said, "He is seen to have applied to great affairs a wisdom for which everybody had occasion every day." Lincoln played for the long future. Sixty years ago he declared that a nation cannot endure half slave and half free. To-day he could say with equal force, "The nation cannot continue half sober and half hysteria."

You can't drive a mule, but you can lead it.

Review of the Produce Market.

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

Bananas—10c per lb.

Beets—75c per bu.

Butter—The market has remained about stationary on all grades for the past week. The consumptive demand is good. The quality of butter arriving is improving considerably, owing to better weather conditions all over the country. The make is about normal for the season, and the price is not likely to change of any consequence in the next few days. Local jobbers hold extra creamery at 56c and first at 53c. Prints 2c per lb. additional. Jobbers pay 36c for packing stock.

Cabbage—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

Carrots—75c per bu.

Cauliflower—\$3 per doz.

Celery—40c per bunch.

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

Cucumbers—Home grown hot house, \$1.25 per doz.

Eggs Fancy new-laid have advanced about 1c per dozen over last week. The quality arriving is good and receipts continue to be very light. The market is likely to remain about where it is for a week or so. Jobbers pay 51c 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 ----- 50c

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.

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 \$1.25 for leaf.

Onions—Spanish, \$2.75 per crate; home grown in 100 lb. sacks, \$2.50.

Winter onions give every promise of being very cheap the coming season. Local dealers are making contracts on the basis of 75@90c per bu. The crop will be a large one and the price will be very cheap.

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, \$2.25@2.50; Elbertas, \$2.25@2.75; Barnards, \$2.50. Late \$2.75@3. From present indications 60 per cent. of the crop raised in New York and Michigan will be utterly wasted, due to lack of packages, lack of and high price of ice, inadequate transportation service and inexperience of the managers of farm organizations which are undertaking to handle the bulk of the crop. In former years growers have depended on the regular dealers to handle their crop. This season they are placing reliance on the amateur managers of farm bureaus, farmers exchanges, buying exchanges and fruit shipping organizations. In all cases the farmers are getting the worst of it, due to bad grading, bad handling, bad buying and bad selling. Many growers are not getting enough out of their crops to cover the cost of packages and freight. They have only themselves to blame. They will find that growing fruit is one thing and handling it is another thing altogether.

Pears—Sickles, \$2; Clapp's Favorite, \$1.75; Sugar, \$1.25.

Peppers—Red, 30c per doz.; green, \$1.50 per bu.

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

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

Plums—Green Gages, \$1.50.

Potatoes—Home grown command \$1.25@1.35 per bu. The crop of late potatoes promises to be large all over the potato growing sections of the country, in consequence of which the price is expected to range around 75c per bu.

Radishes—20c per doz. bunches.

Spinach—\$1 per bu.

String Beans—\$1.50 per bu.

Summer Squash—\$2 per bu.

Sweet Potatoes—Virginias command \$2.75 per 50 lb. hamper and \$7.25 per bbl.

Tomatoes—Ripe, 75c per ½ bu. basket; \$1.25 per bu.; green, \$1.50.

Turnips—75c per bu.

Water Melons—50@60c for home grown.

Wax Beans—\$1.50 per bu.

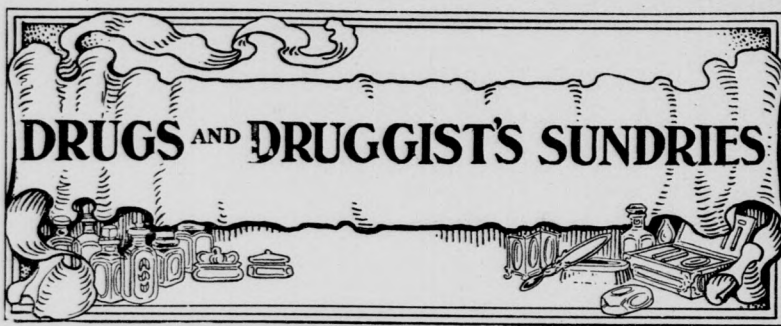
Echoes From Grand Traverse Bay.

L. G. Ball, 122½ E. Front, Traverse City: "I have taken the Tradesman some time and find it a very valuable paper. Would not care to do without it."

George E. Harvey, 213 E. Front, Traverse City: "I find the Tradesman a valuable paper and worth many times what it costs. It is almost indispensable to anyone handling merchandise and I find, in calling on the trade in this part of the State, that every wide-awake, progressive and up-to-date merchant takes, reads and likes the Michigan Tradesman."

Queen City Implement Co., P. O. Box 85: "The Tradesman is all right. We like it first rate. Pleased to renew."

The Metal Office Furniture Co. has increased its capital stock from \$100,000 to \$200,000.



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.

Cut Out the Paregoric.

The sale of Paregoric, as such, should be discouraged; better still, discontinued. This could be easily accomplished without undue suffering to the world in general and the kiddies in particular. If there are carminative or slightly anodyne properties in oil of Anise and Camphor, then by all means let us have a compound tincture of Camphor, minus the Opium. This latter ingredient is used for its narcotic properties only. If the grown-ups are in quest for a little honest dope they must gorge themselves with Paregoric by the pint before they can obtain any semblance of bliss. As to the kiddies, their cries, which denote either an effort of nature to expand their lungs or notice that something has gone wrong somewhere, must not be stilled. The diaper pin, which is perhaps invading territories not within the scope of its proper activities, must not be provided with a silencer. The crying of the "teething" youngster might be due to a wrong or incompatible supply in the commissary department. In either case, enforced silence is not desirable. Nor in any case at all.

As to adults, those having a hankering for "stuff" should be given either the real article or nothing. Nothing is the best of the two. A 3 per cent. whisky would be worse than Jersey lightning, while ½ per cent. beer is first cousin to a solution of Epsom Salt. Tincture of Opium has its legitimate use, but Paregoric has more abuse than use. Since we have narcotic legislation, let us have it right. Let no diluted doses of the law be sold over the counter. Legitimate preparations containing Paregoric will not be taken for its contents as the rest of the ingredients take all the joy out of it. There is neither ethics, nor shekels, nor thanks to be gained by the sale of it, so we have reasons to discontinue to suit all tastes.

Most of us have refused to handle the new-fangled "medicine" which we are supposed to "dispense" under a retail liquor dealer's license. Let us now put the kibosh on Paregoric and thus help the kiddies in a right way, and furthermore, not disgust the misguided would-be "dopes" who may be trying to drown their sorrows in a preparation of Opium which has been drowned in a sea of dilution.

The frantic mother or father who has to marathon with the teething baby all night, will, in the end, be bet-

ter off by owning a brighter and healthier child. The child, if a boy, will have all this pain forgotten by the time he plays his first game of ball with "de gang;" if a girl, long before she will powder her nose the first time.

For the "good and welfare" of all concerned, let us voluntarily stop the sale of Paregoric over the counter.

Keeping the Store Clean.

If there is one store more than another where immaculate cleanliness should prevail it seems to me it is the drug store. We look for more or less "clutter" in the grocery or the hardware store, but even these are being taught by the syndicate store that there is a different way of doing that certainly attracts trade. We have confidence in the store that has a place for everything and everything in its place.

And if the druggist, among whose customers the "fair sex" surely predominates, realized that there is a deep love of cleanliness in the heart of every woman, and that nothing impresses her more than a bright, spick-an-span-looking store, there would be no question as to whether the store should be swept once or twice a day or the windows washed once a week or twice.

Clean floors, shining glass, in show cases or windows, glistening silver and a general air of cleanliness and neatness will alone produce results that will favorably affect the cash register.

In these days when the syndicate store is searching indefatigably for favorable locations, it behooves the independent merchant to be up and doing. He should improve his store in every way possible, even if it is in nothing else than in cleanliness and order—Apothecary.

