

DUST

When I was a child I made mud pies,
The loveliest pies in the world!
They seemed to rise like butterflies,
Each with its edge upcurled.
So, full to the top with childish dreams,
I stuffed the toothsome crust,
And some were filled with chocolate creams,
And some with hope and trust.
Yet I toiled and toiled
To find them spoiled
When they dried and turned to dust.

And so it is with my dreams to-day,
The loveliest dreams in the world!
From Virelay to far Cathay,
The silver sails unfurled.
They skim the waters of Romance
Through storms of hate and lust,
To dock at last in the Port of Chance
Half wrecked and red with rust,
With the fairy gold
That lay in the hold
Crumbled and turned to dust.

So I sometimes think that the Sons of Men
Are only the dreams of God.
Within His ken the babe again
Is molded out of the clod.
Among his fellows, lit with fire,
The living dream is thrust,
Yet be he thrilled with high desire,
Or be he meek or just,
The light of grace
Forsakes his face
When the dying dream turns dust.

A Healthful Hint

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

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

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

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

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

The Fleischmann Co.

Fleischmann's Yeast

Fleischmann's Service

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

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



FIELD SEEDS

For Use Wherever Seeds Are Sown



TRADE MARK
BRAND N U

Continental Seed Company

Lock Drawer 730
CHICAGO, U. S. A.

Think Well of the Manufacturer Who is Thinking of You

Mr. Dealer: You are the man directly in the path of the consumer and hear his constant rebukes on the High Cost of Living.

Give your *Fenke's* Self Raising Pan Cake Flour trade and Buckwheat Compound

The Quality is Guaranteed—The Price is the Lowest

EITHER KIND

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

Order your supply immediately from your jobber or from us.

Full details on our Corn Meal and Graham Package Line gladly given on request by mail.

Commercial Milling Co.
Detroit



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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

SELL

Red Crown CANNED MEATS

AND

Increase Your Business



All Popular Varieties

ACME PACKING COMPANY
Chicago, U. S. A.
Independent Packers

MICHIGAN TRADESMAN

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 29, 1920

Number 1932

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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ERA OF PRICE REDUCTIONS.

It is always interesting to note the kind of things which make an impression on the popular mind. In most instances, it will be found that the strongest impression does not come from the most important circumstance. An instance in point occurred during last week when the announcement was made of a large reduction in the price of a cheap and popular imitation automobile, followed by reductions in the price of real automobiles. This brought more forcibly to public notice the fact that the era of inflated prices is fast disappearing than did the reductions in the prices of silks, cottons and woollens, in which the percentage of declines is fully as great and the uses of which are ever so much more extensive. It is of vastly greater consequence to have cheaper clothing than it is to have cheaper automobiles, yet the announcement of the price lowering in the latter case focussed attention much more generally than have the statements showing lessened costs of things entering into the making of things to wear. And yet there is more than one reason why this is the case. The automobile is a finished product and the sales price announced is the one which the ultimate consumer—so to speak—will have to pay. In the case of textiles or leather or anything of like kind, a number of processes intervene before the final purchasers are reached, and no one can tell when or to what extent price reductions in the primary markets will reach them. When the retail price of a standard product is suddenly lowered, the effect is to increase the public desire to have other things reduced in proportion, and its appeal is powerful.

Hardly a week passes that does not witness some cut in prices of commodities. These show the unmistakable trend toward deflation. Nor is the process of that mild and gentlemanly kind which a number of persons were hoping for and predicting. They had in view a retrogression by easy stages, say 10 per cent. or so at a time, which would result in a

marked lowering of prices within a year or two. The course of events, however, is along different lines. Business, it has been found, cannot be stimulated in this way, and it certainly needs a lot of stimulating to make it satisfactory to the retailers, whose general overhead and other costs of doing business have been rather advancing than declining. When the general public stopped buying the retailers did the same. The jobbers and wholesalers followed suit. Then it became necessary to tempt buyers by lowered prices. Small reductions were of no avail. They merely whetted the appetite of buyers for further ones which were bound to come. No considerable amount of purchasing was probable until it was felt that the utmost possible in reduced prices had been reached. Even the attempts to hold up prices by means of guarantees for a period failed of their purpose because second hands, seeing the trend, would unload to avoid added losses. So it has been that wholesaler and retailer have been holding back from buying, except for actual and immediate needs, until matters were clarified and until some positive evidence could be had of what the general public would do. Only one thing has seemed certain, and that was that people in general were not disposed to buy unless at low prices. How low these must be to appeal to them has not been made clear.

In the usual course of things, months elapse before reductions in the cost of raw materials are reflected in the prices asked over the retail counters. Take textiles, for example. The wool, out of which the fabrics for next Spring will be made, was bought some months ago at higher prices than it now brings. If the cloths were to be priced on the same basis, and with a similar margin of profit to that recently obtained, they would make them unsalable in the present temper of the public. Prices, however, based on replacements costs, would permit of business being done, even though not on a profitable basis. It has been found necessary in the past for concerns to have an occasional unprofitable season. This has been averaged up with others so that, taking a five-year period, the resultant would be quite satisfactory. The huge profits of the war epoch seem to have put this notion out of the minds of the controllers of many businesses. Now they are likely to find it necessary to return to it. Most of them are not ready yet to sell on the basis of replacement costs and are trying to temporize or "split the difference." A few are adopting the policy of making drastic cuts in prices and trusting to an increased volume of sales to make up for a very small percentage of profits. Among the more forward retailers this is said to be the case

oftener than with those in the primary markets. But it should not be forgotten that all of this is due to the fact that the public is insisting on getting the worth for its money. The reductions already made have been forced, not voluntary, and this will be the case for those yet to come.

GERMANY MUST SETTLE.

The well-known French economist, Raphael-Georges Levy, has recently published a volume, "La Juste Paix," in which he goes deeply into the question of German reparation. The task upon which Mr. Levy expends his main strength is twofold. He gives a vivid account of what Germany ought to pay. He then makes a searching analysis of what Germany is able to pay. From both branches of his argument he concludes that the terms imposed upon Germany by the Treaty of Versailles were, in fact, moderate, all things considered; that the peace was "just"; and that the Allies can do no less than compel the defeated Germans to carry out the agreements which their Government signed.

Mr. Levy makes a minute study of the damage and destruction wrought by the Germans in the devastated areas of France. He goes over the region city by city, village by village, almost factory by factory. It is a pitiful and appalling recital. All this ravage was no mere incident or accident of war. It was deliberately planned and remorselessly carried out, and the motive and intent were not concealed. Germany intended hopelessly to cripple France economically. She wished brutally to destroy an industrial competitor. And in order to do this she brought on a whole organized body of engineers and miners and specialists to devise the best means of wrecking the great manufacturing region of France. Mills were gutted. Machinery was smashed or stolen. Mines were made unworkable. And the purpose was openly avowed. French industry was to be hamstrung. The foreign markets which France had won were henceforth to belong to the Germans. "With this machine," said a German engineer to a French manufacturer, standing in the midst of his ruined works, "you got away from us orders in Rumania. Hereafter they will be at our disposal."

One cannot read again the sordid and barbarous details without a flush of indignation at the unheard-of German methods of waging war. It was not really war, this devastation and pillage. It was ferocious greed. It was a coldly calculated and devilishly executed plan of winning a permanent economic advantage over France, quite aside from the direct and immediate results of the war. Germany called up all her technical skill, all her scientific thoroughness,

to make sure of dealing the most deadly wounds possible to industrial France. A similar work of disablement was done by her in Belgium, in Rumania, in Italy. Shall she not now make good the devastation? Having set out to obtain wickedly an unfair economic advantage, is she to be let off paying for the mischief she did on the plea that her own economic life must in no way, or even temporarily, be injured? These questions have only to be stated to be self-answered.

The total bill of damages which might properly be charged to Germany Mr. Levy admits she could not possibly pay. It is too frightfully large. But he insists that German wealth and recuperative powers will be able to meet the indemnities set down in the Treaty of Versailles, especially as they are to be adjusted by the Reparations Commission. Germany is now pleading poverty. She did not before the war. Then her statisticians and statesmen were boasting of her enormous and inexhaustible resources. Mr. Levy quotes the figures and estimates of several German authorities, published prior to 1914. He makes opposite use of the volume written by none other than Helfferich in 1913, in which there was an elaborate conspectus of German industrial and commercial expansion, with the colossal figures for Germany's yearly income and total wealth. Without making a wearisome citation of the details, it is enough to say that they amply bear out the assertion of Professor Taussig, at the meeting of the American Economic Association last year, that while the financial burden placed upon Germany by the Versailles Treaty is heavy, it is not beyond her power to carry it.

The Germans have, in fact, begun the work of reparation. A small percentage of the property sneak-thiefed from France has been restored. Coal is being delivered in very limited quantities. But the issue of indemnity bonds is yet to be made. There is no doubt that to avoid this Germany will resort to every shift. She is asking the world to pity her. But she must not be let off from doing all that it is within her power to do to make good the terrible losses which she inflicted. To do otherwise would be to make a mockery of justice and place a premium on the brutality and bestiality which appears to be inseparable from every German—and, too, descendants of that accursed race.

The Associated Rice Millers of America is a new organization formed by the rice men to advertise rice throughout the world in an effort to increase its consumption. They are to spend \$1,500,000 in various forms of publicity and advertising. A majority of the mills in Louisiana, Texas and Arkansas are members.

FIRE PREVENTION DAY.

Suggestions for Teachers' Remarks
on That Occasion.

Forty-nine years ago to-day the city of Chicago was in flames. The streets were full of terrified people who saw their homes and places of business being destroyed. Many were burned to death; many more were injured for life. Several miles of the city were turned into blackened ruins. It was one of the most terrible events in the history of the country; yet it started from a single tiny flame which might have seemed too small to accomplish any harm.

There is a story that this flame was the light in a lantern that was carelessly set upon a stable floor and kicked over by a cow. Whatever may be the truth of this story, it is certain that the little flame grew swiftly into such a tremendous blaze that the country will never forget the Chicago fire. Now we are observing Fire Prevention Day upon its anniversary.

There is an old and true saying that "fire is a good servant, but a hard master." Fire cooks our food; it makes our houses warm in winter; it raises steam for the boilers that drive our engines; it serves man in many useful ways. Fire is so necessary that we must always have it about us, but—remember this—we must always consider it as our servant and never as our friend. Why? Because it can't be trusted. There is no flame anywhere so small that it will not break out of bounds at the first opportunity. However small and harmless looking it is ambitious to become a conflagration. If careless people forget its danger and give it the conditions for which it is always ready, it may become a terrible, raging fire within a very few minutes. Now here are four points which I wish to impress upon you:

1. That Fire, the servant, may become Fire the master and the destroyer at any moment, when it is trusted too far; therefore, people must never take chances with it.

2. That there is a fire every minute on the average, in the United States. Even now, while we are assembled here, fire is bringing sorrow and suffering to many people.

3. That nearly all of these fires are preventable and would never occur if people were sufficiently careful.

4. That children may easily learn how to make their homes and their families safe from such a danger.

We no longer think that we are doing our full duty when we merely fight the fires that occur; we know that we should prevent them from occurring. Nearly every fire is a rebuke and a disgrace. Every time you hear the fire bells, every time you see the smoke rolling up in the sky from some burning building, every time you read of a fire in the papers, you are pretty safe in saying to yourself: "Some one has been very careless; that fire was unnecessary; it should have been prevented." But let us not put all the responsibility upon other people. Have we earned the right to criticize them? Are we ourselves trying to be careful? Let us realize that we have our own part to play in this matter. Why, even the few of us who are gathered in this room can start this very day to make this a safer town to live in. We can learn how to turn in alarms. We can resolve not to carry matches or to play with fire. We can help to clean up rubbish, because a clean town is apt to be a reasonably safe town. We can keep matches out of the reach of little children. We can learn to recognize unsafe conditions in our homes and in the premises of other people. Boys and girls have sharper eyes than older people; they can discover many things which older people have not yet noticed. In many towns they have been of great help to the fire department in reporting upon the hazards they have found. Nobody

knows how many fires have thus been prevented, but certainly the number is large.

We all love our town and wish to become good and helpful citizens, therefore, remember this, for it is the greatest lesson of Fire Prevention Day: A careless person can never be a really good citizen; he will always be a danger to himself and to those about him.

Now we are going to have a "trial of fire" in order that we may learn some of its lessons.

[See pages 15, 16 and 17.]

Summarized Report of the Saginaw Convention.

Lansing, Sept. 28—For the information of our members, and especially those who did not enjoy the splendid convention in Saginaw with us, I give below the results of the election for officers and directors. In every case but one the successful candidate received a large majority of votes on the first ballot. It took the second ballot to decide whether Mr. Mithlethaler, of Harbor Beach, or Mr. Lockwood, of Lapeer, would be the successful candidate.

It will be observed that some changes have been made in our official roster. There are so many competent men in our Association to serve in these positions that the men who were chosen may consider themselves complimented by the flattering votes which they received.

To the great regret of all concerned, L. G. Cook, elected as Secretary, announced that, for certain business reasons which would materialize early in 1921, he could not possibly serve as Secretary; and therefore his resignation was offered and accepted. It was decided to fill the office of Secretary at the next meeting of the Board of Directors.

Our new President, J. W. Knapp, has given me the following statement to be inserted in this bulletin:

"I wish to thank the members of the Michigan Retail Dry Goods Association for the splendid compliment and great honor shown me by being elected President. I have gained some idea of the responsibility connected with the honor as President, having worked with Mr. Christian as your Secretary and Treasurer for the past two years. This duty, while at first being new and arduous, grew to be a great pleasure, made so by coming in contact with the members, also being splendidly assisted and relieved of a great deal of details by our very efficient Manager, Jason E. Hammond.

"To take the place of one whom we all have learned to admire, esteem, and love, seems an impossible task to me. I know every member will give the best in him, and in this way we can continue the splendid work and growth of the best retail organization in the best State, in the best country on earth."

Speaking for myself, I am delighted that we are to have so hard working and capable a man to succeed Mr. Christian. Our work during the succeeding year will, I am sure, be just as pleasant as it has been in the past.

Treasurer's Report.

We give below our Treasurer's Report. It will be observed that the amount of cash on hand on September 1, 1919, is somewhat in excess of the amount on hand on September 1, 1920. This is explained partly by the new practice we have of sending out weekly statements for dues rather than monthly, and those of our members whose fiscal year expires toward the middle or last of September had not sent in their remittances at the time the balance was made.

Since September 1 more than \$1,000 has been remitted to us for dues. Our treasury is in considerably better condition than it was a year ago at this time. I desire to say also that the treasurer's books and vouchers have been carefully audited and approved by an expert accountant. It happened that the chairman of the Auditing Committee was not at the convention at the time the report

should have been made, and since our convention was running under high pressure, we did not seem to find time to make a general statement regarding the finances. For this reason we are giving the report in this bulletin.

Receipts.

Cash on hand	\$2143.33
Cash received, membership fees	835.00
Annual dues	6410.00
Miscellaneous items	1535.77
Total	\$10924.10

Disbursements.

Salaries	\$4371.46
Traveling expenses	1144.85
Office expenses	1080.79
Publicity	2504.19

Total	\$9101.29
Cash on hand in bank	\$1822.81

Explanatory Notes.

Under miscellaneous items in the Receipts are included money received for sale of banquet tickets at Lansing and Grand Rapids, rent from subtenants at our headquarters, rent from users of our telephone, one-third of manager's traveling expenses charged to the Grand Rapids Merchants Mutual Fire Insurance Company, interest on saving deposit, also a contribution from D. W. Robinson, of Alma, to reimburse the Association for moneys expended in the case of the People vs. Miss Spencer in the Gratiot County Circuit Court.

Under disbursements—salaries and traveling expenses—are included, besides the salary of the manager and office help, the compensation and traveling expenses paid to persons who have attended and given addresses at our conventions. Under publicity is included, besides the ordinary expense of printing, postage, etc., the amount paid for the banquets at our Lansing and Grand Rapids conventions.

These items would have been reported by the chairman of the Auditing Committee had he been present.

Present to Mr. Christian.

A committee of the Directors, consisting of Messrs. Toeller and Jones, had in charge the purchasing of a beautiful present for our retiring President, Mr. Christian. The individual contributions were very small, but in the aggregate there was plenty to purchase a beautiful Knight Templar watch charm. This was presented with very fitting words at the banquet by Mr. Toeller. President Christian responded feelingly with a few well chosen words. He was taken entirely by surprise and we all know that he was made very happy to have his splendid services to the Association so fittingly recognized.

Fire Insurance.

The Secretary of the Grand Rapids Merchants Mutual Fire Insurance Company, John DeHoog, was present at the convention and was interviewed by a large number of members who desire to place insurance with us. Some substantial policies were secured. Among them was one of the largest stores of Saginaw.

We are making some very substantial additions now to our aggregate of insurance in force. Our members can easily save enough on their fire insurance by patronizing their own company to pay their dues in the Association and save considerable money besides. Don't overlook this important feature of our Association work.

Jason E. Hammond.

Two Bad Produce Failures in Fourth City.

Detroit, Sept. 29—The collapse of the Mitchell Marketing Co. last week, which hit the trade for more than \$45,000, was followed by the disappearance of Carlo Manino, leaving behind him a trail of liabilities amounting to somewhere between \$70,000 and \$100,000. Only a part of this was lost by the fruit and produce trade, for Manino had been a large operator and the largest accounts were held by wholesale grocers.

Manino had been in the Detroit market for more than twenty-five years, was regarded as an A-1 credit

risk, and stood well with the trade generally. He had been in the hotel and restaurant supply business and was, at times, a heavy buyer. He had a sort of warehouse at First and Michigan streets and was supposed to have several pieces of real estate. Up to a few days before he disappeared, he bought heavily, and when the crash came he simply dropped out of sight, and the Italian colony would, as usual, furnish no information.

There was some belief that Manino had been the victim of one of the feuds which have been prevalent in the Italian colony for several years, but this was soon abandoned. Much of the stuff bought was undoubtedly shipped to other points, but no trace of any shipments could be found.

The downfall of the Mitchell Marketing Co. was one of the hardest blows the local trade has had in years. The total liabilities will be more than \$47,000, and when the business is wound up, creditors will be lucky if they get 60 cents on the dollar. The creditors' committee has decided to close three of the nine stores and sell the other six. Louis Shamie has been given the job of disposing of these stores, and his experience in the retail line makes him especially fitted for the work. Kirk Mitchell has as yet made no announcement as to his future plans, but he doubtless has something in mind.

The produce market has been dead-ly dull this week, with prices at the lowest ebb all along the line. The farmers with the homegrown stuff are in the saddle and are making the market. There has been a fine movement of peaches and, considering the amount of stuff brought in, prices have held fairly well. Reports from up-State are that the trees are breaking down with fruit, with shipping points congested for lack of cars. An order was issued early in the week to accept nothing but peaches for shipment, but later this was rescinded.

One of the interesting features of the market has been the peach movement by boat from the Lake Erie Islands. As high as ten cars a day have been received in this way and sold at the dock. D. O. Wiley has been the largest operator, and he has handled an average of five cars daily and kept well cleaned up, getting mighty good prices for his shippers, considering the amount of fruit on the market.

Cantaloupes have been dead as a door-nail and receivers were busy diverting cars.

George Collins is back from an automobile trip up through the State and as far west as Chicago. "I never saw so much fruit in my life," he said. "The country is simply alive with it. The grape vines are loaded, the apple and peach trees are groaning, and the only problem is to get help, get containers, and then get it shipped—and this is some problem."

Floyd Blakely of Lozier, Seng & Blakely is quite ill and has been away from the office for about ten days. Mr. Lozier has delayed going to Florida, but will likely get away next week.

The Produce Association has filed with the Interstate Commerce Commission a protest against the Michigan Central Railway for making what is known as a reconsignment charge. A car is consigned to a firm which sells it to another receiver and the railway company erases the first receiver's name and fills in the second and charges \$2. A hearing in the matter was conducted this week, but no decision has been handed down.

Boosting the Booster.

Boost your city, boost your friend:
Boost the church that you attend.
Boost the street on which you are dwelling,
Boost the goods that you are selling.
Boost the people 'round about you,
They can get along without you,
Cease to be a chronic knocker,
Cease to be a progress-blocker.
If you'd make your city better,
Boost it to the final letter.

Reducing the Retail Grocery Business to a Science

The science of retailing groceries is the knowledge of proven methods.

IT IS KNOWN that the greater the turnover, the larger the net profit.

IT IS KNOWN that the more compact the stock, the greater the opportunity for turnover.

IT IS KNOWN that trade marked package goods (implying the maker's guarantee) outsell plain, unknown merchandise.

IT IS KNOWN that the amount of capital necessary to maintain a stock of package goods is comparatively small.

IT IS KNOWN that the merchandising policy of the Worden Grocer Company, in maintaining centrally located distributing houses at three Michigan markets, minimizes transportation difficulties.

IT IS KNOWN that thousands of successful retailers recognize these basic truths underlying the science of retailing grocers and apply them.

IT IS KNOWN that the magnitude of the Worden Grocer Company business is the direct result of years of co-operation with satisfied retail retailers.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Crosswell—N. Plain, dealer in boots and shoes will discontinue.

Ravenna—C. E. Alberts has sold his general stock to Homer Bros.

Pentwater—Shearer & Stackas succeed J. L. Congdon & Co. in the drug business.

Moscow—Herman H. Paul has opened an auto repair shop and garage here.

Fostoria—Fire completely destroyed the grain elevator and grist mill of Stiles & Co., Sept. 21.

Muskegon—Harry Sietsema, grocer at 186 Houston Avenue, is closing out his stock at special sale and will retire from retail trade.

Grand Haven—Woodka Bros. have sold their meat market to E. H. Nixon, recently engaged in the same business at Cedar Springs.

Cadillac—Dan C. Thomas, recently of St. Johns, has opened a restaurant and early in November will establish a bakery in connection with it.

Homer—Louis Samson has sold his stock of dry goods and store fixtures to A. M. Hendlemann, formerly of Berrien Springs, who has taken possession.

Kalamazoo—Roy Van Avery has sold the drug stock he recently purchased from Michael A. Hennis to D. T. Paulson, formerly engaged in the drug business in Grand Rapids.

Big Rapids—C. W. Milner is succeeded by Milner & Parr in the drug business. Mr. Parr has been connected with the pharmacy department of the Ferris Industrial School for some years.

Hopkins—Punches & Jackson, whose store building was destroyed in the recent conflagration at this place, have resumed the meat market business in a new store building recently completed.

Menominee—The Broadway Buick Co. has been organized to deal in and repair automobiles, motor trucks, accessories, etc., with an authorized capital stock of \$5,900, all of which has been paid in in cash.

Bay City—The Bay City Packing Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$80,000, all of which has been subscribed and \$40,000 paid in in property.

Jackson—J. A. Phillips, pioneer business man of Jackson, will retire from trade, having sold his meat market, grocery and bakery at the corner of Ganson street and Steward avenue, to Dudley P. Hall, who has taken possession.

Detroit—The Michigan Tire & Service Co. has been incorporated with an authorized capital stock of \$100,000 common and \$25,000 preferred,

all of which has been subscribed, \$5,000 paid in in cash and \$50,000 in property.

Marquette—Norman McLean has sold his store building and grocery stock to Rydholm Bros., who will close their grocery store on North Fourth street and remove their stock to the new location at 601 North Third street.

Lansing—Joseph S. Briggs has leased the new store building at 507 East Franklin avenue, which is being erected by John Fackler, meat dealer on East Franklin avenue, and will occupy it with a stock of dry goods and notions, Oct. 15.

Benton Harbor—Concord grapes are moving freely this week. The North American Fruit Exchange office in the Benton Harbor State Bank Building, is one of the busiest places in town. Through the Exchange service about three-fourths of the grape shipments of the Benton Harbor district are marketed. The Exchange has been doing business here since 1912, never skipping a season, and in recent years several more organizations have joined. H. P. Bannon is putting in about eighteen hours a day with a very capable sales staff. The only thing troubling him is the car shortage, which has become very acute.

Manufacturing Matters.

Howell—The Borden Condensed Milk Co. will close its plant here Oct. 1.

Corunna—United States Robe Co. is succeeded by the Western Knitting Mills, Inc.

Detroit—The Triangle Battery Co., Inc., has increased its capital stock from \$1,000 to \$5,000.

Cedar Springs—The Michigan Motor Garment Co., of Greenville, will open a branch factory here.

Owosso—The American Malleable Co. is building an addition to its plant which will enable it to increase its capacity 50 per cent.

Crystal Falls—The American Shoe Last Co. is erecting a plant here which it expects to have in running order about Nov. 1.

Lansing—The Multitool Manufacturing Co. has located its plant at the corner of Turner and Clinton streets and will open it for business Oct. 1.

Brighton—The Gove Motor Car Co. has decided to locate here and has commenced work on its plant, one unit, 80 x 220, will be completed by Dec. 1.

Saginaw—The Modart Corset Co. is erecting a new plant and office building at the corner of Lapeer and Second avenues, at an estimated cost of \$250,000.

Escanaba—The Northern Flour &

Grain Co. has been incorporated with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in in cash.

Detroit—The Monarch Die & Machine Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,720 paid in in cash.

Wayne—The Wayne Lumber Mills, Inc., has been incorporated with an authorized capital stock of \$50,000, \$27,000 of which has been subscribed and paid in in property.

Detroit—The Atlas Iron & Steel Co. has been organized with an authorized capital stock of \$200,000, of which amount \$100,000 has been subscribed and \$24,000 paid in in cash.

Jackson—The Tri-State Baking Co., with general offices at Flint, have purchased the plant of the Jackson Baking Co. and will continue the business under the same style, doing a strictly wholesale business. The plant is being remodeled and rebuilt at a cost of about \$28,000. The Tri-State Co. conduct wholesale bakeries in Flint, Battle Creek, Detroit, Akron and Toledo, Ohio.

