

AT SIXTY-TWO

Just sixty-two? Then trim thy light
And get thy jewels all reset;
'Tis past meridian, but still bright,
And lacks some hours of sunset yet.

At sixty-two
Be strong and true,
Scour off thy rust and shine anew.
'Tis yet high day, thy staff resume,
And fight fresh battles for the truth;
For what is age but youth's full bloom,
A riper, more transcendent youth.
A wedge of gold
Is never old;
Streams broader grow as downward rolled.

At sixty-two life is begun,
At seventy-three begin once more;
Fly swiftly as you near the gun,
And brighter shine at eighty-one.
At ninety-five
Should you arrive,
Still wait on God, and work, and thrive.

Keep thy locks wet with morning dew,
And freely let thy graces flow;
For life well spent is ever new,
And years anointed younger grow.
So work away,
Be young for aye,
From sunset breaking unto day.

Vivian T. Fairbarn.

THE A-1 HEALTH BUILDER

"Keep fit" is the health slogan of the present age. The food that is doing more than any other to keep people fit—because it is the richest in the life-giving vitamine—is

Fleischmann's Yeast

Let your customers know that you are ready to supply them with this health food. They will soon come to depend on you for everything in the grocery line.

Have your customers place a standing order.

When You Need Sugar

call or write us for prices. We are in direct connection with the largest refiners in the country and can quote the

LOWEST MARKET PRICES

On Fine Eastern Cane or Beet

in car or less-than-car lots.

We are making special prices on canned fruits, candies, cigars, coffee and canned meats.

PHONES

Bell Main 5041

Citizens 65448

LEWELLYN and COMPANY
WHOLESALE GROCERS
GRAND RAPIDS MICHIGAN

Don't Be Without It



The progressive merchant keeps the best of everything for his particular trade. His stock isn't complete without

Franklin Golden Syrup

Absolutely pure, clear, sparkling, delicious.

Made by the manufacturers of
Franklin Package Sugars

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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

DO IT NOW!

Right now at the advent of the good roads season is the time to insure your AUTOMOBILE against fire, theft, liability and collision.

Good roads again, warm spring days and you take to the road with your automobile or truck. Every mile you drive has its dangers, every person or vehicle you pass is a possible accident, every hour your machine stands unattended, or supposedly safe in your barn is a temptation to some thief.

The most important thing you do to put the car in shape for the season is to get it insured—don't drive your own car or let any car you own be driven a mile that it is not insured.

This Year More Than Ever You Need Auto Insurance

Two reasons should prompt every good business farmer to insist on having his car protected by insurance this, of all years—

Compare These Figures

With any other Mutual Automobile Insurance Company Operating in Michigan.

CLAIMS PAID

Since Organization	5,529
Amounting to	\$705,119.83
Since Jan. 1, 1921	531
Amounting to	61,842.41

TOTAL RESOURCES

April 1, 1921	\$123,094.42
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POLICIES IN FORCE

April 1, 1921	49,500
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Remember the company you insure with is only as strong as its assets and the number of policies it has in force.

DON'T TAKE CHANCES ON INSURANCE!

insured in this company, and not recovered, we pay you its value at the time stolen.

First—Because it would be a double loss to you, under present conditions to suffer a loss through an accident in which your liability for personal damages might, as many Michigan cases last year proved, cost you several thousand dollars. In case of a personal injury accident, if you are insured in this company, we take care of the court case, employ our own lawyers to defend your case, and pay all damages up to \$5,000.

Second—Loss by theft of motor vehicles is no longer confined to larger cities. Cars have been taken from the farmers' barns and garages during the past six months. There is an organized auto-stealing clique who are preying on the owners of this state. Michigan, because of its proximity to the manufacturing cities has more than its share of this kind of malicious practice. In case of theft of your motor vehicle, if it is insured in this company, and not recovered, we pay you its value at the time stolen.

And Yet the Cost of This Protection to You Is Very Small in the Mutual Company

So small, indeed, that no farmer in Michigan, living out of Detroit where we do not insure cars, can afford to be without it and more than 49,500 cars are already insured in this strong, pioneer company, now the largest of its kind in the world.

DO IT NOW, BEFORE IT IS TOO LATE! After the fire, theft or accident is no time to wish you had had insurance. **RIGHT NOW** is the time to get it and in every part of Michigan this company has a man, who will not only write up your policy, but be your first friend in time of automobile trouble.

If you will write the home office at Howell, just a postal card today and tell us the name and model of your motor vehicle, passenger car or truck we will have our nearest agent call on you, explain the insurance and write up an application for you if you want it, otherwise you assume absolutely no obligation in telling us what car you own.

Right now, while it is on your mind, write

Wm. E. Robb, Secretary
Citizens' Mutual Automobile Insurance Co.
HOME OFFICES: HOWELL, MICH.

MICHIGAN TRADESMAN

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MAY 11, 1921

Number 1964

MICHIGAN TRADESMAN

(Unlike any other paper.)
Frank, Free and Fearless for the Good
That We Can Do.
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by

TRADESMAN COMPANY.

Grand Rapids.

E. A. STOWE, Editor.

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THE TREND OF TRADE.

Labor conditions are looming up more and more as a factor of potency in general business. The estimates published in the Tradesman last week, showing a great amount of unemployment in different sections of the country, are not calculated to inspire confidence in the minds of merchants. But these really show conditions at their worst and do not take into account a number of things which are working for betterment. The figures were collated at a period of the year when employment is at its ebb and at a time, furthermore, when labor union strikes and lockouts in various trades were at their peak. At a time when the statistics were published, matters were already on the mend, and the past week has witnessed further progress in this direction. Not the least encouraging thing is the fact that May day was marked by so few labor disturbances, despite the reductions in wages that were put into effect. Another favorable indication is the redistribution of labor. There is more of it available now for employment on farms where it is needed, many persons having left factory towns, where work was not plentiful and opportunity was meager. But the unsettlement which this state of things indicates, while full of hope for the future, is a little disturbing to present business. Unseasonably cool weather has also had the tendency to retard spring purchases at retail, and this, in turn, has tended to confirm buyers in their policy of buying sparingly for immediate needs. What they have been buying, moreover, has been for quick delivery, indicating that stocks have been allowed to run low and need replenishment.

Sales at retail throughout the country have shown decided variances, not only according to the respective localities, but even in the same cities or towns. There are a variety of causes to account for this state of affairs. Sometimes it is because of a lack of employment in industrial districts that has been prolonged. At other times

it results from the failure of farmers to realize on their crops. These are causes which act generally. In specific instances in the same place, one concern reports doing a good business, while competing establishments complain of lack of it. Here, too, there are reasons for the diversity. Some merchants have not yet reconciled themselves to the changed conditions and are reluctant to do business on the small margin of profit that the times call for. Others, again, seem to have lost their old-time skill in attracting trade. For several years they had it too easy. Goods not only sold themselves, but the eagerness of buyers made it difficult to supply the demand. Just now, demand needs stimulation which requires all the arts that were formerly deemed necessary as a part of a merchant's equipment. This has not been realized to the extent it should be, and the failure to do so doubtless accounts for at least a part of the lack of business by some concerns. There are signs, however, of an awakening in this respect, and it is this which accounts in great measure for the greater feeling of confidence in mercantile circles than there was when the year began. There are not wanting other causes as well. One of them is the fact that, in one way or another, stocks bought at the high peak of prices have been liquidated in great measure and that outstanding credits have thus been reduced. This has removed the pressure on the part of the banks adopted as a precautionary measure against falling prices.

COTTON AND COTTON GOODS.

While the trading in cotton during the past week brought with it no material price changes, it did indicate, on the whole, an improved condition. The British coal strike, which has crippled the Lancashire cotton mills is still the great disturbing element. Foreign markets are urgently needed to reduce the large accumulations of cotton in this country and, even if they should take liberal quantities from now on, there will still be a large carryover at the end of the cotton year, which is less than three months off. What seem like effective efforts to increase exports are now in progress. Attention is also being more directed toward the new crop. This is behind because of the cold and rainy weather in the growing districts. Estimates have been published of a reduction of from 28 to 30 per cent. in the acreage planted, but these must as yet be taken with some allowance. A month hence something more definite will be shown.

In the goods' market a firming up of prices is apparent, although the transactions are not in large volume. This has been especially true as regards the printcloths, where any not-

able increase in demand is likely to be followed by price advances. Mills are chary of commitments for any future deliveries, their managers apparently believing that whatever changes the later portion of the year will disclose will be upward rather than downward. The pricing of Fruit of the Loom muslin was one of the week's features. While the reduction was less than some had expected it has proved effective in providing all the orders desired. The situation in knit goods has not altered materially. Belated demands for spring underwear are still coming in while those for fall are rather sparing. Rather more stability is shown in hosiery.

WOOLS AND WOOLENS.

Perhaps the most noteworthy feature in the wool situation during the past week was the rise in prices at the London auctions. What demand there was came mostly from continental buyers, very little bidding being by Americans. A possible explanation of the hardening of prices is in the fact that the offerings were rather limited in amount. There is nothing in the general situation to provide a reason for an advance in prices. The stocks of wool available remain exceedingly large and the flocks of sheep all over the world are keeping on growing more, regardless of the law of supply and demand. It is only by the measures adopted to prevent quick marketing that a complete and disastrous slump in prices has been averted, and it still remains a question how long such measures can be kept effective. In Australia an effort is being made to restrict wool exports for six months, unless shippers agree not to sell below a fixed minimum price. It is among the possibilities that the imposition of a tariff on the imports of wool to this country may lead to the reduction of prices abroad, so as to overcome the handicap of the duties.

A seasonable dullness prevails in the market for woollen fabrics. The mills are gradually increasing their output to take care of the orders placed. There persists the notion that some of these orders may prove to be excessive, although the mills have taken precautions against cancellations. The clothing manufacturers, who are beginning to see their way clear on the labor situation, are opening their fall selling campaigns, and will soon hear from their salesmen as to the prospects. In women's wear, the manufacturers are on the eve of effecting a settlement with their workers. Meanwhile, dress goods are selling quite well.

THE RETAILER'S HANDICAPS.

Considerable commotion was caused a short time ago by the report of the Federal Trade Commission, which called attention to the alleged resistance of retailers to give to their cus-

tomers the benefit of the reductions in price made in the cost of the raw materials and by manufacturers of finished products. Disclaimers were promptly forthcoming from representatives in several lines. Now the Federal Reserve Board has put in a report to the one made by the Trade Commission, but going more into details. Most of the data given, however, seem to apply rather to the wholesale than the retail trade. It is hard to reconcile the prices asked for cotton and woollen fabrics, boots and shoes and certain metal articles with the cost of the raw materials entering into their composition, even when the enhanced labor expense is taken into account. On the other hand, not enough consideration seems to have been given to the increased overhead charges of the retailers. Selling expenses of manufacturers and wholesalers are trivial as compared with those which retail merchants have to face. Disposing of a case of dry goods to a customer is a simple process. It is very different when it comes to selling small units out of that case to a hundred customers, each of whom has to be dealt with separately and each of whom has to have a separate delivery and, in many cases, special and expensive attention in order to secure the payment of the accounts. This is frequently not taken into account between wholesale market prices and those at the retail counter. Herbert Hoover, Secretary of Commerce, announced the other day that he had given up further investigation of the retail price situation. There was so much variance in these prices that the best thing for the public to do was "to go shopping around and compare prices." It is notable that what has been happening in this country finds a parallel abroad. British Ministry of Labor figures show that between September, 1920, and the end of January last there were big declines in wholesale prices, but that there was an actual increase in retail prices in the United Kingdom, France, Norway and Italy.

COMMUNITY PROBLEMS.

Community work is comparatively new. There was a time when the prosperity of a city was measured by the extent of its business. People would rejoice over the getting of a factory and give little or no thought to the need of a public playground. Gradually there came the idea of making a community a better place in which to live, work, and play. Industries were attracted to such places by their reputations. In the larger cities the community work is largely taken over by the park boards or similar agencies, but there is room for the volunteer, and especially in the smaller cities, where the municipal government has not facilities or money for community betterment.

The Work of Restoring the World's Commerce.

The Restoration of the World's commerce is to be the dominating subject of the meeting of the International Chamber of Commerce, to be held in London, beginning June 27, 1921. The related questions:

"What are the most serious obstacles to the restoration of commerce?"

"What are the most important immediate steps to be taken?" are naturally those which will be discussed.

The subject, and the fundamental questions involved in it, are the most important before the world to-day. They go to the bottom of the whole problem of bringing back better business as well as happier conditions of living and opportunity for future progress and development.

More clearly than ever before, it has come home to the people everywhere that the efficient and steady expansion of the world's commerce is the greatest influence in all progress, and measures the degree of contentment and happiness which men may enjoy.

This meeting of the bankers and business men of the leading countries of the world, therefore, to take up seriously the question of what they may do to hurry the process of reconstruction, after two and one-half years of experience following the armistice, is of very great importance. It is upon the shoulders of these men that the task falls of restoring to full operation, with as little delay as possible, the world's facilities for doing business which were so sadly disrupted by the war.

The statesmen of the nations may devote themselves to the adjustment of political problems on economic development, but, after all, it is to the business and financial leaders that the world must look actually to put its practical everyday affairs in working order again.

Wise statesmen to-day not only welcome but seek the counsel and advice of the industrial, commercial, and financial forces, and those forces can hardly expect that progress in restoration will be as rapid as it should be, unless they are prepared to offer their co-operation.

Such co-operation can hardly be effective or useful unless it is organized, and the suggestions offered by the commercial interests are the result of careful study and a full exchange of views on the part of experienced men of the different countries.

Aside from suggestion to, and co-operation with, the governments it is clear that there is much that the business men and bankers of the leading countries may do on their own account to remove obstacles to the free flow of commerce, without waiting for the negotiations of statesmen, or the legislation of parliaments and congresses.

Certainly, if the world's business leaders have nothing to contribute toward the solution of present problems—if, beset as they are on every side with discouraging and disheartening conditions, they are unable to contribute by their thought and efforts toward the application of remedies, the outlook for better conditions during

the next ten years is not particularly happy.

In the past, the commercial and financial organizations of the various countries have given aid of immeasurable value in dealing with disturbed conditions, and there can be no doubt of their ability to render similar service now.

The meeting at London, therefore, should be an occasion for agreement among the representatives of world business on practical steps which may be taken to improve present commercial conditions.