Early Fall Displays.

The change of season gives more liberty to make displays of fancy candy. There should be a general clean-up of the shop and window. Decorative colors should be changed from the summer colors to the warmer, subdued colors. Before going into detail about window shows let us again refer to the shop and the trims which will aid much in making it attractive for the appreciative buying public. If the interior has had its summer attire of rose or other artificial flower decorations, these should be entirely removed unless it would leave too bare an appearance for this month, but with the advent of the fall season and cool weather there should be radical changes. These moves freshen and brighten the shop. The early weeks may be still warm and your plans to change general dis-

plays may have to be delayed, but you can begin with the cases where your novelties are displayed and where some of the new arrivals ought to be shown, and then the cases where the better grades are shown. Then start on your shelf displays or back of counter cases where the contents should be gradually but promptly arranged so as to give the desired freshness for fall trade. Then again, your mirrors, pictures, etc., which may have been covered with mosquito net can safely be uncovered and cleaned to make them look bright and fresh. If you have had any natural plants growing these too want removal or attention. Growing plants, if kept nice, look well the year around. Further, if you have had artificial summer bloom, possibly the flower can be removed and distinct fall flowers placed. Whatever your plan may be, this month is the time for the passing away of the summer displays and introducing of the early fall shows. While times and conditions are far from normal and one may not wish to be as liberal as former years, yet to neglect any and all expense for displays may prove fatal to your business.

The Lord Needed No Help.

The cook in a Southern family, a "mammy" of the type now passing, was assured by two surgeons whose services had been enlisted by her employer that her condition was such that an immediate operation was necessary.

Mammy listened respectfully but declined their service in the following terms:

"It's jest as much obliged to you gennulmen as I kin be, but ef de deah Lawd has done made uup His mind to call me home, I rekon he kin translate me without no assistance."

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.



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.

Weather Conditions

Are making it possible this year to ship candy orders early for the Fall and Xmas trade. We positively have thousands of dollars worth of candy which will be ready in a few days for immediate shipment.

We call to your attention the Webbers and Allen Qualley Leaders:

WEBBERS

Tutti Fruitti Chocolates
Nut Clusters
Hard Centers
Butter Chocolates
Chocolate & Bon Bon Brazils

ALLEN QUALLEY

The Poppies
Hindustan
Black Sitone
Radison
Milk Chocolates

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Unrestricted Immigration the Nation's Greatest Peril.

Grandville, Sept. 21—The most threatening danger to prosperity and sound Americanism to-day is the great influx of immigration since the conclusion of the world war.

It is the one overtopping menace to the Republic. Unless this question is at once taken up and disposed of in a righteous manner, there is certain to be trouble in our land and much of it. We have chosen to blink the danger, to take small thought of the dangers that this one item of importance conveys.

We had considerable trouble assimilating the immigrants who flocked to our shores before the war. The years of conflict shut out this menace to our institutions completely, but now, with America rolling in wealth, with the whole country a Mecca for the workingman, the hordes of Europe and Asia are heeding the call and soon will be flooding our shores as never before in our history.

This fact is no small matter to be shrugged aside with an indifferent grunt or a laugh. We are facing a new era and a new stride to foreign influx to our shores which is destined to increase in volume as the days of the year wax and wane. We should put aside all party fealty to take up and settle this greatest problem of the age.

If this republic ceases to exist it will not be through war, but rather through the unrestricted immigration to our shores of the worst elements of old Europe, which includes its every nationality from the frozen North to the sunny shores of the Mediterranean.

Just now it is the scum of the South of Europe seeking our shores. Report says that the immigrants are swarming into New York at the rate of four thousand daily. Also that 1,000,000 Italians are clamoring at ports of embarkation, eagerly crying to be permitted to cross to the promised land of America.

Is not this significant of what is to follow? Our shores are soon to be inundated with a vast swarm of undesirable immigrants, and no man or party in America dares protest. It is a shameful condition that gags the speech of American men, and now that women have come into their own where suffrage is concerned, would it not be well enough to put the matter up to them? Here is an opportunity which our womanhood need not fear to face. Politicians will be very chary of antagonizing the women voters. Let them once take a firm stand against further inundation of America by these undesirables and the problem so called will be solved.

Many millionaires were made in America through enormous profits in business during the world war. These millionaires, some of them are destined to lose their quick-made wealth when the marts of trade become clogged with foreign made goods and when millions of new recruits to the ranks of labor overflow at our Eastern coast line.

This great influx of foreign labor will not only bring down the wage scale, but it will create a surplus of labor which cannot be employed. Then, as the gaunt specter of want and famine stalks over the land, these armies of imported workmen will become a burden upon others more fortunate; the soup houses, with long lines of unemployed, will again be in evidence, as at the beginning of the year 1914, which was, fortunately, stayed in infancy by the outbreak of hostilities in Central Europe.

We cannot expect a foreign war to save the day as then. Nor will the re-enactment of protective tariffs serve to stave off the inevitable. It isn't a pleasant picture, yet better paint it now as a warning than to wait until the evil day of disaster is upon the country in full force.

I have waited patiently for some word of warning from the men high up in the councils of the two great

parties now before the Nation seeking the suffrages of the people. Not a word, not a lisp from either candidate on this most vital aspect of our National affairs!

This talk of a league of nations, this silly denouncement of the raising of a few paltry dollars to meet campaign expenses, are nothing—nothing at all in the life of the great Republic we inhabit. Both parties will expend all necessary funds to get the voters to the polls for their respective candidates, and this expenditure cuts no figure in the economy of our lives.

It is high time that somebody pointed out this great danger to our National prosperity; in fact, to a danger that, if not stamped out, threatens the very life of the Nation itself.

Platitudes and non-essentials do not matter. Every man and woman in America knows that the influx of thousands of immigrants from all over Europe daily is something that must be reckoned with. There is a way to meet this danger and the sooner it is met, courageously met, and deflated the better will it be for every man, woman and child in the United States.

Old Timer.

Will Make Shark Oil

An American citizen of San Francisco reports Consul Donald at Tegucigalpa, Honduras, has secured a concession for the establishment of a shark-oil industry in the Gulf of Fonseca. Besides the oil, which will find a market locally from the soap factories as well as in the United States the fins are marketable and fertilizer will be produced. For fifteen years there will be no export duty. After that a duty of 1 cent for each liter of oil and 25 cents for each ton of fertilizer will be paid. The concession gives exclusive rights within a radius of twenty miles.

Fiegler's

Chocolates

**Package Goods of
Paramount Quality
and
Artistic Design**

DENATURED ALCOHOL POISON LABELS

In conformity with the requirements of the new regulations of the Internal Revenue Department, we are prepared to furnish special poison labels for use in selling Denatured Alcohol, printed with red ink on regular gummed label paper, as follows:

500	\$1.25
1,000	2.00
2,000	3.50
5,000	7.50

All orders promptly executed.