General Conditions in Wheat and Flour.

The past week has seen quite a wash-out in prices on all grain, as well as other commodities. December wheat has sold off approximately 13c per bushel from a week ago, cash wheat 15c per bushel. Flour has declined approximately 75c per barrel.

The trade must continually keep in mind the fact prices are on the downward trend and this is going to create more or less of a bearish situation in grain, even though wheat from a statistical standpoint is in a very strong position.

Another factor in the decline of wheat is the heavy decline in oats and corn, of which we have bumper crops.

From a world-wide standpoint, the crop of wheat is really short and if normal amounts of flour are consumed, there will be practically no carry-over.

The financial situation of Europe, however, enters into the situation at this point. Many of the countries over there are unable to import what they really need to eat. People in certain sections of Europe are starving to death; sections of Finland, Russia and Poland are in a deplorable condition, the people having no white flour at all and unable to obtain it because of the inability to pay for it.

If finances in Europe improve, and they are improving, to such an extent as will enable the people to increase their purchases of necessities, the effect will be shown in stronger markets on this side of the water.

Domestic flour buyers have not purchased to any extent this fall and from all appearances they will not buy in a large volume; in other words, on the same basis they did a year ago, because of the uncertainty of prices.

As stated above, from a statistical standpoint, wheat should be higher rather than lower, but with the conflicting elements, it would certainly require a man with a great deal of nerve to make any prediction as to just what the outcome of the present situation will be or what the price of

flour and wheat will be ninety days from now.

If there should be a further material slump in price of wheat and flour, undoubtedly the trade would begin to take hold more freely and a reaction would result. However, we can see no reason for changing our position and still believe the proper policy to pursue is to purchase as required, have three or four weeks' supply on hand or in transit. Such stocks will be ample to meet present consumers' demand with the improved shipping conditions.

Lloyd E. Smith.

Itinerary of Fourteenth Annual Trade Extension Tour.

The following itinerary has been adopted for the annual trade extension of the Grand Rapids wholesale trade next Tuesday, Wednesday, Thursday and Friday:

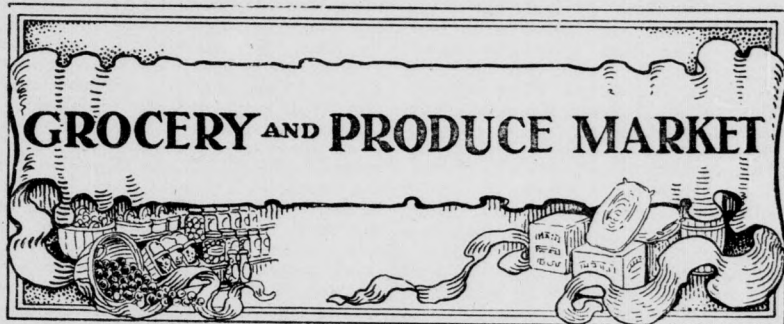
Tuesday, Oct. 5.	
Lv. Gd. Rapids, P.M.Ry.	6:15 a.m.
Ar. Clarksville	7:00 a.m.
Lv. Clarksville	7:25 a.m. 25 Mins.
Ar. Lake Odessa	7:37 a.m.
Lv. Lake Odessa	8:22 a.m. 45 Mins.
Ar. Woodbury	8:29 a.m.
Lv. Woodbury	8:39 a.m. 10 Mins.
Ar. Sunfield	8:48 a.m.
Lv. Sunfield	9:18 a.m. 30 Mins.
Ar. Mulliken	9:37 a.m.
Lv. Mulliken	9:57 a.m. 20 Mins.
Ar. Grand Ledge	10:10 a.m.
Lv. Grand Ledge	11:10 a.m. 1 Hr.
Ar. Eagle	11:20 a.m.
Lv. Eagle	11:30 a.m. 10 Mins.
Ar. Portland	11:44 a.m.
Lv. Portland	12:24 p.m. 45 Mins.
Ar. Collins	12:36 p.m.
Lv. Collins	12:46 p.m. 10 Mins.
Ar. Lyons	12:53 p.m.
Lv. Lyons	1:13 p.m. 20 Mins.

Via Auto to Muir	
Ar. Muir	1:26 p.m.
Train Leaves Lyons	1:00 p.m.
Ar. Ionia	1:20 p.m.
Lv. Ionia	1:45 p.m.
Ar. Muir	2:00 p.m.
Lv. Muir G.T.Ry.	2:05 p.m.
Ar. Pewamo	2:20 p.m.
Lv. Pewamo	2:45 p.m. 25 Mins.
Ar. Fowler	3:00 p.m.
Lv. Fowler	3:25 p.m. 25 Mins.
Ar. St. Johns	3:45 p.m. All night

Wednesday, Oct. 6.	
Lv. St. Johns	6:30 a.m.
Ar. Shepardsville	6:40 a.m.
Lv. Shepardsville	6:55 a.m. 15 Mins.
Ar. Ovid	7:00 a.m.
Lv. Ovid	7:45 a.m. 45 Mins.
Ar. Owosso	8:05 a.m.
Lv. Owosso M.C.Ry.	11:05 a.m. 3 Hrs.
Ar. Bennington	11:15 a.m.
Lv. Bennington	11:25 a.m. 10 Mins.
Ar. Laingsburg	11:37 a.m.
Lv. Laingsburg	12:07 p.m. 30 Mins.
Ar. Bath	12:17 p.m.
Lv. Bath	12:32 p.m. 15 Mins.
Ar. Lansing	12:45 p.m. All night

Thursday, Oct. 7.	
Lv. Lansing P.M.Ry.	5:20 a.m.
Ar. Howell	7:20 a.m.
Lv. Howell	8:20 a.m. 1 Hr.
Ar. Fowlerville	8:29 a.m.
Lv. Fowlerville	9:14 a.m. 45 Mins.
Ar. Webberville	9:24 a.m.
Lv. Webberville	9:39 a.m. 15 Mins.
Ar. Williamston	9:47 a.m.
Lv. Williamston	10:32 a.m. 45 Mins.
Ar. Okemas	10:43 a.m.
Lv. Okemas	10:58 a.m. 15 Mins.
Ar. Lansing	11:07 a.m.
Lv. Lansing M.C.Ry.	11:22 a.m.
Ar. Holt	11:36 a.m.
Lv. Holt	11:46 a.m. 10 Mins.
Ar. Mason	11:56 a.m.
Lv. Mason	12:56 p.m. 1 Hr.
Ar. Eden	1:04 p.m.
Lv. Eden	1:14 p.m. 10 Mins.
Ar. Leslie	1:22 p.m.
Lv. Leslie	2:07 p.m. 45 Mins.
Ar. Jackson	2:32 p.m. All night

Friday, Oct. 8.	
Lv. Jackson N.Y.C.R.	6:30 a.m.
Ar. Tecumseh	7:15 a.m.
Lv. Tecumseh	8:15 a.m. 1 Hr.
Ar. Clinton	8:24 a.m.
Lv. Clinton	8:54 a.m. 30 Mins.
Ar. Manchester	9:04 a.m.
Lv. Manchester	9:49 a.m. 45 Mins.
Ar. Norvell	10:00 a.m.
Lv. Norvell	10:10 a.m. 10 Mins.
Ar. Napoleon	10:16 a.m.
Lv. Napoleon	10:26 a.m. 10 Mins.
Ar. Jackson	10:48 a.m.
Lv. Jackson M.C.Ry.	11:00 a.m.
Ar. Onondaga	11:30 a.m.
Lv. Onondaga	11:45 a.m. 15 Mins.
Ar. Eaton Rapids	11:55 a.m.
Lv. Eaton Rapids	1:25 p.m. 1½ Hr.
Ar. Charlotte	1:42 p.m.
Lv. Charlotte	3:12 p.m. 1½ Hr.
Ar. Chester	3:19 p.m.
Lv. Chester	3:34 p.m. 15 Mins.
Ar. Vermontville	3:44 p.m.
Lv. Vermontville	4:29 p.m. 45 Mins.
Ar. Nashville	4:42 p.m.
Lv. Nashville	5:42 p.m. 1 Hr.
Ar. Morgan	5:51 p.m.
Lv. Morgan	6:01 p.m. 10 Mins.
Ar. Gd. Rapids	7:00 p.m.



Essential Features of the Grocery Staples.

Sugar—Grand Rapids jobbers have reduced the price of granulated to 15c, starting to-day. The reduction is due to the action of some of the New York refiners in reducing the price from 14½c to 14c.

Canned Fruits—Some old pack peaches and apricots change hands, but it is a routine business and not extensive. Apples are selling to some extent, but like Far Western offerings it is a forced market and one which is not satisfactory.

Canned Vegetables—Canned foods are moving more freely into jobbing channels with the volume of business indicating that there is more of a disposition to buy further ahead than from day to day, but the situation cannot be said to be radically different from a week ago. The same handicap, tight money, prevails, and it exerts the same influence over buyers, although, of course, the advance of fall and the realization that jobbing stocks are light has led to a somewhat freer purchasing. Universal comment of the most foolish character in the newspapers has a disquieting effect, as it indicates a lack of confidence in commodity values which is not conducive to healthy trading. Brokers are doing their best to bridge over the present depression without miring any of their clients in the mud. Tomatoes have improved in tone and in prices. California packs have shown weakness in No. 2½ standards, which have been offered down to \$1. Coast. Solid packs can be bought for \$1.35. This is natural, so far as the East goes, as Southern goods were considered the better buy and Western packs were neglected. Even at the low range California tomatoes have not been selling. New pack corn is in somewhat better demand but the improvement is slight. Southern Maine style standards have been offered as low as \$1.10 factory, but the \$1.05 quotation has been on sub-standards. Ohio and other Middle Western has been quoted at \$1.10 also for the same grade. Maine corn is not offered freely. Most canners sold enough to satisfy them on early orders and they expect to retain their surplus for a later market, counting on its good quality, a normal production and a complete clean up of last year's pack to bring about its sale at better prices than the trade will pay now.

Canned Fish—Alaska salmon of the new pack is in demand only for Red Alaska. The cleanup of 1919 goods and the lack of local supplies makes that grade in demand on spot and to arrive. Deferred shipments, however, are another matter. There is some call also for the best packs of No. 1

medium red on spot, but not for other descriptions. Pinks and chums remain in the background in buying attention. The surplus of last year and the heavy losses experienced are a damper on buying. Columbia River halves are being readily taken in fair sized lots under contract. Maine sardines hold their own, but the jobbing call is not heavy. With many of the weak sellers cleaned out and with the prospect of a better domestic demand, the situation shows improvement in outlook, if not in actual advances in prices. California and imported sardines are in no better demand than earlier in the month. New pack tuna fish is coming in to the jobbers who made early contracts, but it is not the object of much attention in other channels.

Dried Fruits—Reports of prune damage in the Northwest continue to come in. Tuesday a wire was received from Portland reading: "Crop conditions here very gloomy; continued heavy rain all week and still pouring; even if rain should cease now, which is not in sight, estimate will not have 30,000,000 pounds; if rain continues crop will get materially shorter. Fruit dropping, splitting and moulding, particularly so the largest fruit on trees. Orchards one mass of mud; pickers refuse to pick. All this bound to strengthen the spot and future market for large sizes." Another wire, also from Portland, confirmed the first message and gave the added information that the most reliable estimate of the Oregon crop was 25 per cent. "and this will contain more or less splits," it concluded. The Clarke county crop in Washington has suffered in a similar way. California has also complained of recent rain damage, particularly in the Napa district. Coast interests are more bullish in their ideas and few quotations were received from there last week, either from the Northwest or from California. Raisins are being offered by California independent packers, presumably the fruit which they received from the Associated through its arrangement with the Government, as outlined in the news dispatches from the Coast. Raisins are offered at: Bulk Thompsons, natural, 21c; soda bleached, 23c, for October shipment, regular terms; 2-crown loose, 22c; 3-crown, 23½c; sultanas, 21¼c; bulk seeded, 21½c. The packer who made this offering added in his wire: "Considerable interest has developed in raisins." Chili raisins are here and are meeting with a good demand, as they are satisfactory for beverage making. Currants are more active. As new crop is due in early October the last of the 1919 fruit is being disposed of at prices which attract buying at-

tention. Some apricots are moving in small lot orders but there is no widespread interest in them at present.

Molasses—General buying is limited as it is in all grocery items, but there is sufficient demand to retain the listed quotations.

Sugar Syrups—With light demands upon holders from buyers, the market continues easy and unsettled.

Rice—Nothing has occurred to change the undertone of weakness. All grades are in free supply and are so freely offered that it is a buyer's market. Advices from primary points show no change in the situation.

Nuts—The announcement of opening prices on California walnuts by the Associated is expected this week, and that will go a long way to clean the field for action, as many operators have decided to postpone action until the last price fixing on nuts has been accomplished. Almonds are irregular. Many of the independent California shippers are calling their Eastern representatives to time where they have not sold new crop freely because of the statements of the Exchange that the organization's sales were almost equal to the original s. a. p. contracts. Good pecans are not abundant, and as the Mexican crop is late no fresh supplies from that country may be here for the Thanksgiving market. They are moving in a fair way and are competing with Brazil nuts, which are in their same position.

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.

Butter—The market is unchanged. Local jobbers hold extra creamery at 56c and first at 53c. Prints 2c per lb. additional. Jobbers pay 36c for packing stock.

Beets—65c per bu.

Cabbage—60c per bu. and \$1.50 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—\$2.25 per doz.

Celery—40c per bunch.

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

Crab Apples—\$2.50 per bu. for Hy-slops.

Cranberries—Early Blacks from Cape Cod command \$11 per bu. and \$5.75 per half bbl.

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

Eggs—Receipts of fresh are very meager. 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—\$1.50 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.

Lima Beans—20c per qt.

Onions—Spanish, \$2.75 per crate; home grown in 100 lb. sacks, \$2. Winter onions are being contracted for dealers on the basis of 75@90c per 100 lbs.

Oranges—Fancy California Valencia now sell as follows:

100 ----- \$9.50
125 ----- 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—Prolifics and Kalamazoo, \$2.25@2.50; Elbertas, \$2.75@3; Barnards, \$2.50; Late Crawford, \$2.75@3. The rains and hot weather last week hastened the end of the crop fully a week. Thousands of bushels were never picked at all and twice as many more spoiled in farmers' warehouses and in transit, due to inexperienced handling.

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.

Potatoes—Home grown command \$1 per bu. The crop of late potatoes will be large all over the potato growing sections of the country and prices will rule low—probably somewhere between 50c@1 per bu.

Pumpkin—\$2 per doz.

Radishes—20c per doz. bunches.

Spinach—\$1 per bu.

Squash—Summer, \$2 per bu.; Hubbard, \$2 per 100 lbs.

String Beans—\$1.50 per bu.

Sweet Potatoes—Virginias command \$2.40 per 50 lb. hamper and \$6.25 per bbl.

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

Turnips—60c per bu.

Water Melons—50@60c for home grown.

Wax Beans—\$1.50 per bu.

Edward Frick (Judson Grocer Company) is at French Lick Springs, taking a course of baths at that remedial institution. He is expected home by Saturday night or Sunday.

The man who is looking for easy money is generally the last one to find it. The easiest money, everything considered, is that which comes from steady industry.

Harry Winchester (Worden Grocer Company), is back from a seventeen day trip to Boston and intermediate points by automobile.

LURE OF THE WILD.

Captain Belknap's Experiences Near to Nature.

Antler's Cabin, Onoto, Sept. 24—It is but a few years ago that the Great Plains were alive with buffalo. Now they are but a memory, perpetuated by the few animals kept in parks or in captivity. So, also, the State of Michigan had millions of acres of pine forests. Now a pine tree of fair size is a curiosity worth going miles to see.

In the first few years after the civil war the hunter could go out from the city of Grand Rapids and get a deer and be back home with it the same afternoon. Every county in Lower Michigan was good deer country and almost before we realized it they had vanished from the Lower Peninsula and to kill a deer the hunter must cross the Straits at Mackinaw.

Now every season for the past ten years an army corps, with high powered guns, has invaded that great wilderness, first at their own will, then under restrictions imposed by the State whose authorities could see that, unless there was a limit placed on the number each hunter could kill and the length of the open season, Michigan's deer would go the way of the buffalo and the pine tree.

I don't believe it is the desire to slaughter these, the most innocent and beautiful creatures of the forests, that impells this great army of sportsmen to the hunting camps so much as it is the Lure of the Wild. I don't know who coined that term, but there is a wonderful lot of magic in its four words.

Of course, nearly every hunter wants to get one. The first restrictions on the number that might be killed was five, then three, then two and now the vanishing supply permits only one. The season is only ten days, but if you will station yourself at Mackinaw, which is only one of the many outlets from the deer country, you will see among the thousands few but big bucks. The small and young ones are used in the camps or in many cases left where they fell as food for the wolves.

When the hunter gets a shot he does not stop to scrutinize sex or size. He takes no chances. Many—all too many times—he sees some movement in the bushes and the shot puts a whole town in mourning. Mistakes of this kind, considering the great number of hunters, are few, but they do occur.

The season this year has been limited to ten days in November. Already hunters are preparing their camps. The partridge season has been closed three years to enable the birds to recover their almost extermination from the hunter, cold winters, bad nesting season, etc. Now the woods are well stocked. Shooting will be good and October will be celebrated by an army with shot guns. Sometimes these guns are loaded with buckshot and bring down a bird that is wearing fur.

By all signs now, and if tracking snow comes in the shooting season, one-half of all the deer now living in the Upper Peninsula will be called. The hunter for sport will not get all of these, by any means. Some will go to the homesteader, the man who is trying to make a farm, and whose family, were it not for the wild meat, would not taste meat during the winter. Who has a better right than this man? Then there are lumber camps whose only other meat rations is salt pork.

If there is to be a sample copy of the deer of Michigan's woods left to perpetuate their kind there must soon be a closed season of five years. The sooner it comes the better it will be for the commonwealth.

While the deer hunting subject is in my mind, I must tell you of a man, a very good friend of mine, and a citizen of Grand Rapids. This gentleman came into my office one day, telling me that he had a hunting shack in the woods but a few miles from

the cabin where I spend the few days of my summer vacation each year. As he had not seen the place since the year he had built it, four years before, he wished I would make it a visit and report its condition. He told me the story of the building of this home in the woods:

"I had been out of sorts, had overworked and the doctor told me I was money mad; that if I had any idea I could take any of the money I had made to heaven with me I was making a hell of a mistake and would soon find it out. Well, I took his advice, paid his bill, bought an outfit, kissed the wife and all the kiddies and went out for ninety days in the woods. I knew just where I was going. I was there for a day ten years before. I got off the train at a bit of a station, made arrangements for supplies and found a Finn homesteader to help me with his horse and a tote sled. The next morning we followed an old lumber road, often cutting out fallen timber. The Finn knew the location I was seeking and he was on to his job. It was the wildest place of rocks and trees; a small cranberry marsh with deer trails leading from every direction to it; fine brook with trout right at the door. I could be away from even the whistle of a locomotive. I never enjoyed work so much as I did that of shack building in the woods and I never was so glad to pay a man for labor performed. The Finn fairly earned the \$10 extra that I knew would help buy the children's shoes for the coming winter.

Then came the morning of the deer season. I had not heard a rifle shot, although I was told there were a lot of hunters on the Laughing Fish and that every train from the East was loaded to the steps with them. My friend, the Finn, advised me to wear a red cap or a red coat, so that I would not be taken for a deer. He even left his own coat with a red lining, but I laughed at him and he went away shaking his head. Before daylight I was out of bed. Snow in the night had lodged in the trees. The spruce and cedar were wonderful in their snow laden foliage. All was a fairy land. I never expect again to see so beautiful a forest. Not far from the shack, near a runway that led down to the cranberry marsh, I took my stand against a hemlock tree, my face resting against its bark. The woods were silent, except for a blue jay, constantly called his mate. Then I heard a noise of something coming. Sure it must be a deer. Then, again and again, I was sure there was something moving. I moved just a bit so as to see beyond the tree, when instantly the crack of a rifle sounded but a few rods away, the bark from the hemlock in a hundred fine bits sprayed my face, stinging like a swarm of yellow packets. I did not fall, I simply shrank into my boots on hands and knees, clutching my rifle. I crawled all the way to the shack. The fire in the stove was still burning. With warm water from the tea kettle I washed the trickles of blood from a score of scratches. I was only slightly hurt, yet my nerve was gone. In the past month's freedom, I had given slight thought to those at home. I had been as a bird let out of its cage. Now they all came to me. Shaking like a man with the ague, I gathered up my clothes, with suit case and gun and stepped out of my palace in the forest. An hour or so later I was at the Finn's home and that blond white haired wife of his, with the skill and tenderness of a trained nurse, picked bits of bark from under the skin. When she had done with me and held a glass before my eyes, I thought I was a good case of small pox. I gave the key to the Finn and told him to use all the food left, a fall's supply."

In compliance with this friend's desire, I took a day to see the shack. I found it has been occupied all these years by porkies. They had climbed a tree and from that to the roof. Gnawed a hole through the roof, then dropped to the floor, gnawed a hole

through the door, in fact, eaten up everything but the stove and bed springs. The Finn, after the snows had gone in the spring, salvaged all the bedding and dishes. The porkies of the country had made it a convention hall. It was all but a witness to the past—a very homesick shack in the woods.

Bill Sam's Story.

Bill Sam made most of his living with the gun and rod. Extra luxuries like tobacco came from hard days' work guiding fishermen to hidden trout streams and favorite runways of Upper Michigan deer. He was a very tall man. All legs and imagination. He very much liked to go out with a party who carried most of the bait in pocket flasks. With this part of bait his imagination worked full time.

It was not sundown when the creels were all full, the fishermen all feeling fine. Bill said: "When I was a young feller I lived on the island with my wife, a young Indian girl. I sure thought a heap of her and would do anything to make her happy. One spring I ran across the finest birch tree that ever grew up in the woods and I was in need of a canoe, so, says I to myself, this is the year to make it. Well, me and my wife cut that tree. It was way out in the middle of the woods and we built a wigwam to live in while we were getting the bark peeled and it was a good bit of work, for we counted on making that canoe all out of one piece without a splice. When we got the bark off, we rolled it up like you would a blanket, run a cedar pole through the center and, with the squaw on one end and I at the other, we carried it to the cabin on the lake shore.

It doesn't look so, but there is more work on a good canoe than on a white man's house. Sure there is when you ain't no tools but an axe and hunting knife. There never was a school house on the island, so I had no pencil or paper to draw a plan, like they do when they set out to make a barn. So I had to cary all the lines and parts in my head. Well, all that summer that canoe grew on me. When I got it started fairly, I sat for hours studying it. I changed the form here and there a bit many times, stopping now and then to get a bit of meat out of the woods or a fish out of the bay. All my Indian neighbors came daily to see it grow from a coil of bark to the most beautiful thing ever made by man. My squaw had traded some rat skins and a few deer pelts to a trader for beads to trim her moccasins and leggings. When she saw the canoe growing so beautiful, she changed her mind and beaded the bow, stern and rail with birds, fish, flowers and all sorts of things until there was no room for more above the water line. Where there were no beads there were paintings of water proof Indian colors or porky quills in star shape. When it was ready to put in the water, we made a big feed of fish and meat and called all the Indians on the island to celebrate. I got some tobacco from a trader and we smoked and danced until long in the night. The next morning my squaw said; Bill, we need some sweet grass to make mats for the cabin floor. It is time now to get it while I clean up about the house. You take the canoe and go across the bay to the mainland and get a load. So, with a paddle I had made expressly to use in this canoe and with only a hunting knife, I skipped away. I say skipped, for that canoe was so light and so perfect in shape that it skipped from ripple to ripple, touching the water only in places, just as you would skip a bit of flat stone in play on the quiet water. Do you wonder that I loved that canoe? Well, we had gone nearly across the bay. It was about six miles of water, quiet as a night in June, when far ahead I saw something in the water. First I thought it was a duck, but as I came near I saw it was a doe out for a swim, so I ran up alongside and cast my bow line over her head. Says I, my

dear, you will have the glory of towing the finest birch canoe ever made by man. She struck out for shore, a bit of sandy beach where we landed. I tried to slip that line over her head and let her go, but she knocked the stuffing out of me half a dozen times. I felt pretty mad, but had no wind left in me, so I pulled the canoe far up the beach, so if a wind came it would be safe. The doe was watching me all the time. Says I, maybe if I go get some sweet grass for mats, you will think better of this and let me cast you off. I went off across the plains to the swamp and with my hunting knife cut a big load of grass, then sat down to smoke a bit. My shins were all barked up where the doe had hit me and I was sleepy from siting up nearly all night and dancing with the squaws and before I knew it the sun was casting long shadows. I swung that bundle of grass on my back and took the back trail. The lake was there, the beach the same, but nowhere in sight the boat—just a plain trail in the sand up the beach across the plains the foot prints of the doe towing the canoe into a dense cedar swamp where the foot of man had never made a print. Then in the dusk I lost the trail, so I found a dry spot, built a fire and lodged for the night, wishing for a gun. I was mad enough to shoot a hole in the sky. In the morning and all day I circled for the trail, but could not pick it up. Worn out, leg weary and half starved, all my smoking tobacco gone, I gathered hands full of birch moss to fill my pipe. It was two days walk along the coast or through the woods to the first Indian home and I only waited for daylight. In my grief over the loss of my adored canoe, I forgot my hunger until the next night, when I staggered into an Indian's wigwam. The entire South shore is a tangle of rocks, windfall trees, ravines, hills—man traps of the worst kinds. The forests are full of game. The rivers full of fish, but with nothing but a small hunting knife, there is but a slim chance for the best of men. The next morning the Indian set me across to the island and home. The winter soon came on and there came no chance to make further search for the canoe until it came summer. Then one day, when the wind was in the South, I took my old boat with the oars and sail for another try at the sweet grass. When far more than half way over in the haze of a hot summer morning I saw what I took to be a two man fishing boat. It was a strange place for a fishing boat to be, so I tacked a bit, but there was no breeze to fill my sail and the oars were slow going. All the time I was gaining a little and all the time getting more puzzled at the queer actions of that boat. Then, as if by magic, the sun cleared away the haze and I was in short sight and there was my adored canoe, the grief for which had made my life for the past year a burden. In the water swimming with the tow line still fastened about her head, that doe was giving her two fawns a boat ride, the sight of which took all the bitterness out of my heart. While she was out from the shore I cut the towline close up to her head and put the fawns on the beach. The breeze came up with the sun. With the canoe in tow, I sailed for home, swearing I would never again get marooned on the mainland."