The meeting in Paris, in June of last year, when the foundation of the International Chamber was laid, was largely for purposes of organization. That it resulted in an agreement for the creation of a permanent organization, which was unanimously approved by all the countries participating, was of itself a notable thing. The London meeting will be the first general assemblage devoted entirely to the task of securing agreement on policies which world business as a whole is prepared to support and work for.

The meeting will be attended by the leaders of business and finance of most of the important European countries, and it is likewise expected that South America and the Orient will be well represented. The delegation from the United States will apparently exceed one hundred in number.

Aside from the general meetings, which will be participated in by all the delegates, and which will be devoted to general surveys of the problems affecting finance, production, transportation, distribution, and restoration of the devastated regions of Europe, there will be separate group meetings in the interim between general sessions, and special problems in each field will be taken up in detail.

In the group meeting devoted to the topic: "Restoration of the World's Finance," for example, such subjects as exchange, credits, National budgets, duplicate taxation, rights of banks in foreign countries, and similar fundamental questions will be given special consideration.

The problems which are peculiar to the field of land and ocean transportation and communication by cable and wireless will be dealt with in a group session on Transportation and Communication. The many common questions affecting production will be taken up in a group meeting on that topic.

The same course will be followed with reference to distribution, as well as the special problems which are involved in the rebuilding of the devastated regions.

It is possible that other special questions will be placed on the program, but the intention of the Directors is to concentrate attention upon a limited number of problems of outstanding importance on which real action may be had.

With the creation of a permanent headquarters for the International Chamber of Commerce, the organization of a staff of experts in connection therewith, as well as the co-operation of commissioners, representing each of the countries permanently attached to the headquarters, the business and financial interests of the

world now command for the first time a piece of machinery capable of rendering practical assistance such as has never before existed. With this organization at work for months in advance of the London sessions there is every reason to believe that significant steps may be taken toward the promotion of better world commercial conditions, and the establishment of some order in the place of the chaos which now exists.

Certainly no country in the world can have a greater stake in the International Chamber of Commerce than the United States. Every intelligent business man in the country now understands, if he failed to understand before, that, with its present enormous capacity for production, the United States cannot hope for stability of business conditions, and a real foundation for domestic prosperity, unless we are able to dispose regularly of our surplus products.

We are unable to do that to-day, and our stocks of foodstuffs and raw materials have accumulated to the point where it becomes necessary to limit production, while our factories by the thousand are wholly idle or working on only part time because our former customers, and the new buyers developed during the past four years, are unable to purchase.

We have been forced into world-wide commercial and financial activity in fields where our understanding is limited. The confidence with which many of our business men undertook business abroad a few years ago has been shaken severely by the experiences of the last eighteen months, and we now see that there is much for us to learn in connection with world problems.

We must make up our minds that we will learn, that we are ready to take steps to insure our prosperity at home and that in fair competition with other countries of the world we are not afraid to take our part in expansion abroad. If we are to do these things however, it is obvious that there is no feature of the understanding to which we may address ourselves with greater advantage than that of co-operation with the bankers and business men of other countries in straightening out the endless tangles which exist as a result of the war, and establishing that confidence which is absolutely essential to the movement of trade.

John H. Fahey.

We have often wondered what the feeling of a man must be who runs his partial-payment automobile into a telephone post the day after he makes his first installment.

Advertising will get people to do almost anything—judging by the "during and after" odor of some of these new cigarets on the market.

Will Open the Inland Route Again.

Petoskey, May 10—On Saturday, April 30, Petoskey enjoyed one of the greatest trading events in the city's history. This was a dollar Day, with a gift automobile supplementing extraordinary merchandise bargains.

Said a business man after this big sale: "If other communities would as persistently and consistently keep hammering on sales features, jobbers and manufacturers would soon feel the necessity of speeding up to replenish stocks."

May 1, the opening of the trout fishing season, brought to Petoskey an unusually large number of sportsmen armed for the fishing fray. These, joined by local fishermen, pretty well covered the streams of Emmet county and reports indicate that the "limit" was readily reached by the great majority.

Not since prior to the war has the celebrated inland water route from Oden to Topinabee been operated, much to the disappointment of visitors. It is altogether probable that the coming season will find one or more boats plying this picturesque route, which for many years proved one of the greatest attractions of this region.

The Petoskey Chamber of Commerce has ready for the press a handsome booklet briefly descriptive of Petoskey and vicinity. This booklet which will contain a fishing map showing every stream and lake hereabout will be forwarded to any person who writes for a copy. J. Frank Quinn.

Over-Production

OVER-PRODUCTION does not necessarily mean that there are more goods than people need. It may mean that there are more goods than people can buy. Reduce the margin of profit and you increase the buying power of the consumer.

Such reduction cannot be made unless the data of costs, expenses, sales, margins of profit, etc., are carefully gathered, accurately analyzed and clearly presented.

That work lies within the scope of Certified Public Accountants.

SEIDMAN & SEIDMAN

Certified Public Accountants

41 PARK ROW
New York

Chicago Washington Grand Rapids
Rockford Newark Jamestown

DAMON & COMPANY

Western Michigan Representatives

DETROIT MORTGAGE CORPORATION

319 POWERS BUILDING

GRAND RAPIDS, MICHIGAN

The Road of Success

The primary end of all business is to win a livelihood; to make money by rendering service to the public.

But merchants have different ways of going about it.

There is the type that thinks the Road to Success lies in handling merchandise that shows the largest profit. The maximum profit per sale is exacted. The methods employed are those of the "get-rich-quick" variety.

Other merchants content themselves with conservative margins, reasoning that what counts is the net profit—the showing on the ledger at the year's close. **Good goods, good values** and good treatment, according to their logic and experience, win customers and build trade.

Rightly planned, a store's reputation may have definite, tangible value.

The good will of a successful business may be translated in terms of dollars and cents.

It is an asset that any prospective buyer can be made to pay for in cash.

According to your convictions you will align yourself with one or the other of these types of merchant and continue to conduct your business in the manner that seems best to serve your interests. But if you are in business for more than a month or a year—if you are building the best you know how for the future—you will not neglect to handle merchandise that represents real value to your customers.

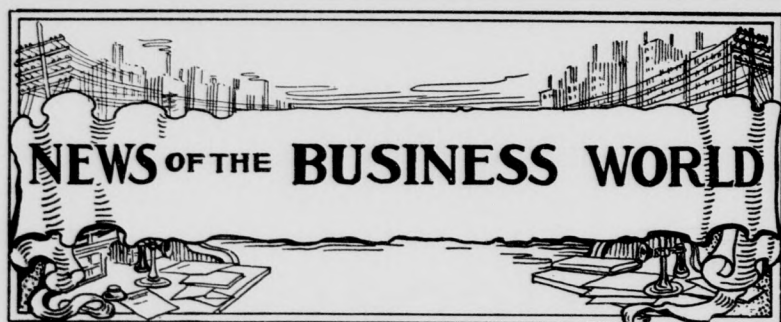
Good merchandise shows you a handsome profit because it increases your volume—makes a rapid turnover—and avoids losses on unsaleable goods.

We sell good goods, including our **QUAKER** and **NEDROW** brands.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Williamston—R. P. Harvey succeeds W. E. Glaser in the grocery business.

Owosso—Dignan & McIntyre have engaged in the hardware business at 113 East Main street.

Charlotte—Mrs. Ida Fisher has closed out her millinery stock and will retire from trade.

Three Oaks—The Warren Featherbone Co. has sold its lumber yard to the Three Oaks Lumber & Coal Co.

Charlotte—Waddell & Boyer will again engage in the meat business, opening their market about May 28.

Merrill—Arthur Gladwin, Claude Herron and Fred Lauer have opened a garage and automobile supplies store.

Jackson—Arthur G. Plankel has engaged in business at 507 Carter Building, under the style of the Auto Parts Co.

Edmore—E. R. Crook, who conducted a general store at Middleton, has removed his stock here and will continue the business.

Elsie—Earl E. Jones has bought the Curtis elevator, which will be operated under the name of the Curtis Elevator & Supply Co.

Jackson—Henry W. Clauss has engaged in business at 909 West Washington avenue under the style of the Jackson Cabinet Works.

St. Johns—E. B. Parr, proprietor of the Square Deal Grocery, is installing a modern front with plate glass windows in his store.

Jackson—Thieves entered the dry goods store of Paul Czulowski at 735 Page avenue, May 9, and carried away stock to the amount of about \$1,000.

Merrill—John McInnis has sold a half interest in his confectionery stock to his brother, Roland and the business will be continued under the style of McInnis Bros.

Grand Rapids—William K. Broersma, grocer at 503 Division avenue, South, has sold his stock and store fixtures to Hoogesteger Bros., who will continue the business.

Grand Rapids—Ketcham Bros. have sold their stock of confectionery and groceries to Myron L. Fay, who will continue the business at the same location, 1204 Division avenue, South.

Mt. Pleasant—P. C. Taylor, who has conducted a drug store here for the past thirty-three years, has sold his stock and store fixtures to Maynard E. Butts, formerly engaged in the same line of business at Elk Rapids.

St. Joseph—The Farmers and Merchants Bank of Benton Harbor has been appointed receiver for the Mullen Brothers Paper Co., of St. Joseph,

by Judge White in Circuit Court. The appointment was made upon petition of James A. Mullen, May D. Mullen and John Robinson, stockholders in the concern. In their petition, these plaintiffs charge W. T. Mullen, manager, with operating the business in an autocratic manner without consulting the directors of the concern, with a resultant substantial loss to the company. The industry is solvent, according to the financial report of Dec. 31, 1920, which placed the assets at \$297,000 and the liabilities at \$207,000. The plant will continue to operate.

Bad Axe—The Huron Truck Co., organized less than a year ago, has fitted up the old cultivator plant and is a promising industry. The company was incorporated with an authorized capital of \$300,000, more than half of which was sold in the form of common stock. Fred W. Kinde is President.

THE CLOSED SHOP.

Cogent Reasons Why It Must Be Suppressed.

El Cajon, Calif., May 5—I thank you for the liberal supply of Tradesman's containing my reply to Rev. Richardson. I have mailed most of these to California parties.

By the way, our reverend friend has called and spent an afternoon with me. He is not a bad sort, at all. And as I suspected, he was "pulling the other fellow's chestnuts out of the fire." I don't know why these real estate chaps are so sensitive over any mention of their methods, unless it is because the shoe fits too tightly. I am sure a lot of them are "on the square" and they all know the system now being worked is leaky as a sieve. They must surely know this pyramiding of prices by the addition of profits to seller, and commissions to real estate brokers, cannot continue, with conditions on the toboggan slide. To continue to use war revenues and inflated prices as a fundamental basis for estimating the real value and expecting to "stick" future home makers with land that will break them is little short of a crime and certainly is not conducive to stability.

Before I came out here, I thought the grower was getting too much for his products and that his was a greater share of the ultimate price the consumer was paying than he was justly entitled to. Perhaps I may have been right at that time. But it is now plain to me that all real producers are obliged to support too many middle men, too many of whom are "dead wood." Conditions seem to me to be all wrong and sometimes I think this unionism principal has a lot to do with it. I can't see where the individual worker can be benefited in the long run by a short day—a short half day—of eight or less hours, especially under conditions that any one can see are far from being scientific economies. When a boss is paid to superintend two eight hour workers, it is plain that someone is paying for 50 per cent. more than is being produced.

A fellow once said to me, "I never do anything I can hire done." At that

time he was worth a half million. I often pondered over that expression and wondered if he was right. In ten years he was broke. He had hired and fired until he could no longer hire. His fortune had gone to those who could or did not do work as well as he himself could have done it, and he lost the cumulative value of well done work. Had he trained young cheap men to do work as well as he did it, he would have gone up instead of down, besides making a lot of useful men, whose loyalty would have been mutually beneficial.

On the other hand, I knew another man who started on a salary barely large enough to live on. After a few years his services were in demand at top prices. He never hired anything done he could do better himself, but he was always spending extra hours teaching and training young fellows to do work as he did it. The result was he had a lot of highly efficient workers who became well paid workers before they were many years at work, and a large percentage of these workers qualified for positions that were profitable, as employees or proprietors. In the meantime my friend was holding down a hundred thousand dollar job, with a large holding of stock in a close corporation. Were his methods better than the man who "hired and fired?" Let me say right here that union principles, as I have understood them, were no part of my friend's scheme. The days were never long enough for him or any of his co-workers. Their work was their pleasure and recreation. Their success in life was not measured by the dollar mark, yet few are not enjoying all and more than is needed.

If the principle involved in labor unionism, especially that which the Adamson law has fostered, is continued, how long can the man who is supposed to be most benefited hold down his job? How long will he continue a beneficiary of the public? And when the reaction takes place, as it surely will, where will he get off at? A way station or a junction point, I'll wager. I'm not unmindful of what was done to labor in the days of the emigrant, with no money and no knowledge of our ways. We know he was exploited to the limit, yet many of them thrived in this free country, and I'll venture all were better off than ever before. Those days are gone—forever, we hope. We have learned that it pays better to employ more humane methods in the handling of the men who prefer to continue to spend according to their daily income.

There was a time when I thought the organization of labor was the right thing until I discovered that holding back and hampering the worker who was in the high class, to enable the slacker to reap an equal amount for his inefficient methods, would never make a progressive world. In time we would be going backwards. Most of our people prefer to avoid the responsibilities connected with providing funds for the semi-monthly payroll. Their concern is with the possibilities of holding down a steady job. These men will invariably do better if they are independent of the walking delegate. They would be far better off if they would paddle their own canoe, forget the clock and take pleasure in doing work that would give them a reputation. Organization for the right purposes and with a view to raising their efficiency would secure higher compensation as quickly as a strike and at no loss to either side. Employers know too well the value of concentrated co-operation to ignore it. No one better knows the truth of Elbert Hubbard's saying, "Co-operation is a manifestation of the highest order of intelligence," than an employer. The same time, money, energy and half the sacrifice expended in a strike would, if directed toward increasing efficiency and cultivating a feeling of co-operation, increase compensation beyond belief.

I have believed for a long, long time that sooner or later the mass of intelligent workers would come to the conclusion that a better way to improve their condition could be devised than that of closed shop and the most uncivilized, impractical, unprofitable device now practiced—that of locking themselves out of congenial and steady employment—in an effort to better their conditions. The whole system is not in harmony with the times. The worker needs only to get over on the other side of the commercial fence (if he can, and if not kept busy holding his job) and take a good square look at the field from his employer's point of view. He will surely go back to work, or start for himself. There is no "closed doors" against him. He is free to do as his employer once did.