Tradesman Company
Grand Rapids

Wholesale Drug Price Current

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	-20 @ 29	Amber, crude	85@1 00	Aconite	@1 65
Boric (Xtal)	20 @ 29	Amber, rectified	3 00@3 75	Aloes	@1 85
Carbolic	35@ 40	Anise	2 00@2 25	Arnica	@1 75
Citric	1 15@1 20	Bergamont	9 00@9 25	Asafoetida	@3 90
Muriatic	4@ 6	Cajouut	1 50@1 75	Belladonna	@1 40
Nitric	10@ 15	Cassia	4 00@4 25	Benzoïn	@2 40
Oxalic	70@ 80	Castor	2 15@2 40	Benzoïn Compo'd	@3 15
Sulphuric	4@ 6	Cedar Leaf	3 00@3 25	Buchu	@2 70
Tartaric	98@1 10	Citronella	3 00@1 50	Cantharadies	@3 00
Ammonia		Cloves	4 50@4 75	Capsicum	@2 30
Water, 26 deg.	-12@ 20	Cocanut	4@ 50	Cardamon	@1 50
Water, 18 deg.	-10@ 17	Cod Liver	3 50@3 75	Cardamon, Comp.	@1 35
Water, 14 deg.	-9@ 16	Croton	2 25@2 50	Catechu	@1 50
Carbonate	22@ 26	Cotton Seed	2 00@2 15	Chinchona	@2 40
Chloride (Gran)	-20@ 30	Egigeron	10 00@10 25	Colchicum	@2 40
Balsams		Cubebs	13 50@13 75	Cubeb	@3 00
Copaiba	1 00@1 20	Eucalyptus	1 50@1 75	Digitalis	@1 80
Fir (Canada)	-2 50@2 75	Hemlock, pure	2 00@2 25	Gentian	1 40
Fir (Oregon)	-60@ 80	Juniper Berries	8 00@8 25	Ginger	@2 00
Peru	7 00@7 25	Juniper Wood	3 00@3 25	Gualac	2 80
Tolu	2 00@2 25	Lard, extra	2 15@2 25	Gualac, Ammon.	@2 55
Barks		Lard, No. 1	1 90@2 10	Iodine	@1 50
Cassia (ordinary)	45@ 50	Lavender Flow	14 00@14 25	Iodine, Colorless	@2 00
Cassia (Saigon)	75@ 85	Lavender Gar'n	1 75@2 00	Iron, clo.	@1 50
Sassafras (pow, 70c)	@ 65	Lemon	2 75@3 00	Kino	@1 40
Soap Cut (powd.)		Linseed boiled bbl.	@1 47	Myrrh	@2 25
40c	30@ 55	Linseed bld less	1 57@1 67	Nux Vomica	@1 90
Berries		Linseed raw, bbl.	@1 45	Opium	@1 50
Cubeb	-1 90@2 00	Linseed raw less	1 55@1 65	Opium, Camph.	@1 25
Fish	50@ 60	Mustard, true, oz.	@2 95	Opium, Deodorz'd	@4 50
Juniper	10@ 20	Mustard, artifil, oz.	@ 60	Rhubarb	@2 70
Prickley Ash	-@ 30	Neatsfoot	1 75@1 95	Paints	
Extracts		Olive, pure	5 75@6 50	Lead, red dry	-15@ 16
Licorice	60@ 65	Olive, Malaga,		Lead, white dry	15@ 16
Licorice powd.	1 20@1 35	yellow	4 00@4 25	Lead, white oil	15@ 16
Flowers		Olive, Malaga,		Ochre, yellow bbl.	@ 2
Arnica	75@ 80	green	4 00@4 25	Ochre, yellow less	2@ 6
Chamomile (Ger.)	80@1 00	Orange, Sweet	12 50@12 75	Putty	5@ 8
Chamomile Rom	40@ 45	Origanum, pure	@2 50	Red Venet'n Am.	3@ 7
Gums		Origanum, com'l	1 25@1 50	Red Venet'n Am.	3@ 7
Acacia, 1st	-60@ 65	Pennyroyal	3 00@3 50	Red Venet'n Eng.	4@ 8
Acacia, 2nd	-55@ 60	Peppermint	10 00@10 25	Whiting, bbl.	@ 4 1/2
Acacia, Sorts	-35@ 40	Rose, pure	24 00@25 00	Whiting	5@ 10
Acacia, powdered	45@ 50	Rosemary Flows	2 50@2 75	L. H. P. Prep.	3 75@4 00
Aloes (Barb Pow)	30@ 40	Sandalwood, E.		Miscellaneous	
Aloes Cape Pow)	30@ 35	I.	15 00@15 20	Acetanalid	-95@1 15
Aloes (Soc Pow)	1 25@1 30	Sassafras, true	3 00@3 25	Alum	16@ 20
Asafoetida	4 50@5 00	Sassafras, arti'	1 50@1 75	Alum, powdered and	
Pow	6 75@7 00	Spearmint	16 00@16 20	ground	17@ 20
Camphor	1 80@1 85	Sperm	2 75@3 00	Bismuth, Subni-	
Gualac	@1 40	Tansy	10 50@10 75	trate	3 75@4 00
Gualac, powdered	@1 50	Tar, USP	48@ 60	Borax xtal or	
Kino	@ 35	Turpentine, bbls	@1 56	powdered	11@ 16
Kino, powdered	@1 00	Turpentine, less	1 66@1 76	Cantharades, po	2 00@6 50
Myrrh	@1 40	Wintergreen, tr.		Calomel	2 22@2 30
Myrrh, Pow.	@1 50		12 00@12 25	Capsicum	45@ 50
Opium	-11 50@12 00	Potassium		Carmine	7 25@7 60
Opium, powd.	13 00@13 60	Bicarbonate	55@ 60	Cassia Buds	5@ 6
Opium, gran.	13 00@13 60	Bichromate	57@ 65	Cloves	67@ 75
Shellac	1 75@1 85	Bromide	1 10@1 15	Chalk Prepared	16@ 16
Shellac Bleached	2 15@2 25	Carbonate	92@1 00	Chloroform	55@ 65
Tragacanth	5 50@6 50	Chlorate, gran'r	48@ 55	Chloral Hydrate	1 70@2 10
Tragacanth powd.	@5 00	Chlorate, xtal or		Cocaine	13 60@14 05
Turpentine	35@ 40	powd.	28@ 35	Cocoa Butter	70@ 85
Insecticides		Cyanide	60@ 75	Corks, list, less	40%.
Arsenic	20@ 30	Iodide	4 10@4 25	Copperas, bbls.	-@ 05
Blue Vitriol, bbl.	@ 10	Pernanganate	1 20@1 30	Copperas, less	-6 1/2@ 12
Blue Vitriol, less	11@ 16	Prussiate, yellow	50@ 65	Copperas, powd.	6 1/2@ 15
Bordeaux Mix Dry	18@ 38	Prussiate, red	1 85@2 00	Corrosive Sublim	2 01@2 10
Hellebore, White		Sulphate	@ 85	Cream Tartar	70@ 75
powdered	38@ 45	Roots		Cuttlebone	70@ 80
Insect Powder	85@1 25	Alkanet	3 50@3 75	Dextrine	10@ 15
Lead Arsenate Po	35@ 55	Blood, powdered	60@ 75	Dover's Powder	5 75@6 00
Lime and Sulphur		Calamus	35@1 00	Emery, All Nos.	10@ 15
Dry	12 1/2@ 27	Elecampane, pwd.	22@ 25	Emery, Powdered	8@ 10
Paris Green	-48@ 58	Gentian, powd.	27@ 35	Epsom Salts, bbls	@ 05
Ice Cream		Ginger, African,		Epsom Salts, less	5 1/2@ 10
Arctic Ice Cream Co.		powdered	29@ 36	Ergot	@7 50
Bulk, Vanilla	1 25	Ginger, Jamaica	57@ 65	Ergot, Powdered	8@ 00
Bulk, Chocolate	1 35	Ginger, Jamaica,		Flake White	15@ 20
Bulk, Caramel	1 45	powdered	29@ 36	Formaldehyde, lb.	60@ 65
Bulk, Grape-Nut	1 35	Ginger, Jamaica	57@ 65	Gelatin	2 25@2 40
Bulk, Strawberry	1 35	powdered	57 1/2@ 65	Glassware, less 55%.	
Bulk, Tutti Fruiti	1 35	Goldenseal, pow.	8 50@8 80	Glassware, full case	58%.
Brick, Vanilla	1 40	Ipecac, powd.	4 75@5 00	Glauber Salts, bbl.	@03 1/2
Brick, Chocolate	1 40	Licorice, powd.	35@ 40	Glauber Salts less	04@ 10
Brick, Caramel	1 60	Licorice, powd.	40@ 50	Glue, Brown	21@ 30
Brick, Strawberry	1 60	Orris, powdered	40@ 45	Glue, Brown Grd.	19@ 25
Brick, Tutti Fruiti	1 60	Poke, powdered	40@ 45	Glue, White	35@ 40
Brick, any combinat'n	1 60	Rhubarb	@1 50	Glue, White Grd.	35@ 40
Piper Ice Cream Co.		Rhubarb, powd.	@1 50	Glycerine	37@ 55
Bulk, Vanilla	1 25	Rosinwood, powd.	30@ 35	Hops	1 75@2 00
Bulk, Chocolate	1 30	Sarsaparilla, Hond.		Iodine	5 70@5 90
Bulk, Caramel	1 30	ground	1 25@1 40	Iodoform	7 00@7 30
Bulk, Grape-Nut	1 30	Sarsaparilla Mexican,		Lead, Acetate	20@ 30
Bulk, Strawberry	1 35	ground	@ 80	Lycopodium	5 25@5 50
Bulk, Tutti Fruiti	1 35	Squills	35@ 40	Mace	85@ 90
Brick, Vanilla	1 40	Squills, powdered	60@ 70	Mace, Powdered	95@1 00
Brick, Chocolate	1 60	Tumeric, powd.	25@ 30	Menthol	10 00@10 20
Brick, Caramel	1 60	Valerian, powd.	@2 00	Morphine	12 50@13 20
Brick, Strawberry	1 60	Seeds		Nux Vomica	@ 30
Brick, Tutti Fruiti	1 60	Anise	33@ 35	Nux Vomica, pow.	26@ 35
Brick, any combinat'n	1 60	Anise, powdered	38@ 40	Pepper black pow.	32@ 35
Leaves		Bird, ls	13@ 19	Pepper, white	@ 50
Buchu	5 50@6 00	Canary	13@ 20	Pitch, Burgundy	20@ 25
Buchu, powdered	@6 00	Caraway, Po.	22@ 25	Quassia	12@ 15
Sage, bulk	67@ 70	Cardamon	2 25@2 50	Quinine	1 22@1 72
Sage, 1/2 loose	72@ 78	Celery, powd.	40@ 45	Rochelle Salts	50@ 55
Sage, powdered	-55@ 60	Coriander powder	16@ 20	Saccharine	@ 40
Senna, Alex	-1 40@1 50	Dill	15@ 25	Salt Peter	20@ 30
Senna, Tinn.	30@ 35	Fennell	30@ 40	Selditz Mixture	40@ 45
Senna, Tinn. pow.	35@ 40	Flax	12 1/2@ 13	Soap, green	25@ 35
Uva Ursi	25@ 30	Foenugreek pow.	10@ 20	Soap, white castile	2 1/2@ 25
Oils		Hemp	10@ 18	case	@25 00
Almonds, Bitter,		Lobelia	1 75@2 00	Soap, white castile	
true	16 00@16 25	Mustard, yellow	25@ 35	less, per bar	@2 75
Almonds, Bitter,		Mustard, black	30@ 35	Soda Ash	05@ 10
artificial	2 50@2 75	Poppy	@ 75	Soda Bicarbonate	3 1/2@ 10
Almonds, Sweet,		Quince	1 50@1 75	Soda, Sal	2 1/2@ 5
true	1 75@2 00	Rape	15@ 20	Spirits Camphor	@1 50
		Sabadilla	@ 35	Sulphur, roll	5@ 10
		Sabadilla, powd.	30@ 35	Sulphur, Subl.	5 1/2@ 10
		Sunflower	14@ 20	Tamarinds	25@ 30
		Worm American	45@ 50	Tartar Emetic	1 03@1 10
		Worm Levant	2 00@2 25	Turpentine, Ven.	50@6 00