Charles E. Belknap.

Not Quite Lost.

The little chap howled sorrowfully until quite a crowd had collected.

"What is the matter, little fellow?" one asked kindly.

"I'm lost," was the reply. "Won't all of you take me home to Moses Einstein's, the well-known cut-rate merchant on Broad street, who has just received a new lot of finest overcoats, suits and gents' furnishings, which he is selling actually at less than cost?"

Something New and Better!

THE HOWARD LINE

**BOY'S WELTS THAT WEAR
CELOID CHROME SOLES**

23 to 100% More Wear Than the Finest Oak Sole

More Wear, Combined with the Flexibility and Fine
Finish of Oak Leather.

IT IS Channeled and Finished. It is Waterproof. It Will Not Slip.

The Guaranteed Sole That Will Outwear Any Oak Sole in the World

**EIGHT STURDY, STYLISH NUMBERS
IN STOCK OCT. 15th**

Selected Chrome Side Uppers, Solid Leather Construction
Wing Foot Rubber Heels

A Standardized Product. Two Leathers, Two Lasts, One Pattern.

8101	Boy's Dark Tan English Bal. "Little Tad Last"	---\$4.75
8151	Little Men's Dark Tan Eng. Bal. "Little Tad Last"	4.25
8103	Boy's Dark Tan Nature Bal. "Youngster Last"	---- 4.75
8153	Little Men's Dark Tan Nature Bal. "Youngster Last"	4.25
8100	Boy's Gun Metal English Bal. "Little Tad Last"	-- 4.50
8150	Little Men's Gun Metal Eng. Bal. "Little Tad Last"	4.00
8102	Boy's Gun Metal Nature Bal. "Youngster Last"	--- 4.50
8152	Little Men's Gun Metal Nature Bal. "Youngster Last"	4.00

WRITE FOR SAMPLES

R. K. L. CO. Grand Rapids, Michigan

THE DRY GOODS SITUATION.

When Mr. Bond, of the Root & McBride Co., of Cleveland, concluded a couple of weeks ago that the "psychological moment" had arrived for an orderly and substantial revision of prices in dry goods jobbing channels he was probably not thinking about what the pyrotechnists of publicity would do when they finally grasped the fact that prices are really coming down. These workers have played "Ned" with many carefully laid merchandising plans in the trade, and for the time being a very great deal of uncertainty prevails as to real values for buying and selling purposes. Every one wants to know what it all means.

From the best information that can be gathered in experienced mercantile circles the events of the week have postponed the time when quick spot buying will begin and lend further confidence to those who must soon place spring contracts. It may take a couple of weeks or a month more, they believe, before the markets will settle again. In the meantime this will work to the advantage of several merchants who are not yet ready to go into spring on a low price basis, notably in the case of printers, converters, shirt manufacturers, some knitters and many others who have not been able to bring themselves to shake up their customers while trying to work out plans for their own salvation.

The action of the Amoskeag Company in making a supplementary announcement concerning its revision of prices was dictated by some good mercantile reason primarily. All attempts to ascribe it to politics, labor and so on are more popular than a study of the real position of the company in the markets at this time, and it is much easier to make copy on those subjects than it usually is to dig into the causes that have finally forced a reduction of some moment in the prices on gingham and other products made so largely by the great manufacturing plant.

Merchants know that the Amoskeag Company was placed like many other textile companies in the past few months. It had uncompleted orders on its books, and for a part of them at least the expiration of the delivery period was drawing near. It also knew from the condition of its warehouses whether goods were moving or not through jobbing channels. It was in a position to know this better than anyone else and what it knew in this particular was the barometer of its action. Mill warehouses may be filled with goods sold and awaiting shipping orders, as well as with goods unsold and awaiting a market.

It surely knew, what the whole trade has known for a long time, that the supply of goods such as it makes, and will make during the winter, was abundantly ample to meet the demand that would exist if high prices continued. In the action it took it considered itself first, as any good business organization should. Its consideration of its customers comprehended all that the company's policy has always borne in mind in the near-

ly hundred years of its history. It named a price on its products, and it wanted the world to know that it named it. Distributors with goods on hand and with losses to mark off on them, whether retailers or wholesalers, would not push the news along very fast. But if consumers once knew what was going on they would become still firmer in demanding that the profiteering values in trade shall cease.

As to reasons that forced the company to take this view, in addition to those indicated above, it is pointed out that they still apply in some degree to all divisions of the markets. The restrictions on credit and the high rates of capital on which to do business continue. A political campaign of a National character is still on. Labor is not as efficient as it should be, so much so that many manufacturers who would like to have kept their mills in operation in the past months, have been discouraged by the situation confronting them.

The changed and changing aspects of foreign trade, the economy that has been forced upon consumers by the abnormal rise in rents, coal and other necessities, all give cause for hesitation in the distribution of textiles, and especially in those lines that may be regarded as non-essential for a time, at least.

The primary markets will continue to be dominated for some time by the unavoidable losses that will have to be marked off in inventories. Because of the large earnings and reserves in well balanced manufacturing and mercantile organizations, the trade will continue to take an optimistic view of the outcome, the more so from the fact that the higher purchasing power required by the times is now being more evenly distributed among the mass of workers, including railroad men, miners, and so on.

That the readjustment of conditions is proceeding on sounder lines in dry goods than it was a month or two ago is now evidenced by the utter demoralization in yarn markets that have been steadily worked oppressively on many miscellaneous industries. Capable knit goods merchants are now ready to discount what manufacturers may be able to do when lower cost yarns come to hand, and when labor begins to realize that upon the efficiency of production wages that will continue will depend. Signs of a readiness to trade in knit goods are more obvious than they have been for some time. Towel manufacturers, upholstery manufacturers, and many others are beginning to see some light looking toward reduced raw materials.

Concerning conditions in textile raw materials it is evident that wool, cotton and silk will be abundant for needs now forecast, and they should be reasonably cheap. Concerning retail distribution, it is felt that the consumer worm has turned and that capable retail merchants know it.

A man can rush into debt, but he seldom comes out of it faster than a walk.

OPTIMISTIC INVENTORYING.

Practically all business men arrive at their profits for the year by estimating the value of the unsold merchandise on hand at the end of the year. This estimating is known as inventory. The chief fault in connection with inventory taking is that the price of a very small quantity is regarded as a value of the entire stock on hand. For example, if a banking house has among its investments 10,000 shares of some listed security which is quoted at 95, the banker regards the value of his entire 10,000 shares as reflected by the quotation for 100 shares. As a matter of fact, if the securities were thrown on the market, in all probability not nearly \$95 per share would be realized.

Similarly the dry goods merchant who owns 1,000 pieces of cloth estimates that his cloth should be inventoried on the basis of the quoted price for small quantities. The merchant's mistake is like that of the banker's. Net profits determined on this inventory basis at the end of 1919 and during the early part of 1920 has, in many instances, led to a gross overstatement of actual earnings. Net profits instead of being real were merely paper profits; instead of being actual profits they were guessed-at profits.

As a result of applying quoted prices for small quantities, or, in some cases, as in the fur line, theoretical and non-existent unit prices to all of the stock which a merchant has on hand, his "net income" for tax purposes is innocently overstated. In periods of rising prices, such overstatement is of no serious social consequence. On the other hand, in the periods of readjustment and downward prices, such as we are at present experiencing, a national calamity and industrial crisis may result.

If industry is to be taxed, not on its actual earnings, but on its capital investment, the Government withdraws from productive processes the sinews of trade and industry, cripples trade and brings about a condition dangerous alike to capital and to labor. Capital is discouraged, bankruptcies result, factories close down, labor loses employment, income ceases, anarchy and discontent are encouraged. Thus we see that originally an innocent error may lead to results one hesitates to contemplate.

LIBERTY BONDS ARE HIGHER.

The upward movement in Liberty bond prices, which continued all last week with marked vigor, brought those issues to a point where, in some cases, more than one-half of the loss that had occurred earlier in the year was recovered. Such a recovery, occurring under present conditions, has an interesting bearing on the investment market and on the whole financial situation.

It is more than a coincidence that the lowest prices of the year should have been touched precisely at a time when the first "price-cutting wave" struck the business community, while the present recovery coincides with fresh price reductions on the part of automobile manufacturers, textile makers, and retail and wholesale dealers. But the accompanying circumstances on the two occasions are far

different, in the fact that the movement which began last May, under pressure from the banks and from the public's refusal to continue buying at high prices, has had some results on the actual financial position.

How far the liquidation of commodities has actually proceeded it is too early to determine, but it is evident that the scramble to raise funds through sale of Government bonds, which was a striking feature of last spring, has apparently ceased, with the result that prices of those issues have moved upward.

Jacob H. Schiff was easily first among American citizens of the Jewish faith. His benefactions, bestowed freely and unconditionally, were nevertheless inspired by the desire to facilitate the speedy Americanization of the great body of Jewish immigrants whom political and religious persecution and economic pressure brought to these shores. In recent years there developed among certain sections of the Jewish population in this country a tendency to resent Mr. Schiff's preeminence. Mr. Schiff made no secret of how sorely he felt the aspersions cast upon his motives by the extremists, but it is a tribute to the character of the man that he would not allow such criticism to interfere with his widespread beneficence. It may be, indeed, that Mr. Schiff soon realized that in this very circumstance lay the vindication of his efforts for hastening the entrance of his fellow-religionists into the corporate life of the country. It would have been no satisfaction to Mr. Schiff if the Jewish immigrants who tarried in New York had remained permanently dependent upon the bounty and the leadership of men like himself. It was a sign of the growing prosperity of the newer Jewish immigration that it should have learned in large measure to look after its own needs in charitable and educational undertakings. This meant that the newer immigrants were mastering the lesson of self-help, of democratic initiative, which is the secret of true Americanism.

The production of sugar in the United States, while increasing to 22 pounds per capita is still far below our present consumption of 90 pounds. The drop in August alone of 6½ cents was due chiefly to the large imports stimulated by the previous high prices. The fact that during the last fiscal year approximately nine and a half billion pounds were imported into the United States, nearly seven billion pounds coming from Cuba alone, testifies to the high standard of living and prosperity of our country. The record per capita consumption just alluded to occurred despite an increase of 350 per cent. in import prices over those of 1914 and periods of positive scarcity in many districts.

Power takes its morality from the results of its use. If the power of trades unionism means that a man cannot work without the approval of a union, no matter what its motto for the future, no matter what its record for the past, no matter who its champions, trade unionism cannot survive in the United States.

A Reconstruction Message To Shoe Dealers:

It does not take a prophet to tell that in these days of reconstruction, the dealer who is able to stem the current of competition and forge ahead must have a **new vision** of merchandising.

The war has changed the entire world and its ideas. Old things have passed away. New ideals and objectives obtain in business. The man who floats along and does business on pre-war ideals will be swallowed up.

The key-note of modern business is **service**. You are selling not such and such an article of merchandise, but so much satisfaction and service. The price does not count—**how much service and satisfaction are you selling?** The price is soon forgotten—the satisfaction never.

You do not sell a pair of shoes as so much leather for a dollar. You are selling comfort, pleasing appearance and so many months of satisfactory wear. You are not selling "shoes," you are selling **service**.

The first sale to a customer is nearly always made at a loss. Your only chance of ultimate profit is to give the customer such supreme satisfaction and service that he will buy of you repeatedly. Your objective is not how **much profit**, but how **many profits**.

For 75 years the House of Bradley—three generations of them—have given their lives to making shoes that are as nearly perfect as possible in comfort, appearance and long wear. They have been selling service rather than shoes. And although price has always been a secondary consideration, they have constantly striven to lower the cost of production. Their long experience enables them to sell "Bradley's Better Boots" for as little money as you have to pay for ordinary shoes.

If you are in line with today's business ideals, and selling service instead of just shoes, fill out and return TODAY the coupon below and we will gladly tell you how you can make more money than you ever dreamed were possible selling shoes.

WRITE TODAY—we can sell to only one dealer in a town.

BRADLEY & METCALF CO.
MILWAUKEE, U. S. A.

Since 1843 Makers of "Bradley's Better Boots"

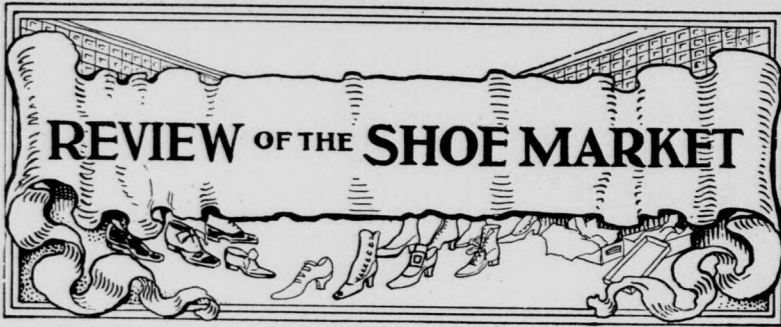
Bradley &
Metcalf Co.,
Milwaukee, Wis.

CUT HERE AND MAIL TODAY

Gentlemen:
Tell me how I can make
more money selling "Brad-
ley's Better Boots."

Name.....

Town..... State.....



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.

The Spring Trade Outlook For Shoes.

Salesmen who have taken to the road thus far seem to be relying more upon in-stock shoes, and orders to be made up for prompt shipment, than on spring commitments for the larger part of their initial business.

For spring orders manufacturers are counting upon the smaller towns for the best early results, for the reason that buyers in those localities do not, as a rule, visit the shoe centers, therefore, find it advisable to place orders when the representatives of their regular factory lines call.

It is held that the crop prospects of the West should make conditions in that section especially favorable for early trading.

While business is also expected from department store operators and dealers in the larger cities on established conservative types, particularly on white goods it is thought by some manufacturers that the September and October placement by that class of trade will fall below normal.

Financial conditions, which govern in a large measure the policies of department store merchandising men, are becoming brighter, and signs are not wanting that the exigencies of the peak of the crop moving period have been discounted.

With an easier money market coming to pass later a volume of spring business of good proportions should be forthcoming from both larger and smaller dealers, which movement is likely to be reflected promptly in firmer hide, skin and leather markets, especially on the top grades of kid and calf.

As any attempt at a spring trade forecast would be lacking that did not contemplate the prime element of price conditions, it is worthy of note that from shoe consumers down to hide and skin dealers there have been demands for concessions which are exceeding in extent the bounds of reasonable expectation.

Prematurely excessive price concession expectations are by no means peculiar to the shoe industry at this time, as is evidenced by the spring price list of one of the largest woolen companies showing reductions which fall short of the views of those who blindly fail to take into consideration an expanded structure of national debt, currency and bank credits.

The financial requirements of every important war in history have caused

gross inflation or, in plainer words, a great reduction in the purchasing power of money which can only be restored through the tedious process of years.

Cessation, belated, or hand-to-mouth buying which has characterized the shoe and leather industry for months, while causing declines in hides and leather, are likely to lead to miscalculations on the future. Drastic curtailment in production has resulted. Stocks of leather on hand are made from the higher priced raw stock, and bankers have not placed the average tanner in a position to take advantage of the undoubted bargains obtainable at present in hides and skins. There are shoe manufacturers, who having high cost leather on hand, are taking some loss, and they will not come into the market for cheaper stock until they sell more goods.

As such a situation is too unnatural to continue indefinitely, any resumption of normal buying of shoes or leather must stabilize prices at the levels determined by the volume of outstanding currency and credits. While this does not imply another "bull" market it will at least mean a firmer one.—Shoe Retailer.

Why He Wanted An Anaesthetic.

"I want to have a tooth drawn," announced the small boy with the steel gray eye, "and I want gas."

"You're too young to have gas, my little man," said the dentist. "Besides, I'm sure you aren't afraid of being hurt. Sit still and be a man."

"It isn't that at all," said the boy "but I'm afraid I shall not be able to help giving a bit of a squeal when it comes out."

"Well, that won't matter at all," said the dentist. "I'm sure I shall not mind."

"No, but I shall. Look out of that window."

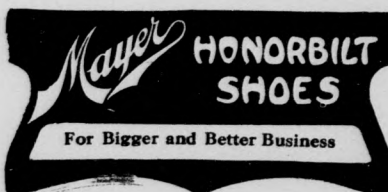
The dentist looked and saw a lot of grinning lads standing under the window.

"They're all the kids I've fought and whacked," said the customer, "and they've come to hear me holler."

Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER
LEATHER CO.

57-59 Division Ave. S. Grand Rapids



**Keep your stock of
"Bertsch" and "H. B. Hard
Pan" shoes well sized up.
You are going to need
many of them during the
season just commencing.**

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Ave.

GRAND RAPIDS, MICH.

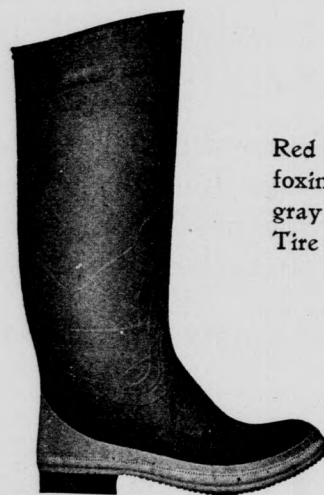
Bullseye Boots

Pressure-Cure

Red and Black Boots

IN STOCK

IMMEDIATE SHIPMENT



Construction

Red or Black. Gum Upper. Gray foxing and plain edge sole. Tough gray sole joined together by Hood Tire process.

**Long Wear
Good Looks**

Men's Bullseye Red and Black Short Boots	-----	\$4.00
Boys' Bullseye Red and Black Short Boots	-----	3.30
Youths' Bullseye Red and Black Short Boots	-----	2.45
Men's Red and Black Hip and Sporting	-----	6.00

We have thousands of cases of rubber footwear on the floor. Write for special rubber footwear catalog.

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

Resolutions Adopted by Michigan Retail Shoe Dealers.

Whereas—The members of the Michigan Retail Shoe Dealers' Association are inclined to the opinion that there should be a change in the present method of electing the officers of the National Association; and

Whereas—Missouri, Texas, Oklahoma, Tri-State, Kansas, Minnesota and Wisconsin have condemned the present plan and are demanding a voice in the election of its National officers; now therefore, be it resolved—That the Michigan Association endorses the action of the above named organizations as seconding the efforts to make the National a purely democratic organization and demands that such officers be nominated and elected by the votes of the accredited delegates present at the National Convention.

Recognizing the untold benefits that come to every retailer of shoes throughout the United States through the various efforts and activities of the National Shoe Retailers' Association, and recognizing that it is only fair and just that each merchant should bear his equitable share in the expense necessary to carry on the wonderful beneficent work of the National Association; Therefore, be it resolved, that we urge upon each of our members the importance of becoming a firm member of the National Shoe Retailers' Association, and that each member of this Association exert his utmost endeavor to attend the Annual Convention of the N. S. R. A. to be held in Milwaukee, January of 1921.

Resolved—That the Michigan Retail Shoe Dealers' Association unanimously declares against the action of manufacturers and jobbers selling their merchandise directly to the consumer and to concerns not legitimate retail shoe dealers; and be it further

Resolved—That the Michigan Shoe Retailers' Association is heartily in accord with the resolutions adopted by the Ohio Valley Shoe Association and Wisconsin Shoe Retailers' Association, and other Associations, in that it feels that certain manufacturers are anticipating this move, and that it find out from them direct what their intentions are for the future so that this Association can govern itself accordingly.

Whereas—The Michigan Association supports the Government in its effort to decrease the present high cost of merchandise, we pledge ourselves to closely co-operate with the Fair Price Commissioner of Michigan in his determination to reduce the high costs and eliminate unfair practices, and urge the appointment of a Vigilance Committee to assist in the prosecution of any and all shoe dealers guilty of any unfair practices; and we further urge our members to recommend to their customers the practice of buying practical footwear suited for the service for which it was made and to give due consideration to staple footwear of the medium grades; and

Whereas—It is the consensus of this convention that a fair averaging of costs when goods have been bought at varying prices is the only correct method of conducting a merchandise business, and recommend this method of averaging to our members; therefore, be it

Resolved—That the Lever Act recognizes every merchant to be entitled to a legitimate profit and makes unlawful only exorbitant profit, and this Association deems it as much its duty to protect the retail merchant in a legitimate profit as to aid the government in prosecuting the profiteers; and to this end this Association gives its financial support and pledges all its resources to any retail shoe dealer in the State of Michigan who is unfairly or unjustly accused or prosecuted under Lever Act.

Resolved—That the Michigan Retail Shoe Dealers' Association instruct its president to appoint committees in every city and in every district of Michigan where its members are en-

gaged in business, to carefully investigate any charges or indictments brought against a member, under the auspices of the State Association and if these charges are found to be baseless or if these indictments are unjust, to arrange for statements to the public in the local newspapers over the signatures of all local shoe dealers selling shoes in the particular city and district where the charges and indictments are instituted and declare their business along the same lines and that the wrongfully accused is as innocent as those whose signatures appear below.

Resolved—That the Michigan Retail Shoe Dealers' Association, through paid insertions in the same papers and at the same time, defend the actions of a particular store or stores unjustly indicted or accused and undertake to arrange for the defense of such dealer. To this end the president shall be empowered to use the funds of the organization both for the payment of the statements in the newspapers and the employment of able counsel.

Whereas—The Michigan Retail Shoe Dealers' Mutual Fire Insurance Company was the first in the field to give us insurance at a 30 per cent. saving and has always been one of the potent factors in maintaining our association; therefore, be it

Resolved—That it be given our support and our members urged to give it first consideration in placing their insurance.

Whereas—We believe the best interests of our association will be consumed by holding one session of our convention exclusive for active members; therefore, be it

Resolved—That one executive session of the business program of each convention be so held for the private deliberation of the active members in good standing only, also for the purpose of the annual election of officers.

Resolved—That the convention extend to the Kalamazoo Association our hearty appreciation and thanks for its kind hospitality and splendid manner in which it has handled this convention; and be it further

Resolved—That we also extend our gratitude to the shoe travelers and the trade papers for their whole hearted co-operation and assistance in our work.

Are You Discouraged?

When Abraham Lincoln was a young man he ran for the legislature in Illinois, and was badly swamped.

He next entered business, failed, and spent seventeen years of his life paying up the debts of a worthless partner.

He was in love with a beautiful young woman to whom he became engaged—then she died.

Later he married a woman who was a constant burden to him.

Entering politics again, he ran for Congress and again was badly defeated.

He then tried to get an appointment to the United States Land Office, but failed.

He became a candidate for the United States Senate, and was badly defeated.

In 1856, he became a candidate for the Vice-Presidency and was again defeated.

In 1858 he was defeated by Douglas.

One failure after another—bad failures—great setbacks. In the face of all this he eventually became one of the country's greatest men, if not the greatest.

When you think of a series of setbacks like this, doesn't it make you feel kind of small to become discouraged, just because you think you are having a hard time in life?



Keep watch of our state wide newspaper advertising campaign.

This campaign means a lot to you.

When you are able to furnish your customers with the merchandise that they see advertised, you make a regular sale.

Co-operate with this advertising and double your sales.

HIRTH-KRAUSE

Tanners and Shoe Manufacturers

Grand Rapids,

Michigan

Use Citizens Long Distance Service



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

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

CITIZENS TELEPHONE COMPANY



Braender Bull-dog Extra Ply Cord Tire

BRAENDER TIRES

Champion of the Road

"First Because They LAST"

BRAENDER RUBBER & TIRE CO.

Factory—Rutherford, N. J.

Branches—New York, Philadelphia
Chicago, San Francisco

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Grand Rapids Safe Co.

Tradesman Building

Dealer in

Burglar Proof Safes

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Story of Interest Rate—Past, Present, Future.

I shall not discuss this subject as a theorist. Probably not one in 100 cares a fig about the economic rules and principles governing interest rates. Or at least we do not care for them for their own sake. What we all want to know is when high interest rates or scarcity of capital will stop interfering with our business; and what we can do, if anything, to hasten the day when there will be enough money to go around. I am content, therefore, to forget economic theories; and my whole ambition in this treatise is to answer as best I can these two practical questions.

The present, past and future of interest rates. As to the present, there is little need of saying anything, because we all know that capital is so scarce and so dear, and that interest rates are so high, as to tie up business throughout the United States and the world. In New York call and time money, taken together, have averaged 8 per cent. for the past three months, and about 7½ per cent. for the whole of 1920. In Europe, too, a similar condition prevails. The past is, of course, alive to us mostly because it is a great storehouse of experience, from which we should be able to learn how to meet the present difficulties. There is nothing new under the sun, even in the money market. Interest rates are moving now exactly the same in all essential respects as they did after the Civil War; and our experience of that time was itself but a repetition of Europe's experience after the Napoleonic conflict. Great masses of men always act alike under like circumstances, and for this reason we can learn from past experience. The cause of our present trouble is the same cause from which our fathers and forefathers suffered a half century and a century ago, namely, the war destruction of capital.