With very few exceptions employers are always open to reason. Most of our American managers and employers are men who were once at the bench. They know what is what as well as any labor agitator who ever lived. They are sympathetic, but they resent being dominated by such men as represent (?) the real worker. The closed shop is nearing its end. The strike is illogical. It produces nothing but misery, discord, distress and disappointment. The man who employs is to be cultivated. As a rule, he has risen through superior intelligence. He is open to fair treatment and with few exceptions is broad minded. He knows contented workmen are his best asset, else why do so many encourage profit sharing, land owning, gymnasiums, hospitals, reading rooms, libraries, clean, well-lighted factories, modern plumbing and every comfort known to science and the rich man's home? The working man was never so comfortably provided for as he is to-day.

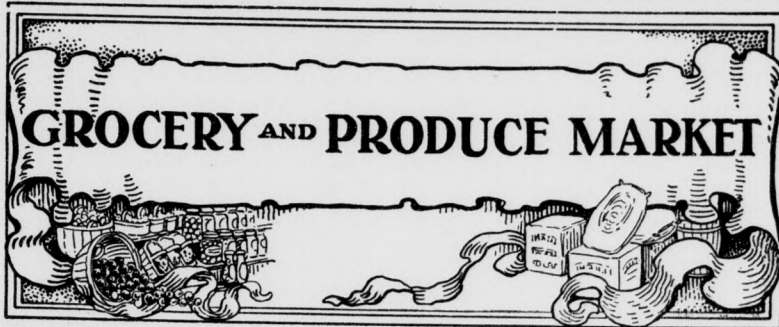
It is not necessary or wise that the employer and employee should be social comrades. It is not necessary for the employee to cultivate the acquaintance of the employers. I he will strive for supremacy in efficiency and honesty, he will find his employer or his representatives seeking him out and, before he knows it, he is on desirable terms with those who can do him the most good. The mistaken idea of many workers that they must "have a pull" or "have something on the boss" in order to get themselves out of a rut is a fallacy ninety-nine times out of a hundred and is fostered only by those who have or have had associates of the under world or men with the yellow streaks of the yellow jacket.

Much could be written on this subject but from past experience, it would be of little help, until the time is ripe for it. Our Congress and the present Administration are wise to conditions that they can do a deal toward rectifying, but will they do it? Or will they become corrupted by political influence? Never in the history of our Nation have we needed a business management of talent and broad minded ability as we now do. Never have we been so strong financially or commercially as right now, with our billions of war debts and expenses. Never have we been so nearly self containing, and never have we needed the cooperation of the old world, more than we do right now.

Never in the history of the world has there been a time when co-operation meant so much for the good of all humanity as right now. We must change our spirit to our fellow man from one of grasping greed and selfishness to one of liberality—not for advertising purposes, but for the real good and comfort that is the result of right thinking.

When I began to write this letter I had no thought of making a sermon of it, but I happened to read some of the Tradesman's articles on this closed shop question, and they set me going. I hope you'll pardon my lack of brevity.

J. Elmer Pratt.



Review of the Produce Market.

Apples—Sales are confined mostly to Coast fruit. Roman Beauties bring \$5@6 per box.

Asparagus—Home grown, \$1.10 per doz. bunches; Illinois, \$2 per crate of 2 doz. bunches.

Bananas—7½c per lb.

Beets—New from Illinois, \$2 per hamper.

Butter—The market has sustained another decline of 1c. Local jobbers hold extra creamery at 30c and firsts at 28c. Prints 32c per lb. Jobbers pay 12c for packing stock, but the market is weak.

Cabbage—New from Mississippi, \$3.50 per crate.

Carrots—\$1 per bu.; new, \$2.25 per hamper.

Cauliflower — Florida, \$3.25 per crate.

Celery—Florida, \$8.50@9 per crate of 4, 5 and 6 stalks; Jumbo bunches, \$1.50 Large Jumbo, \$1.75.

Cocoanuts—\$1.10 per doz. or \$9 per sack of 100.

Cucumbers—\$2@2.50 per doz. for Indiana or Illinois hot house.

Eggs—The market on fresh is steady at 21c, f. o. b. shipping point, including cases. Receipts are heavy and quality is excellent.

Grape Fruit—Fancy Florida stock is now sold on the following basis:

36	-----	\$5.00
46	-----	6.25
54	-----	6.50
64	-----	7.00
70	-----	7.00
80	-----	7.00
96	-----	7.00

Green Onions—Evergreen, 20c per doz. for Illinois and Michigan.

Green Peas—\$4.50 per hamper for Florida.

Lemons—Extra Fancy California sell as follows:

300 size, per box	-----	\$5.25
270 size, per box	-----	5.25
240 size, per box	-----	4.75

Fancy California sell as follows:

300 size, per box	-----	\$4.75
270 size, per box	-----	4.75
240 size, per box	-----	4.25

Lettuce—24c per lb. for leaf; Iceberg \$5.50 per crate.

Onions—Home grown in 100 lb. sacks, 75c for either yellow or red; Texas Bermudas, \$2.50 per crate for Crystal Wax and \$2.25 per crate for yellow.

Oranges—Fancy California Navels now sell as follows:

126	-----	\$6.00
150	-----	5.75
176	-----	5.75
200	-----	5.50
216	-----	5.25
252	-----	5.00
288	-----	5.00

the canned goods trade here gives no 324 ----- 4.25

Parsley—60c per doz. bunches.

Parsnips—75c per bu.

Peppers—Green from Florida, 85c per small basket.

Pieplant—\$1.75 per 40 lb. box.

Pineapples—Cuban are now in market, selling as follows:

24s	-----	\$5.00
30s	-----	5.00
36s	-----	5.00
42s	-----	4.50

Plants—\$1.50 per box for cabbage or tomato.

Potatoes—Home grown, 30@40c per bu. The market is weak. New stock from Florida is selling at 8½c per lb.

Radishes—Hot house, large bunches \$1.10 per doz.

Spinach—\$2 per bu. for Southern grown.

Strawberries—\$6@7 per 24 quart crate of Tennessee.

Sweet Potatoes—Illinois kiln dried commands \$3 per 50 lb. hamper.

Tomatoes—California, \$1.25 per 6 lb. basket.

Wax Beans—\$4.50 per hamper for Florida.

Essential Features of the Grocery Staples.

Sugar—The market is still a puzzle to even the oldest operator. New York refiners are holding granulated at 6.30 and 6.40c. Local jobbers are selling at 7.40c. Raws were a little stronger, but no one seems to have any confidence in the situation. Most of the jobbers anticipate lower prices before the usual upward tendency starts about June 1, due to the starting of the fruit season. A little demand undoubtedly causes an upward tendency, because no one has any sugar to speak of on hand. Jobber, retailer and consumer are all working from hand to mouth. This country's greatest sugar crop was produced in 1920, according to final returns from producers of beet and cane sugar to the Department of Agriculture. The total was 1,266,148 tons, and this exceeds the previous record of 1916 by 12 per cent. and low production of 1919 by 49 per cent.

Canned Fruit — Standard cling peaches and pineapples are most active in the canned fruits. The California lines show a slight change for the better. Buying continues in a hand-to-mouth manner with spot offerings the rule. Large lots are not in evidence.

Canned Vegetables—Primary points in all branches of canned food continued the past week to flood the New York market with all kinds of reports regarding the 1921 pack. Al-

though a short pack seems inevitable indication by its buying or price charges that the future is yet being considered. It is evident that the trade will make no official recognition of the situation until all the news is in and the exact status can be learned. Speculating in futures has been well eliminated and only few buyers are reported as stocking up. Trading in canned goods for the past week has been practically unchanged and compared to recent weeks. Slight price changes are recorded in tomatoes which continue the most active of the canned goods. Peas are firm and some trading is reported in corn.

Dried Fruits—The double victory of the California Prune & Apricot Growers, Inc., in signing up over the necessary 75 per cent. acreage of both the prune and apricot growers of the State was the signal event of the past week in the dried fruit world. The fight had been a hard one and the trade here had been in doubt for some time whether the growers would be successful. First announcement from the Coast told of the prune victory, but it was not until several days later that news came in announcing a like success in apricots. During the week both prunes and apricots held firm in the market here, considerable business being reported.

Canned Fish—Salmon rule most active of the canned fish line. Light trading being reported in chums and medium reds. Trading is reported in sardines and lobster.

Paper Bags—With the advance in wrapping paper, following strikes in the mills and shutdowns by some firms of 50 cents a cwt. paper bags have taken a leap of 10c.

General Conditions in Wheat and Flour.

Written for the Tradesman.

The Government report out yesterday indicates a yield of winter wheat this harvest of approximately 630,000,000 bushels, which is nearly 100,000,000 more than were produced a year ago.

Kansas is the only state reporting any material abandonment, she having sustained a loss of approximately 8 per cent. of her acreage, with a crop promise of about a million bushels less than last year. Ohio, Indiana, Illinois, Missouri and Nebraska have a very fine showing, the abandonment not running over 2 to 3 per cent. The crop in Ohio is forecasted at about 13,000,000 bushels more than last year. Indiana, Illinois and Missouri will have about 10,000,000 bushels more than the 1920 crop. It is estimated the Oklahoma crop this year will be nearly 10,000,000 less than last. Nebraska will be about a million and a half less. However, the average indicates a production of nearly 9 per cent. more than last year in the entire winter wheat area.

Of course, it is too early to know absolutely what the harvest actually will be, as a lot of things can happen to the wheat crop between now and harvest time. However, the general condition of the crop is a thermometer by which estimates are always made and with anything like favorable weather from now on a consid-

erable larger crop than last year is actually assured.

The market has shown considerable strength during the past week or ten days; considerable trading in May already having been done; in fact, one of the causes of the advance was the over-sold condition of May.

There is nothing new or startling to report. The Government Report turned out about as expected and there is more optimism and a better feeling among the trade. As a matter of fact, flour has shown more life during the past two or three weeks than it did for sometime heretofore. We still feel the best policy is to buy as required. However, it will pay to keep well posted on the market; in fact, it always pays to do this. Any material damage to the growing crop will mean a stiffening up of prices all along the line, as we have had a big decline. Lloyd E. Smith.

A Coming Battle in Cereals.

Apparently there is in prospect a price war in the breakfast food business, judging by the announcement of lower prices by the Armour Grain Company, which is rapidly getting itself into shape to become an active competitor in the package cereal business. Within the past eighteen months its business policies have been materially changed to meet criticisms which were at that time heard as to its distribution arrangements in competition with the grocery trade, and to-day the company is understood to be marketing practically its entire product through wholesale grocers.

Meantime its breakfast food factories have been enlarged and equipped with modern machinery, and the announcement of a reduced price, not only equaling but even passing the pre-war price level, indicates that in the near future lively competition is to be expected. The Armour Grain Company announces a cut in corn flakes from \$3.05 to \$2.45 as against the pre-war price of \$2.50.

In addition to this the company is apparently giving its competitors something to think about in its guarantee against decline of price, effective also as covering present stocks which will be effected by the new quotation. All outstanding stocks in jobbers' hands will cost the Armour Grain Company 60 per cent. in rebate.

Detroit—Passero has been incorporated to manufacture and sell women's and children's wearing apparel, with an authorized capital stock of \$50,000, of which amount \$26,300 has been subscribed and \$10,000 paid in in cash.

Kent City—The Kent City Oil & Gas Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed, \$4,000 paid in in cash and \$6,000 in property.

Coldwater — The Homer Furnace Co. has re-opened its plant at this place for limited production. Only former employees were taken on and these at a 20 per cent. reduction.

Detroit—The Douglas & Lomason Co., manufacturer of automobile and carriage hardware, has increased its capital stock from \$42,500 to \$500,000.

FACE TO FACE WITH FACTS.

World Problems Which Confront Wholesaler and Retailer.*

When trade skies are heavily overcast, it is inevitable that we should discern a perceptible lowering of courage and a heaviness of heart on the part of a certain proportion of the business world. Not every man nor all employers respond to the challenge of difficulty with serene confidence and to-day the whole world has an exceptional burden of distress, social, industrial and financial, bearing down upon it. In our own trade we have all experienced the trials and tribulations of a period of high labor costs, violently fluctuating prices, uncertain demand, restriction of credit and the other adverse elements with which you are only too conversant.

We may, however—in fact, we must—maintain a philosophic attitude under conditions like the present if we are to overcome them, and instead of dwelling too much upon their troublesome aspects, we can turn our efforts and thoughts into channels which we may hope will lead us to a solution of our problem.

The past few years, we are sure, have broadened greatly the range of our thought on business problems in general and on our special trade relation to them in particular. Many of us have been dragged somewhat violently out of positions of comparative security into the open struggle with powerful forces in industry, trade and finance, and we are not yet accustomed to our new and unprecedented situation.

We have also learned a great deal of the effects of the heavy hand of governmental interference and control in business matters, and most of us have reached very definite conclusions in our minds as to the degree to which the Federal organization should intervene in business direction.

Before the war, also, it was rarely that we were forced, as individual traders, to consider conditions in other countries nearly as seriously as is imperative to-day. Events have forced us, however, to an appreciation of our profound interest in conditions abroad, as their effects have been felt by all of us during recent years. In 1914 our National debt was trifling. To-day its annual interest charge equals the entire Federal expenditures of not so very many years ago. Before the kaiser's war we were borrowers from overseas. To-day we are creditors to an extent of, perhaps, fifteen billions of dollars or more. To how many of us seven years ago was the location or even the name of such a district as Silesia or Esthonia or a dozen others that might be named known at all? To-day we are all of us far more familiar with many phases of foreign affairs than ever before and we are vitally interested in a series of problems of adjustment in Europe and elsewhere, because we find that the United States has lost, probably forever, its traditional position and policy of a detachment from many of the international problems that other nations have for centuries confronted. We find that we are inexorably bound up with world interests as the result of the far-reaching effects of the war and also because of our premier position in wealth and production. We find that our domestic prosperity depends to an extent far greater than ever before upon the social, political and economic conditions in the other nations of the world.