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

Candles
Mazola
Fruit Jars
Baskets

DECLINED

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
Krumble Bran, 12s 2 25

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 1/2
Paraffine, 12s 17
Wicking 60

CANNED GOODS

Apples
3 lb. Standards @
No. 10 @6 00
Blackberries
3 lb. Standards @
No. 10 @13 00

Beans—Baked
Brown Beauty, No. 2 1 35
Campbell, No. 2 1 50
Fremont, No. 2 1 60
Van Camp, No. 1/2 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 35
Royal Red, Tins 10 00

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

CHEWING GUM

Adams Black Jack 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
Spearment, 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 Epicure, 50s 95 00
El Rajah Epicure, 25s 97 00
El Rajah, Longfellow, 50s 95 00

Faraday Rothchild, Extra, 50s 110 00

Faraday Rothchild, Imperiales, 50s 125 00

Faraday Rothchild, Junior, 50s 55 00

Faraday Rothchild, Panetelas, 50s 95 00

Faraday Rothchild, Monopoles, 50s 95 00

Faraday Rothchild, Coronos, 50s 110 00

Faraday Rothchild, Royal, 50s 93 00

Mungo Park, Perfecto, 50s 75 00

Mungo Park, African, 50s 90 00

Mungo Park, Wonder, 50s 92 00

Mungo Park, Gold Stand, 50s 100 00

Mungo Park, Gold Stand, 25s 105 00

Odins Monarch, 50s 65 00

Worden Grocer Co. Brands

Harvester Line.

Record Breakers, 50s 76 00

Delmonico, 50s 76 00

Panarella, 50s 76 00

Epicure, 50s 112 50

Favorita Extra, 50s 97 50

Presidents, 50s 115 00

Royal Lancer Line

Favorita, 50s 75 00

Imperiales, 50s 95 00

Magnificos, 50s 112 50

La Azora Line

Washington, 50s 75 00

Panarella Foil, 50s 75 00

Aristocrats 75 00

Perfecto Grande, 50s 97 50

Opera, 50s 57 00

Sanchez & Haya Clear

Havana Cigars. Made in

Tampa, Florida

Diplomatics, 50s 95 00

Rosa, 20s 115 00

Bishops, 50s 115 00

Reina Fina, 50s Tins 115 00

Queens, 50s 135 00

Worden's Special 150 00

Ignacia Haya

Made in Tampa, Florida.

COCOA

Baker's 53

Bunte, 15c size 55

Bunte, 1/2 lb. 50

Bunte, 1 lb. 48

Cleveland 41

Colonial, 1/4s 35

Colonial, 1/2s 33

Epps 42

Hersheys, 1/4s 42

Hersheys, 1/2s 40

Huyler 36

Lowney, 1/4s 48

Lowney, 1/2s 47

Lowney, 5 lb. cans 48

Van Houten, 1/4s 12

Van Houten, 1/2s 18

Van Houten, 1/2s 36

Van Houten, 1s 65

Wan-Eta 36

Webb 33

Wilbur, 1/4s 33

Wilbur, 1/2s 33

COCOA BUT

5/8s, 5 lb. case Dunham 48

5/8s, 5 lb. case 48

1/4s & 1/2s, 15 lb. case 47

6 and 12c pkg. in pails 4 75

Bulk, pails 38

Bulk, barrels 35

48 2 oz. pkgs., per case 4 15

48 4 oz. pkgs., per case 7 50

COFFEE ROASTED

Bulk

Rio 17

Santos 30@32

Maracabo 35

Mexican 38

Gutatemala 36

Java 46

Bogota 36

Peaberry 33

Package Coffee

New York Basis

Arbuckle 36 50

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Coffee Extracts

N. Y., per 100 10 1/2

Frank's 250 packages 14 50

Hummel's 50 1 lb. 10 1/2

CONDENSED MILK

Eagle, 4 doz. 12 85

Leader, 4 doz. 10 65

EVAPORATED MILK

Carnation, Tall, 4 doz. 7 50

Carnation, Baby, 8 doz. 6 85

Pet, Tall 7 50

Pet, Baby 5 10

Van Camp, Tall 7 25

Van Camp, Baby 7 25

Dundee, Tall, doz. 7 25

Dundee, Baby, 8 doz. 6 75

Silver Cow, Tall 7 50

Silver Cow, Baby 5 10

MILK COMPOUND

Hebe, Tall, 4 doz. 5 85

Hebe, Baby, 8 doz. 5 70

Caroline, Tall, 4 doz. 5 70

CONFECTIONERY

Stick Candy Pails

Horehound 35

Standard 35

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 34

5 lb. box 2 15

Manchus 24

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

Ororo 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

HIDES AND PELTS

Hides	
Green, No. 1	13
Green, No. 2	12
Cured, No. 1	15
Cured, No. 2	14
Calfskin, green, No. 1	18
Calfskin, green, No. 2	16 1/2
Calfskin, cured, No. 1	20
Calfskin, cured, No. 2	18 1/2
Horse, No. 1	5 50
Horse, No. 2	4 50