Let us, then, draw from the storehouse of experience, and find what remedies should be applied. From these storehouses I bring you one simple message, which ought to be passed on to every depositor, and to every borrower, in the United States. It is that the remedy for high interest rates is just plain thrift. It was extravagance in prices, in wages, in margins of profits, and in standards of living that made money rates high; and the elimination of the extravagance is fully capable of restoring the money market.

Thrift and high interest rates are as incompatible as fire and water. They simply cannot get along in the same world at the same time. By thrift we mean, of course, the practice and policy of making our living, or income, through giving the public a

square deal; and of consistently saving a portion of that income, and adding it to our permanent wealth too large a part of the earnings of the American people has lately been derived from overcharging and profiteering; and too large a minority of the people have abandoned, or suspended, the habit of laying aside a portion of their income. Otherwise expressed, we have parted company with thrift, and this is why interest rates are high.

What we need is thrift in business and thrift in our personal finances. To carry it into business means to make money through a large output at a fair margin per unit; and to carry it into our personal finances means to permanently save a portion of each year's income, and to thereby add to the total supply of capital, and to help keep interest rates down. To prosper through excessive prices and charges for our output of services, and to forever borrow from the banks more than we deposit at them, is not thrift. It is profiteering and extravagance, and it pushes money rates higher and higher. High prices and high interest

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rates are inseparable. There never was a high money market without high prices, except perhaps in the early stages of great wars, or upon some other occasions when the flow of capital through its normal channels was violently disturbed.

Thrift means moderate good prices, and comfortable money market; and it is essential that we should see clearly just how and why it does have this meaning. It is easy enough to see that thrift and profiteering are quite opposed to each other; for the one means living by earning and saving, and the other means living by extortion. But it is not so generally understood why the high prices that are applied in profiteering invariably result in high interest rates. Everyone has observed that prices and interest rates do somehow go together. They went up together from 1898 to 1903; down together in 1904; up together from 1905 to 1907; down together in 1908; and up together during the recent war period.

Prices and interest rates have thus gone hand in hand because they could not help it. It takes twice as big a bank loan to carry a thousand bales of cotton at 30 cents as it does to carry the same at 15 cents. The grocer must borrow twice as much to lay in a stock of flour at \$13 a barrel as he formerly did to lay in the same stock at \$6.50. Just so in every business, whether it is manufacturing, transporting or distributing goods—the higher prices go, the more capital it takes to finance the business.

Since 1914 the aggregate production and distribution of the American people has increased just about 20 per cent., and prices have gone up about 100 per cent. In other words, our total yearly business is about 120 per cent. greater than it was before the war, measured in value, and therefore, in order to have a comfortable money market, we need 120 per cent. more working capital to handle this business. But we do not possess any such amount of working capital. Even if all our people had invariably saved 10 per cent. out of each year's income—which they have not done—the addition to our pre-war capital supply would be only about 63 per cent. In brief, we are short of capital, or of what everyone loosely calls "money," for the simple reason that our business, measured in dollars, has outgrown our capital supply.

Practically our entire output of commodities, goods and products comes from our farms, forests, mines, factories and fisheries. In adding in the output of the factories, of course, the cost of the raw material is deducted, and only the value added by manufacture is included.

At the prices of 1914 our mines, forests, farms and fisheries produced in the aggregate about \$22,500,000,000 of goods, but at the prices of 1919 their production amounted to about \$53,700,000,000. In 1914 it required about \$15,300,000,000 of bank loans to finance the business of the American people; and at the same ratio of loans to value of output we needed in 1919 aggregate the loanable funds of \$36,500,000,000.

Otherwise expressed, prices went up so fast and far that the typical bank, in order to satisfy the requirements of its borrowers would have to be able to lend about \$2,380 for each \$1,000 that it loaned in 1914. Some banks which have enjoyed exceptionally rapid growth of deposits can do this, but the great majority cannot. They cannot, partly because the typical business man has advanced his prices or charges too fast, and partly because the typical community has borrowed too much in comparison with its savings. Present monetary problems can be solved through hav-

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ing more, and marking prices up less; and the sum of these two things is thrift.

Manifestly it is legitimate that prices should advance under such trade conditions as have recently prevailed. It would be foolish for anyone to contend otherwise. The harm to the money market, however, has come not from the rise in prices, but from the excessiveness of the rise. For example, the price of rubber tires went up about 70 per cent., although crude rubber fell lower and lower; the price of spot cotton went up 200 per cent., although the cost of production surely did not more than double; and the price of labor in the industrial centers advanced 110 per cent., while its efficiency diminished 15 to 30 per cent.

The future of interest rates comes right down to a question of prices. The total value of our business needs to be reduced to the point where the banks can finance it; and this does not call for any decrease at all in the quantities of output. The cry of the times is for more production at fairer prices. Since 1914 margins of profit, even though they are figured on the higher prices, have very generally increased from a quarter to a half; and this signifies that profits per unit have been fattened more than justice would permit.

We are not worse than our fathers, or less moral than we were in 1914; but the war destruction of capital has subjected us to greater temptation. Such destruction cannot be measured in money loss. What has boosted prices to the point of almost paralyzing the world's money markets is the destruction of mines and manufactur-

ing plants, of railways, and of stocks of goods and materials. Then, too, the loss of four years' time by the 15,000,000 men under arms was in itself equivalent to the non-production or the destruction of say about \$60,000,000,000 goods and products. It was this destruction, positive and negative, of products and producing capacity that took the balance wheel off from prices, and made profiteering possible.

Bankers may fairly tell their borrowers and depositors, then, that the remedy for the tightness of money lies in their own hands. If the American people were to mark down prices until the latter bore the same relation to costs of production as in 1914, this strangling money market could not possibly last six months. Think for a moment what even a 10 per cent. decline in the average price level of all goods and commodities would mean. It would reduce the market value of our aggregate yearly production by fully \$5,400,000,000 and this in turn would reduce the amount of bank loans necessary to handle our business by roughly \$3,500,000,000. Imagine what a slump there would be in interest rates if additional loans of \$3,500,000,000 were suddenly offered to our borrowers.

Let us observe, too, that commodity prices are steadily falling, and that the tightness of the money market is curing itself. Economic laws are accomplishing what men failed to do. Prices exceeded the bounds of fairness and reason, and thereby so raised interest rates that the money market strangled business activity. Producers and merchants, when they could no longer borrow, became forced to finance themselves by pressing goods and

products for sale. This in turn is breaking prices; and by the latter part of this year, or the early part of next, the lower prices should relieve the money market. Already since last spring commodities and materials, as shown by Dun's and Bradstreet's index numbers, have gone down more than 10 per cent., and we may be sure that goods prices will follow. When this occurs, the amount of bank loans required to finance the typical business will be diminished, and interest rates will fall.

Tight money is not an accident, but a moral and economic disease. It is the consequence of profiteering and extravagance. The cure lies not in the hands of bankers, but in those of the people. They made the trouble, and they must remedy it. When once there is a general return to large production, fair prices and profits, labor efficiency, and normal saving habits, interest rates will surely fall to normal levels. Thrift and tight money cannot exist together.

John Moody.

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THE TRIAL OF FIRE.

Mock Trial Adapted To Every School House.

(Considerable liberty has been taken in the matter of court procedure, and the following lines should not be criticized severely from the technical standpoint.)

Scene: Court Room.

There should be a large chair and table for the Judge's bench if nothing more accurate is available. There should also be a chair and table for the Clerk of the Court, a witness chair beside the Judge's bench and chairs for the twelve jurymen and spectators. Various pupils should be designated to represent the different fire hazards.

The use of special costumes is optional. These may easily be constructed of cardboard, cloth or otherwise. However, it will answer every purpose to hang placards about the necks of the pupils.

Dramatis Personae.

The Judge
The District Attorney
Court Officer
Counsel for the Defense
Clerk of the Court
The Jury

The Defendants
(Eleven of the Major Cause of Fire)

Kerosene
Cigarette
Match
Electricity
Rubbish
Gas

Defective Chimney

Gasoline

Lightning

Bonfire

Spontaneous Combustion

The Arch Criminal
Carelessness

The Judge enters after all have assembled. The different defendants (the hazards) are led in by the Court Officer. Everybody stands as the Judge enters.

Clerk (standing): Oyez, oyez. All ye who have business with this honorable court draw near and present your petitions. (No one moves.) (He continues): The first case on the docket is that of The People vs. Fire.

Judge: I assume that the formalities have been observed.

Clerk: Yes, your Honor.

Judge: Are the Counsel ready for trial?

District Attorney: The People are ready, your Honor; the defendants should have been brought to trial years ago.

Judge: Who is appearing for the defense?

Counsel for the Defense (rising): I am, your Honor. I wish to say that there are eleven defendants involved in this action. Each defendant will speak for himself.

Judge: Very well. We will proceed. (Looks at paper.) I see that Kerosene is charged with having wilfully caused

the death of a little girl and boy and the destruction of their home. Clerk, call the defendant.

Clerk (calling): Kerosene to the bar. Judge: Kerosene, you have heard the charge, what is your plea?

Kerosene: Not guilty.

Judge: Have you any witnesses?

Kerosene: I am my own witness.

Judge: Clerk, swear the witness.

Clerk: Do you solemnly swear that you will speak the truth, the whole truth and nothing but the truth, so help you God?

Judge: What have you to say for yourself?

Kerosene: May I tell how it happened in my own way?

Judge: Yes, go on.

Kerosene: I was enclosed in my usual container, your Honor, waiting to be of service and doing no one any harm, when the little girl came into the kitchen, took me up and poured me into the kitchen stove because she thought the fire was not burning fast enough. It was not my fault, your Honor, that I was kept in the kitchen where I had no business to be; it was not my fault that the child was allowed to handle me and I could not help myself when I touched the flame; I flashed back, of course, exploding the can and burned the little girl to death. I also burned her brother who was playing nearby on the floor. There would have been no fire, your Honor, if the family had been careful and the children had not been allowed to play with fire.

Judge: I recognize the truth of your story, Kerosene, and dismiss the case against you. (Kerosene takes seat at one side.)

Judge: What is the next case?

Clerk: It is all part of the same case, your Honor; the next defendant is Cigarette.

Judge: If there are many more defendants in this case swear them in at once.

Clerk (turning to pupils representing hazards): Do you solemnly swear that you will speak the truth, the whole truth, and nothing but the truth, so help you God?

Chorus: We do.

Clerk: Cigarette to the bar.

(Cigarette comes forward.)

Judge: Tell us just what happened.

Cigarette: I was in a man's pocket in a warehouse, your Honor, where a dangerous chemical was being stored. The man knew it was against the rules to smoke me but he was reckless and took a chance. When I was almost consumed he threw me on the floor and this ignited some of the chemical scattered about and caused it to explode the entire storage. The damage amounted to \$2,000,000, but it was not my fault. I

cause fires only when used by careless people.

Judge: Step down until we hear some of the other defendants:

Clerk: Is Match present? (Match steps forward, takes the witness chair.)

Match: Somebody threw me on the floor, your Honor, and a little child found me and used me in play, for she did not know that I was dangerous. First she ignited the curtain at the window and then her own clothing. They took her to the hospital and she may recover, but if she does, she will be disfigured for life. I was not guilty of any wrong doing and the accident would not have occurred if I had been kept out of the reach of small children.

Judge: Take your seat until we hear the rest of the witnesses. Call the next one, Clerk.

Clerk: Electricity, take the witness chair.

Judge: Your record is a bad one, Electricity. You started out in life with great opportunities for service, but you seem to have "gone wrong" until you have become the chief cause of fire in the United States. Every year you destroy millions of dollars' worth of property. What is the reason?

Electricity: Your Honor, I have been basely used. I possess tremendous power, but nevertheless, I am harmless if prop-

erly installed and kept within bounds. I should be insulated against chance contacts and my wires should not be given too much to do. I was haled into court, your Honor, because I overheated an electric flatiron and set fire to a newly built home. I burn many other homes in the same way every day, but it is not my fault, your Honor. When I am once put to work I have to continue until I am switched off, but people forget and leave electric irons and other heating devices in contact. Consequently, these devices grow hotter and hotter until they ignite the nearest combustible material and soon there is another fire. Sometimes this occurs at night and causes loss of life, and yet engineers call me the safest known form of power and light when properly used. If people would only be careful instead of careless in using me, there would be no cause for complaint. (Electricity steps down and takes former chair.)

Clerk: Rubbish is among the defendants, your Honor.

Judge: Very well; call Rubbish. (Clerk beckons and Rubbish advances to the chair.)

Judge: I find that for a good many years you have been hanging around corners and have become a thoroughly undesirable citizen.

Rubbish: I was once a man of parts,

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GEORGE BODE, Sec'y

your Honor, but now I am only part of a man. I am made up of odds and ends from here and there and have no will of my own. If people realized how dangerous I am, because I furnish fuel for the chance spark and often ignite spontaneously, they would not have me around; but I find plenty of cellars and attics to sleep in where the careless housekeepers never disturb me and I stay there until I catch fire. I sometimes have to wait years, but the older I am the better I burn. However, I am not at fault, your Honor, because I cannot remove myself.

Judge: You have said a good deal, and it is not all rubbish. (To Clerk) Call the next defendant. (Rubbish resumes former chair.)

Clerk: Gas to the bar.

Gas: I would like to tell my story in a few words, your Honor.

Judge: Very well, proceed.

Gas: Before I came into use, your Honor, people ruined their eyesight with candle light and often killed themselves with defective oil lamps. Oil was not properly refined in those days and, therefore, thousands of lamps exploded, causing great damage to life and property. I became and still am a boon to mankind, but I am touchy, I admit, and must be handled with care. People use rubber hose connections on stoves that I am supplying, instead of installing rigid iron pipes; a break develops, I escape into the air and cause an explosion and fire. Often a leak occurs in the cellar from poor connections or because of defective pipes and a careless mortal looks for me with a candle or other open flame. He is sure to find me, but in doing so he is apt to kill himself and burn up the property. Carefulness would prevent such occurrences. (Gas steps back to former seat.)

Judge: I believe that Defective Chimney is closely involved in fire troubles. Where is he? (Clerk beckons to Defective Chimney.)

Judge: I am given to understand that you cause a great many preventable fires.

Defective Chimney: Yes, your Honor, I do. Many contractors do not build me properly. In some places they support me upon brackets instead of building me up from the ground. Sometimes they build me only one brick in thickness, and, still worse, construct me with my bricks on edge instead of flat; consequently, I develop cracks through which sparks escape and cause fire. Frequently, the sparks fall upon the roof and when it is made of wooden shingles there is likely to be another home burned up. Sometimes the cracks are under the roof and the sparks fly into the attic which is a dangerous place for a fire to originate. Careful construction, your Honor, as set forth in the Standard Building Code, is the only remedy. (Defective Chimney takes former chair.)

Judge: The name of Gasolene is next.

Clerk: Yes, your Honor, I will call him. (Beckons and Gasolene takes the witness chair.)

Judge: Gasolene, you have made a place for yourself in good society and I am shocked to find that you are charged with countless fires.

Gasolene: Yes, your Honor, I am forced to admit that this is true, but it is due to the fact that the average citizen does not realize my power. I have killed many people and started thousands of fires because I am volatile and flash up upon slight provocation. Housewives sometimes use me for cleaning purposes in their homes. The moment I am free my vapor starts about the house looking for a flame or a spark. Presently I find it and, pouf! I cause a terrific explosion. Not long ago I killed a California woman because she used me to clean her silk waist. The rubbing of the silk caused a spark, which was all I needed. With automobiles in every highway and byway, nowadays, I have become almost as common as water; yet men will smoke around filling stations and then wonder why there are accidents. I work hard for humanity, and am, your Honor reasonably safe when properly handled. I am more dangerous than dynamite, however, when carelessly used, for it takes but a little spark to set me off.

Clerk: Lightning to the bar.

Judge (to Lightning, who has taken witness chair): We have shocking reports of your work, Lightning; you strike helpless women and children as well as grown men, and destroy their homes. Have you anything to say in defense?

Lightning: Yes, your Honor; I am created in the sky by atmospheric conditions at certain times, but I am forced by nature to seek the earth. I try to reach the ground by the easiest means. When people equip their buildings with properly installed lightning rods, I use these conductors to travel to the earth and seldom cause any damage in doing so. There are not enough houses properly protected, however, and consequently I have to do the best I can with the means available. I often try flag poles, steeples and chimneys, because they come nearer to me than other portions of buildings, but I do not like like them as well because they are not such good conductors of electricity. Sometimes I even cause forest fires, but country barns are my specialty. I shall be a force to be reckoned with, your Honor, as long as the world lasts and it behooves people to protect themselves against me.

Judge: It is evident that in your case, if you spare the rod, you may spoil the property. Clerk, call the next defendant.

Clerk: Bonfire is next. (Bonfire steps forward and takes the witness chair.)

Judge: The records show, Bonfire, that while you have always been popular with children you have acted toward them treacherously, harming them and sometimes destroying their homes as well. Is this true?

Bonfire: Grown people as well as youngsters often start me, your Honor, and by doing so they frequently cause serious loss of life as well as of property. I am always potentially dangerous and seldom necessary, except to destroy rubbish, but when I am, I should be confined so that I cannot scatter sparks. A bucket of water or some other extinguisher should be at hand to keep me within bounds. There was a man in Alabama who forgot my possibilities, and one day, when there was a high wind, lighted me in order to burn up some old chicken coops and trash. There was a wooden fence nearby as well as a frame garage, and before I got through 191 buildings were destroyed. Nevertheless, I plead not guilty, your Honor, because I do not start fires unless some careless person starts me. (Resumes former seat.)

Clerk: There is one more defendant, your Honor, Spontaneous Combustion. (Spontaneous Combustion takes the witness chair.)

Clerk: You were sworn with the others?

Spontaneous Combustion: Yes, sir.

Judge: Proceed.

Spontaneous Combustion: Many people, your Honor, think that I am a myth; the Peter Pan of fire causes, but I want you to know that I am a self-starter when conditions are propitious. People allow old rags saturated with linseed oil or some other vegetable fat to accumulate in out-of-the-way corners, and the first thing they know I generate sufficient

heat by chemical action to start a fire. I also ignite piles of rubbish where there is oily matter present and all who store large quantities of coal, particularly if it is bituminous, should beware of me. I cost the country last year about \$10,000,000 in property that I destroyed and yet some people doubt my existence.

Judge: Do you plead guilty?

Spontaneous Combustion: No, your Honor, I plead not guilty, for how can I help myself. Chemistry is my master and careless human beings are the chief reasons for my existence.

Judge: You may resume your seat. (He does so.) (Turns to Clerk). Are there any more defendants?

Clerk: No, your Honor; none that we have yet been able to locate.

Judge (turning to District Attorney): The prosecution may sum up.

District Attorney: Gentlemen of the Jury, you have heard these various defendants testify in their own behalf. They have acknowledged their connection with various specific crimes. They also have admitted that they were concerned in thousands of terrible disasters. They have shown no penitence and have expressed no intention of changing their destructive habits. These fire hazards, gentlemen, have convicted themselves by their own testimony. They have shown how dangerous they are and if they continue at large the very progress of the United States may be jeopardized. We cannot continue to burn up our natural resources at the present rate without courting disaster. I believe, gentlemen, that when you consider the evidence you can do no less than convict these defendants as constituting a menace to our country. Their only rightful place is under lock and key. (Resumes seat.)

Judge: The Counsel for the Defense may now put in his rebuttal.

Counsel: I move, your Honor, that this case be thrown out of court on the ground that proof of guilt on the part of the defendants has not been established. These defendants, your Honor, are for the most part tools—involuntary tools of man. When rigidly used they render him great service, for they are mighty, but the power to serve is generally accompanied by the power to harm. I maintain that the testimony of each of these defendants shows complete absence of intent. They act as they have always acted and as they always will act under such conditions.

Man understands their nature; when he gives them their opportunities he knows, if he will stop to think, what the result must be. Therefore, why blame them for what they cannot help? Why not bring to trial the real culprit, Carelessness, who alone is responsible for most of our fires? Why not bring before the bar of this court the guilty one who causes these defendants to work havoc throughout the land? Without his evil influences they would merely be servants of humanity.

Judge: The court is of the opinion that the point is well taken. Carelessness should be the defendant here and not these prisoners. Where is Carelessness, Mr. District Attorney? This court



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



THE SIGN OF

QUALITY

The Best Food Known is Baked from Flour

No other food compares with the breadstuffs baked from flour. As far back as we know some kind of flour has been the staple food of the nations. Next to it is rice. But flour always has been and always will be the food reliance of most of the people of the world.

Lily White

"The Flour the Best Cooks Use"

Look for the
ROWENA
trade-mark
on the sack

is an example of the possibilities of modern milling to convert raw wheat into a perfect flour. The ancients never knew flour as we know it. Science has shown how to get the most nutriment out of the wheat grain. The milling processes employed in making LILY WHITE are the most advanced known in the world today.

In the first place it is cleaned four times, scoured three times and washed once before going on the rolls for the first break. Second, only the best part, the heart of the wheat grain, is used in LILY WHITE. Next the raw material is made flour by the "six-break system"—scientific, thorough, LILY WHITE is never touched by a human hand—is even sacked automatically. No flour surpasses it in uniformity, texture, color. Everything baked from it is flavory, appetizing, tender, white and delicious. Makes equally good bread, rolls, biscuits and pastry.

Try LILY WHITE. It is guaranteed. Your dealer has it.

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.

is of the opinion that you have been remiss in your duty in overlooking the arch criminal who causes the majority of all fires. (Court officer walks over and hands a note to the District Attorney.)

District Attorney: Your Honor, I have been looking for Carelessness and I have just received word that he has been brought to court and is now in the ante-room.

Judge: Have him brought in. (Carelessness, represented by a pupil in patched, dilapidated clothing, is hustled in roughly by the court officer who leads him before the Judge.)

Judge: The testimony that has been given in this court in the case of The People vs. Fire has indicated that you, Carelessness, are the culprit who should have been brought before the bar of justice. You are charged with having caused the loss of thousands of lives and the destruction of millions of dollars' worth of property every year. What have you to say in defense?

Carelessness: Nothing, your Honor, except that I am an ingrained habit of the American people. I begin with the youngest children and stay with them throughout their lives. Other countries do not encourage me to any great extent, but I seem to be welcome in every city, town and village of the United States, by young and old and rich and poor alike. I recognize danger, but I like to "take a chance."

Judge: That is an explanation, but not an excuse. I charge the Jury, on the evidence of all the other defendants and on his own admission to find Carelessness guilty in the first degree.

(The Jury consult without leaving their seats, the Foreman rises.)

Foreman: We find him guilty, your Honor.

Judge: You have heard the verdict. It is now my duty to sentence you in accordance with the dictates of justice. There can be no doubt as to your guilt. You have made it impossible for citizens and municipalities to live safely. You have killed thousands and devastated whole cities by your iniquity. You have filled the land with misery. You have undermined character, lowered efficiency and retarded progress. Incarceration is too good for such as you. Instead you shall be labeled so that all men shall know you and shall shun your presence. You shall be an exile—a man without a country—unless some Nation is so short-sighted as to take you in and call you her own. America banishes you forever. Officer, take him away. (Officer exits with prisoner.)

Judge: The court is adjourned. (Curtain)

AROUND THE WORLD.

Impressions Graphically Recorded By Noted Globe Trotter.

En Route Nagasaki to Hong Kong, March 13—We are now on our way to China and almost two days out from Japan. I have not been able to make up my mind whether or not I should like to return there at some future time for a more protracted stay. The country is beautiful and the cities interesting, at first, but the novelty of its strange people and their mode of living soon wears off.

The weather conditions on the whole were most unfavorable. I had always pictured Japan as the Flowery Kingdom, and while the country, even in Winter, far surpasses in vegetation what we are accustomed to, Japan surely is not seen at its best in March and particularly when March happens to be rainy. Still, the plum trees were in blossom and in many places we found orange trees bearing fruit and flowers of many varieties in bloom.

In Kobe and Nagasaki, the last two places visited, we were favored with fine weather and in these places we found the vegetation particularly abundant and attractive. The sail from Kobe to Nagasaki, through the Inland Sea of Japan, is a trip not to be soon forgotten.

Leaving Kobe at 5 p. m. on Friday, we entered the narrows of the Inland Sea at 6 o'clock on Saturday morning. The entrance is very narrow, indeed; in fact, from a short distance one cannot quite make out how a ship of this size is going to get through at all. The whole day's run until late in the afternoon, is full of surprises. We were always in sight of land—sometimes almost within stone throwing distance. We passed by large cities, where manufacturing seemed to abound; saw many fishing villages, all situated at the base of high mountain ranges, which in many instances extend sheer into the sea.

The fishing fleet of Japan is as picturesque as it is large. To say

that we passed thousands of fishing boats is no exaggeration and this, after all, is not to be wondered at, when we consider that fish is the principal food of the Japanese people. We also passed one or two large steamers and numerous small craft propelled by steam, which ply among the many Islands of the Sea. The whole day's sail did not lack in interest for a single moment and, as a climax, we were treated to one of the most glorious sunsets I have ever seen.

We arrived at Nagasaki early Sunday morning. The harbor entrance is very narrow—surrounded by hills and mountains, all of which are strongly fortified. On our breakfast table, with the usual printed program of land excursions, we found a notice to the effect that photos were not permitted to be taken of the harbor or fortifications, in fact, photos of any kind could not be taken in Nagasaki without a special police permit.

Nagasaki is the principal coaling station of Japan, and here all nations pay tribute to Japan by purchasing coal of very poor quality at a very remunerative price. Our stop there was primarily, if not wholly, for the purpose of taking on coal. There were four other vessels there for the same purpose, two Russian, one English and a Dutch man-of-war.