The very close connection between the welfare of the small trader in a Southern town in the cotton belt and the economic situation in Poland or Czecho-slovakia may not be known to him at all, but it exists, as a great cotton manufacturing industry in

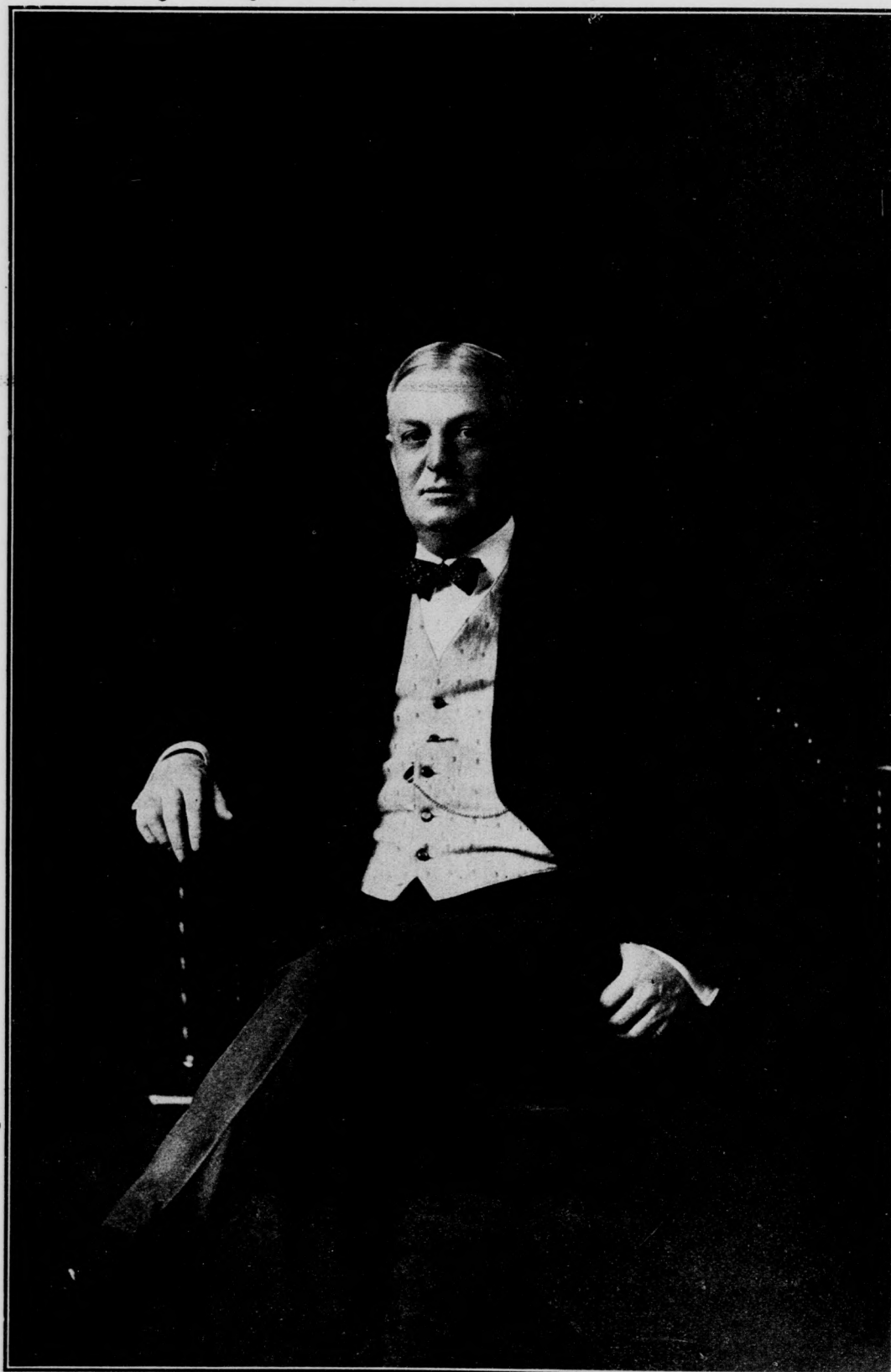
those countries is consuming American cotton on a scale far below the pre-war normal demand. This trader does know, perhaps, that there is a probable carry-over of cotton in the South of 7,000,000 bales this year. He surely sees the effects of the stagnation of this staple upon the purchasing ability of his local community, although it is too much to expect, perhaps, that he should analyze the intricate ramifications of the present interdependent movement of world trade very closely and very understandingly.

It is, however, the dominant fact in the present situation that we are all of us to-day directly affected by the appalling breakdown that the war has caused in the normal balancing of exchange of commodities between the various nations. We see that economic development has reached a

stage of such complexity that it is like a great machine that cannot function well unless all its parts are coordinating smoothly. To-day those parts in this economic system or machine that are constituted by the European nations are very much weakened, some almost destroyed, and the machinery of trade and finance is functioning badly, with frequent interruptions and an occasional collapse. The great European market in which normally several hundred millions of people would be busy, industrially, and active in every form of human endeavor is consuming far below normal standards and every other market in the world is conscious of it. Wheat, wool, hides, cotton and metals which should be moving from sources in South America, Asia, Africa, the United States and elsewhere lie in warehouse or at

points of origin, to the embarrassment of their owners. Lacking a normal return in credits for these staples, innumerable possible buyers of manufactured articles must largely forego purchasing, and many exporting manufacturers feel the reaction of this situation. The industrial towns, in turn, suffer from unemployment, restriction of purchasing power, and thus inevitably lagging business for every class in the community. Every nation in the world is caught in this net and is quite without possibility of escape from it except through efforts that we may hope will restore the economic health in those nations in which the war has stricken capacity for adequate production and exchange with her fellow producers and consumers everywhere.

The effects of the destruction of life, the disruption of industry and



WILLIAM JUDSON

*Address by William Judson, of Grand Rapids, at the annual convention of the Southern Wholesale Grocers' Association, at Cincinnati, May 11, 1921.

the terrific burden of debt that remain will be felt by all of us for many years in the future, and many careless extravagances or uneconomic practices which could, perhaps, be tolerated under happier conditions, cannot now be indulged if we hope to win back to a sound foundation again. Waste of effort now, when every ounce of effort should be constructive and wealth-producing, becomes a betrayal of duty and neither laborer nor employer may safely ignore this fact. In this country we are not so deeply tinctured with the fallacy of restricting production as in certain other industrial nations but even here the idea is held by too many that self-interest is served by restriction of output, and this needs to be refuted vigorously. Wise, well distributed production is the only true good for the entire community. High costs and low output must make the burden of living heavier for all. We have recently seen in England the group of coal miners insisting on a wage scale that can only be maintained either by greatly increased per capita production of coal, which the British coal miner has been taught by his leaders to refuse, or by the taxation of the entire public in behalf of a single industrial class. These men claim that the costs of living require that high wages shall be paid them and cannot see that their own insistence increased the cost of all they consume. "Real wages," as the economists call them, are not to be measured in money, but in useful goods and a wage nominally lower in currency may really mean far more genuine benefits in usable goods. It is the duty of every one of us who is in a position to inculcate these principles to give voice to them in the most effective way that he may find.

The plain symptoms of war distress are visible notably in the financial statements of governments, which disclose vast issues of paper currency unsupported by gold reserves. They are seen, also, in heavy taxation, in the record of millions of laborers unemployed, in sadly diminished exports, with the resultant depreciation of the exchange value of currencies. In Russia, revolution and the adoption of mad economic theories have almost completely isolated that country from the fellowship of other sanely ordered members of the independent world group of peoples. The poison of these theories has been felt to a greater or less extent in all countries and we cannot ignore the urgent necessity for universal, sound economic education. The belief that many hold that wealth can be increased for all merely by instituting new forms of distribution is far too prevalent and constitutes a menace which must be met by universally strengthening our stores of knowledge and character—effort that includes attention to our own possible deficiencies, as well as those we may ascribe mainly to other classes of the community.

No democratic institutions and no systems of life can be maintained permanently very far above the level of the capacity of the average of citizenship, and our own great success in America is directly due to the benefits of universal education which we have always regarded as an essential in the protection of our institutions and to the high character of the first settlers of our Nation. We have had a serious dilution, many believe, of our citizenship during the past five or six decades and must speedily set about the task of bringing it back to standards that ensure safety to our most precious institutions.

When we turn to the specific problems of our own trade we shall find ample scope for the application of the broadened thought that is the result of the strenuous period through which we have been passing. The very right of our trade itself to existence as a part of the system of distribution is being challenged by

new methods through such organizations as chain stores, and we may well promptly and seriously consider how we shall meet this challenge and prove that we are an essential and economically useful part of any permanently practical system of distribution. Be sure that economic laws will operate and unless we justify by service our occupation of a place in the order of things, we shall find ourselves in a most unfortunate position. The most direct and economic system is bound to win in the end. We must question ourselves earnestly as to our relations with the retailer. His interest is ours and unless he prospers we cannot. If he is overloaded through the unwise insistence of our salesmen, if his costs are too high through unnecessary costs imposed by us, if his turn-over is slow and his long-held stocks deteriorate his competitive disadvantages inevitably react upon the wholesale trade.

Shall we not, also, analyze our methods of selling? There is a psychology that operates in these matters and the method that keeps our salesmen employed in accord with sound principles of economic law will surely finally be imposed upon us by necessity.

May we not easily prove to the retailer that it is not to his advantage in the end to buy directly from manufacturers, in view of the manufacturers' insistence upon a minimum number of cases? May we not show that while a few cents may be saved thus, many dollars may be lost, due to left-over goods and deterioration or even, perhaps, troubles as to the quality of the product?

Is there not some plan whereby the position of the wholesale grocer may be improved in relation to such matters as fall in prices and cancellations? Under the present system the wholesaler is at a disadvantage in his contracts with producers and may be levied upon for increased prices, while, on the other hand, the retailer may cancel his orders with the wholesaler, who feels impelled to accept or run the risk of loss of future custom. Is it not certain that a sound commercial structure can never be maintained if there is a permanent lowering of those standards which imperatively require a business firm to respect its solemn contracts at no matter what cost? At this moment there are stocks of American goods in many world markets to a total of many millions in value which consignees refuse to receive and pay for, although all the conditions of contract have been fully observed. We know that this evil is by no means confined to foreign buyers and there has been a serious blow given to credit faith in business everywhere. This is really one of the factors halting trade in every direction and the more promptly we return to sound standards, the better it will be for every interest. All these matters are familiar enough to you, but they afford ample opportunity for thoughtful consideration.

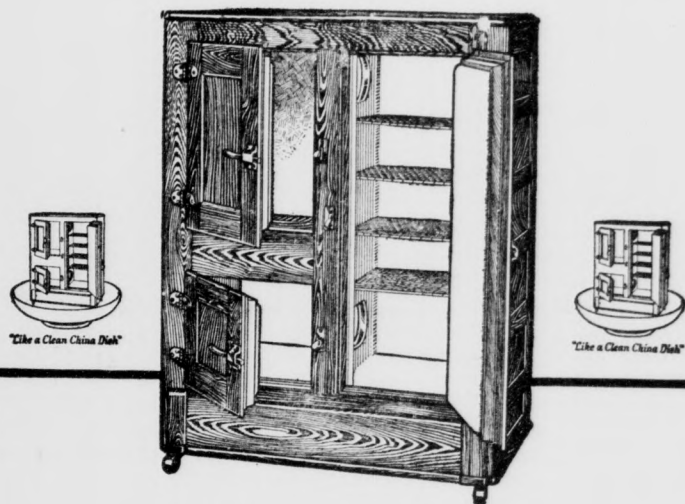
In our relations with our labor, also, we must find some way to prove to them our essential mutual interests and overcome by every legitimate method the effects of false teachings of class antagonisms. If there are fairer methods for the distribution of the rewards of industry we, as employers, have in the final analysis even a greater interest than our employes in discovering them and adopting them promptly, as we may with reason feel that our stake in a sanely organized social structure is greater and that we have, perhaps, a more intelligent appreciation of its blessings. When labor seems wrong-headed and exasperating in its attitude, the more there is need for sympathy or philosophy, for patience and for effort in instruction. As production is the only genuine source of wealth, any advance that we may make in production through better

methods of service, through improvements in conditions of labor, in plants, in housing and in healthful surroundings in the lives of employes is an added assurance for stability and for future prosperity. There are certain simple positive things that we all of us recognize as good in life in every trade and in all industries. These good things are justice to workers and associates, courage, cheerfulness, sunlight, sane amusement, cleanly and attractive living and working conditions, education and thrift. Opportunity to devote ourselves to increasing the total of these blessings is open to everyone of us engaged in business or manufacture and need only to be earnestly sought.

Just as we have been impelled as a Nation to a profound realization, hitherto somewhat vague and faint, of our essential fellowship with other nations—as we are now forced to give our aid to the preservation of the welfare of other countries in order to assure safety to our own country—must we not also recognize as individuals and business men that we cannot isolate our own interests from the interests of all those with whom we work or trade? We have heard much of the great spiritual stimulation which many ardent souls have

predicted would result from the stirring events of the recent past. Can we truthfully say that these are yet to be seen very clearly? Instead, is there not still a condition calling more strongly than ever for effort based upon our individual faith, courage and sense of right-dealing rather than upon any sudden and miraculous betterment of humanity through the trials of war? Do we not see that we must still rely, and probably must always rely, upon our own daily exercise of these qualities rather than upon any theory of external forces? Unfortunately it is not yet proved that war does not tend to lower the general standards of humanity, in spite of all the disclosures of a high capacity for sacrifice that have been seen.

Here in the United States, however, we can be hopeful with far greater cause and reason than elsewhere. War has not broken the spirit of our people as it has come dangerously near doing in some countries. We have the habit of work and we face the future with real confidence that nothing can prevent the realization of our purposes to heal the wounds of war and to place our own commercial interests once more upon the very soundest possible foundation.



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SINCE NAPOLEON'S TIME.

Speaking in events, not in years, it is startling to consider how much more the century since Napoleon's day has contributed to human welfare than the thousands of years which preceded it. The hammer, knife, saw and chisel are the only tools which have not been bettered in principle since the times of antiquity. So familiar an implement as the scissors is comparatively modern. Cutting was done with a single edge until 400 B. C. Centuries were necessary for the improvement of fitting finger-holds to the two edges. The saw in the form of a ragged edge is ancient, but the simple expedient of raking the teeth was developed only after centuries. These simple comparisons are useful to measure the dizzy speed of inventions in the industrial revolution, which dates almost entirely from the nineteenth century, although it had a foothold in the eighteenth, about the time of our first war with England. It is nearly enough true to say that the economic world has been remade since our Government was established.