Pelts	
Old Wool	50@1 00
Lambs	50@1 00
Shearlings	50@1 00

Tallow	
Prime	@ 7
No. 1	@ 6
No. 2	@ 5

Wool	
Unwashed, medium	@25
Unwashed, reje. 's.	@15
Fine	@25
Market dull and neglected.	

HONEY	
Airline, No. 10	4 00
Airline, No. 15	6 00
Airline, No. 25	9 00

HORSE RADISH	
Per doz.	1 60

JELLY	
Pure, per pail, 30 lb.	6 25

JELLY GLASSES	
8 oz., per doz.	42

MAPLEINE	
1 oz. bottles, per doz.	1 75
2 oz. bottles, per doz.	3 00
4 oz. bottles, per doz.	5 50
8 oz. bottles, per doz.	10 50
Pints, per doz.	18 00
Quarts, per doz.	33 00
1/2 Gallons, per doz.	5 25
Gallons, per doz.	10 00

MINCE MEAT	
None Such, 3 doz.	
case for	5 60
Quaker, 3 doz. case	
for	5 00

MOLASSES	
New Orleans	
Fancy Open Kettle	95
Choice	85
Good	65
Stock	28
Half barrels 5c extra	

NUTS—Whole	
Almonds, Terragona	35
Brazils, large washed	26
Fancy Mixed	32
Filberts, Barcelona	32
Peanuts, Virginia raw	16
Peanuts, Virginia, roasted	18
Peanuts, Spanish	25
Walnuts, California	39
Walnuts, French	

Shelled	
Almonds	65
Peanuts, Spanish, 10 lb. box	2 75
Peanuts, Spanish, 100 lb. bbl.	25
Peanuts, Spanish, 200 lb. bbl.	24 1/2
Pecans	95
Walnuts	85

OLIVES	
Bulk, 2 gal. kegs, each	4 50
Bulk, 5 gal. kegs each	10 50
Stuffed, 4 oz.	1 80
Stuffed, 15 oz.	4 50
Pitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs.	2 50
per doz.	

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

PICKLES	
Medium	
Barrel, 1,200 count	16 00
Half bbls., 600 count	9 00
5 gallon kegs	4 00

Small	
Barrels	20 00
Half barrels	11 00
5 gallon kegs	3 80

Gherkins	
Barrels	28 00
Half barrels	15 00
5 gallon kegs	5 00

Sweet Small	
Barrels	30 00
5 gallon kegs	6 50
Half barrels	16 00

PIPES	
Cob, 3 doz. in box	1 25

PLAYING CARDS	
No. 90 Steamboat	2 75
No. 508, Bicycle	4 50
Pickett	3 50

POTASH	
Babbitt's, 2 doz.	2 75

PROVISIONS	
Barreled Pork	
Clear Back	38 00@42 00
Short Cut Clear	37 00@40 00
Pig	
Clear Family	48 00

Dry Salt Meats	
S P Bellies	32 00@34 00

Lard	
Pure in tierces 20 @20 1/2	
Compound Lard 10 1/2 @18	
80 lb. tubs	advance 1/2
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 1/2
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	38 @40
Hams, 16-18 lb.	37 @39
Hams, 18-20 lb.	36 @38
Hams, dried beef	
sets	41 @42
California Hams	24 @25
Picnic Balled	
Hams	35 @40
Boiled Hams	60 @62
Minced Hams	18 @20
Bacon	35 @52

Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	14@15
Veal	11
Tongue	11
Headcheese	14

Beef	
Boneless	30 00@35 00
Rump, new	40 00@42 00

Pig's Feet	
1/4 bbls.	2 15
1/2 bbls., 35 lbs.	3 50
1/2 bbls.	10 00
1 bbl.	17 50

Canned Meats	
Red Crown Brand	
Corned Beef, 24 1s	4 05
Roast Beef, 24 1s	4 05
Veal Loaf, 48 1/2s	1 80
Vienna Style Sausage, 48 1/2s	1 50
Virgines, 24 1s	3 45
Potted Meat, 48 1/2s	70
Fotted Meat, 48 1/2s	1 15
Hamburger Steak and Onions, 48 1/2s	1 80
Corned Beef Hash, 48 1/2s	1 80
Cooked Lunch Tongue, 48 1/2s	4 00
Cooked Ox Tongues, 12 2s	22 90
Chili Con Carne, 48 1s	1 80
Sliced Bacon, medium	4 00
Sliced Bacon, large	6 30
Sliced Beef, 2 1/2 oz.	2 25
Sliced Beef, 5 oz.	4 05

Mince Meat	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	@65
Beef, round set	19@20
Beef, middles, set	50@60
Sheep, a skein	1 75@2 00

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

RICE	
Fancy Head	
Blue Rose	12 50

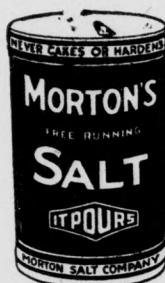
ROLLED OATS	
Monarch, bbls.	10 00
Rolled Avena, bbls.	11 00
Steel Cut, 100 lb. sks.	6 50
Monarch, 90 lb. sacks	4 90
Quaker, 18 Regular	2 70
Quaker, 20 Family	6 85

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 1/4s	3 00

SAL SODA	
Granulated, bbls.	2 15
Granulated, 100 lbs cs	2 25
Granulated, 36 2 1/2 lb. packages	2 60

SALT	
Solar Rock	
56 lb. sacks	75
Common	
Granulated, Fine	3 00
Medium, Fine	3 10



Per case, 24 2 lbs.	2 40
Five case lots	2 30

SALT FISH	
Cod	
Middles	28
Tablets, 1 lb.	3 20
Tablets, 1/2 lb.	1 75
Wood boxes	19

Holland Herring	
Standards, bbls.	19 50
Y. M., bbls.	22 50
Standards, kegs	1 20
Y. M., kegs	1 50

Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 25
Scaled, per box	21
Boned, 10 lb. boxes	24

Trout	
No. 1, 100 lbs.	12
No. 1, 40 lbs.	
No. 1, 10 lbs.	
No. 1, 3 lbs.	