The coal is all loaded from small barges, moored to both sides of the ship. The work is done by the natives (men, women and children) passing the coal in small baskets from the barges up steep ladders into the ship's bunkers. There were 1,700 at work, loading the coal in our bunkers and they handled 4,500 tons in about twelve hours. These people make as high as 25 cents (our money) for a day's work.

Monday we made an excursion to a place called Mogi, a fishing village about eleven miles over the mountains from Nagasaki. Most of the parties went in rickshaws, but several of us were well mounted on

horses loaned by Capt. Briggs. We passed through very fertile agricultural country with abundant and interesting vegetation. The fishing villages are quite different from anything we had so far seen. The population per square foot of space seemed excessive, compared to other Japanese settlements and the number of children even in these must be seen to be appreciated. In Mogi, however, the quality and quantity of dress, particularly the latter, is not a question of moment; in fact, throughout Japan, modesty, as we know modesty, is unknown.

We lunched in front of a Buddhist temple situated far up on a hill, overlooking the ocean. Our luncheon was taken with us from the ship, tea and fruit being the only food possible a foot off from the beaten path in Japan.

We are not very far from the Chinese coast, being due at Hong Kong at noon to-morrow. Japan now becomes merely a memory. Three days aboard ship with very bad weather overhead and not much better underneath, has given time for retrospection, and just at this moment I think I can safely say, that I am willing to defer my next trip to Japan, at least for some time to come.

Julius Fleischman.

We are manufacturers of

Trimmed & Untrimmed HATS

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

CORL-KNOTT COMPANY,

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



The illustration shows the young lady wearing No. 813—fringed end and collar, pockets and belt at \$7.00 each. No. 816 is the same style of better quality at \$8.50.

Brushed Wool Scarfs Are Selling Big

The instant acceptance of Brushed Wool Scarfs by girls and women during the late spring and summer is a sure indication that they will be a tremendous hit this fall.

Dealers who stocked early are right now reaping a harvest and will continue to do so away into cold weather.

We anticipated this great demand and have the scarfs in stock ready for shipment the day order is received.

Because of our complete stock we are ready to care for considerable new trade but urge that you order promptly.

These handsome scarfs come in a variety of color combinations in the popular shades of the season. Some have belts, pockets and fringe while others have fringe only.

See list of styles and colors and order now—either by number or ask us to select an assortment. We know this line will go big for you.

Victor-Vassar Knitting Mills

48-50 Jefferson Avenue, Detroit, Mich.

Factories at Detroit, Bay City, Cleveland and Brooklyn

Makers of FAMOUS VASSAR SWEATERS

LIST OF STYLES

Fringed Ends Only
No Pockets, No Belt

No.	Each	No.	Each
800	at \$3.00	801	at \$4.25
810	at \$4.00	804	at \$5.25
803	at \$4.50	807	at \$6.00
806	at \$5.50	815	at \$8.50
808	at \$6.25		

Fringed Ends and Collar—
Pockets and Belt

813	at \$7.00	816	at \$8.50
805	at \$5.50	814	at \$7.50

Terms two per cent 30 days
F. O. B. Detroit

LIST OF COLORS

Brown
with contrasting color trim

Buff
with contrasting color trim

Peacock Blue
with contrasting color trim

Purple
with contrasting color trim

Oxford Gray
with contrasting color trim

Most Important Features of Dry Goods Trade.

New York, Sept. 27.—Many influences seem to be at work to persuade retailers that the time has come to buy largely. No doubt newspapers and other interests which counsel the retailer to buy believe what they preach. They are not thinking particularly of the retailers in giving such advice. They desire to see the general course of business quickened. No one can disguise the fact that we are still halting, waiting for conditions and prices to strike something solid enough in the way of a foundation to warrant general resumption of buying. Despite contrary experience here and there about the country the public is withholding from buying in the expectation of lower prices. Retailers have felt this and they too are buying carefully and sparingly. Manufacturers of finished commodities, feeling the lack of orders, likewise are proceeding in the same cautious way.

This certainly is a time for caution, and I am glad to report that in my going about the country among retailers there seems to be a general disposition to buy as lightly as possible and still keep their stocks in shape for business.

One-third Reduction for Next Spring. The National Retail Clothiers Association held its convention last week in Chicago. One of the directors of that Association is quoted in the public press as having told the clothiers "there is bound to be a decided reduction in prices by Spring if the American public keeps up the plan which it has instituted against the high cost of living, that is, not to buy the higher priced woolsens. These are not being bought now and are accumulating in the warehouses. When this surplus reaches a certain figure prices are bound to drop" *** "Suits that are now costing \$65 may be had then (next Spring) for \$40. Those that bring \$75 will be sold for \$50 and the \$120 suit will be bought for \$75.

Some retailers are having difficulty with the Bureau of Internal Revenue because they have not properly collected the tax on fur repairs. The fur tax, as levied under Section 900, Title 9 of the Revenue Law of 1918 is a tax of 10 per cent. levied against the manufacturers. Where retailers sell garments of their own manufacture, they must collect the tax upon the sales price. Where retailers make repairs to furs and introduce new fur, the tax must be collected upon the entire price of the repairs unless the retailer bills his customer for the job in such a way as to show the actual price of the new fur so introduced. In other words if the price of the repair job is \$25, including new fur, labor, profit, etc., the retailer must return to the Government \$2.50. If, however, the value of the new fur is \$5 and the retailer bills the customer for \$5, labor \$10, expense and profit \$10, the amount of the tax would be only 50 cents. As few retailers care to render an itemized bill of this kind, the tax, in most instances will be levied upon the entire amount of the job.

This is the ruling made by the Bureau of Internal Revenue more than a year ago. It has never been changed. There is no thought of changing it. Therefore, if your practice does not conform with this regulation you may look for trouble when the Bureau of Internal Revenue inspectors check you up. This is important! Look into it at once, and if your Fur Department is not right, set it right!! Regulations Concerning Rug Tax.

Paragraph 1, Section 904 of the Revenue law, places a tax of 10 per cent. on that portion of the price in excess of \$5 per square yard of "carpets and rugs, including fiber, except imported and American rugs made principally of wool."

Regulations 54 of the Bureau of Internal Revenue, under Article 13, defines the term "made principally of wool" as meaning "that the wool therein is the chief component material in value, weight and bulk." This

regulation has been the cause of a great deal of misunderstanding and difficulty. Some of the field representatives of the Bureau have sought to insist that to be free from taxation the wool must be more than 50 per cent. of the value, weight and bulk of the rug. That interpretation has been disavowed by the Bureau of Internal Revenue. We have had an official ruling to the effect that if the wool is the component material larger in "value, weight and bulk" than each of the other component materials, the rug is not taxable.

Much difficulty has arisen because the taxability of the rug is determined upon the three factors, "value, weight and bulk." It is impossible for even the manufacturers themselves to say with any degree of certainty, what is the principal material in bulk, weight and value. In co-operation with the American Carpet Manufacturers Association we have been at work to bring about a simplification of this regulation, and Mr. Young, our Washington Secretary, who has done splendid work on this matter, is of the opinion that we shall soon have an amendment to the regulation eliminating two of the determining factors. You will be informed on this matter as soon as the ruling has been made.

Many instances have come to light where retailers, through misunderstanding, have failed to collect taxes on merchandise sold. These things usually come to light when the Government inspectors visit the store. In some cases retailers are told by inspectors that they must, themselves, pay these taxes. If you are confronted by such a claim, write at once to the National Retail Dry Goods Association, explain the case, and defer action until you hear from us.

In cases where compromises may be arrived at, make sure that you have a thorough understanding and a written receipt expressly stating that such payment in compromise is made "in lieu of penalties."

You Want the Tax Law Revised. Some months ago your Association conducted a referendum on the matter of taxation revision. As a result the members of the Association voted overwhelmingly in favor of the elimination of the excess profits tax, the excise taxes, the revision downward of taxes on the higher individual incomes, the return to pre-war exemptions on individual incomes, and in favor, in event of these revisions being made, of a tax on net sales of a sufficient percentum to replace the income sacrificed by the preceding suggested changes in the revenue law. The Association also voted in favor of the adoption of a proper budget system by the National government.

Congress will re-convene in December. Both parties, according to the candidates, favor taxation revision. We must be in a position when Congress re-convenes to present strongly to Congress the need of revision along the lines we favor. On October 4, 5, and 6 our Taxation Committee will meet in Washington, and there will outline a program for the Association's activities in connection with taxation revision, and this will be submitted to a meeting of the Association's Board of Directors on October 8. After approval by the Board we shall report our plans to all members and ask their energetic support in carrying them out.

Damns His Own Child.

Congressman Joseph W. Fordney, of Michigan, is Chairman of the Ways and Means Committee. He is a mighty important man when it comes to the matter of taxation revision.

Last Thursday night your Managing Director spoke at the banquet of the Michigan Retail Dry Goods Association at Saginaw. Saginaw is Mr. Fordney's home city. Mr. Fordney also spoke at the banquet. It was your Managing Director's good fortune to speak before Mr. Fordney, and in the course of his remarks he laid so much emphasis upon the need of intelligent tax revision, that Mr. Fordney was constrained to dwell a bit on that

subject himself. Here is what Mr. Fordney said: "My friend Hahn is exactly right about the revenue law. Why, ladies and gentlemen, I helped to draw that damned bill myself, and so help me God, I cannot make out my own income tax return! I can promise you that if you will give us a Republican administration, one of the first important things we shall do in Congress will be to revise the Revenue Law so that every man can understand it, and so that none of us will have to pay such heavy taxes."

The Democratic candidate has also expressed himself in favor of a sales tax.

No matter which way the election

Gloves

Horse Hide gloves that are soft and pliable as cloth and as durable as iron are the gloves for the man who works.

These gloves once shown will sell themselves.

HIRTH-KRAUSE
Tanners, Shoe and Glove Mfgs.
Grand Rapids, Michigan

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



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

Right now we have an *Especially Attractive Line of*

MEN'S WORK SHIRTS

TufEnuf Brand
Areoplane Brand
Standard Brand

Shall we send you a sample dozen?

Daniel T. Patton & Company

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

Suspenders and Garters

We are showing a big line of Men's, Boys' and Youths' Suspenders in popular priced goods.

Men's packed either in individual, one-half or dozen boxes.

We have Paris, Boston and Ivory Garters in the advertised numbers and Varsity for our cheaper line.

Write for our *special proposition on IVORY GARTERS.*

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



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

goes, we must not let Congress, or the President, forget these promises.

The Michigan Convention.

We want to say a word about the splendid convention of the Michigan Retail Dry Goods Association held in Saginaw September 14 and 15. That meeting was well attended, and the speakers and the subjects were as well chosen as any that we have encountered anywhere. The merchants of Michigan have come to the support of the Michigan Association in splendid style, and the organization has almost 350 members—thanks to the good work of D. M. Christian, the retiring President, and Jason E. Hammond, Organization Manager. Both of these men have been tireless in their efforts to build the State Association, and they deserve much credit.

The Michigan Association, from the beginning, has followed the practice of always having some such important representative of the Government as Congressman Fordney, appear at its meetings. This is a splendid way of establishing contacts with these men who make the laws for us, and at the same time of letting such officials know that retail merchants are organized and that we are working definitely and conscientiously for improved laws and government. Under the presidency of J. W. Knapp, of Lansing, we believe the Michigan Association will continue to grow and develop, and we hope President Knapp will not rest until every Michigan merchant is also a member of the National Retail Dry Goods Association.

Lew Hahn.

Managing Director National Retail Dry Goods Association.

Cotton Fabrics and Cotton Supplies.

Taking stock in an exploded superstition about an "equinoctial storm," the bulls in the Cotton Exchange during the last week gave a hoist to quotations. There really was a small storm making its way from the neighborhood of Yucatan, but it wound up with a little bit of rain over the Gulf States. As soon as its dimensions were seen, the bottom dropped out of the pegged prices. Then came the repetition of the statement showing the cut in gingham and the like by the Amoskeag Company, and this was followed by another decline. Yet this last circumstance might as well have been considered a bull factor. If the lowered prices should result in increased buying this would lead to a larger output of the mills and this, in turn, would increase the demand for cotton. But reasoning is not one of the things indulged in by these bettors. Reports keep being sent out of deterioration of the crop and predictions of the lowered production which the next Government estimates will show. All excepting the speculators can afford to wait in patience the few days before the issuance of that estimate. There has been no increased demand for the actual cotton and there may be quite a slump in the call for it should the coal miners in Great Britain strike and cause a shutdown in the cotton mills there. The goods market here is in quite a state of demoralization. Cuts in the prices of finished fabrics of all kinds by distributors as well as by the mills have brought about a feeling of uncertainty as to values which is not conducive to trading. Prices of prints and percales, which are protected up to next Friday, have been cut by second hands, and it is regarded as certain that the new mill prices will be decidedly lower. With-

in a fortnight or so, there will be revisions in the prices of branded muslins of a similar kind. There is much wabbling on the subject of knit goods prices, but the uncertainty can only be prolonged for a very few days more. Hosiery has been in the dumps for some time.

Prices of Wool and Woolens.

Judging from the results of last week's auction sales of wool in London, it would seem as though attempts to keep up the prices of this commodity are unavailing. At the beginning of this series of sales some comfort was derived from the fact that the finer merinos were in good demand and that prices for them were a little higher. But these recent sales show that the demand was a very limited one. During the last week prices for the grades mentioned dropped as much as 20 per cent., and there were no bids for a lot of what was offered. The crossbreds and coarser wools generally were unsalable. There is no way of getting away from the disagreeable but controlling fact that there is now available about two years' supply of wool which it is going to be hard to market. In Australia the sales of this year's clip will begin on Friday. They will afford something of an indication of what may be expected even though the amount to be offered is extremely limited. In this country there is at the present little dealing in wool. The clip of last Spring remains unmarketed in great measure. An attempt will be made, it is said, to have all the wool grown in the United States handled through a single agency, but whether this is practicably remains to be seen. In the market for fabrics there is little new to be recorded. Other companies have followed the lead of the American Woolen Company in reducing prices for Spring, but no considerable amount of business is reported. The clothing manufacturers are offering the assurance that prices will be reduced by about one-quarter for the next lightweight season, but they are not yet out of the woods for this Fall and Winter. Dress goods keep being taken in a fairly satisfactory way.

Adornment For Dresses.

A number of unusual effects in head-dresses and girdles are being used this season to set off women's clothing designed for "dress wear." One of the girdles seen here recently, designed for use with a dance frock, is a long rope of chenille threads of an ashes-of-rose hue. Tiny pastel-hued flowers are attached to it here and there, and two long heavy tassels swing from its ends. The headdress to match is made of little rosebuds, which produce the same color effect as that of the girdle.

Another attractive girdle is made of a broad metallic ribbon in a bright shade of blue. Flowers in pastel hues are applied to the ribbon. In place of the headdress there are offered for formal occasions unusual effects in Spanish combs. The framework of one of these is made of black net, to which are applied crystal and jet beads in a flower design. Another comb, also made of beaded net, is edged with long graceful tendrils of plumage.

Subscribe for Our Dry Goods Service Now

Our Service consists of a series of specially prepared advertisements, furnished every month in sizes ranging from full page size down, and covering every line of merchandise that our customers sell, such as **Dry Goods, Ready-to-wear, Clothing, Groceries, Variety Goods, House Furnishings, Hardware, Etc.** Prior to the first of each month, subscribers to this Service will receive from 6 to 10 carefully prepared, trade pulling advertisements covering the lines mentioned above. These advertisements are set in type, and all you have to do is fill in descriptions and prices of the various items, and send the ad. to your printer.

Four Window Displays, Two Letters for your Customers and Several Merchandising Stunts are included in the Service each month, which your store can use to excellent advantage in attracting trade. The Merchandising Stunts are particularly effective in bringing people to your store, and the Window Displays are planned so that you can have attractive trims practically without extra expense.

This Service is solely for the purpose of helping you sell more goods by merchandising your stocks properly. It is worth hundreds of dollars to any merchant who wants to build business in his store. Right now is the time to subscribe for this Service for your store. Remember, only one merchant in **each** town can have this Service—First come, first served. Will you be the lucky merchant in your town?

IN ADDITION TO ALL OF THIS SERVICE WE WILL ALSO GIVE YOU ANY PERSONAL HELP YOU DESIRE TO THE EXTENT OF LOOKING OVER YOUR STORE AND GIVING YOU HELP IN MERCHANDISING, ADVERTISING, AND IN ANY WAY WE CAN TO ASSIST YOU TO MAKE YOURS A BETTER STORE.

The cost of this Service to you is only **\$24.00 a year**. Think of it! Only \$24.00 a year—just \$2.00 per month for a real live wire Advertising, Merchandising and Window Display Service that is worth hundreds of dollars a year to you. Can you really afford to be without it? You will get plenty of ideas from this Service that are worth more than 10 times the price you pay for each idea.

"Dry Goods Service" will give you the help you need in your business right now. Get this Service and plan for the biggest year's business you've ever had. You won't be disappointed. You probably can recall many, many times when you wanted a special advertisement in a hurry, or maybe a window trim, or maybe you have wanted to attract attention to your store on a special occasion—all of these things are at your finger tips each month with the "Dry Goods Service," and all it costs you is only \$24.00 a year.

Sign and mail the attached coupon NOW, and we will enter your name to receive this Service beginning November 1, 1920.

THE MONTHLY ADVERTISING

All the various sized advertisements, ranging from full page size down to 2 column, 6 inch size, are attractively illustrated with cuts. We furnish such of these cuts as you need, at from 25 to 50c each. Many special and timely sale events are included in the advertising, so that you are prepared with the ads you want at all times.

THE WINDOW TRIMS

Are planned to sell merchandise, as well as being attractive. One of the interesting features is that they can be put in at very little, if any expense, by one of your clerks. Special window displays for special events are also included from time to time.

THE MERCHANDISING STUNTS

Tell you how to plan and put on various ideas that are of interest to the people of your town and community, and of great value to your store. All of our merchandising ideas are linked up in such a way that they bring the townsfolk to your store to buy.

GRAND RAPIDS DRY GOODS CO.

Grand Rapids, Mich.

Exclusively Wholesale

No Retail Connections

COUPON.

Grand Rapids Dry Goods Co.
Grand Rapids, Mich.

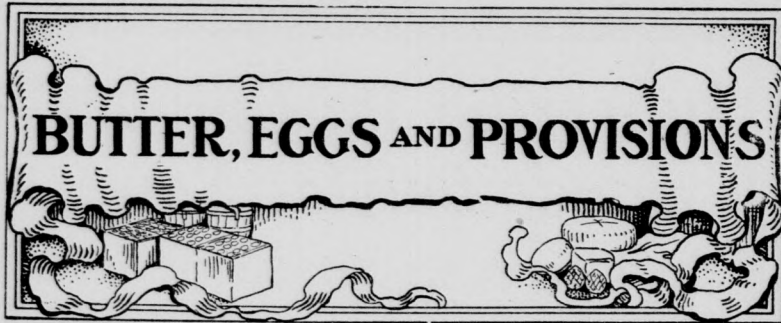
Gentlemen:

We wish to procure the "Dry Goods Service" for our store, and agree to pay the sum of \$24.00 per year, payable monthly for use of same. We also agree to pay additional for all cuts which we may want to use in connection with the advertisements that are supplied each month.

Yours very truly,

(Firm Name) _____

Town _____ State _____



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.

Co-Operation As Worked Out in Mankato, Minnesota.

Co-operation is at least of two kinds. First, that kind of co-operation which takes place where several persons help each other in the same line of activity. Second, that sort of co-operation which takes place where several persons help each other in different employment.

The advantage of co-operation, Adam Smith illustrates by saying, that two greyhounds running together and working together will kill more than will four greyhounds running and working separately.

We all know, that in a great many things done by human effort, that two men working together will do more than four or even four times four when each of them works alone.

In the clearing of timber, in the gathering of crops, in barn raising, in mining and in many industrial activities, these facts are true. In fact, they are true in thousands of other instances.

For this reason, it is necessary in our daily activities, that men shall work together at the same time in the same place in the same way in the same spirit toward the same goal, and this is co-operation.

A head of a very large and unusually successful concern said recently: "If I had the choice between two groups of men—one group all specialists, but without co-operative spirit and another group without specialized experience but who would endeavor to co-operate with us and their fellow employees, I would choose the group without specialized experience, because they will prove much more efficient in the end. In a word, it would be a case of team work versus everybody for himself." In any workshop, factory, business or any organization with a purpose, there must be co-operation and this bit of wisdom applies to communities, too.

If our communities are to go forward, if they are to develop and grow, then within them we must have this same sort of co-operative spirit, now recognized necessary in business, in industry.

In our communities, merchant, laborer, mechanic, banker, lawyer, doctor, minister and farmer, should do team work; should work together for the development of all the forces that make for material and spiritual progress, for the comfort and happiness

of all the community—in town and in country.

At the present time, Mankato has under way, a building of a live stock sales pavilion. The Mankato merchants and business men are taking hold of this matter with keen interest, and the progressive farmers of the surrounding territory are also co-operating in every way with the business men of Mankato.

This is one of the reasons why Mankato is one of the cities that has come to appreciate the importance of co-operation between its business men and the farmers of its surrounding territory. And Mankato, with this splendid spirit manifested on the part of all the forces of the community is bound to go forward.

Only a short time ago the business men of Mankato and the farmers of the surrounding territory joined in a smoker—just a good-will meeting, where the right spirit was clearly manifested, and about two years ago, the business men of Mankato raised about \$3,500 at a noonday luncheon for the purpose of paying premiums for live stock at the Mankato Agricultural Society Fair. The fair has been going on and upward ever since, because the right spirit is behind it.

Such team work means service to citizens of the community and service always brings its own reward—that is the law of the Universe.

Cease Making Powdered Milk.

The Canadian Mill Products Co., with plants at Belmont, Burford, Brownsville, Glanworth and Hickson is reported to have announced to patrons that it will discontinue the purchase of milk and the manufacture of powdered milk until conditions in the powdered milk market improve. It is proposed to turn the milk into butter and cheese.

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



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.



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

VISIONS OF THE PAST.

They Make For Sweet Contentment in Old Age.

Grandville, Sept. 28—Are the people of to-day any happier than our forefathers?

A sweet old lady, reminiscing in a quiet way, remarked on the unrest of the present generation, especially the housewives and young girls, declaring that in her day it would have been considered a sin for women to complain of their lot, which, viewed from a modern standpoint, was exceedingly hard.

Large families were the rule in the olden time, rather than the exception, as now, and the housewife was alive to her duties, baking, mending, sewing for her progeny without a whimper, imagining, poor soul, that she was exceedingly blessed in her family and friends.

In her own case she had brought up five boys and three girls, and every stitch of clothing worn by these passed under her nimble fingers, without the use of a machine at that.

"I was never half as tired in those days as are some of the modern housewives with one child and a pet poodle," avowed the old lady. "I made all the children's clothes, did the housework, such as baking, washing, house cleaning and the like. I out-fitted and made the growing children's clothes until some of them were quite grown up. It wasn't a task, but rather a duty, and I liked it."

To us this seemed an astonishing statement. This woman made the clothes of those five boys until they were old enough to wear long pants and men's coats and vests. Homely work in a homely way, yet with every seam was sewed in a love that passeth all understanding. None of her boys went to the bad; the three girls grew up, married and had homes of their own while yet the mother is in her prime. She calls herself this, although her head is whitened, and something like six and eighty years have rolled over her.

Looking back is a favorite pastime, if so we may call it, of the old. And it is good reminiscence at times. We of a younger generation who think we must have everything to our hand in order to save work; pleasures innumerable; vacations galore, and a lot of frivolous pastimes wholly unknown to our parents, cannot understand why the old folks can see so much in the old foggy past to interest them and excite their praise.

However, we ourselves will be there some day and then we shall, no doubt, be able to understand.

What would the housewife of to-day think if she could get no canned goods for kitchen needs, no ready-made garments for little Charley or Mary, no house dresses for herself? Everything in that past age, not a long ago age either, had to be manufactured at home, and still longer ago the very cloth worn had to be hand woven. Those were homespun days all right, yet it was then the foundations of this great Republic were laid. Under such primitive conditions men and women of character were grown.

When we come to think it over, we have not so much to be proud of after all. Even though we affect to believe there was never an age like the present we yet realize that all that glitters is not gold and that some of the things of to-day which pass muster are not quite what they should be.

Political scheming is, perhaps, no more in evidence now than it was in the early days of the Republic. We like to think this is true, at all events.

The old lady in recalling the past, with its innumerable inconveniences, seemed to think there was even more pleasure in that early life than exists at the present time. It is natural, no doubt, to throw a halo over old things, and to imagine how happy we were in that time when at the moment we hardly realized that happiness.

How could the housewife get along to-day with the old fashioned washings, when clothes had to be boiled

by the hour before being subjected to scrubbing through several waters, and the floors of a big house had to be scrubbed with soft soap until they were white as chalk and clean enough to eat off.

Then, too (when it came to getting meals, there were no canned fruits, meats or vegetables. Drying and preserving, yes, and pickling, were the processes gone through with to conserve for the table. Some of us, no doubt, remember the preserved plums—wild ones ours were—and dried peaches, apples and berries which formed the best part of the cupboard nice things in the eating line.

Fruits thus put up were good, all right, and I can smack my lips now over the delicious blackberry jam that mother used to make. The dried apple pies were good, too, and we never got sick of them, even though they came on to the table every day for dinner the year around.

New England brown bread was not bad either, and that was frequently in evidence, the good old rye and Indian kind such as the New England mother knew so well how to make. The Sunday dinner, with this bread and its companion dish of juicy baked pork and beans, could never be duplicated on this round world.

Why are modern dishes so flat and unappetizing, I wonder?

Modern dishes for modern palates may be the thing, but the good old sort of dinners our mothers concocted, sixty and seventy years ago, haven't been equalled since that day, no matter what these moderns may say to the contrary.