After his Russian disaster, when speed in reaching Paris was precious above all earthly things, Napoleon traveled 1,400 miles in 312 hours. No other man could have done it in twice the time. No armies could fight at that rate of march, under any pressure. Forty-eight hours are excessive for our railways for journeys of that length on land, and little more is required at sea. Language, spoken or written, is transmitted almost instantly, and even credit is telegraphed. Work before Napoleon died was done almost as stupidly as when the pyramids were built. Since Napoleon muscle has been displaced as the prime mover and machinery has made intelligence more valuable than brawn in production modern capacity of production of consumable goods never has been exhausted, hardly tested, through the belief of the workers that there was danger in too much work, in too much prosperity. If the waste before the stage of consumption could be abolished by the workers using machinery with the same intelligence and ardor that capital shows in supplying machinery to the workers, there would be abundance and cheapness of all good things. Only in our generation has it been possible to build useful structures hundreds of feet high and accessible conveniently to the topmost stories. Electricity is still in the same infancy that steam was in Napoleon's time, and internal combustion engines are still a novelty.

The capacity of carrying comfort into the humblest homes and reducing dependence upon human labor is not the sole contribution of the first century of capitalism to the welfare of mankind. The developments of science are as great as of industry, and in no department more than in medicine. Anesthesia, the war on germs, incredible processes of surgery, are the gifts of our age to humanity, even if credited to capitalism only indirectly, because impossible without capitalism. Physically and intellectually the poorer classes have benefited more since Napoleon than the richer. Wealth of the capitalist "robbers" will

not buy for them as much betterment in their lives as is the free gift of capitalism to the poor, through the capitalist search for profits, really the mainspring of modernism in most that distinguishes it from feudalism. The "robbery" by the rich and strong of the pre-capitalist times was far greater than since, and the condition of the poor was worse than the worst alleged even in the world's housing distress, due to temporary causes not characteristic of our ordinary conditions of life.

Looking the world over, it is difficult to deny that people are happy in proportion to the solidity of the institutions now chiefly under attack, and unhappy in proportion to the success of the attempted revolutions against them.

Perfection has not been attained either in modern economics or politics. But when have mistakes been corrected more swiftly than in our times, and when have heads of States, or captains of industry, been truer friends of the people or fulfilled their functions with greater sense of responsibility than now? We are not living in the best of times, for there are better to come. We would not vaunt ourselves unbecomingly, but what people have contributed more to world progress than ourselves in the fields of either economics or politics? Revolution is a foreign method of progress. Evolution is ours.

THEY SEEK THE SPOTLIGHT.

America appears to have a surplus of little groups bent and determined upon disbanding the army, scrapping the navy, melting guns into medals to hang upon themselves and forging the sword of America into gilded halos to place upon their own misguided brows. These are the limelight hunters, the seekers after the spotlight. Of such are many of the most vociferous of the disarmament folk.

These would go tripping forth with sweet words in their mouths and palms in their hands to argue matters of National life and death with an enemy armed to the teeth. We may recall that it was this ilk that busied itself with honeyed mesages of goodwill, what time the Hun was ramping on iron hoofs through Belgium.

They have their own little patter as to the causes of wars, gleaned from the arch-pacifists of the ages. It merely pains and bores them to recall the great surges of humanity that have run through the centuries, the urges that have sent whole races moving as the salmon move to the sea. They believe that the long courses of ages, of time and of history can be changed by a resolution.

It seems to be their hope that somehow America can be prevailed upon to stand up with naked hands and bared breast in the midst of a world that is now armed as never the world was armed before. They would hold aggressive ambitions in check by an appeal to the better natures of a whole people that believes in its destiny. They would stop the Red armies of Sovietdom by the gesture, palm outward, of "Peace be with you, Peace be unto you!"

Such folk follow their wishes and hopes and sentiments, rather than rea-

son and experience. They ignore the fact that there is a slow, steady, grinding movement of people against people, of race against race, that has a habit of ending in war. Ostrich-like, they stick their heads in the sands of their illusions and what they wish to believe becomes what they do believe.

Norman Angell and many another proved that war could not come. But—the kaiser's war came. Now, rocking in the ground swell from the terrible storm, we are told that all storms are over; that skies of all the world will brood peacefully over humanity throughout the untroubled centuries if we will only disarm.

If and when other nations disarm so will we. The President is making that plain. The sane friends of disarmament know that the process must be gradual; that it must come slowly if it is to come at all. Time must pass and the slow spread of the idea must be taken into account.

The genuine friends of disarmament know that a congressional resolution will not change the heart of man, will not take out of him his hatreds, envies, greeds, passions and the urge of growth and of change. Here is a place to make haste with exceeding great slowness. The world is the world and men are men after all. Also, men wanted swords and forged them before they used them.

WHAT GERMANY MUST PAY.

Little is to be gained from an excursion into the precise arithmetic of Germany's reparation debt as determined in the London ultimatum. Where the experts themselves have wandered in a maze of billion totals, terms of years, and present values, the ordinary man is not likely to see the light. The essence of a reparation settlement must be sought not in terms of arithmetic but in terms of psychology. The present value, like the future value, of Germany's payments, consists fundamentally in Germany's willingness to do the best she can and in Allied willingness to face inevitable facts.

If arithmetic we must have, there is just one point to be emphasized in the London settlement. The present value of the obligations imposed upon Germany is 132,000,000,000 gold marks or a little less than \$32,000,000,000. Germany is to issue bonds to that amount, bearing interest at 5 per cent. It is the interest and not the principal of that amount that Germany need worry over. But the rate of interest is, in view of international market conditions, a light one. Allied governments have been paying as high as 8 per cent. on their loans. It is obvious, therefore, that when Germany has to pay 5 per cent. on \$32,000,000,000 her financial burden is no heavier than if she were compelled to pay 8 per cent. on \$20,000,000,000. Now it will be recalled that the Treaty of Versailles imposed upon Germany a total obligation of 100,000,000,000 marks or nearly \$24,000,000,000. Thus the actual annual interest burden imposed upon Germany in the ultimatum is lighter than that arising from the Treaty of Versailles, even if we omit the undefined sums above the hundred billion marks contemplated in that Treaty.

BETTER TO BURN THE MONEY.

The prospectus of the Co-operative Society of America, published elsewhere in this week's issue of the Tradesman, is sufficiently ludicrous, far fetched and preposterous to place it in the category of freakish impossibilities. Any man who would subscribe for stock in such an undertaking is better off without his money than he would be with it. It would be less trouble, however, to touch a match to \$70 than to "invest" it in the chimerical proposition of the notorious Harrison Parker and his dupes or accomplices, whichever may be the case. The chief promotor is now in the bankruptcy court in Grand Rapids with alleged liabilities of over \$1,000,000. It takes only half an eye to see that his latest co-operative undertaking will be quite likely to be in the same position in the very near future.

When five months ago five men in Indianapolis, under the leadership of Chauncey B. Taylor, decided to open an exclusive men's furnishings shop, the only location they could find for it was a vacated bar room, forlorn and dingy and on a none-too-busy street. By using a mixture of imagination and common sense, and great daring to try the unusual, they have transformed the place into the successful and attractive "Store Correct." The great feature is the reception room and lounge, fashioned after a motion picture setting. There are fountains and green trellises, wicker furniture and mats, wall flowers and vines—a lounge designed to be comfortable and attractive to women customers and those who wait in the store while their men folk shop. Evidence of the success of the innovations is given in the fact that the figure which the firm set for its first year's business of the venture were to prove paying, was exceeded in less than six months.

Nearly every week nowadays notes the exploitation of some new scheme or some old scheme under a new name to entrap the merchant who does not keep thoroughly posted on cheats and frauds. The Tradesman is doing its level best to hold down the operations of the swindling gentry to the smallest possible extent, but it cannot hold itself responsible for the success of swindling schemes worked on non-subscribers or in the case of subscribers who do not read the paper carefully every week. There never was a time when an energetically edited and courageous trade journal was so valuable to the trade as now.

The Bernard Manufacturing Co. is out with a new scheme to entrap the unwary—a scheme to place talking machines with merchants on terms and conditions which will work no hardship on the sellers. The unfortunate methods of this concern have frequently received attention in the Tradesman, so any reader of this paper who gets "hooked" on the new scheme will have only himself to blame.

Just because the boss places responsibility upon you, do not get a swelled head and think you can boss the rest of the bunch. A good boss is never bossy.

RIGHT ABOUT FACE.

The speech which Postmaster General Hays delivered before the American Newspaper Publishers' Association in New York City last week, directs attention to a matter of utmost importance. Reorganization of the departments at Washington, long needed is having its first real chance for something in the way of accomplishment. The committee of which Senator Smoot is the head is the visible sign of the interest of Congress in the subject. President Harding has repeatedly voiced his realization of the urgent necessity for sweeping changes. These changes are demanded by every consideration of economy and efficiency. As the business of the Government has increased, department has been added to department, bureau has been piled upon bureau, until a picture of the organization of our Federal Administration looks like the creation of a cubist. In truth, it is not so much government organization as government disorganization.

Here is a real job if there ever was one. Is the Administration going to press its opportunity to perform a lasting service or is it going to allow the enthusiasm over reorganization to be dissipated? Of course there will be difficulties. Dispatches from Washington indicate that many protests are being received against reorganization by officials who are favored by the existing arrangements. There is doubtless much more of this sort of opposition than appears on the surface. But the country will be behind any well-worked-out plan, no matter what office holder it may displease. What it will not excuse is failure to make a beginning. There is no need of waiting for the ideally perfect scheme. That would postpone reorganization indefinitely. It has been postponed too long already. Now is the time for action. Let us have from the Smoot committee or from the Cabinet the groundwork at least for a plan. Re-organization is in the air. It must be crystallized into concrete form and without delay.

Tax Free in Michigan.

In the Opinion of Counsel a Legal Investment for Michigan Savings Banks

\$1,250,000

Eddy Paper Company

First Mortgage 7½%
Ten-Year Sinking Fund Gold Bonds

Dated May 1, 1921

Due May 1, 1931

Denominations \$100, \$500, \$1,000

Total authorized issue \$1,250,000. Interest payable May 1 and November 1, at the Continental and Commercial National Bank, Chicago, without deduction of 2% normal Federal Income Tax. Redeemable as a whole or in part at the option of the Company on or before May 1, 1926, at 105 and accrued interest and at ½% less each succeeding year thereafter until maturity. Registerable as to principal.

Union Trust Company, Detroit, Michigan, Trustee

- BUSINESS** The Eddy Paper Company is one of the world's largest producers of corrugated and solid fiber shipping containers and all types of paper cartons. Their plants have a floor capacity of 55 acres.
- SECURITY** \$4,800 for each \$1,000 bond. These bonds are a first closed mortgage on all the fixed properties of the company now owned or hereafter acquired.
- EARNINGS** Earnings for past five years have averaged over three times maximum interest requirements. Last year earnings were approximately five times interest charges.
- SINKING FUND** Minimum sinking fund will be \$75,000. Beginning 1923 25% of net earnings after interest charges will be set aside each year for the redemption or purchase of bonds at not exceeding the call price.

All proceedings relating to the issuance of the bonds will be passed upon by Messrs. Chapman, Cutler and Parker, Chicago, Illinois. The properties of the Company have been appraised by Lloyd & Thomas, Appraisers and Engineers, Chicago, and the books and accounts for the Company are being audited by Arthur Anderson & Company, Certified Public Accountants, Chicago.

These bonds are offered when, as, and if issued and received by us.

Price 98¼ and Accrued Interest, Yielding 7.75%

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Business, without exact knowledge based on facts and figures, is blind business. Blind business is bad business. With costs changing over night, sales fluctuating, prices declining, profits must be safeguarded.

Sound Methods of Cost Accounting, applied by competent organization, are the watchful eyes of business, probing every department, establishing the actual sources of profit, detecting every loss. They furnish, AT ALL TIMES, comprehensive and dependable facts and figures—the rock basis of intelligent, progressive action.

Sound Cost Accounting is business insurance, as necessary as fire and liability, use and occupancy insurance. It guarantees the same security. The low expense of applying it is a premium to INSURE profits, as well as an investment to INCREASE profits.

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TO INVESTORS

If you are looking for an investment of real merit and one in a company that has every necessary fundamental to make a great success and that is backed by successful and reliable business men, the opportunity is offered to you in the 8% CUMULATIVE PREFERRED STOCK and COMMON STOCK WITHOUT PAR VALUE

of the

Petoskey Transportation Company

Do not postpone your investigation of this enterprise until too late.

F. A. SAWALL
COMPANY

313-314-315 Murray Building

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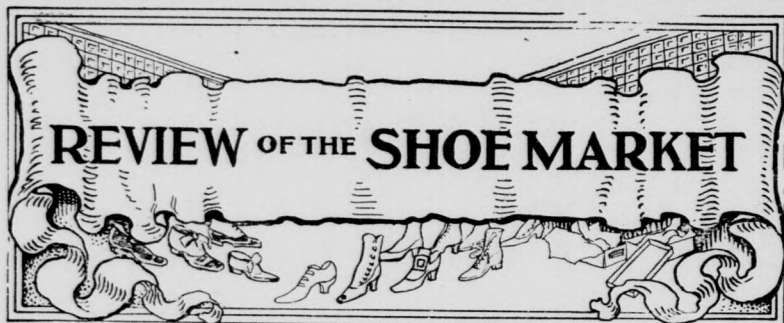
Gentlemen:
I am interested in an investment in the Petoskey Transportation Company.

Without any obligation on my part, send me all particulars regarding the Company.

Yours truly,

Name _____

Address _____



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.

Height of Season Planning For Shoe Dealers.

With the middle of May the spring season may be said to be at its height. Shoe merchants make a profit on the new spring goods the first half of the broad six months of the season, and then release, or lose, part of their profits in July and August.

The loss of profits in the duller months of July and August can be minimized by careful planning and intensive selling of short ends of the spring lines in May and June. Most merchants make the mistake of hanging on too long to certain styles, selling them at a greater loss in July and August than they would in May and June, because the demand for those types of footwear are so much less during the two hottest months of the year.

The six months' buying and selling calendar may be roughly divided into three broad classes in women's shoes. We treat of women's because it is on these that the greater losses come. The spring season opens with a ready sale of walking and dress shoes in staple and novelty leathers and patterns. From the middle of May to the first of June there comes the beginning of the sale of lighter footwear, this year showing indications of a big demand for novelty trimmed so-called "sport" shoes, and in June, the all white season is in full swing.

All the good sellers of March, April and May should be pushed out vigorously during May, and the stock of such footwear should be at a low point by June 1. For instance, it is well known that patent pumps in years past have sold well in March and April and then become dormant in sales in May. This year a merchant will do well to go over his stock and ruthlessly divide it into two classes—those he honestly believes will sell in the fall as, for instance, smart, tan oxfords, and staples which he feels should be carried over for next fall selling and which he will size up for spring, 1922. Into the other classes should be grouped all the extreme styles on which he knows he will not size up, all short lines of broken sizes and ends of lines. On these a short reduction may be taken in May and June. Intensive selling methods should be employed to get them out during these two months of active demand, thus realizing a greater price than can be obtained in July and August when the demand is less active.