Mackerel	
Mess, 100 lbs.	25 00
Mess, 50 lbs.	13 25
Mess, 10 lbs.	2 95
Mess, 8 lbs.	2 30
No. 1, 100 lbs.	24 00
No. 1, 50 lbs.	12 75
No. 1, 10 lbs.	2 80

Lake Herring	
1/2 bbl., 100 lbs.	7 50

SEEDS	
Anise	45
Canary, Smyrna	12
Cardomom, Malabar	1 20
Celery	65
Hemp, Russian	10
Mixed Bird	13 1/2
Mustard, yellow	23
Poppy	15
Rape	65

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. gis	85
Norkoping, 10c 8 for	64
Norkoping, 1 lb. glass	85
Copenhagen, 10c 8 for	64
Copenhagen, 1 lb. glass	85

SOAP	
James S. Kirk & Company	
American Family, 100 7 85	
Jap Rose, 50 cakes	4 85
Kirk's White Flake	7 00

Lautz Bros. & Co.	
Acme, 100 cakes	6 75
Big Master, 100 blocks	8 00
Climax, 100s	6 00
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00

Swift & Company	
Classic, 100 bars 10 oz.	7 25
Swift's Pride, 100 9 oz	5 75
Quick Naphtha	7 50
White Laundry, 100	
8 1/2 oz.	6 75
Wool, 24 bars, 6 oz.	1 95
Wool, 100 bars, 6 oz.	8 00
Wool, 100 bars, 10 oz.	13 00
Peerless Hard Water,	
50s	4 10
Peerless Hard Water,	
100s	8 00
Sunbrite Cleanser, 72s	3 25

Tradesman Company	
Black Hawk, one box	4 50
Black Hawk, five bxs	4 25
Black Hawk, ten bxs	4 00
Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	

Scouring Powders	
Sapallo, gross lots	11 00
Sapallo, half gro. lots	5 50
Sapallo, single boxes	2 75
Sapallo, hand	3 00
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

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

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

CLEANSERS.

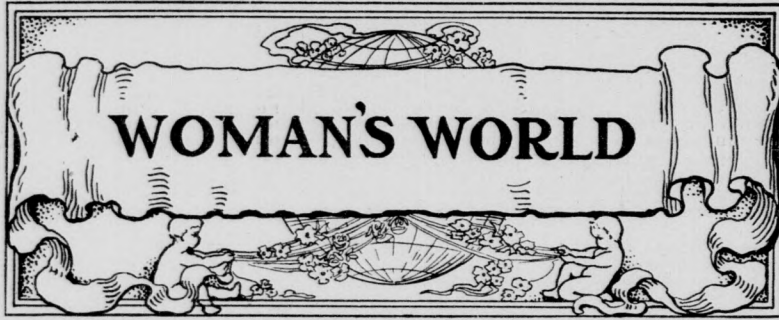
KITCHEN KLENZER



80 can cases, \$4.80 per case

SODA	
Bi Carb, Kegs	4

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



What Parents Can Do In Americanization.

Written for the Tradesman.

A series of questions asked of foreign-born applicants for citizenship were brought to my attention the other evening by a Judge who regularly asks them of the aliens who come before him for naturalization. He seemed to think that any one who could not answer a majority of them satisfactorily was not qualified to exercise the rights and privileges of citizenship. Since then I have been asking various friends some of these questions.

Here are a few of them:

Have you read the Constitution of the United States?

What are the essential differences between the Government of the United States and that of England, France, Germany, etc. (This question varies with the nationality of the applicant.)

Who was the first President born in the United States?

What constitutes the Judicial Department of the United States Government, and how many judges does it include?

Repeat the preamble of the United States Constitution.

Repeat the preamble of the Declaration of Independence.

What do they call the Legislature of the United States? Of your own State? Of your own county? Of your own city?

If you are naturalized when and where will you cast your first vote? For what public officers will you vote? How is each of the principal ones nominated?

What is the term of office of the President of the United States? Of the Vice-President? Of a United States Senator? Of a representative in Congress? Of the Governor of your State? Of the mayor of your city? Of the alderman of your ward?

Very, very few of the men—to say nothing of the women—to whom I passed on these questions, could answer them. And the men, without exception, were American-born, voters all, and most of them had very distinct and outspoken views about the peril to our beloved institutions of admitting to citizenship aliens who know nothing of our Government. With the exception of two lawyers, none of the men would say that they ever had read all of the Constitution. Not one person, man or woman, could repeat the preamble; few had the slightest idea of its nature; only one or two could repeat even in substance the preamble of the Declaration of Independence. Not one of all that I asked could answer all of the questions.

As for the question about the first President born in the United States, it is purely a catch question; most people would remember that George Washington was born in Virginia, and quickly give his name—and it would be wrong. The fact is, that Martin Van Buren, ninth President of the United States, was the first one born after the Declaration of Independence, and John Tyler, born in 1790, was the first to be born after the completion of the Constitution in 1787. William Henry Harrison, who succeeded Van Buren, was born in 1773, and was fourteen years old when the Constitutional Convention finished its work. It is of no importance, purely a matter of mild curiosity, who was the first President born after the Declaration of Independence, or the adoption of the Constitution; the really important fact is that no one can be President now unless he was born in the United States. I found several perfectly respectable and self-satisfied American-born citizens (one of them a Son of the American Revolution) who didn't know even that!

You have, let us say, one or more growing boys and girls in your family; by the time they grow up to voting age it is likely that they will all have the vote, even if in the State where you live now woman suffrage has not been established. What are you doing to prepare these boys and girls for citizenship? Have they—have you yourself—an intelligent knowledge of those essentials without an understanding of which you would not admit to citizenship a Finn or a Slovene?

Has your son or daughter, sixteen years old, a clear understanding of the main lines of your city government? A general idea of the relation between the city or the town in which you live and the county, between the county and the State, between the State and the Federal Government? Has he or she any notion of the distinction between a Federal law, a State law, a city ordinance and a police regulation, or an order of the Board of Health? Can either one of them, or yourself, intelligently describe the difference between the jurisdiction of a police magistrate and that of the Supreme Court of the United States? Do they know what is meant by tariff, internal revenue, referendum, tax, bond, issue, bail?

How are we going to impress the foreigner with the need of being "Americanized" if we are not Americanized ourselves? What right have we to ask of him a better knowledge of the nature and details of our Government and institutions than we have ourselves?

Fortunately, the schools are taking

in hand the instruction of our boys and girls; but many of the teachers are as poorly prepared for this work as are the fathers and mothers. And it is in the home that the preparation for citizenship should begin.

Suppose, father, you should take in hand the instruction of your children in these matters. Suppose you should make it your business first to inform yourself about them, and then to see that the members of your family were informed. Suppose you should take your son and daughter to the next meeting of the common council in your town. I wonder if it would be the first time you ever went there yourself! If there is a state legislature handy, so much the better.

If by any chance you could take that boy to Washington—would you show him just the outsides of the buildings, and the Washington Monument, and Cabin John Bridge? Or would you make it the occasion for a visualization of the spirit and tradition of his nation? He is going to be fellow citizen with you; his vote is going to double or divide or offset yours. What is being done right in your home to make your family a center whence shall radiate the highest kind of patriotic service—intelligence in action for the public welfare?

Prudence Bradish.

(Copyrighted 1920.)

Strange Inequalities.

Written for the Tradesman.

With the most bountiful fruit crop known in Michigan for years some people will pay a stiff price for fruit or go without. While the farmer is driven with threshing grain, seeding wheat and filling silos his apples are wasting in the orchard. At the price offered by buyers, 50 cents per bushel delivered in town, can he hire help at \$5 a day for picking, furnish an auto truck or team and wagon for delivery,

also baskets or crates, and get as much out of his apples as he can to shake them off the trees and haul in bulk to the cider mill?

If he leaves the apples on the trees or ground he gets no return for work of spraying and expense for spray outfit and chemicals, for investment in land, care of trees, etc., in previous years. There are lots of apples for city dwellers, but they will have to furnish the labor to pick and market or else the amount marketed for food will be no more than the average—perhaps less—and so when winter comes the price will be double what it should or might be. Minion.

If you make no other appeal for people's trade than that of their being personal friends, you will not hold them. People want full value even in buying from friends.

Do you know enough about your goods to be able to give helpful suggestions about them, or do you know only the selling points?

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.

We have

Franklin Granulated Sugar Only

Best for every use Table—Cooking

Judson Grocer Co.