The sweet old lady of whom we spoke isn't far wrong in her cogitations with reference to the good old days. There was work and to spare then all right, but sound heads and hearts were theirs which nothing in the modern life can excel. Let the old folks enjoy their dreams of long ago. The new hubbub of modern existence naturally seems artificial and uncanny to these dear old souls, and we are glad to grant them their visions of the past which makes for sweet contentment in old age. Old Timer.

Deep Down in My Heart.

Written for the Tradesman.

Way down, deep in my heart
There lives a love for you
Way down deep in my heart
An adoration true
Though storms may fall and rage about
Till friends drift far apart
There is a love I'm ne'er without
Deep down in my heart.

Way down, deep in my heart—
This truth I must disclose—
Way down, deep in my heart
Your forget-me-not still grows
When winter comes with cold severe
And other flowers depart
Yours blossoms all the more my dear
Deep down in my heart.

Way down deep in my heart
Love lingers all the day
Way down deep in my heart
And will not go away,
A love it is no other knows
Nor time shall ever part
I'll keep it where it ever grows
Deep down in my heart.
Charles A. Heath.

All that is needed to get some men aroused to appreciation of their opportunities is a little more time with their trade paper, and a little less time with the last "Mushy Stories."

COLEMAN (Brand) Terpeneless LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

The Vinkemulder Co.

Grand Rapids, Michigan

Apples Onions
Grapes Pears

in car lots and less

Wire us for Prices on the Best

Tell Your Customers

That while BEL-CAR-MO PEANUT BUTTER is inexpressibly good for children it is not essentially a child's food, nor a luxury, like jelly. It is a high food value STAPLE that everybody at all ages should eat and eat lots of it.



8 oz. to 100 lbs.

Order from your Jobber

EVEREADY STORAGE BATTERY

PEP

Guaranteed 1½ years
and a size for
YOUR car

SHERWOOD HALL CO., LTD.,
Distributors
Local Service Station,
Quality Tire Shop,
117 Island Street,
Grand Rapids, Michigan.

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.
We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797

Citizens 4261

OCCIDENT FLOUR



For complete customer satisfaction—sell OCCIDENT FLOUR.

W. S. CANFIELD

205 Godfrey Bldg. Grand Rapids
Wholesale Distributor

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

W. E. Roberts

Citz.
1361
Bell
M. 1361

EGGS AND PRODUCE



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

Pointers for the Hardware Dealer In October.

Written for the Tradesman.

Whatever business conditions may be, there is only one sort of merchandising that counts—the steady, persistent, pushful, unremitting sort. The negative example of Si Judson of Talbot Corners teaches that.

Si Judson had a one-horse hardware store. It wasn't because Talbot Corners was a little place, for some of the best money is made by country merchants who know their business. The difficulty was with Si himself. One time he was asked why he did not hustle harder:

"Hustle!" he exclaimed. "I don't have to hustle. With crops good and prices high, I am doing a big business anyway—leastways, a pretty big business. I don't need to hustle."

A year or two later the same man put the same question.

"Hustle!" grumbled Si. "Oh, what is the use? Times are bad and I wouldn't do any business anyway. I am not going to strain myself when I don't get anything to show for it."

The wide-awake hardware dealer is just the antithesis of Si Judson of Talbot Corners. The wide-awake hardware dealer hustles when times are good in order to make the most of good times; and he hustles when times are bad because that is the only alternative to going under. And when times are in that uncertain state where one can not tell whether they are going to be good or bad, better or worse, he looks after his business the very best he knows how, buys carefully with an eye to the potential consumption, and puts all his energies into the selling in order to insure a quick turn over.

Whatever present conditions or future prospects, the hardware dealer in October will aim to make the very most of the fall trade. He will probably have to overcome a certain reluctance on the part of some buyers who are looking for lower prices.

That is a problem calling for good salesmanship. A few years ago the complaint of higher prices could be met—and with justice—by the prediction of higher prices. But though the hardware markets are still little affected by the downward trend that has reached other commodities, I have found that even where the prediction of higher prices is amply justified, it is necessary to handle the matter tactfully. With a great many customers, higher price talk is to-day irritating rather than convincing. It is perhaps

better to meet the customer half way by pointing out that even if a decline does come, it will be gradual.

Take, for instance, a case where a new model kitchen range is contemplated. The housewife needs it; she is daily slaving over a defective range that makes more trouble for her than it is worth. When the husband protests that the price is too high and that he will wait until next spring, one logical and usually effective argument is this:

"Even supposing the price is lower next spring—that you might save \$5 or \$10 by waiting six months. Is it worth it, to have your wife do her cooking for these six months with a range that is totally inadequate? Isn't her comfort and convenience worth a great deal more to you, and to her, than \$5 or \$10? She can do her cooking comfortably, conveniently or economically for these six months; or she can do it subject to serious handicaps, that may even impair her health. Why not save her these hardships?"

Very few customers stop to think that they pay a price for a great many of their financial economies—that they pay it in effort, and time, and energy. Approaching a prospect from this angle is often helpful in clinching a sale, even where price is not the most prominent consideration.

For some time to come, ranges and heaters can still be pushed to advantage. The shrewd hardware dealer will endeavor to reduce his stock in these lines this fall to the irreducible minimum. This will call for extra selling effort. Outside canvassing when opportunity offers will help to place a good many heaters and ranges. It is worth while going after this business energetically and persistently.

If you have not brought these goods to the front already, do so now. Display them prominently in the store, give them sufficient floor space for advantageous showing, and put on one or two good window displays to help sales. Drive home the salient ideas of comfort and convenience, good cooking, fuel economy, and labor saving. There isn't a woman with an old kitchen range who wouldn't like to possess a new one. To sell, show the prospect definite, desirable results.

Demonstration is an excellent means of pushing stove sales. Make your demonstration a big feature, advertise it conspicuously, send out special invitations to individual prospects on your list, telephone them if necessary the day before the demonstration so that people will talk about them. This word of mouth advertising is worth money to you. Have some capable cook or local ladies' or-

ganization conduct a cooking sale in conjunction with the cooking—cookies, biscuits, pies and the like—cooked on your big range. Try to devise something in the way of original stunts to attract attention to the demonstration and interest the women-folk, who are a very important factor in the stove business.

Fall sporting goods and hunting paraphernalia can be featured to good advantage in connection with your October sales. With favorable weather conditions, the painting department

**Jobbers in All Kinds of
 BITUMINOUS COALS
 AND COKE
 A. B. Knowlson Co.
 203-207 Powers' Theatre Bldg., Grand Rapids, Mich.**

**OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS**

The Tisch-Hine Co.

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



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS, MICHIGAN

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

can also be pushed. Following the close of the fall paint season, so far as exterior painting is concerned, will come opportunities to push inside finishes, wall tints, and similar lines. A great many people will desire to brighten up the home for Thanksgiving and Christmas visitors. A little later in the season "Brighten up the home for the holidays" will be a good advertising slogan.

In connection with the stove department, now is a good time to push accessories. A large number of householders are moving, or are arranging the locations of their stoves and pipes that have been idle since last winter. They will be interested in a display of stove polish, pipe enamel, aluminum paint for pipes and radiators, and suitable brushes. In such a display, a length of pipe partly re-varnished or re-finished will prove an effective item. The display should include an assortment of brushes. Make it a point whenever you sell anything in the way of paint, polish or varnish to sell also whatever brushes are needed to apply it. A good many customers forget all about brushes until they get home, and then use some old, unsuitable brush and get unsatisfactory results. That is a poor advertisement for your store. It is better to get the profit on the brushes and the incidental good advertising that comes of a good job.

Even where you don't sell a stove or range, there will be accessories needed. Coal shovels, coal hods, ash sifters, stove lining, fire clay, stove board, flue stoppers, and other items are needed in a great many homes; but if you don't show them a large proportion of the people who might buy them will worry along without them.

House cleaning goods can also be featured to good advantage. Curtain stretchers, dustless mops, brushes, vacuum cleaners, carpet sweepers, wool and feather dusters, polishes, brooms and many similar articles can be played up in good, effective displays. Go after this business and clear out any surplus of stock purchased at war prices.

In connection with October displays, harvest and autumn back grounds are helpful, giving color to the displays. Autumn leaves, real or imitation, can be utilized; also roots, grains, pumpkins and the like. Drive home the idea of approaching winter, and the need of comfort within the home in contrast with the cold without.

Victor Lauriston.

Oldest Government in the World.

When the Constitution of the United States was drafted, with the system of government under which the American people are now living, George III., was on the British throne and Cathrine was Empress of Russia. Louis XVI., was king of France, Frederick the Great had been dead only a few months, and Napoleon Bonaparte was an obscure lieutenant in the French Army. Parliamentary government, in the sense that it is now understood, was unknown. The government of the United States is now the oldest government in the world. All the others have either been recast or revolutionized since Washington was first inaugurated President.

More Sales With Smaller Profits.

It took four years for the partners in a local retail business to discover the principle underlying the expansion of sales, but when they found that principle and worked out methods to put it into operation in three years their business jumped to over twenty times the former figures. Then they wondered why they had not made the change sooner. All their discovery involved was finding out that it pays better to sell five customers at a small profit than to sell one at a large margin.

"Previous to our change of policy," one of the partners explained, "we let customers go out of our store by the score, simply because we were after that big profit. Like a good many other dealers, it made no difference to us whether our customers came back or not, because we believed, with that eminent showman, that one is born every minute. Furthermore, we figured that we simply had to charge a high rate of profit because our capital was not large and we needed the extra money to finance our purchases and to supply us with enough to enable us to expand.

"Then came our awakening. With actual fear of the results, we started to sell at very close margins. We tried to sell every customer that came into the store. It was astonishing what we were able to accomplish, not only in the way of increasing our sales, but also in the effect on our purchases. The concerns that sold us merchandise got wind of the change. We began to get inside figures because, like ourselves, the wholesalers knew that if their price was right ours would be also, and we would be back in the market again soon for some more goods. In other words, when you can offer a wholesaler a quick outlet for his goods and not destroy yourself as a customer by holding up the movement of the goods by asking a big profit, he is ready to do business with you at exceptionally close margins. On the other hand, the 'gold bricks' go to the retail dealers who get their profits from small sales and large mark-ups.

"So we found the results of cutting profits and increasing sales satisfactory from both the viewpoint of our customers and from that of our purchasing at wholesale. Our business in three years expanded to over twenty times its former size, and there is no limit to how far we can go."

A smile is a tonic; a frown is a disease.

Sand Lime Brick

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

Brick is Everlasting

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

H. Leonard & Sons

Commerce Ave.
at Fulton St.

Grand Rapids,
Michigan

REAL Translucent China Dinner Sets

Here we offer the real china dinner ware that is DIFFERENT. It is dainty, because thin and transparent if held to the light; not like the opaque porcelain, which is thicker but no more durable. We show many different patterns in our sample room, all made in some of the best European Factories, similar to styles we had before the war.

EVERYBODY WANTS REAL CHINA
AGAIN AND HERE IT IS.



No. 8778.

Decorated with rustic style border broken by dainty pink roses. Full gold edges on a plain and serviceable dinner ware shape with gold decorated handles and knobs. The body is pure white, of light weight and mirror like glazed surface.

A complete service of 100 pieces.

RETAIL PRICE \$75.00

Write for price list and discount to merchants.



No. 0459.

Real china, decorated with gold line on edge and a border pattern of flower garlands in delicate and pretty pink, intertwined with fine green foliage in design pattern as shown. All with gold handles and knobs. A 100 piece dinner service.

RETAIL PRICE \$75.00

Write for price list and discount to merchants.

Many other Decorated Patterns shown of which we would be pleased to send samples if desired.

Large assortment of White and Decorated Porcelain for Restaurant, Hotel or Family Use.

THE GREAT HUMAN RIVER OF HOLIDAY SHOPPERS
WILL SOON FLOW PAST YOUR STORE AND YOU CAN
HAVE AS MUCH OF THIS TRADE AS YOU ARE PREPARED TO TAKE CARE OF.



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

The Human Side of Commerce and Industry.

I once asked a famous bankruptcy lawyer why so many business men at some time in their careers became insolvent. Promptly he replied: "From overbuying."

When a man lends money, even to his best friend, he ought to take security. Otherwise the friend will feel under so much obligation to him that he will begin to avoid him. In avoiding him he will unconsciously come to think of him as somebody unpleasant, and will gradually acquire a dislike for him. Thus the lender will lose a friend.

When a man rents a store he buys two things—space and location. And it depends on circumstances which is more important. If he has a store 10 feet square on the busiest corner of the world, he can sell any one of a number of articles and grow rich.

One of the greatest assets to any business man, whether employer or employe, is courtesy. It is often the most expensive thing in the world to go into the market and buy, but the cheapest thing to produce right on the premises one's self.

It often happens that a marvelous business executive, who would not think of having a larger store or factory than his business requires, nevertheless loses all sense of proportion and values in his personal affairs. Nearly every man of wealth has a much larger home than he needs—just to show the world his ability to own such a large place.

It is unwise to try to introduce an important new idea to a man on Monday morning. The heaviest mail of the week arrives on Monday, and for various reasons the average business man is more busy then than on any other day of the week. He does not wish to be disturbed. Anyone trying to sell him anything then must first overcome a strong prejudice against himself as an inopportune caller.

Most people hate any form of novelty—until they get used to it and it ceases to be a novelty. Farmers were the most bitter antagonists of automobiles at first—and yet farmers were in greater need than any other class of people, of quick form of individual transportation that automobiles provided.

Men are often slow to observe obvious things of vast commercial importance. It was years before great retailers began to realize the advantage of being on the shady side of the street. Yet nearly 25 per cent more people walk by the stores on the shady side than on the sunny side of a business street. The shady side is cooler in summer and more likely to be free from slush in winter. And the footsteps that seek the shady side are a valuable business asset. Yet, I repeat, it was only in comparatively recent years that merchants took such phenomena into reckoning.

Fred C. Kelly.

The Fireplace.

Written for the Tradesman.

The fireplace with its comfort seems
 To be the place of pleasant dreams
 And there I love to sit the while
 As comes to me a voice and smile.

The voice and smile of by-gone days
 How swift with them my memory plays
 Until it brings me back to where
 I was a lad with mother there.

I know of nowhere such a spot
 Where fellowship a realm has got
 For loving hearts so close are there
 They one another's burdens bear.

The logs ablaze portray the glow
 Of hearts afire so long ago
 While tongues of flame fly up the flue
 As quick as mother's love to you.

And there upon the blackened brick
 When all the soot has gathered thick
 The memory sparks do still release
 The row on row of fox and geese.

I now am old but love to be
 A dreaming that she's still with me
 Beside the log like years ago
 Made brighter now by memory's glow.
 Charles A. Heath.

The Richest Man.

Written for the Tradesman.

The world has much that some men crave
 And struggle for down to their grave
 It may be wealth as weighed in gold
 It may be pearls the sea-depths hold
 Or diamonds rare from Africa's clay
 Or jade to which the heathen pray;
 A worth have all but cannot lend
 The satisfaction of a friend.

Nor would I count man's wealth in worth
 Of measured fields of this old earth
 Nor flocks of sheep nor shocks of grain
 Or ships which sail the ocean's main;
 They all are good that well I know
 And sought by men where e'er we go
 But rather far I would commend
 The way which leads me to a friend.

Some fain would have a wealth of power
 And seek it till their dying hour
 Or count this life in things that bring
 Some favor with the court or king
 All such is vain it seems to me
 And terminate in poverty
 The richest man my pen commends
 Is he who has a host of friends.
 Charles A. Heath.

Bell Phone 596

Citz. Phone 61366

Lynch Brothers Sales Co.

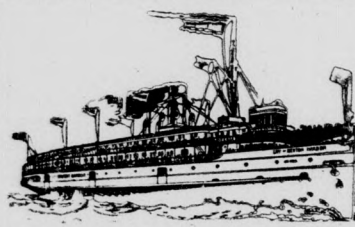
Special Sale Experts

Expert Advertising
 Expert Merchandising

200-210-211 Murray Bldg.
 GRAND RAPIDS, MICHIGAN

Beach's Restaurant

Four doors from Tradesman office
QUALITY THE BEST



GRAHAM & MORTON
 Transportation Co.

CHICAGO

In connection with
Michigan Railway Lines

BOAT TRAIN 8 P.M.

DAILY

DAY BOAT SATURDAY 8 A.M.

Freight for CHICAGO ONLY

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

New Hotel Mertens

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

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.

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

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. 28—Geo. P. Hoppough, who was engaged in general trade at Smyrna for over thirty years, is removing to Grand Rapids, which will henceforth be the family residence.

Harry Hurley, Grand Treasurer of the U. C. T., who has been ill some weeks at his home in Traverse City, is on the road to recovery. Harry came very near crossing the divide. He has always worked too hard for his own good—beating the sun up in the morning and working until long after the sun sets at night.

John D. Martin is already planning for his Thanksgiving dinner, which he expects to eat in Minneapolis as the guest of his son, Jess, who now represents the Humphrey Heater Co., of Kalamazoo, in four or five Northwestern states. John has never seen the Twin Cities and is adroitly hinting to the furniture factories he represents that they ought to send him out on a trip of inspection and observation to that locality. As John usually gets what he goes after, he is evidently determined to spend Thanksgiving in Minnesota.

Efficiency implies the utilization of maximum power with a minimum of waste.

Ed. Conine has purchased about 4,000,000 feet of hardwood and hemlock timber, located near Buckley, and will proceed to convert it into lumber. He has purchased a sawmill with 20,000 feet daily capacity of the Hill-Curtis Co., of Kalamazoo, and expects to have it in operation by the time snow flies. Logging has already been begun on the tract. The logs will be brought into Buckley during the winter.

Fred T. Kimball, the Crystal merchant, and wife are celebrating their silver wedding to-day at the family residence. They issued invitations for a large party and will undoubtedly be the recipients of many useful and beautiful presents.

Precision and promptness in filling orders is often appreciated as much as quality of product. They speed up service, eliminate friction between departments and reduce losses through errors.

W. O. Gladding, of Kalamazoo, is now on the traveling staff of the Hazeltine & Perkins Drug Co. Mr. Gladding is a son of the late B. O. Gladding, who was engaged in the drug business at Constantine for over twenty years. He was in the employ of the Fuller & Fuller Co. (Chicago) for twenty years and for six years has traveled in Michigan territory for Humiston, Keeling & Co., of Chicago. He resided in Chicago until eleven years ago, when he removed to Kalamazoo, which he will continue to make his headquarters, because it is the geographical center of his territory. He does not succeed any other salesman for the Hazeltine & Perkins Drug Co., his territory having been arranged by mutual readjustments with the other salesmen covering Southwestern Michigan. Mr. Gladding is a gentleman of pleasant personality and untiring energy and will undoubtedly score new success in his new connection.

It is reported that a certain private bank is a creditor of the Crohon & Roden bankrupt concern to the extent of \$94,000 and that it has no security whatever for the loan.

Heber A. Knott, Manager of the Corl-Knott Co., is seriously ill at Blodgett hospital. His physician diagnoses his troubles as a slight derangement of the heart.

Clarence J. Farley, President of the Grand Rapids Dry Goods Co., entertained a party of thirty of his traveling salesmen and heads of departments at his summer cottage on Spring Lake over the week end. One of the features of the event was the superb cookery of the host, who enjoys a wide reputation for the quality and variety of his cuisine. He was voted the championship belt of Ottawa county by his enthusiastic and appreciative guests.

A Grand Rapids jobber recently sold a new stock to a local merchant, to be paid for when checked up from invoice. When the retailer brought in his check, he enquired what line of credit he would be granted on subsequent purchases. The jobber glanced at the check and remarked, "Ten days." "Is that your regular terms?" enquired the retailer. "No," replied the jobber, "our regular terms are 30 days, but we cannot afford to give you the limit, because I observe you keep your account in a private bank. In the event of the death of the owner, your deposit would become a part of his private estate and you could not possibly obtain access to your own funds short of five months. We cannot afford to place ourselves in a position where we would have to wait that long for our money. If you decide to transfer your account to an organized bank, I shall be glad to give you the limit of 30 days; otherwise the 10 day limit will prevail."

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 28—The Consumers Co-Operative Association, which has been doing business here for the past few years, has closed the doors until satisfactory adjustment can be made with the creditor. It is not announced whether or not the business will be continued.

Beverly Tranter and George Tardiff, both young men of this city, have opened a print shop at the corner of Portage and Ord streets. Mr. Tranter was formerly a printer at the Soo Times. Mr. Tardiff is employed in the post office here. Both young men are popular and their new enterprise will no doubt be a success.

Opportunity leaves a lot of people because they give her no encouragement to stay around.

The old landmark in the form of an old club house which has stood for years at a site on the Canadian shore, opposite Sailors Encampment, has been purchased by J. R. Ryan, of this city. Mr. Ryan is dismantling the place and will use portions of it in the construction of a summer home at Sailors Encampment.

J. B. McClelland, who has conducted a bicycle repair shop on South Ashmun street for a number of years, has moved to the rear of 656 Bingham avenue, where he will continue his present work for the balance of the season.

F. C. Gillotte, one of our flour and feed men, is opening up a flour and feed store in the building formerly occupied by Mr. McClelland. The building is being re-constructed and will be a credit to the location when completed.

Harvey A. Paquin, of Passmore & Paquin's store, has just been awarded a prize for the excellence of the window trim which he designed for their store during the week of June 20 to 26.

When you can speak of your work as "Your business" and feel that it really is yours, a part of you—a personal belonging—then indeed you are on the right track.

Strawberries are still in blossom here. L. H. Conley, of Easterday avenue, expects to be able to furnish strawberries until about the middle of November. He reports, however, that there is no overstock, so there need be no cause for alarm in case of a decline in market.

William G. Tapert.

The Barth-Fowle Co. has been incorporated to deal in hardware, machinery, auto parts and accessories, with an authorized capital stock of \$10,000, all of which has been subscribed, \$850 paid in in cash and \$2,150 in property.

The Crozed Stave Corporation has increased its capital stock from \$50,000 to \$150,000.

Accompanied By Increase in Price To Retailer.

Perhaps the Procter & Gamble Company was wise, perhaps otherwise, when it decided to eliminate the wholesale grocer from its considerations; the answer is now in process of threshing out, with diversion of opinion as to how it is going, but with general realization that wholesalers are selling the goods of their rivals.

If the soap company concludes that it is worth while, that settles it so far as it is concerned, but it would be unwise to conclude that, if it does manage to get away with the plan, it proves the uneconomic position of the jobber or the desirability or value of eliminating him in the processes of distribution. From the standpoint of systematic distribution it is very doubtful if the jobber or his work is being eliminated at all.

A special circular on this point has just been issued by D. J. Buck, of the Michigan Wholesale Grocers' Association, in which he challenges the claim that the jobber has been eliminated or his function dispensed with. Rather, he contends, the manufacturer has become a jobber. Those who know that the company's change was accompanied by an increase in price to the retailer, to cover the cost of distribution, will easily agree with Mr. Buck, who analyzes it as follows:

Much has been said by the press and through other sources that a prominent soap and shortening manufacturer had eliminated the jobbers and wholesalers by deciding to market its products direct to the retail dealers. I beg to differ with those statements, however, and will endeavor to show that the manufacturer has gone into the jobbing business.

What are the functions of a jobber or wholesaler toward distributing or marketing of products?

1. He secures a building commonly called a warehouse.
2. He gathers together an organization as follows: Manager, sales manager, credit department, buyers, office force of bookkeepers, clerks and stenogs, salesmen, shipping clerks, warehousemen and truckmen.
3. He purchases goods from the manufacturer or packer.
4. The railroads haul the freight from the manufacturer to the jobber's warehouse.
5. The jobber stores the commodity.

6. The jobber ships and distributes in smaller quantities to the retailers.
7. The goods are invoiced and collections made from the same.

Let me ask you these questions:

1. Does not the manufacturer secure a warehouse?
2. Is not his district sales manager or territorial man a manager?
3. Does he not have salesmen?
4. Has he not a force of bookkeepers, stenographers and clerks?
5. Who passes on the orders secured by the salesmen? Is it not the credit manager?
6. If the district sales manager or territorial man looks over orders and sends a requisition for stock, is he not a buyer?

7. How are goods transported to the warehouse? Is it not done by the railroads?
8. Are not the goods stored in the various warehouses?

9. Does not the manufacturer send a list of shipments and deliveries to the warehouse to be forwarded to the retailer?
10. Have not the warehouse people an overseer or shipping clerk?
11. Have not they got to have warehousemen and truck drivers?

12. Are not the goods invoiced and collections made for the same by the manufacturer?

13. Do the warehouse people go to all this expense with no reimbursement?

14. Who pays the warehouse people for storage and labor?

15. Is not all this expense paid for by the manufacturer?

I again repeat, the manufacturer who endeavors to distribute by a so-called direct way to the retailer using warehouses, which he must do, is nothing more or less than a jobber. Then is the jobber eliminated?

Bottom Facts From Booming Boyne City.

Boyne City, Sept. 28—Albert Swenson, who has been Boyne City's baker for the past twelve years, has sold his business to Raymond Paulus and will take a good long vacation. He says that this 3 a. m. stuff is all right up to a certain point and in some ways, but becomes monotonous if made a continuous performance. He is going duck shooting a couple of months—did not say what kind of ducks—and will then cross the pond and spend the winter in Schleswig, visiting his father and other relatives, but back to the good old U. S. A. when the snow flies another year and we have a good Republican President. Mr. Swenson is a good baker, a good business man and a good American citizen and Boyne City will welcome him if he returns to this place.