Now is the time for merchants to

put pressure on manufacturers to ship promptly the mid-season white and sports footwear. Advertising and window displays should anticipate the actual consumer demand by two to four weeks. As customers do a lot of looking before buying it pays to be forehanded in displays, whetting their appetite and creating a desire to buy.

The big season for sports footwear will be the seven weeks from May 15 to July 4, and that is the time to have stocks complete in sizes. By July 4 the real demand becomes less, so caution should be used in re-ordering in June.

Experience has taught two good rules. It is better to be a little short of goods and clean up than to be too long and carry over or sell the surplus at no profit. A successful merchant once said: "I am all sold out of this line, but I have my profit on what I sold, and no one can take it away from me."

Again many merchants have learned that it was the last re-order they got stuck on. No doubt many retailers this year will find that they could sell more sport and white shoes than they have bought, but caution should be exercised on late re-ordering because too many merchants may get the same idea at the same time, resulting in a lot of such goods being received late in the season, thus drugging the market.

In these days of free selling of novelties there is some danger of neglecting the always good white staples meaning the regular plain oxfords and ties with moderate heels. While novelty merchandise should be encouraged and pushed, the old standbys should not be eliminated.

That many shoemen go to extremes is well illustrated this season. Merchants over-estimated certain demands and in the aggregate overbought on them. Grays were worth a premium in March. Now almost every retailer has received some and the demand seems less, while as a matter of fact in most localities they are selling as freely or better than ever, but more of them are to be had. When there was a shortage women went from store to store looking for the desired size and style, creating an abnormal or duplicated demand.

Another illustration—two straps and one straps were shown freely by manufacturers in tan, gray and sport shoes. Black kid or gun metal were not shown or bought freely, and now there is a shortage on them. Merchants neglected what they should have foreseen, a demand for a modish black strap shoe from the matrons and conservative women who desire a more stylish article than a plain black oxford but who will not buy

tan, gray or sport combinations. It is not too late now for merchants to order to fill this demand, which will exist all through the summer and into the fall season.

This is 1921, not 1919. It is well to look ahead, and work and plan to carry over the smallest stock possible into September. We can expect to see many radical style changes between now and spring, 1922, and this year's good sellers may not be worth twenty-five cents on the dollar next year.

Don't wait too long. Clean up at a fair price while the demand is active enough to absorb what you don't want to have in your possession in September.—Shoe Retailer.

Cheap Light.

Science and Invention describes a recent achievement of a French scientist, who has successfully tried out in his own house a scheme for operating electric lights without cost.

Upon his water-supply pipe he has fitted a high-speed water turbine, which drives a dynamo charging a storage battery. Every time a faucet is turned on in the house the stream of water is put to work at loading the battery which furnishes current for the lights. "It is simply utilizing energy that is ordinarily wasted," says the inventor.

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Many Out Door Men

who wear roomy, comfortable shoes to work in every day
like the same kind of a shoe for their leisure hours.



Our number 990
splendidly meets
the requirements.
Roomy just where
needed, it always
pleases when others
fail — Gun Metal,
Goodyear Welt, Half
Double sole, solid
leather throughout
..... \$4.10

Nearly every one of our long list of customers
handles this shoe and they find it one of their
most consistent sellers.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

The Retail Situation in Shoes.

All things considered the retail shoe trade has held on remarkably well and merchants are beginning to wonder whether business is going to continue at the pace in evidence. There was a lull in February, but this was to be expected. March came back strong, and business of that month had considerable to do with the general opinion that retail merchants had surely regained the good will of the trade. April has been good, although weather conditions in some sections affected business adversely.

Merchants are generally mindful of the vast amount of unemployment and also appreciate the general and sustained effort towards economy and thrift on the part of the public. But to counteract these seeming deterrents in trade, and as an argument in favor of continued good retail shoe business, a great deal of stress is laid on the amount of money in reserve, as represented by savings accounts. Also it is being recognized that prohibition is having considerable to do with the purchasing power of the Nation. Present day interest in stylish footwear, and the recognition of shoes as a most important part of dress-up effort is the main reliance and hope of retailers for future virility of the industry. As long as women continue to think about shoes in the same way that they think about hats, retail trading in women's shoes is pretty apt to continue at a fairly rapid pace. And as the interest of women is maintained, it is fair to suppose that the idea is apt to be contagious to men in time so the men's business ought to brighten up considerably.

Purify the Practice Promptly.

Written for the Tradesman.

Thousands of school districts located in the populace rural districts of the United States are regular and dependable patrons of the moving picture industry (?) and, seemingly unconscious of the fact, they are, also reliable promoters of "desirable practice" for opticians and optometrists, such patients coming from the ranks of school children chiefly, but quite numerous, also, from youths and from the adult classes.

It is quite desirable that the much-discussed censorship of moving picture films be continued, but the optical dangers referred to, should be investigated constantly and thoroughly.

As a rule, the exhibition by district schools of moving-pictures is given in an apartment never intended for such service, with its lighting system, especially when pictures are shown, having absolutely no relation to optic angles or the optic nerves of the spectators. In addition, the room with its stationery desk-bench equipment and its narrow aisles, supplemented by transient stools and chairs, contributes an uncomfortable crowding of children—constantly rising and sitting—still further interrupting the much disturbed vision of those further to the rear.

Then, too, almost without exception, such temporary exhibition rooms and equipment; are the product of the veriest of amateurs, hastily prepared so that they may be "put up" and "taken down" on short notice; hence

they are inadequate and annoying, while the operation of the "reels" is by one who simply knows enough as to moving pictures to turn a crank, remove and replace films.

All such make-shift faults in the school moving-picture campaign are hurtful, but they are readily accounted for by the limited resources of the average school district. No such allowance, however, can be cited when considering the great majority of the pictures shown by schools. The inane products of the Sunday news (?) paper: "Bringing Up Father"—Mr. and Mrs. Jiggs—"Charlie Chaplin," "Mutt and Jeff," are the star attractions and most frequently demanded, according to the statement made by a manager of a film rental agency.

From quite another viewpoint comes: "We must attract the children because they bring the grown-ups," said a school board member, who continued: "They must have something funny or they won't come."

Absurd as such a plea may appear, experience has demonstrated the claim is true. And this raises the question: "Are the members of the school boards or the teachers to blame?"

It seems inconceivable that the intelligent communities in the school districts of Michigan, including men and women fit to be teachers of the youth of our commonwealth, should accept such a verdict as correct. Then, too, the eyesight of the children is well worth consideration.

Better abolish the whole miserable practice then to continue patronizing cheap and harmful moving pictures, largely at the expense of eyesight and moral senses.

Charles S. Hathaway.

Brubaker Defends Mears and Condemns the Rapids.

Mears, May 11—Did not the writer of "Object to Paying for Inconvenience," dated Pentwater, May 3, make an error or was it E. P. Monroe? Sounds like one of his bear stories. I am sure the Pentwater people, as well as the traveling public, deem it a pleasure to spend the one-half hour twixt trains in our beautiful burg, rather than rattle over to Hart and back on the P. M., unless they are tin lizzard owners. Gee, it means 30 minutes of pleasure for 31 cents—that is cheap. I live here all the time and I find that it costs me lots more, and I figure it cheap at that. It wasn't nice of the writer to slam the town, with reference to Swift Lathers either. Every place has its drawbacks and Swift was wished on us. We have even Grand Rapids beat, as we do furnish ample parking room to strangers visiting our city. Last Saturday I got dizzy, driving around Grand Rapids trying to find a place to park down town, only to be told my two hours were up when the engine had barely stopped running and I had just left the car. I knew your city was on fast time, but when you call 60 seconds two hours, it is getting too darn swift for a moss-back. Think I will stay in Mears and endure Swift Lathers and an occasional visit from E. P. Monroe, the bear and bull moose shooter.

Chronic Kicker.

A five-dollar bill and a ten-dollar bill look pretty much alike except for the figures, but spend them—and one goes twice farther than the other. And so it is with a quality article—it goes farther than the "cheaper" kind.

Advertise!

Dealers who used the plates sent them for local advertising, during the ad-writing prize contest, greatly stimulated their trade. Local advertising always wins.

Why not keep it up?

HIRTH-KRAUSE

Tanners—Manufacturers of the
MORE MILEAGE SHOE

GRAND RAPIDS

MICHIGAN

The Talk of the Trade



IN STOCK

UNBRANDED

8762—Mahogany Calf Bal. Oxford, City Last, A-B-C-D\$5.75
8763—Mahogany Full Grain Side Bal. Oxford, City Last, B-C-D-E 5.30
8749—Gun Metal Calf Bal. Oxford, Tremont Last, C-D-E 5.25

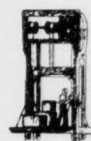
Our oxfords have registered a tremendous hit with discriminating buyers throughout the country. The wonderful fitting qualities of the City Last make a big appeal to the man who wants style plus comfort.

No. 8763, shown here is constructed of carefully selected, full grain mahogany side stock, a grain inner and a nine iron oak outer sole. It has the appearance of a much more costly shoe at a minimum price. Built on the City Last which guarantees style and comfort.

RINDGE, KALMBACH, LOGIE CO.

10 to 22 Ionia Avenue, N. W.

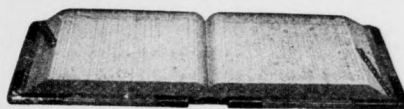
GRAND RAPIDS, MICHIGAN



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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 new saving price.

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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 Proud
LOOSE LEAF CO.

GRAND RAPIDS, MICHIGAN



Business Depressions Teach Us Most Valuable Lessons.

We are all familiar with the well-established philosophy which teaches the sweet uses of adversity, the discipline of poverty and the virtues of economy and thrift. We know that the strength of the oak is not to be had in a tree of quick growth, that sure returns are never big returns, and that this general law of balance and compensation governs throughout nature and in human affairs, and yet we are all inclined to be rebellious when caught disregarding the law and subjected to the penalties. We don't look forward hopefully to the benefits of adversity, or appreciate the discipline of poverty while we are getting it. Even if convinced of the value of such discipline in his own experience a man seldom has the resolution to compel his son to go through it.

All of this does not signify insincerity in the individual or that the philosophy of the teachings is at fault; it only shows the truth of the saying that men are but children of larger growth; they want to do what they like rather than what the rules prescribe, even if they know in their hearts that the rules are right. They want to be excepted from the application of the rules.

The progress of society is by hard work, intelligent planning, and thrift—thrift in saving out of to-day's production something that will help increase production to-morrow. If we could keep this idea of production always in mind, and recognize that the common welfare is advanced in this way and no other, we would avoid many mistakes.

Our chief troubles came through a want of common understanding of economic principles and of the real harmony of interests between all classes. Emerson said that the measure of civilization was found in "facility of association"—that is, in the ability of people to understand each other, get along together and work together for common ends.

When we think about it we will realize that it is not an easy matter for people to get along together harmoniously, trusting one another and composing their differences in good feeling. We know that from our every day experiences, disagreements develop in every kind of an organization, including the churches, where people are supposed to be disinterested. The fact is that we have a race inheritance of suspicion, and confidence in one another is a plant of slow growth. Unfortunately, it gets nipped down to the roots occasionally by a frost bite, and these setbacks are hard to overcome.

This fundamental difficulty about getting along together needs to be always kept in mind in deliberating over our social troubles. Appreciation of it shows the problem in its true proportions and, at the same time, teaches us to be patient with it.

Our modern industrial system is so highly organized that it is easily thrown out of balance. Each of us is doing some one thing and exchanging products or services with the others. We are dependent upon the others to make what we want and to take what we make in payment. And it is a great, voluntary scheme; it is up to each person to find his own place in the system and follow his own policies. No wonder it is deranged occasionally.

We have developed this system because it yields larger results to everybody than the old system of household industry, where the wool grown on the farm was spun and made into cloth and clothes in the family, and everything was either self-made or provided in the neighborhood by a simple exchange of work that everybody understood. The present population of this country cannot be supported in the state of comfort to which it is accustomed without organized industry and the use of capital.

We have given up the primitive independence for gains that are to be had by becoming specialists with an exchange of services. It is a far more efficient system of industry, but it makes us dependent upon each other and interested in each other's efficiency, welfare, and purchasing power. The success of the system depends upon a general understanding of its co-operative character. It requires greater intelligence but a higher sense of mutual obligations, in short a higher civilization.

One of the most important things to understand is that money is a mere

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convenience in accomplishing the exchange of goods and services; our real compensation is in the products and services of others. It must be possible to make these exchanges on a fairly stable and regular basis or the whole system is thrown into confusion. The occupations must be in balance, so that the money income of each will enable it to buy the products of others. The pay of the workers in any occupation cannot be raised or lowered without affecting employment and compensation of the workers in the other occupations. We see that clearly illustrated in the general paralysis which has followed the loss of purchasing power of the farm population in recent months. Everybody is interested in maintaining that state of equilibrium throughout industry which keeps everybody at work and results in the largest production with complete distribution and consumption.

We have proof of this proposition now in the effects of the fall of farm products, but the effects would be the same if, instead of the loss of purchasing power to the farmers, there had been, to begin with, a great loss of purchasing power to the wage-earners. No matter where the loss of purchasing power begins, it is quickly communicated from one group to the others until, if not counteracted, it extends to all.

There are always people imagining that a conspiracy exists among the "big interests" against the public welfare, but the big interests, like the railways, are prosperous only when there is general prosperity. This is demonstrated so often that it is difficult to see how everybody can think otherwise.

The owners of great industries cannot afford to disturb the industrial equilibrium. Anything like a general conspiracy to reduce wages would curtail the purchasing power of the great body of consumers, reduce the earnings of all industries and shrink the value of every kind of property. Individual employers may like to hire labor as cheaply as possible, but it is a very short-sighted employer who will disturb a state of prosperity by efforts to reduce wages, and a concerted effort under such circumstances never occurs.

There cannot be a general state of activity in the industries unless their products are being taken off the markets and consumed. There must be a free, full circulation of goods and that can only be when the mass of the people are buying freely, and the compensation of workers and prices of products in the principal industries are adjusted fairly to each other. No class can gain anything by throwing the organization out of balance, but the efforts to promote class interests tie so many knots in the channels of

circulation that the exchanges are stopped. Industry and trade are strangled by the efforts of organizations to promote special interests.