Grand Rapids

Michigan

Will Package Tea Soon Displace Bulk?

Apropos of the tea advertising campaign which the big tea importers of the country are preparing to launch, probably within the next six months, students of the food markets seem to feel that a revolution is coming in the tea business within the next few years, viz.: a change from bulk to package basis. While there is considerable package tea sold, the tea business up to now has always been a bulk business.

One hundred and seventeen million pounds of tea were sold in the United States during 1919. Seventy-five per cent. of this tea reached the consumer in bulk; 25 per cent. in package form under trade-marked brand names.

These figures indicate an important tendency in the tea market. During the past few years the total annual sales of tea have increased but slightly; the sales of packaged, branded tea have almost doubled.

The sale of tea in bulk—like the sale of all other food products in bulk—is decreasing steadily. The demand for branded packaged tea—like the demand for all other branded packaged food products—is increasing by leaps and bounds.

In the next few years most of the buyers of bulk tea will probably become buyers of packaged tea. Present data indicate that the sales of packaged tea this very year will increase to 35 per cent. of the total tea sales.

Once the demand for packaged tea predominates, the market will likely be controlled by the nationally advertised brands.

The whole history of packaged food products shows this. That it is also true of tea has been proved already. Of all the packaged tea sold in 1919, nationally advertised brands represent 75 per cent.; local brands 25 per cent.

Practically all of the students of the tea business feel that it offers the greatest field to-day for the spread of the package idea. Naturally if this is true, it means less profit to the retailer, for bulk tea is one of the lines out of which he always made up his losses on other articles.

How Some Petoskey Business Men Regard the Tradesman.

James Oldham, harness dealer: "It is a good paper. It is the best, most sensible and most profitable trade journal I ever saw. It certainly does much for the merchants and all the business men."

Herb. Hamill, meat dealer: "I am one of the old timers. I have taken the Michigan Tradesman for just thirty years and I want to say it is a dandy paper all the time. I find it very valuable and full of good true information for the trade all the time. I cannot say too much for it. One must take it and read it week after week to fully appreciate it. Thirty years is a long time to take any paper, but the Tradesman has always been a great help to me. I should be lost without it."

J. L. Ferris, grocer, 328 Mitchell street: "Of course I like the Tradesman. If I didn't I would cut it out, but you see I renew each year and I

would not do that if it did not pay me."

H. L. Welling, dealer in dry goods and clothing: "I am very much pleased with the Tradesman. It is very useful and I would miss it very much if it did not come. I find it is always clean and high grade. I enjoy the front page of the cover each week, and what is on there through the year is worth more than the paper costs. The Tradesman should be in the hands of every one handling merchandise."

S. Rosenthal & Sons, department store: "I am pleased to renew our subscription to the Tradesman. We like it very much. I read it when I have time and turn it over to the clerks and they all read it and like it and I can see that it is a great benefit to them, for it teaches them salesmanship and makes them more efficient."

J. Frank Quinn, Secretary, Chamber of Commerce: "If every bill presented for payment could carry with it the sense of value received that goes with the Tradesman statement, check writing would be an unmixed commercial blessing. To the cleanest and most educational tradespaper that comes to our hand—the Michigan Tradesman—we extend our heartiest greeting and wishes for continued success."

Voluntary Opinions From Upper Peninsula Dealers.

Mr. Ralph, Manager of the grocery department of the Peoples Store Co., Manistique, says: "The Tradesman is a first-class, high grade trade journal. The best I ever saw. I have read it off and on for years and always derived much benefit from so doing. It needs no one to recommend it, for it speaks for itself in more ways than one and speaks so all who have the pleasure of reading it knows just where it stands."

George Frankovich, Manistique: "I am mighty glad that I have the paper these days. I would not know what to do without a good trade paper. The Tradesman has much of interest to those who handle merchandise. My scales keep me posted in regard to the correct weight and the Tradesman keeps me posted in regard to correct prices, and in a dozen other different ways, I am mighty glad to have it each week."

August Carlson, Manistique: "I cannot speak too highly of the Tradesman. It is very fine and we all like and read it. I followed its lead and did not get caught in the sugar slump. It keeps us posted right along and is very necessary for us to have and we intend to keep it coming."

Frank Fouchard, Manistique: "It is all right and is the best trade paper that ever came into this store. We should miss it very much if we should stop it, but we have no intention of doing that, for it is by far the very best investment we ever made."

The Difference.

I saw two men upon a car.
And one was very glad;
The other chewed a black cigar
And was exceedingly sad.
Their case was very much the same,
Yet one had lost his goat;
One had a date to meet a dame,
And one to meet a note.

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.

For Sale—Grocery stock and store building with six-room flat above. Best location in Benton Harbor. Address 1010 Pipestone St., Benton Harbor, Michigan. 66

Business Opportunity—Splendid going dry goods business for sale. Doing \$55,000 annual business, all strictly cash. Very reasonable rent, long term lease, best location in city of 4,000. \$10,000 to \$15,000 will handle. A splendid opportunity. Burrell Tripp, Allegan, Michigan. 67

For Sale—Well established ladies furnishings and dry goods business in live town in Northwestern Michigan. Good reason for selling. No. 68, care Michigan Tradesman. 68

\$650 BUYS ONLY BAKERY county seat town 1,500 population. Elegant location, mammoth business. Terms. Reed Realty Co., Carsonville, Mich. 69

"LET REED SELL IT"—Anything—anywhere. Reed Realty Co., Carsonville, Mich. 70

For Sale—Desiring to move to a city, that I may send my child to high school, I wish to sell my stock of general merchandise, consisting of groceries and hardware. Good business, there being no competition. Write at once. T. G. Rourke, Dailey, Michigan. 71

For Sale—Meat market, new fixtures. Will sell on contract. Good reason for selling. Address No. 72 care Michigan Tradesman. 72

MERCHANDISE—Wanted for Iowa 160. \$18,000 will handle. For particulars Address Box 354, Onaga, Kansas. 73

Administrator sale of \$12,000 hardware and implement stock in village of Webberville, Michigan. Address A. H. Catlin, Administrator, Webberville, Michigan. 74

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—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. 64

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

WANTED—A-1 Salesman for Illinois, Iowa, Wisconsin, Ohio, Indiana, Michigan. Advertised line, sold by drug and hardware trade. Apply at once. PARSONS CHEMICAL WORKS, Grand Ledge, Mich. 997

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

GAINING CUSTOMERS



is only half the battle. And it costs more than it's worth unless you hold them.

Van Duzer's Certified Flavoring

have gained and held customers for us against all competition for over seventy years. And they have done the same for thousands of successful merchants.

Van Duzer Extract Co. New York, N. Y. Springfield, Mass.

OCCIDENT FLOUR

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This slogan, backed by the facts, has made OCCIDENT FLOUR famous.

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For All Purposes

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McCRAY REFRIGERATOR CO.

944 Lake St. Kendallville, Ind.

THE WOOL MARKET.

No dealings of consequence have been reported of late, which is quite natural in view of the shut-down of so many of the mills. With the resumption of work which has begun, it is expected that a demand will set in which will help marketing of the domestic clip. That will be further aided should there be a call, which seems likely, for fabrics other than those made from the finest merinos. It is noteworthy that lower prices prevailed, even for fine merino wools, at the Liverpool auction during the past week. The goods market for Spring is not as active as some hoped it would be, but it is likely to come up to the expectations of those who sensed conditions. The very lateness of the openings was an admission that a large output was not probable. In less than four months the openings for the next heavyweight season are due to occur. From the course of things, it is safe to predict that there will be bigger cuts in prices than were shown for Spring. This Fall sees the peak of prices in men's wear, and it is becoming difficult for the retailer to make both ends meet in view of the public attitude. Clearance sales of one kind or another which are now in progress are not helping matters any. Manufacturers, finding it impossible to get the prices they have had fixed, are trying to resist the demands of the labor unions, and in some instances have shut down in order to bring their men to time. The great stumbling-block is not so much the matter of wages, but production. It would almost seem as though every advance in the pay of the men had been followed by reduction of output. Before long a show-down is bound to come. More activity is shown in sales of women's wear than in those of clothing. The difficulty here is in getting quick delivery because in so many instances factories are only working after orders are received. Dress goods sales are also showing up better than those of fabrics for men's wear.