Horace has been mad all summer. He had a rosy dream of having the approaches to the Park street bridge in most attractive shape before the visitors came this summer and began as soon as spring opened. And begin was all he did. Same old story—no material to be found. So the job has been in a commenced condition ever since last week. Another dream was one of saving 'steen dollars a day by substituting electric power for horses, handling gravel in the city gravel pit, which was supposed to have been in operation about July 1. The machinery has been coming along one piece at a time all summer and now that the frost is on the pumpkin, the final and vital piece has made its appearance. Then, to make things still more satisfactory, the city lent to the contractors on the East street bridge all the cement that they had procured to finish the Michigan avenue section of the Charlevoix road. When they were ready to complete the road no cement was to be had.

Reminds us of the boyhood days, when we sallied out in the early morning after a whole week dreaming of strings of fish that dragged the ground only to return at night tired, wet and hungry with one or two unseizable shiners. Such is life. Man is the arbiter of his own destiny. Not.

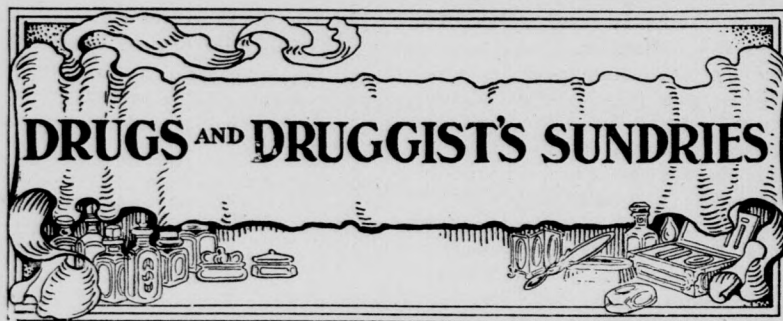
The B. C., G. & A. Railway has been making some very notable improvements in the town. A new water tank is "drinking" the engines, replacing the one wrecked last winter. The shops are presenting an appearance that could well be copied to advantage by our residence owners. The yards have been smoothed and the shop building put in fine shape.

The Charcoal Iron Company has completed a new engine room building at its plant in this place. The old building, which had become discouraged by the buffeting of two decades of Michigan winters, was torn down and a very attractive re-modeled structure put in its place.

Hyslop says that the drug business is the only employment where one has the chance of a complete development of his powers of endurance. Ordinarily he works twelve or fourteen hours a day, with a little extra for Sunday. As a special privilege Saturdays he is allowed to make it eighteen, just for full measure. He is dreading the time when he will have to go into a shop or factory where only eight or ten hours are allowed for the exploitation of his powers. But then William does not belong to the union.

Maxy.

A cinch is something which you have already mastered.



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.

Make the Study of Drugs a Science.

The advice of the most successful men in our calling is to "stick to drugs." Keep drugs and medicinal appliances to the forefront. Let your customers know that you keep a drug store. Put in side lines when you find that they will pay, but use them to increase your regular trade.

The people of the United States, in congress assembled, have defined the word "drugs" to mean all medicines and preparations recognized by the United States Pharmacopoeia, or the National Formulary, for internal or external use, and all substances or mixture of substances intended to be used for the cure, mitigation or prevention of disease, either of man or animal.

This literally means that every substance that can in any way whatever be used in medicine or in surgery belongs to the drug store. The range is large enough to tax the capacity of the ordinary pharmacy. It is for the drug trade to get, and to hold fast to, that which belongs to it.

To the man who bewails that there is no future in pharmacy, to the young man looking for an opening, I commend a study of the foregoing definition of drugs as a possible chance to secure a foothold for himself and to "cash in" on his diploma. In other words, I commend to him a study of drugs.

Materia medica and therapeutics today present a broader and a wider field than ever before in their history. Drugs need more than ever the careful study of the trained mind of the pharmacist. Pharmacy is not the selling of cigars, soda water, confectionery, stationery and knick-knacks, although it is true that these may by force form a part of the modern stock and must be dealt in to keep the business going. Pharmacy is not the simple selling of drugs, or handling them over the counter in prepared packages. Real pharmacy is the integral part of the great science of medicine and surgery, and has to do with all the allied applications of the healing art. Yea, it even extends out to, and has to do with, hygiene, and the wonderful coming force of preventive medicine.

The pharmacist should know, from its beginning, every substance in any way connected with the application of these sciences. He should know them from a to z, in their every aspect.

How else can he be a pharmacist, or become a master of his calling?

He should know drugs, and all there is to be known about them. Ordinarily the pharmacist learns, either in his apprenticeship or the college, the names of the most commonly used drugs, and the preparations made therefrom. Perhaps he memorizes the doses of potent drugs. The rest of his knowledge is gained from the label or a quick reference to the Dispensatory, or to the manufacturer's catalogue.

Few pharmacists, especially the younger men, have a thorough knowledge of even a quarter of a hundred drugs. How many can speak, upon their own authority, as to the pharmacology and the therapy of any appreciable percentage of the drugs which they handle every day?

Here then is an opening in pharmacy—the study of drugs. That the pharmacist should know the pharmacology of drugs will probably not be questioned; but the objection may be made that emphasis laid upon the therapeutic action of drugs by the pharmacist has a tendency to counter prescribing. The reverse is probably true. Counter prescribing is now most largely carried on, empirically, by men who have only a superficial knowledge of drugs, and with whom it is often a matter of chance and extensive guessing.

The pharmacist who has a real knowledge of pharmacology and the therapeutic action of drugs would probably be the last to prescribe. To know even the physical characteristics of a drug, its active principles, its constitutional formula, its dose, without knowing its uses, its functions, its effects upon the system in health and in disease, is like knowing the names of the organs of the body without knowing their functions.

Who shall know drugs except the pharmacist?

Flavoring Extract Made Without Alcohol.

Flavors can be extracted from the vanilla bean and other substances without the aid of alcohol as a solvent. This announcement was made by Dr. Melvin De Groote, of the Mellon Institute of Industrial Research, University of Pittsburgh, before the Division of Agricultural and Food Chemistry of the American Chemical Society in session at the University of Chicago.

"Due to the enactment of the Eighteenth Amendment," said Dr. De Groote, "another problem has presented itself in connection with vanilla flavors. Alcohol is still obtainable for the preparation of flavoring extracts—but is by no means assured for the

future. Furthermore, there is considerable sentiment against the use of alcohol in any foodstuff, and finally alcohol is expensive and adds nothing of value to the flavoring extract. Chemists have been asked to find a substitute for alcohol—especially in the various vanilla flavors. Reference was previously made to the delicacy of vanilla extract, so that it is not heated above 120 degrees Fahrenheit, in order that the delicate aroma will not be injured. Naturally, when this extract is employed in a cake batter and subjected to 350 degrees Fahrenheit, the delicacy and strength is affected. However, vanillin and coumarin mixtures seem to withstand the higher temperatures—and similarly the cold temperatures of an ice cream freezer. Thus they are important to the baker, the ice cream maker and the confectionery maker."

Mr. De Groote developed the fact that vanillin and coumarin, the active principles of the vanilla and the tonka beans respectively, could be extracted in glycerine solutions, so that extracts of flavors could be prepared not only equal to Federal requirements in strength, but even stronger, and without the use of grain alcohol in any manner.

"Such extracts," he said, "will withstand freezing weather and are low in cost. They can be prepared with the same equipment as is employed in the manufacture of alcoholic extracts and are entirely acceptable from a hygienic standpoint. Glycerine extracts have been tried on large scale and household tests and have proven to be entirely satisfactory.

"This illustrates clearly that as problems develop in regard to the use of food products they immediately have the attention of the proper authorities. Eventually the solution is made public, not only as a matter of

education but also as a matter of protection to the consumer. In fact, it may be said that this instance is typical of hundreds of other similar cases with which the general public may not be acquainted, but which is a result of scientific efforts on the part of American chemists to solve our national problems and thus promote the public welfare."

Rubber Clocks.

The newest thing in clocks is made of rubber and is meant especially for travelers.

This kind of clock, being encased in rubber, has an almost inaudible tick. If it falls it bounces and suffers no injury. It is, in fact, proof against ordinary shocks.

This characteristic makes the rubber clock suitable for mounting on an automobile, a motorboat, an airplane or wherever vibration or shock might disturb the mechanism of an ordinary time piece.

In order to extend your credit, pay promptly.

Congdon's Cider Saver and

Fruit Preservation Compound

is again on the market. No Salicylic acid. Guaranteed pure and wholesome. Effectively prevents cider working. Retail price, 60c per package. Trade prices quoted on application. Order from your jobber or communicate with the manufacturers.

J. L. CONGDON & CO.,
Pentwater, Mich.

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
Blackstone
Radisson
Milk Chocolates

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Getting After Dealers On Soft Drink Taxes.

In its nation-wide drive for the collection of delinquent sales and other miscellaneous taxes the Bureau of Internal Revenue is devoting special attention to the collection of the soft drink tax. Reports from certain districts are that many dealers are failing to account for this tax.

Instructions have been sent to collectors of internal revenue to assert penalties in all cases where there is evidence of willful attempt to evade payment. The maximum penalty for such offense is a fine of not more than \$10,000, or one year's imprisonment, or both.

Collectors are advised to note that persons who knowingly appropriate to their own use taxes which it is their duty to collect and return to the government are liable to prosecution under section 47 of the criminal code. It is not necessary that the intent be to appropriate money so as to forever exclude the government, but the mere use of the money with the knowledge that it belongs to the United States constitutes the fraudulent appropriation.

The soft drink tax of 1 per cent. for each 10 cents or fraction thereof of the amount paid applies to all sales of soft drinks, ice cream, sundaes and similar articles of food and drink in an ice cream parlor or similar place of business if sold for consumption in or in proximity to the place of sale. All sales from soda fountains of the articles mentioned are taxable, regardless of the nature of the place of business in which the fountain is located. In these two instances the tax applies whether or not the sales is accompanied by the purchase of substantial articles of food or drink as part of a meal.

If the sale is made at a hotel, restaurant, cafeteria, lunch room or club house as part of a meal, and the articles are not sold from a soda fountain, no tax is due. Sales at such places when made separately and not as part of a meal are taxable.

If several articles are purchased at the same time, the total price paid is the unit for computing the tax. Thus, if a purchaser orders two sodas each selling for 15 cents, the total is 3 cents and not 4 cents.

Regulations governing the collection of soft drink tax require that daily records be kept showing the number of sales and the tax thereon. In case the vendor does not use an adequate cash register or check system from which records may be kept, the regulations require that a separate receptacle shall be used to retain the tax collections.

Vendors are required to make on or before the last day of the month return and payment of the tax collected during the preceding month. The penalty for failure to make a return and pay on time is a fine of not more than \$1,000. For willful refusal to truly account for and pay over the tax, the penalty is a fine of not more than \$10,000 or one year's imprisonment, or both.

The Bureau is making a drive not only for the collection of delinquent soft drink taxes, but the so-called luxury tax, the tax on rentals earned

from the lease of motion picture films, the admission taxes, and manufacturer's tax on jewelry and works of art, and the tax on toilet articles and proprietary medicines. Following a course of instruction at Washington, Commissioner William M. Williams has assigned to the work a large force of special revenue officers. These men compose a flying squadron, which will visit every large city in the United States, co-operating with assistant supervisors and field deputies.

The drive is under the immediate supervision of collectors of internal revenue.

Startling Facts About Gum.

The people of the United States are spending \$100,000,000 a year for chewing gum. The demand has tripled since 1917, and the delighted chewing gum manufacturers thank prohibition.

Last year Americans bought 2,000,000,000 packages of gum. This is 100 sticks for every man, woman and child in the country. If it were spread flat it would pave a road 10 feet wide, running from New York to Seattle.

While 2,000,000,000 packages is a big figure, it will seem small to those in the habit of picking up wads of gum on their heels or who have observed the thick, sticky upholstery that has accumulated on the bottoms of seats in movie theaters.

Keep Sarcasm Out.

Joseph P. Holland, Credit Manager of the Seth Thomas Clock Co., of New York, after many years of successful credit work in which losses have been kept down to the minimum, says: "Keep sarcasm and bad temper out of collection letters. Up to the very last moment and beyond it, courtesy and good humor should be preserved. Another important principle is never to 'Shake your fist and then your finger' at a debtor. When you finally have to threaten him with drastic action—fulfill the threat!"

Sheet Mucilage.

One may buy mucilage in sheets nowadays. They are very convenient for office use.

The mucilage is spread on both sides of thin sheets of paper, which are made into a sort of book. If it be desired to stick two things together, a sheet is torn out, moistened on both sides and placed between. That does the trick.

ENATURED 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	Imitation	85 @ 1 00	Aconite	21 85
Boric (Xtal)	20 @ 29	Amber, crude	3 00 @ 3 25	Aloe	21 65
Carbolic	35 @ 40	Amber, rectified	3 50 @ 3 75	Arnica	21 75
Citric	1 15 @ 1 20	Anise	2 00 @ 2 25	Asafoetida	3 90
Muriatic	4 @ 6	Bergamont	9 00 @ 9 25	Belladonna	21 40
Nitric	10 @ 15	Cajeput	1 50 @ 1 75	Benzoin	22 40
Oxalic	70 @ 80	Cassia	3 75 @ 4 00	Benzoin Compo'd	23 15
Sulphuric	4 @ 6	Castor	1 85 @ 2 05	Buchu	22 70
Tartaric	98 @ 1 10	Cedar Leaf	3 00 @ 3 25	Cantharides	23 00
		Citronella	1 30 @ 1 60	Capsicum	22 30
		Cloves	4 50 @ 4 75	Cardamon	21 50
		Cocao nut	4 40 @ 5 00	Cardamon, Comp.	21 35
		Cod Liver	3 50 @ 3 75	Catechu	21 50
		Croton	2 25 @ 2 50	Cinchona	22 40
		Cotton Seed	2 00 @ 2 15	Colchicum	22 40
		Elaeagnus	10 00 @ 10 25	Cubeb	23 00
		Cubeb	12 50 @ 12 75	Digitalis	21 80
		Eucalyptus	1 50 @ 1 75	Gentian	21 40
		Hemlock, pure	2 00 @ 2 25	Ginger	22 00
		Juniper Berries	7 50 @ 7 75	Gualac	2 80
		Juniper Wood	3 00 @ 3 25	Gualac, Ammon.	2 55
		Lard, extra	2 15 @ 2 25	Iodine	21 50
		Lard, No. 1	1 90 @ 2 10	Iodine, Colorless	22 50
		Lavender Flow	14 00 @ 14 25	Kino, clo.	21 50
		Lavender Grain	1 75 @ 2 00	Kino	21 40
		Lemon	2 75 @ 3 00	Myrrh	22 25
		Linseed boiled bbl.	1 47 @ 1 75	Nux Vomica	21 90
		Linseed bld less	1 57 @ 1 67	Opium	24 50
		Linseed raw, bbl.	1 45 @ 1 65	Opium, Camph.	21 50
		Linseed raw less	1 55 @ 1 65	Opium, Deodor'd	24 50
		Mustard, true, oz.	2 @ 95	Rhubarb	22 70
		Mustard, artifl., oz.	@ 60		
		Neatsfoot	1 75 @ 1 95		
		Olive, pure	5 75 @ 6 50		
		Olive, Malaga,			
		yellow	4 00 @ 4 25		
		Olive, Malaga,			
		green	4 00 @ 4 25		
		Orange, Sweet	12 50 @ 12 75		
		Organum, pure	2 @ 50		
		Organum, com'l	1 25 @ 1 50		
		Pennyroyal	3 00 @ 3 25		
		Peppermint	10 00 @ 10 25		
		Rose, pure	24 00 @ 25 00		
		Rosemary Flows	2 50 @ 2 75		
		Sandalwood, E.			
		I.	15 00 @ 15 20		
		Sassafras, true	3 00 @ 3 25		
		Sassafras, artifl	1 50 @ 1 75		
		Spearment	16 00 @ 16 20		
		Sperm	2 75 @ 3 00		
		Tansy	10 50 @ 10 75		
		Tar, USP	48 @ 50		
		Turpentine, bbls	@ 1 56		
		Turpentine, less	1 66 @ 1 76		
		Wintergreen, tr.			
		Wintergreen, sweet	12 00 @ 12 25		
		Wintergreen art	8 00 @ 8 25		
		Wormseed	12 00 @ 12 25		
		Wormwood	20 00 @ 20 25		
		Potassium			
		Bicarbonate	55 @ 60		
		Bichromate	57 @ 65		
		Bromide	1 10 @ 1 15		
		Carbonate	92 @ 1 00		
		Chlorate, gran'r	48 @ 55		
		Chlorate, xtal or			
		powd.	28 @ 35		
		Cyanide	60 @ 75		
		Iodide	4 10 @ 4 25		
		Permanganate	1 20 @ 1 30		
		Prussiate, yellow	50 @ 65		
		Prussiate, red	1 85 @ 2 00		
		Sulphate	@ 85		
		Roots			
		Alkanet	3 50 @ 3 75		
		Blood, powdered	60 @ 75		
		Calamus	35 @ 1 00		
		Elecampane, powd.	22 @ 25		
		Gentian, powd.	27 @ 35		
		Ginger, African,			
		powdered	29 @ 36		
		Ginger, Jamaica	57 @ 65		
		Ginger, Jamaica,			
		powdered	57 @ 65		
		Golden seal, pow.	8 50 @ 8 80		
		Ipecac, powd.	4 75 @ 5 00		
		Licorice, powd.	35 @ 40		
		Licorice, powd.	40 @ 50		
		Orris, powdered	40 @ 45		
		Poke, powdered	40 @ 45		
		Rhubarb	@ 1 50		
		Rhubarb, powd.	@ 1 50		
		Rosinwood, powd.	30 @ 35		
		Sarsaparilla, Hond.			
		ground	1 25 @ 1 40		
		Sarsaparilla Mexican,			
		ground	@ 80		
		Squills	35 @ 40		
		Squills, powdered	60 @ 70		
		Turmeric, powd.	25 @ 30		
		Valerian, powd.	@ 2 00		
		Seeds			
		Anise	33 @ 35		
		Anise, powdered	38 @ 40		
		Bird, ls	13 @ 19		
		Canary	13 @ 20		
		Caraway, Po.	30 @ 22		
		Cardamon	2 50 @ 2 75		
		Celery, powd.	45 @ 35		
		Coriander powd	25 @ 18		
		Dill	15 @ 25		
		Fennell	30 @ 40		
		Flax	11 @ 17		
		Flax, ground	10 @ 17		
		Foenugreek pow.	10 @ 20		
		Green	10 @ 13		
		Labella	1 75 @ 2 00		
		Mustard, yellow	25 @ 35		
		Mustard, black	30 @ 35		
		Poppy	@ 75		
		Quince	1 50 @ 1 75		
		Rape	15 @ 20		
		Sabadilla	@ 35		
		Sabadilla, powd.	30 @ 35		
		Sunflower	14 @ 20		
		Worm American	45 @ 50		
		Worm Levant	2 00 @ 2 25		

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Sardines
Coffee

AMMONIA

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

Moore's Household Brand
12 oz., 2 doz. to case 2 70

AXLE GREASE



25 lb. pails, per doz. 25 10

BLUING

Jennings' Condensed Pearl
Small, 3 doz. box ----- 2 55
Large, 2 doz. box ----- 2 70

BREAKFAST FOODS

Cracked Wheat, 24-2 4 85
Cream of Wheat ----- 9 00
Grape-Nuts ----- 3 80
Pillsbury's Best Cerl 3 00
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat 4 30
Quaker Brkfst Biscuit 1 90
Quaker Corn Flakes 3 70
Ralston Purina ----- 4 00
Ralston Branzen ----- 3 00
Ralston Food, large ----- 4 35
Ralston Food, small ----- 3 35
Saxon Wheat Food ----- 5 60
Shred Wheat Biscuit 4 90
Triscuit, 18 ----- 2 25

Kellogg's Brands

Toasted Corn Flakes 4 10
Toasted Corn Flakes
Individual ----- 2 00
Krumbles, Individual 2 00
Biscuit ----- 2 00
Drinket ----- 2 60
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 ----- 8 90

Salmon

Warren's 1 lb. Tall ----- 4 10
Warren's 1/2 lb. Flat ----- 2 60
Warren's 1 lb. Flat ----- 4 25
Red Alaska ----- 3 90
Med. Red Alaska ----- 3 50
Pink Alaska ----- 2 25@2 40

Sardines

Domestic, 1/2s ----- 5 50@6 00
Domestic, 1/4s ----- 6 50@7 50
Domestic, 1/8s ----- 7 50@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 57

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
Beem's Pepsin ----- 80
Beechnut ----- 90
Doublemint ----- 70
Juicy Fruit ----- 70
Spearmint, Wrigleys ----- 70
Zeno ----- 65

CHOCOLATE

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

CIGARS

National Grocer Co. Brands
El Rajah 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
Panatella, 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
Panatella Foil, 50s ----- 75 00
Aristocrats ----- 75 00
Perfecto Grande, 50s 97 50
Opera, 50s ----- 57 00
Sanchez & Haya Clear Havana Cigars. Made in Tampa, Florida

Diplomatics, 50s ----- 95 00

Rosa, 20s ----- 115 00
Bishops, 50s ----- 115 00
Reina Fina, 50s Tins 115 00
Queens, 50s ----- 135 00
Worden's Special ----- 150 00

Ignacia Haya

Made in Tampa, Florida.
Extra Fancy Clear Havana Delicados, 50s ----- 120 00
Primeros, 50s ----- 140 00

Rosenthal Bros.

R. B. Cigar (wrapped in tissue) 50s ----- 60 00
Lewis Single Binder 58 00

Manilla Cigars

From Philippine Islands
Lioba, 100s ----- 37 50

Other Brands

B. L., 50s ----- 56 00
Hemmett Champions, 50s ----- 59 00
El Dependo, 20s ----- 37 50
Court Royal, 50s ----- 61 00
Court Royal, 25 tins 61 00
Knickerbocker, 50s ----- 58 00
Boston Straight, 50s 58 00
Trans Michigan, 50s 60 00
Templar, Perfecto, 50s ----- 100 00
Iriquois, 50s ----- 58 00

CLOTHES LINE

Hemp, 50 ft. ----- 3 00
Twisted Cotton, 50 ft. 3 20
Twisted Cotton, 60 ft. 2 90
Braided, 50 ft. ----- 4 00
Sash Cord ----- 5 25

COCOA

Baker's ----- 53
Bunte, 15c size ----- 55
Bunte, 1/2 lb. ----- 50
Bunte, 1 lb. ----- 48
Cleveland ----- 41
Colonial, 1/4s ----- 35
Colonial, 1/2s ----- 33
Epps ----- 42
Hersheys, 1/4s ----- 42
Hersheys, 1/2s ----- 40
Huyler ----- 36
Lowney, 1/4s ----- 48
Lowney, 1/2s ----- 47
Lowney, 5 lb. cans ----- 43
Van Houten, 1/4s ----- 12
Van Houten, 1/2s ----- 18
Van Houten, 1s ----- 36
Van Houten, 1s ----- 65
Wan-Eta ----- 36
Webb ----- 33
Wilbur, 1/2s ----- 33
Wilbur, 1/4s ----- 33

COCOANUT

1/4s, 5 lb. case Dunham 48
1/4s, 5 lb. case ----- 43
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 ----- 27 50

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Coffee Extracts

N. Y., per 100 ----- 10 1/2
Frank's 250 packages 14 50
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

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

EVAPORATED MILK

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

MILK COMPOUND

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

CONFECTIONERY

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

Mixed Candy

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

Specialties

Auto Kisses (baskets) 36
Bonnie Butter Bites ----- 36
Butter Cream Corn ----- 41
Caramel Bon Bons ----- 40
Caramel Croquettes ----- 35
Cocoanut Waffles ----- 38
Coffy Toffy ----- 42
Fudge, Walnut ----- 38
Fudge, Walnut Choc. ----- 39
Champion Gum Drops ----- 30
Raspberry Gum Drops ----- 30
Iced Orange Jellies ----- 34
Italian Bon Bons ----- 34
AA Licorice Drops ----- 2 15
5 lb. box ----- 34
Manchus ----- 34
Cut Butter Puffs ----- 36
Snow Flake Fudge ----- 33

Chocolates

Assorted Choc. ----- 44
Champion ----- 40
Honeysuckle Chips ----- 54
Kondike Chocolates ----- 47
Nibble Sticks, box ----- 2 85
Nut Wafers ----- 47
Oreo Choc. Caramels ----- 45
Peanut Clusters ----- 54
Quintette ----- 44
Regina ----- 39
Victoria Caramels ----- 45

Gum Drops

Champion ----- 30
Raspberry ----- 30
Favorite ----- 32
Superior ----- 31
Orange Jellies ----- 34

Lozenges

A A Pep. Lozenges ----- 36
A A Pink Lozenges ----- 36
A A Choc. Lozenges ----- 36
Motto Lozenges ----- 41
Motto Hearts ----- 41

Hard Goods

Lemon Drops ----- 39
O. F. Horehound Drps ----- 39
Anise Squares ----- 39
Peanut Squares ----- 40
Rock Candy ----- 50

Pop Corn Goods

Cracker-Jack Prize ----- 7 40
Checkers Prize ----- 7 40

Cough Drops

Putnam Menthol ----- 2 25
Smith Bros. ----- 2.00

COOKING COMPOUNDS

Mazola
Pints, tin, 2 doz. ----- 7 00
Quart, tin, 1 doz. ----- 6 50
1/2 Gal. tins, 1 doz. ----- 12 25
Gal. tins, 1/2 doz. ----- 11 80
5 Gal. tins, 1/4 doz. ----- 16 00