The industrial organization is very much like a great machine which will not work unless all the parts are in order and in proper relation to each other. If your automobile goes back on you, you know that something is wrong, and you must find what it is and adjust it before you can hope to go on. It does no good to swear at it; you cannot force it; you must fix it. It works only when certain conditions are complied with, and that is just as true of the industrial organization.

Furthermore, this law of the equilibrium is the final arbiter of the relations between capital and labor. There is a normal, proper balance between the amount of current production in the form of goods for direct consumption and the amount in the form of equipment for producing consumable goods, the latter being capital. There must be a constant accumulation of new capital to provide for industrial progress. Think of all the new ideas for enlarging the output of the industries and improving the living conditions of the people that are waiting upon supplies of capital! Look at the condition of the railways and at housing conditions to-day. Unless a proper proportion of current production is converted into capital, the industries will not be kept up to the needs of a growing population, the cost of living will increase, and the purchasing power of wages will fall. Wage increases, on the whole, never can make up for declining efficiency in production, because all the wage increases must be passed on to consumers.

On the other hand, if too much of current production is reserved for capital investments, the productive equipment of the consuming power of the population, further investments will be unprofitable, and not be made. Competition will be fierce under such



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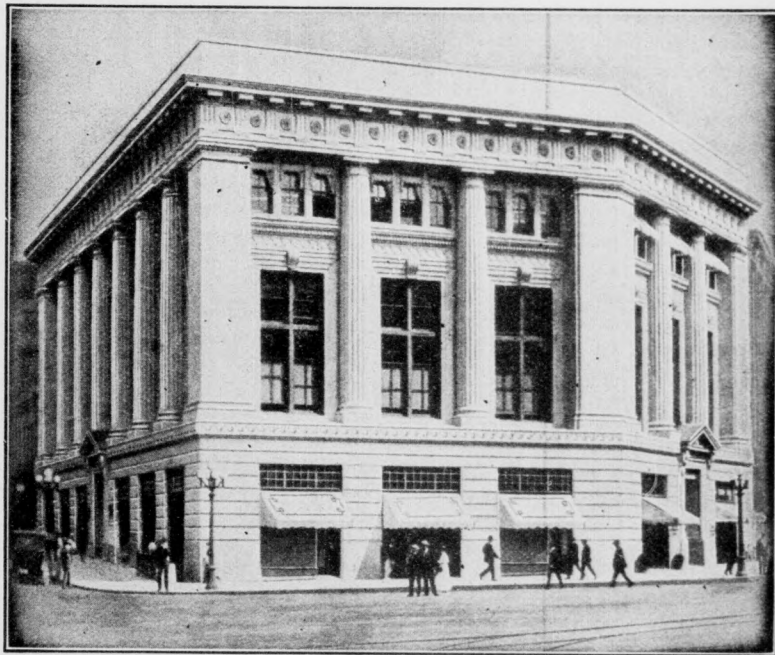
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Combined Capital and Surplus	\$ 1,724,300.00
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Combined Total Resources	13,157,100.00

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a condition and compel a larger distribution for current consumption.

Our industrial organization is so highly organized that it is beyond the understanding of the common man. He doesn't see the benefits that he derives from it, or understand his obligations under it. The whole complicated system, under which men devote their lives to acquiring skill in a particular occupation and rely upon exchanging services with others, is dependent upon the maintenance of fair relations. Not many people in England are able to mine coal, but the industries of the country are all dependent upon coal, and the miners have shut down the mines and threaten to keep them closed until the community accedes to their terms. Society cannot endure under such conditions. If people cannot work together in specialized industry, and rely upon each other, we will have to abandon modern industrial methods and go back to the hand industries and the conditions of life in China. This is what they are doing in Russia.

Unless the public is willing to pay for the service of the railways at a rate which will allow the capital invested in them to make a return fairly comparable to that obtained in other investments, new capital for their improvement will not be obtainable, and the Government will have to take them over. This, however, will be only shifting the problem, for the cost of operating them will be greater under the Government than under private ownership. The Government will have to resort to taxation, and the depletion of capital by taxation will interfere with industrial progress.

We face the same problem in the housing situation. Legislation which discourages private investment in houses makes the situation more acute and if the Government is forced into house building the burden will fall upon the taxpayer, again with the effect of depleting the supply of capital available for industry, and of discouraging the ambition to accumulate capital.

The same effect follows upon all the efforts to burden and handicap the energetic and successful man. If he is restricted and deprived of the capital for which he struggles and with which he works, he will give up and his leadership will be lost. If society is leveled down to the least effective members the position of even this class will be far worse than it is now.

The great problem of the time is to make clear the mutuality of interest which exists throughout the social organization, and satisfy the common man that all wealth is valuable, no matter who owns it.

George E. Roberts.

The Nightmare.

I had a nightmare yesternight,
I dreamed I stepped into
The future and discovered it
Was 1932;
A gorgeous sunset pleased my eye,
But ere I gazed on it
I had to leave a dollar in
A tax collector's mitt.
I picked a daisy in a field,
It cost me twenty cents,
And fifty more to say "Good day"
Across a neighbor's fence.
For tax collectors everywhere
Intruded on the view.
I woke and, trembling, cried, "Can it
Be this we're coming to!"
Minna Irving.

Why Mutuals Are Better Than Stock Companies.

The Hingham Mutual Fire Insurance Co., of Hingham, Mass., finds that the following, which is sent to policyholders in the form of a circular to be attached to the policy, has proven of great benefit in creating confidence and increasing the understanding of the facts that the policyholder's protection is the company's prosperity and the company's prosperity is the policyholder's protection:

In the public mind there are always three vital considerations in the matter of insurance. 1. Form of the contract—in these days of standard policy and uniform riders, greatly simplified and not widely divergent as between companies. 2. Stability of the company. Professor Gilmore, of the University of Virginia, in a recent study of insurance conditions in this country, concludes that about 2,900 mutuals vs. 1,550 stock fire companies have been organized, of which some 24 per cent. vs. 84 per cent. respectively have either failed, retired or re-insured—mutual companies showing $4\frac{3}{4}$ times the enduring power. The oldest company—the Philadelphia Contributionship, organized by Benjamin Franklin in 1752—is a mutual. In periods of excessive losses, such as the great conflagrations—Boston 1872, Baltimore 1904, San Francisco 1906, Chelsea 1908, and Salem 1914—large stock companies failed repeatedly to pay 100 cents on the dollar, while smaller mutuals came forward with the full spot cash, demonstrating that the average amount of cash surplus per \$1,000,000 at risk, and not mere size in itself, is the true test of strength. (3) Cost of the policy. Mutual insurance, besides being a stable business institution, is "of the people, by the people, and for the people;" and in pooling the risks solely for the protection of those who own them, as

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3

Per Cent Interest Paid on
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Compounded Semi-Annually

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Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$600,000

WM. H. ANDERSON, President

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distinguished from the stock company idea of selling indemnity for profit, there is a community of interest which spells real service. The stockholder-policyholder member of the mutual company receives a share of the savings as reduction in his insurance cost; and, through the careful selection and supervision of risks, low operating expense, and splendid spirit of co-operation between insured, agent, and company management, the returns have ranged from 10 to 90 per cent. of the original premium.

The outlook for 1921 appears constructive rather than destructive. The deflation which began slowly last spring, and has been going on with accelerated speed ever since, has had a far-reaching effect in fundamentals. Balloons and bubbles have everywhere been pricked; profiteering evils are being whisked away over night; the people once more are coming into their own. While it is assumed by some that there can be no real prosperity during a period of declining prices, the necessity of doing business under more direct competitive conditions on smaller margins of profit always makes for efficiency, since with the elimination of easy speculative gain, men get down to work and produce; and it is bona fide effort—not speculation—that builds up nations.

Although we look forward with confidence to real prosperity, fire is busily engaged crippling our resources and jeopardizing our hopes. Fire waste has increased something over 100 per cent. in the last quarter of a century until to-day it reaches \$300,000,000 property loss and 20,000 sacrificed lives per year. Revised building codes; huge, expensive, and efficient fire departments; enormous expenditures for water supplies; expert inspection; and all other physical means have failed (and will fail) to check this waste, so long as the carelessness and indifference of the American people respecting it remain uncorrected. More and more attention is being given to individual responsibility in this connection. On the theory that the surest way to reach an individual is through his pocket-book, some states are now following the European plan of providing, in addition to present penalties for arson and violation of laws and ordinances, a heavy fine or imprisonment where a fire is due to criminal negligence or disregard of the rights of

others. Four-fifths of our fires are preventable; surely one-half are from defective chimneys and heating apparatus; over one-fourth from matches, cigarettes and a small army of other contributives, in which rubbish and litter figure prominently. There is considerable talk about state rate-making and even Federal management of the companies, but until the American people give less time to the pursuit of the dollar and more to the saving of it, and can be made to see that the European idea of conservation at the per capita rate or 33 cents is better than buying indemnity at \$3.30, fire waste will continue and insurance rates necessarily must remain high.

To forget wrong is the best revenge. The cock of the walk is finally cooked in the pot.

Look out for squalls when the clothesline breaks.

He alone is rich who makes a proper use of his riches.

The calendar should contain a month of Will as well as a month of May.

A man doesn't have to run in debt. If he stands still, debt will come to him.

A good joke must have a good point, but it should never be aimed at any one in particular.

Let the Bugle Sound.

When "The Star Spangled Banner" is to be played the cornetist of the band or orchestra should sound the army call "Attention" thirty seconds before the air is played and repeat the call in fifteen seconds. This would give ample warning to the audience that it might be on its feet at the first note of the national anthem.

I am an ex-soldier of the Spanish, Mexican and world wars. I have noted that only a very few rise at the first strains, about 50 per cent. when the piece is half or more played, others not at all.

Inquiry has revealed the fact that especially at open air band concerts people are talking or otherwise engaged and do not recognize the strains. Therefore I offer this suggestion as a remedy and one which after the press has brought it before the musicians and public will annul in time all the excuses, good and otherwise, of people for not rendering just and simple tribute to "The Star Spangled Banner."

Frank Campbell

Pride in Company Reputation

Our Company has never sought to stand in a false light. It has stood on its own foundation. It has never misrepresented its position.

The Company abhors deception or sharp tactics. It desires to do right and to be square.

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ORGANIZED 1889

ASSETS

Cash in Banks	\$ 84,701.88
Bonds and Securities	\$154,370.97
Total	\$239,072.85

COMPARATIVE STATEMENT

Policy Holders or Members	3,750
Total Fire Losses Paid	\$ 197,895.23
Total Premiums returned to Policy Holders	\$ 372,606.51
Total Insurance in force Dec. 31, 1920	\$4,452,274.15

OUR PLAN OF OPERATION FOR 1921

To write good mercantile, hotel, garage and dwelling risks at established board rate.

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The saving or dividend is paid each policy holder at the expiration of each four year period.

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For further information call or write.

C. N. BRISTOL,

General Agent, Fremont, Michigan.



What Seeds Think of Child Who Plants Them.

Written for the Tradesman.

Little Mary Ann gets very much interested every spring in the subject of having a garden. A few days ago I heard her pleading with her mother to allow her to have a garden of her own this year.

"I don't know, Mary," her mother said. "Seems to me our past experience hasn't been such as to make me feel very hopeful about your garden. You remember what happened last year and the year before? You came home from school all excited about having a garden and we set apart a place for you to have one. We laid it out and bought seeds and tools for you to use; and you planted the seeds and watered them for a few days."

"Yes, mother, and they grew up, both years!"

"Indeed they did—or some of them did—and so did the weeds, and then it got hot and dry, and you got tired and lost your interest, and most of the little things died, and before long your garden was just a forest of weeds. That happened both years. Why should I expect that you will do any better this time? I don't like to have you start things like that and then lose interest. Suppose Patrick should do like that with our big garden?"

Mary Ann is a tender-hearted little girl with a great love for animals. She has two dogs, a bird, and a never-failing interest in their welfare. Later in the day I told her a story:

"Once there was a little girl who decided to plant some seeds. She worked hard getting the soil ready, raked it fine, broke up the large lumps of dirt, planted the seeds in nice, straight rows, and patted down the soil gently over them; all the time thinking about the little plants that would come up and the bright blossoms that would smile at her in the coming summer time.

"The seeds were very happy to be planted. As they dropped into their places in the soft, warm earth they said to each other:

"Now we shall have a chance to push up our little leaves to the sunshine and do the work we were all created to do. Mary Ann (that was the little girl's name) wouldn't have put us here if she didn't mean to take care of us and see that we were watered and given every chance to grow."

"Mary Ann did mean just that, too; for she was a kind-hearted little girl, and wanted everybody and everything to be just as happy as she was."

The child's face clouded as the story got to this point, and she cried:

"Oh, but Aunt Prudence, seeds

aren't like animals. They don't really think and talk to each other and suffer when people don't give them water and take care of them!"

"Oh, don't they? How do you know? But this is just a story—of course, no little girl named Mary Ann would really do anything like this!"

"Well, anyway, this Mary Ann in the story did water the little seeds the first day, and the second, and maybe the third. But the fourth day—or maybe it was after a week; I don't know exactly—she was busy playing or something, and it was very hot, and the little seedlings, creeping up toward the sunshine, got very, very thirsty. But nobody brought them any water. 'Where is Mary Ann?' they asked each other. 'She did promise to take care of us, and she's a very nice little girl and wouldn't leave us to die of thirst.'

"The next day the weakest ones died, and the day after that some more of them died. Only the strongest ones managed to struggle up, and even they found themselves surrounded by weeds. More days went on, and weeks, and they all got their opinion of Mary Ann, and it wasn't a very nice opinion.

"Oh, I don't want to hear any more of that story!" the child exclaimed. "I'm going to have a garden, and I'm not going to let the little seeds die of thirst."

A child has not the ability to sustain interest as a grown person has. That must be allowed for. He should not be permitted to start a garden bigger than he really can take care of. His tasks, even self-imposed, must be limited to the measure of his strength. But it is exceedingly important that he should have the care of living things and learn to love them and be considerate of their needs.

In the care of a garden—even a very little one, in a window-box or a flower pot—a child will learn, if you guide him and encourage his interest, to revere all the manifestations of life, to love nature, and to care tenderly for the living things that grow up under his hand. It is a vital part of education, and those who do not have it miss out of their lives, whether they realize it or not, something very important. Prudence Bradish.

[Copyrighted 1921.]

Daylight Unsaved.