STABLE OPENING BASIS.

Knit goods selling agents of underwear and hosiery are still in a quandary as to how the present period of inactivity can be best overcome. In the first place they feel that until such time as confidence is restored in that market there will not be any response from the jobbing trade.

At a meeting of selling agents the latter part of the week, the consensus of opinion in the trade was that the only way a stable basis could be reached in the market was to somewhere near decide on a scale of prices that would be something like normal under present conditions and follow them consistently.

The practice of varying prices to suit the whims of jobbers or to force sales with ostensibly disinterested buyers has been very much opposed of late. The more steady factors in the trade seem to think that a stand should be taken and held. In this way, without shifting from one uncertain position to the other, some stability and confidence could be pro-

moted in the market that would be conducive to selling.

The feeling is that as long as the jobbing trade realizes that it can play on tender spots here and there the market will be unsettled.

There is another school in the knit goods trade to-day that believes that the time to offer goods is when the buyers are ready to buy. Those who think this way point to the fact that the jobbers do not feel so inclined just at present and therefore it is no time to offer goods. They do not agree with the other portion of the trade that a lack of confidence in the market keeps the buyers out. They think that the buyers have adopted some sort of an arbitrary stand in the matter and just will not buy.

Selling Canned Goods While Offering to Buy More.

That the army has but a small remaining stock of surplus canned foods is evidenced in a letter received by the National Canners' Association from the Subsistence Branch of the Quartermaster Corps of the army which says in part: We have your letter wherein our attention is called to receipt by you of a number of letters from canners who make reference to what appears to them to be inconsistent action on the part of the War Department in that it is "carrying large display advertisements offering surplus canned foods and at the same time sending out blanks inviting bids for supplying the same to the army." In reply: This stock was in a very large measure of a grade not used in the army in normal times. The demands of the Nation for prompt utilization of all available materials and man power were alone responsible for the conditions mentioned. Long storage developed a high percentage of losses through swells, etc., and, as a matter of economy to the Government, as well as to prevent waste of food, in which the public is vitally concerned, the policy was adopted of reducing these stocks by means of sales as surplus. At this time there remains on hand, unsold, but a small quantity of each of the article designated for sale, all of which are two or more years old. The foods now being offered for sale are sound, as all cans are carefully examined before sale and those not sound removed, but the carrying of any portion of them through another summer would be poor economy and extremely inadvisable. Following out the policy above mentioned, and in conformity with the commercial custom, the War Department is now in the market for its annual requirements of certain seasonable canned goods, which from the standpoint of economy and preparation it must lay in, even at the risk of public misunderstanding and resultant criticism for selling old stock and buying new at once and the same time.

Experience may make you an experienced salesman, but an experienced salesman is not always a successful salesman. You must profit by your experience.

General Conditions in Wheat and Flour.

Written for the Tradesman.

Since the first of July, the United States have exported around 120,000,000 bushels of wheat. Since the first of July to the 19th of August, Europe purchased 131,046,000 bushels of Argentine wheat against 49,139,000 for the same period last year and 77,392,000 bushels a year before.

The impression has been given out that exporters were buying in a small way; the reverse has been the case; their purchases have been heavy, very heavy, and most of the grain which they have bought has already been shipped out of the country.

It is claimed that Europe holds options on December wheat and may exact deliveries. It is more probable, however, they will sell their December after having purchased the cash wheat for their requirements. It seems likely the purchase of December was merely for protection until they could get under cover.

Domestic wheat suffered quite a sharp decline yesterday; December option dropped as much as 8c per bushel, cash wheat closing off about 7c, the weakness being caused by poor financial conditions. The European finances are a long way from being in a normal condition; they need money; as one writer expresses it, "Europe is badly bent financially," and, of course, this condition is making itself felt on this side of the water.

Stocks of wheat in this country are small compared to a year ago, the producer apparently holding on to the grain. Chicago stocks are only 928,000 bushels.

Broomhall says Canadian reports indicate all the wheat acreage may not be harvested and the yield per acre will probably be less than expected.

Better reports are made on the French crop, however, and the bears claim if the Argentine and Australian crops escape damage, foreigners may resell some of the wheat purchased in this country; this probably refers to their December holdings.

Receipts in the Northwest are heavier, being 526 cars this week against 507 last week and only 424 a year ago. Primary receipts, however, were 1,340,000 against 1,518,000 last week and 2,648,000 a year ago.

The movement of wheat from the farm has been considerably smaller than a year ago; receipts have not been much over half as great as last year, which bears out the contention that the producer is holding his wheat for higher prices. Farmers in Kansas have a fairly good organization and are holding their wheat for \$3 per bushel, but, of course, it is impossible for the producer in any one section to materially affect the price of wheat by holding or selling, as wheat is a world-wide problem, yet it must be conceded if wheat producers throughout the United States were to hold, they would be able to affect the market materially, particularly this year, as there is not a big world crop.

One of the remarkable things about

the price of flour and wheat this fall is, that it has been maintained as well as it has in view of the exceedingly light flour demand.

The people have not stopped eating; very likely as much flour will be consumed this year as last, except this year it is being bought in a "hand to mouth" fashion.

If the export buying should drop off sharply and producers should begin marketing more heavily, lower prices will result, provided the domestic buyers continue to buy in as small a way as they have in the past sixty to ninety days. On the other hand, should producers continue to hold, foreigners continue to buy and a normal domestic demand for flour develop, higher prices will certainly result, but as nobody can read the future, it is impossible to accurately forecast just what the price of wheat and flour will be sixty days from now.

Of course, the general trend of prices is downward; deflation has set in in earnest and this is bound to affect wheat and flour; in other words, the price will not be as high, or go as high, as it would if the general trend of prices was upward.

We cannot help but feel, however, that flour buyers should have three or four weeks' supply on hand or in transit, for while railroad conditions have improved considerably, conditions are still unsatisfactory and it requires considerable time to move grain or flour any considerable distance.

Lloyd E. Smith.

The triumphant march of the American high school is revealed in statistics compiled by the Bureau of Education. Barely a half century old, this distinctive American institution has grown until now there are nearly 17,000 public high schools, with a million and three-quarters students. Evidently the American public is coming to accept high school education, instead of "eighth grade," as the minimum for an educated citizenry. There is no such thing, however, as a "typical" high school. In number of pupils, in teaching force, in kind and abundance of opportunities, the high schools vary with the size of the communities they serve. They range from the city high school, with its thousands of pupils and widely diversified courses, to the undeveloped country high school just struggling into being, with one or two overworked teachers and a restricted course of study.

The union suit as an all year round garment is gradually becoming as popular as the two-piece garment. Figures on production show the quantity of union suits manufactured for the first of this year to about equal in dozens the number of two-piece garments.

If a customer can ask you questions about your line that you cannot answer, then you know less about your business than you ought to know, and you must study up.

There are mighty few instances when a man has improved a troublesome situation by deviating from the truth.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

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

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

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We are not kidding ourselves with the idea that prices will never come down.

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You can get every kind of soap product you need, from the Procter & Gamble line.

We make one to meet every household use.

When you lay in your soap stock from the Procter & Gamble line, you have the best soap for bath and toilet, the best soap for fine laundry work, the best white laundry soap, the best yellow soap, the best soap powder,—and your customers know that you have the best.



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