COUPON BOOKS

50 Economic grade ----- 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 75
3 lb. boxes ----- 76

DRIED FRUITS

Apples
Evap'd, Choice, blk ----- 17

Apricots

Evaporated, Choice ----- 36
Evaporated, Fancy ----- 45

Citron

10 lb. box ----- 58

Currants

Packages, 15 oz. ----- 22
Boxes, Bulk, per lb. ----- 22

Peaches

Evap. Choice, Unpeeled 24
Evap. Fancy, Unpeeled 26
Evap. Fancy, Peeled ----- 28

Peel

Lemon, American ----- 35
Orange, American ----- 36

Raisins

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

California Prunes

80-90 25 lb. boxes ----- @15
70-80 25 lb. boxes ----- @16
60-70 25 lb. boxes ----- @17
50-60 25 lb. boxes ----- @20
40-50 25 lb. boxes ----- @24
30-40 25 lb. boxes ----- @28

FARINACEOUS GOODS

Beans
Med. Hand Picked ----- 8
California Limas ----- 15
Brown, Holland ----- 6 1/2

Farina

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

Hominy

Pearl, 100 lb. sack ----- 5 50

Macaroni

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

Pearl Barley

Chester ----- 6 00

Peas

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

Sago

East India ----- 11

Taploca

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

FISHING TACKLE

Cotton Lines

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

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
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JELLY

Pure, per pail, 30 lb.	6 25
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JELLY GLASSES

8 oz., per doz.	42
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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	2 75
Peanuts, Spanish, 100 lb. bbl.	25
Peanuts, Spanish, 200 lb. bbl.	24 1/2
Pecans	95
Walnuts	35

OLIVES

Bulk, 2 gal. kegs, each	4 50
Bulk, 5 gal. kegs each	10 50
Stuffed, 4 oz.	1 80
Stuffed, 15 oz.	4 50
Pitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs.	
per doz.	2 50

PEANUT BUTTER



Bel-Car-Mo Brand

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

PETROLEUM PRODUCTS

Iron Barrels	
Perfection	19 6
Red Crown Gasoline	29 1
Gas Machine Gasoline	44
F. M. & P. Naphtha	31
Capitol Cylinder, Iron	
Bbls.	
Atlas ic Red Engine,	56 8
Iron Bbls.	
Winter Black, Iron	38 8
Bbls.	
Polarine, Iron Bbls.	21 8
	61 8

FICKLES

Medium	
Barrel, 1,200 count	16 00
Half bbls., 600 count	9 00
5 gallon kegs	4 00

Small

Barrels	20 00
Half barrels	11 00
5 gallon kegs	3 80

Gherkins

Barrels	28 00
Half barrels	15 00
5 gallon kegs	5 00

Sweet Small

Barrels	30 00
5 gallon kegs	6 50
Half barrels	16 00

PIPES

Cob, 3 doz. in box	1 25
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PLAYING CARDS

No. 90 Steamboat	2 75
No. 808, Bicycle	4 50
Pickett	3 50

POTASH

Babbitt's, 2 doz.	2 75
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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
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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
Ham, dried beef	
sets	41 @42
California Hams	24 @25
Picnic Boiled	
Hams	35 @40
Boiled Hams	60 @62
Mince 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
Potted 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
1/2 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
Rollad 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 dz.	3 00
Snider's large, 1 doz.	2 40
Snider's small, 2 doz.	1 45

SALERATUS

Packed 60 lbs. in box	
Arm and Hammer	3 55
Wyandotte, 100 1/2s	3 00

SAL SODA

Granulated, bbls.	2 15
Granulated, 100 lbs cs	2 25
Granulated, 36 2 1/2 lb. packages	2 60

SALT

Solar Rock	
56 lb. sacks	75
Common	
Granulated, Fine	3 00
Medium, Fine	3 10



Per case, 24 2 lbs.	2 40
Five case lots	2 30

SALT FISH

Cod	
Middles	28
Tablets, 1 lb.	3 20
Tablets, 1/2 lb.	1 75
Wood boxes	19

Holland Herring

Standards, bbls.	19 50
Y. M., bbls.	22 50
Standards, kegs	1 20
Y. M., kegs	1 50

Herring

K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 25
Scaled, per box	21
Boned, 10 lb. boxes	24

Trout

No. 1, 100 lbs.	12
No. 1, 40 lbs.	
No. 1, 10 lbs.	
No. 1, 3 lbs.	

Mackerel

Mess, 100 lbs.	25 00
Mess, 50 lbs.	13 25
Mess, 10 lbs.	2 95
Mess, 8 lbs.	2 30
No. 1, 100 lbs.	24 00
No. 1, 50 lbs.	12 75
No. 1, 10 lbs.	2 80

Lake Herring

1/2 bbl., 100 lbs.	7 50
--------------------	------

SEEDS

Anise	45
Canary, Smyrna	12
Cardamon, Malabar	1 20
Celery	65
Hemp, Russian	10
Mixed Bird	13 1/2
Mustard, yellow	23
Poppy	65
Rape	15

SHOE BLACKING

Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	1 25
Miller's Crown Polish	90

SNUFF

Swedish Rapee 10c 8 for	64
Swedish Rapee, 1 lb. gls	85
Norkoping, 10c 8 for	64
Norkoping, 1 lb. glass	85
Copenhagen, 10c, 8 for	64
Copenhagen, 1 lb. glass	85

SOAP

James S. Kirk & Company	
American Family, 100	7 85
Jap Rose, 50 cakes	4 85
Kirk's White Flake	7 00

Lautz Bros. & Co.

Acme, 100 cakes	6 75
Big Master, 100 blocks	8 00
Climax, 100s	6 00
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00

Swift & Company

Classic, 100 bars 10 oz.	7 25
Swift's Pride, 100 9 oz.	5 75
Quick Naphtha	7 50
White Laundry, 100	
3 1/2 oz.	6 75
Wool, 24 bars, 6 oz.	1 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



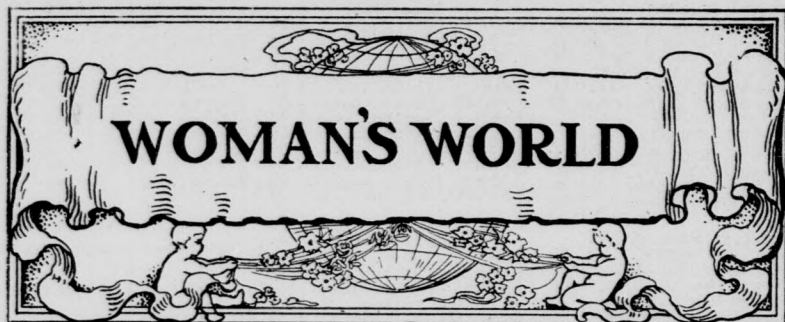
80 can cases, \$4.80 per case

SODA

Bi Carb, Kegs	4
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SPICES

Whole Spices	
Allspice, Jamaica	@18
Cloves, Zanzibar	@60
Cassia, Canton	@30
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochinchina	@20



Conflicts and Punishments Require Forethought and Tact.

Written for the Tradesman.

Our cottages face each other across the little cove. I often wonder whether she can hear all our conversation on the calm days as plainly as we can hear hers. To-day has been no exception. A hot, sultry afternoon, her small son of four playing in the water, utterly oblivious of the heat that has prostrated the grown people and made them tired and irritable. The grown folks know it is hot, and that they are tired and irritable and why; the little folks don't understand or think about it; they are bent upon their important business of being happy. Small son is entirely absorbed in that occupation.

Hence the following interchange, which has interrupted what I was writing and given me the subject for this article:

"Come right in this minute, Harry, and put on some clothes for dinner."

"I aren't hungry, I don't want no dinner, and I don't want to put on any clothes."

"Again the 'Come right in here,' and again the yell of protest—this time at the top of his little lungs.

From then on there was a crescendo of angry commands and shrieks of dissent, culminating at last in a burst of anger on the mother's part and a spanking that I could hear clear across the water, and wails of anguish that lasted a long time and made my heart ache.

It was all so unnecessary. A hot, tired, nervous mother, who knew what made her hot and irritable, in violent physical conflict with a knee-high little lad, who also was hot and irritable, but didn't know why. A little tact, patience, and general good sense would have avoided the whole issue, and the conflict so hard upon both mother and child.

"I expect instant obedience," probably that mother would say. To which I would like to answer: "Yes, I suppose so, but you don't seem to get it, or anything else except a more or less constant uproar of peremptory commands, protesting disobedience, and beatings which, so far as I can see, produce no effect whatever except noise and purposeless suffering."

That mother is in constant conflict with her little boy. It seems as if she exercised positive ingenuity in finding some distasteful command to explode suddenly at him, and then beating him because he cannot instantly adjust his mind to it. The punishments are constant, purposeless and without the slightest useful result.

Children's minds cannot turn about like that at the command of some

elder, when they do not see the reason for the command. This, is the cause of a large proportion of the conflicts which take place between parents and children. The majority of them and of the punishments with which parents salve their injured pride of authority could be avoided by a little forethought and tact. Believe me, there is no virtue or good result whatever in enforcing your will upon a child simply for the sake of doing it.

How much easier it would have been, how much better, if that mother had taken thought, ten minutes or so in advance, and had stepped to the side of the porch to say:

"Oh, what fun you are having in that nice cool water! Isn't that a lovely place to play? We are going to have dinner in a few minutes, and when I call you you will help mother by coming right in. Then maybe you can come out here again after a little while."

That would have given the small mind a chance to adjust. I don't imagine that every child would always comply sweetly, even under this process; but I have seen it work like a charm, scores of times. The main point is that the direct issue would be avoided and the conflict of wills reduced to a minimum.

So often parents are like the boy who was pounding his new dog's tail with a stick of wood, "just to show him that he's my dog." So many parents simply bully their children. You can perfectly well establish and keep through the years friendly relations with your children; but you have to begin with their babyhood. Most punishments are wholly unnecessary, and ought to fall, if at all, upon the parents who administer them. They are the lazy parents' substitute for the inculcation of self-control. And self-control is possible only to those who understand the reasons for the line of conduct that they follow.

I heard that this little boy was always "good" and tractable while at a neighboring camp, but "naughty" at home. Well, if I were the mother of a child who was constantly "naughty" at home but "good" elsewhere, I think I would take a good deal of pains to find out what was the matter with my home. And I think I would find, if my search was honest, that the trouble was with me! Maybe I would find my child an independent, self-reliant little chap, and that I was constantly nagging and bullying him with sudden commands and with interruptions that seemed to him unreasonable because I failed to show him the reasons for them.

There are endless occasions for you and your child to come to blows, and you will have lots of them if that

is the kind of relations you like to have with him. But you don't need to have it that way; for most of the issues can be avoided if you will take a little pains to avoid them.

A while ago I heard a father say to his son:

"You'll do it because I say so. That is reason enough."

No, sir! That is not reason enough. What you really mean is that he must do it because he is afraid not to; because you are big enough to make him do it or to beat him if he doesn't. The obedience you can that way does not amount to anything in terms of character; it is of a piece with the law-abiding of those who are afraid of jail. The dictator and those who through fear of him obey his arbitrary commands are no more admirable in a home than in public life. Prudence Bradish.

(Copyrighted 1920.)

Florida Peppers Will Be Washed.

Fort Myers, Fla., Sept. 27—The Fort Myers Trucking Association has installed machinery in its packing house here by which all peppers handled will be washed before grading and packing. The washing will eliminate sand and do away with the discoloration sometimes caused by spraying materials. Immersion in water will also freshen the peppers.

The coming vegetable season will open early in November and a big season is anticipated. Provisions have been made for the handling of another grade of peppers this coming season, making five grades in all. The new grade will be known as "Extra

Fancy." The purpose of the new grade is to give the growers of extra quality peppers a chance to reap a benefit in the way of better prices for such a product.

Stung.

"Here's that canary. I want my money back."

"Why, I let you have it for song!"

"Yes, but it won't sing the song I bought it for."



W. S. CANFIELD FLOUR CO.

Wholesale Distributors

Main Office 205 Godfrey Bldg.
GRAND RAPIDS, MICH.

WE OFFER FOR SALE United States and Foreign Government Bonds

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

Judson Grocer Co.
Grand Rapids **Michigan**

BUSINESS WANTS DEPARTMENT

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

DON'T SACRIFICE YOUR STOCK. LET US CONDUCT A SPECIAL SALE FOR YOU. YOU WILL HARDLY BELIEVE THE RESULTS. A WONDERFUL SURPRISE AWAITS YOU.

THREE STAR SALE SYSTEM
253 E. Main St., Jackson, Mich.

FOR SALE—Garage, machine and welding shop. Lots of business; reason for selling, health. J. W. Mulholland, Greenville, Mich. 75

If you want to sell or exchange your business or other property, no matter where located, write me. John J. Black, 130th St., Chippewa Falls, Wisconsin. 76

HOPS—Choice flavored, \$.30 to \$1.00 per pound. Any quantity. J. N. Burton, Madison, New York. 77

Mr. Grocer—Want to Retire? I have an eighty-acre farm, one of the most productive in the state, which I would like to trade for a clean stock of groceries at invoice prices. This farm is practically level, with no waste land, and corners on one of a chain of beautiful lakes, so there is fine fishing and good hunting right at your door. Buildings are nearly new and are sufficient for the farm. Two miles from one market town, three from another, with good roads. Hurry if you want to trade, while I have a notion. E. E. Gibson, Nashville, Mich. 78

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

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

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

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

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

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

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100 PER CENT PLUS SERVICE
ALL KINDS, SIZES, COLORS, AND
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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
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CANDY



The "DOUBLE A" Kind

Made by

People Who Know How

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

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

The Sign of  Good Candy

Made in Grand Rapids by

NATIONAL CANDY CO.
PUTNAM FACTORY
Grand Rapids, Michigan

Ask for a copy of our
latest price list.

We are agents for LOWNEY'S
in Western Michigan.

SATISFACTION!



Don't stand by and see your work ruined by faulty conditions, plan, and equipment of your store. Poor display, inaccessibility, unattractiveness, and unsanitary storage of stock, make your customers dissatisfied. A

Dayton Display Fixture

will add to the satisfaction of your customers by clearly showing what you have to sell—making selection easy and order filling rapid, avoiding embarrassing errors and delay.

There's a Dayton to meet the need of any store. Guaranteed to increase sales. Write today for illustrated catalog.



THE
DAYTON
DISPLAY
FIXTURE
COMPANY

Dayton,
Ohio

Act Promptly and Effectively on Fire Prevention.

There never was a time when the activities of Fire Prevention Day, October 9, were more necessary than this year. With our present commercial unrest, the fluctuation of prices and the fact that over twenty-five million of our people are at present without adequate homes, the subject of preserving what we have becomes paramount.

Sixty-five per cent. of all the fires in the United States take place in the homes and over 90 per cent. of these are due to carelessness. Eighty-five per cent. of all fires in every class of risk occur from the same cause.

The Tradesman owes its readers no apology for the large amount of space devoted to the subject in this week's paper. In addition to the matter published elsewhere in this edition, the Tradesman feels called upon to make the following suggestions pertinent to the occasion:

Plan to have a Fire Prevention Committee appointed to take charge of the work. This committee should include members from all civic, educational and industrial interests in each city. Do not fail to have the fire chief on the committee. Members of the National Safety Council are heartily co-operating and should be on the committee.

Secure the wholehearted support of all newspapers in the community. This avenue prepares the entire city or town for active work. Plan the work on a large scale. Make news—newspapers want live new material with real action.

Motion picture houses: Slides bearing fire prevention material should be used everywhere. Special fire prevention film reels are available on application to the Underwriters' Laboratories, East Ohio Street, Chicago.

Four-minute speakers: The co-operation of all theaters for a fire prevention four-minute speech is always a real asset. You reach the public with the message most effectively.

Window display: The use of large store windows to exhibit the ordinary serious hazards is strongly advocated.

Parades: Anything that is spectacular and well carried out is bound to arouse the public mind. Fire department apparatus well supplied with suitable educational placards, led by city officials and heads of all civic organizations, will attract special attention. Firemen who have been the means of saving lives or otherwise worthy of special honor are sometimes requested to ride in special conveyances. This item makes a good news story. Boy and Girl Scouts and school children with brooms or banners help.

Placards: These should be placed in every store window, on wagons and delivery automobiles. A small special sticker for the windshield of all motor machines is of good effect.

Pulpit announcement: Co-operation of the ministry should be secured, so that announcements will be made of the work of the week, and sermons preached on the importance of conservation.

Self-inspection: Arrangement should be made for the self-inspection of every home and also every manufac-

turing plant. The results of inspection to be made by each on blanks prepared.

Schools: All schools observe the week preceding Fire Prevention Day by appropriate lessons, talks by uniformed firemen, public safety directors, city or state officials. A careful inspection of each school by an expert is desirable and a special fire drill called.

Public meetings: The work of the entire week should culminate and centralize in a large public meeting. The most influential men should be secured as leaders and speakers. A water expert should talk on the status of water protection. A special hazard expert on the special hazards of the city. The particular cause of fires in the home, mercantile or industrial plant should be strongly emphasized. The life hazard and loss is most startling—over 15,000 people were burned to death and over 17,000 injured in 1919. This makes a telling subject for someone qualified to handle it. The general results of the week's work, and co-operation secured should be treated by another, ending with a special appeal to make the movement continuous every day of the year.

Recollections Of An Old Time Campaign.

Grandville, Sept. 28—The glory of campaigning for our ideals seems to have passed. One scarcely knows the names of the candidates up for public office any more.

In yesteryear it was considered the thing for the men up for office to get out and hustle. To-day everything in the line of campaigning is done through the newspapers and magazines. The staid citizen is not disturbed of his rest with blare of drums, torchlight parades and flamboyant oratory.

Now that the gentler sex have the ballot, no doubt we shall have less of the strenuous and more of the home knitting sort of carryings on.

Nevertheless it does warm one's blood to get out and work and shout and wave the flag—or buggy spokes and banners—as we did in the Belknap-Ford campaign of '88. That was some campaign. Marching clubs, with bands, went about from village and country four corners, making known their candidate with lusty shouts, bugle blasts and fierce arguments.

In one Kent village three parties met in a head on clash one autumnal afternoon and evening. That was the time of the flood tide of prohibition party propaganda, and those fellows did make some noise, and caused more than one old party candidate sleepless nights and no end of worry.

Although the "prohis" failed to elect any of their own immediate champions they managed to draw off votes from one of the old party candidates, turning the tide against him. That wasn't pleasant and many heated arguments were brought to the fore because of this.

Republicans, Democrats and Prohis rallied on the same date and made Rome howl for one afternoon and evening in this Kent village. Captain Belknap addressed two meetings of Republicans, one at the town hall and the other in the village opera house. The streets were jammed with thousands, day and evening.

The spoke-carriers marched and countermarched, sometimes colliding with the adherents of prohibition, and the most enthusiastic demonstration of the campaign was pulled off. At the opera house an anvil was brought into requisition and the notes of honest labor resounded in unison with other music. The Captain was at his best that night. The supporters of Ford were less in evidence, the prohis

taking second place in the shouting sweating, enthusiastic demonstrations. "Belknap, Belknap, Charles E. Belknap!" was the slogan of the Republicans that year, and it seemed to take with the populace since he was triumphantly elected in November.

Our village formed a political club that was in evidence in almost every meeting held in the county.

Melbourne H. Ford was running for Congress on the Democratic ticket. He was young, enthusiastic and a hustler to be reckoned with. He addressed multitudes on the fair ground and visited every village in the district making a campaign worthy of the name.

The village which pulled off the triple stunt in the fall sent a big delegation to the city on the night of election, anxious to receive the returns. That was a night long to be remembered by those who were fortunate enough to be on hand at the time.

"The wagon-maker of the West Side," as Captain Belknap was affectionately dubbed by his friends, won out, although early in the evening the returns seemed to indicate a victory for Ford. In fact, some of the latter's partisans started a celebration in his behalf, thinking he had won the victory.

One staid young country boy came with the village crowd, full of enthusiasm for Belknap. When the early returns came in and the opposition began their celebrating, Country Joe was about done up. "I'm going home," he declared lugubriously. He did not go, however, being persuaded to tarry for further returns.

Some time later, when a tremendous crowd surged down Monroe street, pushing a lumber wagon before it and the welkin was made to ring for "Belknap, Charles E. Belknap," Country Joe was there, pushing at the tailboard of that wagon, shouting and waving a buggy spoke from which fluttered a small American flag.

The big demonstration was at Lockerby hall, which was jammed to capacity with a cheering, happy crowd.

A Belknap lumber wagon was trundled into the hall and lifted upon the stage. Into this wagon the candidate for Congress was placed, and a speech demanded. It was a warm time sure enough.

The celebration of that victory was no one day and night affair. It extended through the next day, ending up with a magnificent reception at the home of the successful candidate.

That was the election in which, after the victory of the Republicans became assured, some of Ford's followers intimated that "Blodgett's boodle did it." Of course, the defeated party always gives some reason for the outcome. It will be so this fall; it was so about Maine.

The old fashioned methods of campaigning were calculated to bring out the vote, which is altogether necessary to record the real choice of a free people.

Old Timer.

First Shipment of California Raisins.

The first shipment of raisins from the California Associated Raisin Company plant in the San Joaquin Valley will be made Oct. 10, according to the president of the raisin company, who says that the quality of the first raisins being delivered now at the plants is better than the usual first deliveries. Deliveries will be in full swing by the end of the month. The first deliveries for the season began coming into the company plants several days ago. Everything is in readiness for the rush of deliveries a little later. Many growers are drying their grapes on account of the refrigerator car shortage.

The Absolution of a "Good Trust."

It is evident from recent developments in the Raisin Trust case that the big California monopoly means to defy the Government in the essential points at issue in the proceedings against it. Under a great smoke screen of popular approval—quite natural among farmers who are getting the highest price on record for their grapes—it proposes to pose as a "good trust," which should not be ruthlessly put out of business lest the California agriculturalists lose some of their present prosperity. And on this ground it is said there is some prospect of the proceedings being discontinued.

Among men familiar with the whole issue this is regarded as a prodigious mistake. If a monopoly on a food product or other essential is wrong by reason of its affront to fair and open trading its benefits to favorites on the inside should not justify it any more than the highway robber should be absolved because he pleads that he "needs the money" to buy shoes for his kiddies.

The California trust—trusts in fact, for there are numerous imitators of the rasin buccaneers—may have brought prosperity to the farmer, but its record is particularly illuminating in blazing the path of the growing h. c. l. To quote from a letter of Harry E. Sloan, of the Kansas-Missouri association:

In the span of life it is not a long cry to 1895—only twenty-five years ago—and yet they were still or rather they were then also talking 'climate.' I was selling in 1895 fancy apricots at 9½¢ per pound—to-day we must get 36¢ per pound. I was selling fancy dried peaches at 9¢ per pound. To-day we must get 26¢. I was then selling 40-50 prunes at 6¼¢, to-day 27½¢. I was selling 4 crown L. M. raisins at 6¼¢, and to-day you must get 25¢. I was selling Los Neitos No. 1 H. S. walnuts at 9½¢, and you must get to-day 37¢. Almonds sold at 9½¢ and to-day at 37¢. We used to get a lot of imported nuts and raisins, nectaries, currants, prunellas, etc., which we don't get now.

We were taught to protect home industry and build up California as the greatest fruit-producing country in the world. We built California up to the highest priced producing country since Christ's time. We shut out all importations and raised our markets in twenty-five years to such a point that the common people take off their hats, remove their shoes and bow down in homage to a common prune when they chance to meet it.

We love our sister States, but we love our own housewives better. Somebody will start a fire under the California perch and there will be a great shifting of feet. The most vulnerable point is that of contracts, terms and deliveries.

The growth of an octopus might be tolerated if the process applied only to raisins, but California, inspired by the example in raisins, is out to repeat the benign process in innumerable other lines. There is the prune and apricot trust, the walnut trust, the almond trust, the citrus organizations and now State officials are working hard to form a vegetable trust and even 6,000 owners of hogs—the owners not the hogs—are planning to pool their output and operate consolidated slaughter houses.

A wise merchant clips and files systematically the good ideas and suggestions he finds in his trade paper.

DIAMOND CRYSTAL

*The Salt
that's all salt.*

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

Food Prices Soaring Skyward

In a period of under-production there is little prospect of food prices coming down. The high cost of wheat, of labor and of other materials necessitated a slight advance in the price of

Shredded Wheat Biscuit

The advance is so slight, however, that your customers will make no complaint when they fully understand the food value of this whole wheat product. Considering its high nutritive value it is without-doubt the cheapest food in the world. It is 100 per cent. whole wheat, ready-cooked and ready-to-eat.

MADE ONLY BY

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



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Do You Use Printing?
Then you know its cost

We are not kidding ourselves with the idea that prices will never come down.

We expect to keep right on doing business when prices are lower.

We are not attempting to get all we can while the "gett'in'" is good, but are willing to split with our customers and keep them customers.

We want your Good Will—it's worth more than your money.

We install labor saving equipment for the benefit of our customers.

We specialize and classify our printing, giving the small customer the advantage of the big order.

SEND US ANY FORM you are using in quantities and we will quote you a net price on same.

Classified Printing FOR

**MERCHANTS
MANUFACTURERS
COMMISSION MEN
GRAIN DEALERS
CREAMERIES
PHYSICIANS**

Bonds
Stock Certificates
Seals
Corporation Records
Stock Records
Poison Records
Manifold Books
Account Files

Coupon Books for
Merchandise
Gasoline
Milk and Ice
Parcel Post Labels
Poison Labels
for Alcohol
Guarantee Certificates

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Are You Getting Your Share of the Toothpick Business?



THE EMCO pick comes in a wrapped and sealed package, count and quality guaranteed.

The wrapper not only makes it a sanitary package, but catches the eye of the store shopper.

All these modern helpful features are exclusive with EMCO toothpicks.

Get them from all good jobbers

The Escanaba Mfg. Co.
ESCANABA, MICHIGAN

*Makers of EMCO Matches, EMCO Plates, EMCO Standard Dishes in Cartons,
EMCO Clothes Pins*