We set our clocks and watches back,
Arise at peep of day,
And when the chickens go to roost
We also hit the hay.
And if we want to catch a train
We have to figure out
With painful care exactly how
The schedule's turned about;
But though when it is 5 o'clock
We make the town clock chime
Six strokes, the sun gets up and sets
At just the same old time.
Minna Irving.

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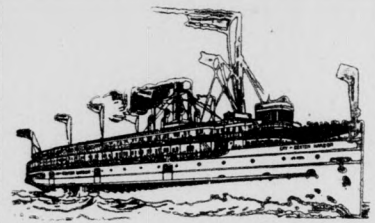
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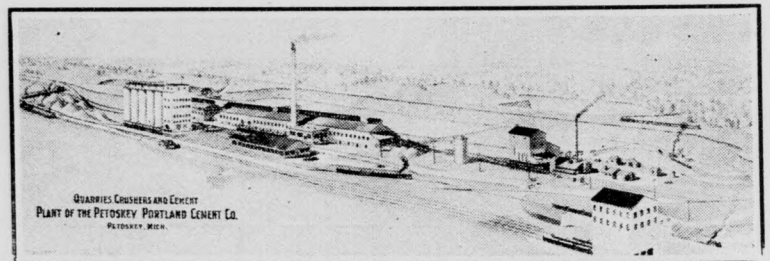
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General Office, Petoskey, Michigan

Characteristic Amusement of the Pioneer Days.

Grandville, May 10—People who lived in the lumber woods in an early day were not, as some present day residents may suppose, devoid of any pleasure because of their isolation. There were many sports in the woods that lent entertainment of an enjoyable nature.

In fact, it may be doubted if people to-day, either in country or town, enjoy life as much as did the pioneers of sixty to a hundred years ago. Because of their isolation from civilized life, they became more deeply attached to one another and frequently went many miles to be in at a logging bee, candy pull or whatever was on tap for the occasion.

There was more fun to the square rod in those days than there is now, despite all modern improvements and modern ways of passing about the country. We live in a fast age; then they were far more neighborly, and the fun they enjoyed was of a healthful and elevating nature.

At one candy pull among the pines one miss from outside went home miffed because of a mussed frock and hair knotted and sticky with molasses taffy. She was the daughter of a wealthy lumber dealer (wealthy for the time) and suffered considerable humiliation which afterward exercised a profound influence over her whole life.

The Wharfords gave a candy pull in honor of their guest, a Miss Darnley, of Muskegon, the latter burg being even then the big city of the Muskegon Valley. Miss Darnley was a peculiarly attractive girl of fifteen, bright as a new dollar, and, despite her aristocratic bringing up, entered into the spirit of the occasion with commendable fervor.

Those candy pulls of the North woods were sure times of fun and frolic among the young folks. Miss

Darnley being a guest from afar held the boards as the one chief attraction and all the pinewoods swains made eyes at her from a distance. The young lady's aristocratic mother was the scion of a New England family, one of the bluest of blue bloods, and would have been shocked had she known of her daughter's carryings on that night. Nothing improper about it, of course, only the company was decidedly mixed, composed of common stock with whom Miss Darnley would not have mixed in her home town.

But the girl soon became the center of attraction, becoming as gay as any of the rustic maidens, and had many a young woodsman longing to share her dish of warm taffy.

The candy did not harden well on this occasion. A big dishpan of snow was brought in, over which the amber mass was poured. Sam Bartwick, an awkward youth of sixteen, tried his best to get the eye of the guest of the evening. He was a bit bashful, rather clumsy, and not at all up in the ways of the society bloods.

One of the girls presided at the taffy pan and Sam went to her assistance. The party resolved itself into an old fashioned buzzing bee, which was usually the case when there was no fiddle or dulcimer present to furnish music for dancing.

The party was in the midst of one of the plays where a boy chases a girl, and if he catches her he takes his reward in a kiss. Now Miss Darnley strongly objected to this part of the play and had successfully fought off all efforts of the boys to touch her cheek with their coarse lips. While working at the pan of taffy, Sam had an eye out for the main chance. As the guest of the evening ran past he sprang in pursuit, forgetting to disentangle the soft, sticky mass of boiled molasses from his fingers.

When she saw him coming, Miss

Darnley darted through an open door into an adjoining room. "I'll kiss her yet," firmly resolved Sam Bartwick. He pursued her about the next room.

"Go away, go away!" she screamed in protest, and sped through another door into the pantry, knocking down newly baked pies that sat on a shelf, thrusting a dainty foot into the middle of one as it struck the floor.

Sam caught his quarry, and she struggled, her golden hair flying about her shoulders in a disordered mass. He smacked her full on the flushed cheek, at the same time rumpling her hair with one sticky hand. She turned upon him with angry fury in her eyes.

"You fool!" With that she buried her face in her hands and began to cry. "I said I'd kiss Jim Wharford's cousin and I've done it!" exclaimed the boy. At this moment the girl's aunt came into the room and led her pretty niece away. Sam felt cheap and tried to apologize but it was now too late. The remainder of the evening was spoiled for him as well as for the girl from Muskegon.

The dances under the pines sixty years ago were genuine neighborhood gatherings in which all took part, even grandma and grandpa, who swung in the Virginia reel, fireman's dance, money musk, schottische, waltz, with never a thought of the two-step, fox trot, or shimmy.

Those were the "good old times" and their like will never come again. Nobody wishes for them back of course. Old folks like to sometimes recall the past even while admitting the modern life is more exciting and interesting, and as for a chance to get ahead in the world modern opportunities excell those of the days of lang syne ten to one.

Just a word as to the outcome of that taffy party. Ten years later Sam Bartwick met Anna Darnley under far different surroundings. He was now a rising man in the business

world and the two were mutually attracted, ending up with a wedding, the twain living happily ever after.

Old Timer.

The Love of Familiar Noises.

Music hath charms—and agonies. When one is bereft of familiar sounds—steamboat whistles, church bells, and other musical noises—nostalgia sets in. When a boy seeks fortune in the city his ears are assailed by many horrendous sounds, the honking of motor cars, sharp cries of newsboys, grinding of street car wheels, and the "dull roar of traffic." Then when evening comes he longs for the bawling of calves, the chant of bullfrogs in the soft air, the barking of dogs. When they come not to his ears he wants to go home.

All men who have had a period of farm life or village life will get our meaning, which is that the loss of familiar sounds makes one lonely. But there is one noise made by a well-known creature that nobody seeks or longs for. It is the fiddling of the male locust on his wings. That peculiar sound, beginning low and gradually ascending to a high, shrill, penetrating crescendo, and then slowly dying away, is about the most mournful of all rural sounds in summer. Going out to hear the locusts sing will never be a popular sport.

But the noise of the locust has a peculiar origin. He rubs his legs on the veins of his wings, while they lie snug against his abdomen. His legs are the bows, the wing veins are the fiddle-strings, and his hollow abdomen is the sounding board.

Constant Demand for Grape-Nuts

Twenty years of established recognition as an exceptional food—

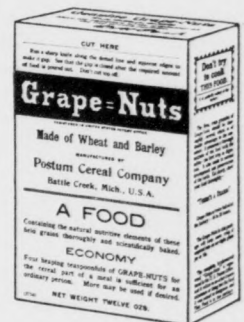
Universal interest and appreciation which make Grape-Nuts a household word everywhere—

Persistent advertising direct to the consumer—

A liberal sales policy—

**Insure profit for the grocer who keeps
well-stocked on Grape-Nuts.**

Postum Cereal Company, Inc., Battle Creek, Michigan





Michigan Retail Dry Goods Association.
President—J. W. Knapp, Lansing.
First Vice-President—J. C. Toeller,
Battle Creek.
Second Vice-President—J. B. Sperry,
Port Huron.
Secretary—Treasurer—W. O. Jones,
Kalamazoo.

Real Improvement Surely Under Way.

The cotton yarn markets are beginning now to reflect a wider improvement in dry goods lines. The gains for a month or more have been progressive but slight. During the past two weeks some substantial sales have been made by yarn merchants from stocks they have been carrying or have had consigned to them, and the yarn spinners are now becoming firmer in asking for prices that will warrant them in accepting future business. The gains have been seen in enquiries coming from the wire insulating trades, from some of the miscellaneous weavers of woollens and worsteds, from some of the curtain manufacturers, webbing manufacturers and so on. There are still many branches of industry to hear from, but such a large consumer of combed yarns as the auto supply trade is beginning to take in yarns on old contracts and talk of new ones.

Curtalement of production in some divisions of cotton goods still continues prominent, notably in fine combed yarn fabrics, some of the print cloth yarn convertibles and cotton duck. Southern mills are making a stronger effort to run than Eastern mills and they have been able to cut wages in a drastic way in many sections. It is still very noticeable that the mills engaged on making the best known trade marked lines of staple goods are doing better in production than others. This is reflected all the way through distributing channels, both wholesale and retail. It is seen in colored and uncolored goods and it is noticeable in all the leading printed lines in medium yarns.

The wide differentials in the raw cotton market tell a story of non-readjustment that is beginning to be felt by the fine goods mills and by other mills that use grade cotton for special purposes, for example, the duck mills that use a grade of staple particularly strong, although not necessarily long. These differentials were fixed in war-time, when cotton was around 35c or 40c per pound, and have not been changed in keeping with the decline of cotton in speculative markets. The premiums users of grade cottons must pay are doing considerable toward forcing mills to hold out for higher relative prices than those quoted on common sheetings and print cloths.

In what is called a between season's period for the jobbing trade selling

agents look for an unstable market. But thus far this month the markets have held steady in many lines where jobbers will soon have to become active in order to secure deliveries for fall. This holds true also of many retail lines that would normally be purchased before this period for early fall. The desire to maintain a small stock and seek profits from a rapid turnover does not seem to lessen much as yet, although many elements of uncertainty have been removed through the drastic price liquidation.

The larger silk merchants of the country are beginning to have their way in the matter of choking off speculative tendencies in the raw material. Buyers of silk merchandise are also alive to the fact that no sustained business can be done with silk values held above the parity of values offered in wool and cotton goods. In many lines these values do not conflict, the merchandise not being interchangeable, but the effect is there, whether sentimental or otherwise.

Short Measurements in Wall Paper.

Lansing, May 10—One of our members who conducts a department store and is a dealer in furniture, rugs, wall paper, etc., calls our attention to a shortage in wall paper measurements, stating that the double rolls fall short of the full fifteen yards. He states that manufacturers have been conscious of this fact and gives us a copy of a letter received from a certain manufacturer:

"With further reference to our correspondence of April 18, regarding shortage in wall paper, will say that for the past two or three years, since the factories have been rushed with business, we have had some trouble with the measurements on wall paper not being entirely up to the standard. This trouble has been largely eliminated since some of the larger factories have installed automatic reeling machines. Prior to that time, they were dependent upon the human element and through carelessness some goods left the factories which were short in length."

It seems from the above that this shortage in measurements has existed with the knowledge of the manufacturers. We would be glad to hear from other members on this or any similar question. We would also suggest this as a desirable topic for discussion at our Group Meetings.

Jason E. Hammond,
Manager Michigan Retail Dry Goods Association.

Makes It Easy For Clerks To Offer Suggestions.

A suggestion system has been developed by the department store of James McCreery & Co., New York City, where 1700 men and women are employed. The system didn't swing into its stride all at once. At the onset of its work the McCreery suggestion committee found a prevalent timidity among the employees. Then the present form of suggestion blank was

devised. It includes a detachable stub numbered to correspond with a serial number on the blank. When he wishes to offer a suggestion the employee simply writes out his idea on this blank form tears off the stub and keeps it, and drops the suggestion into one of the boxes. By means of this blank a suggester may remain anonymous, for there is no telling who is the author of the idea until the stub is produced and the identifying number is revealed. Since this form was adopted a few months ago, suggestions have come in at a fast increasing rate. Up to Jan. 1, 1921, a total of 2500 had been received and since then the weekly output of ideas has steadily mounted.

The more you show people that you are anxious they shall not consider buying any other line than yours, the more anxious they are likely to be to see what that other line is like.

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

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.

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



Michigan Motor Garment Co.
Greenville, Mich.
6 Factories—9 Branches

Boys Pants

From

\$6.50 up to \$15.00

Now is the time to have a good stock on hand.

The sale is "big" now—and is always constant.

We are showing special values.

Daniel T. Patton & Company

GRAND RAPIDS
59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan

Suspenders

We have suspenders for men and boys at practically pre-war prices, in both dress and the heavy numbers.

Also the big selling spring suspenders at attractive prices, in a good range of patterns.

Quality Merchandise — Right Prices — Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Insist on Balancing Account at Frequent Intervals.

One of the most interesting—and annoying—experiences I have had in granting credit, was with an account whose responsibility was unquestioned.

He was a typical country merchant who conducted his business in his own peculiar manner, one of his peculiarities being that he always made payments "on account." It was one of the most active accounts we had, his purchases running about \$1,000 a week, shipments being made at the average of about four times a week. He kept paying "on account" \$1,000, \$1,500 or \$5,000, whatever amount he happened to have handy, but he never owed us as far back as thirty days. Consequently the account was a very valuable one.

We took up with him the matter of making a payment that would check his account to a certain date, and received reply that he was running his own business and that if we did not like the way he was doing it to say so.

We did not like the way he was doing it, but did not say so. This situation continued for six years when finally the man died. His estate was ample to pay all he owed several times over, but the Probate Judge made us prove our account. A few minutes reflection will convince anyone, that to prove an account of this character was a stupendous job. We had to prove delivery of every single shipment to the railroad company, and show their receipt. The railroad company had to obtain the receipt of the truckman in the merchant's town, and the truckman had to show receipt of the merchant. To prepare this vast amount of data, we had to employ a special force, doing no other work than getting this brief into shape to submit to the Probate Judge.

When this notification was received by us, several other credit men thought that they had the laugh on us for the reason that they had taken the merchant's "account" payments and split them up to suit themselves, to balance the account to a certain date, but the Probate Judge held that such credits did not correspond with the merchant's books, and placed all the creditors in the same boat as ourselves.

The moral is, insist upon every account balancing to a certain stated period at frequent intervals.

F. I. Brenner.

Much Use of Form For Home Dress-Making.

Betty, a home-made dress form, has been introduced into thousands of farms by demonstration agents sent out by the State agricultural colleges, in co-operation with the United States Department of Agriculture. The form is made of strips of gummed paper tape moulded on the figure over a tight-fitting undervest. It is an exact replica of the figure, and overcomes the difficulties women had of getting their dresses to fit properly. By means of the home-made dress form there has been not only a large money saving, but women and girls for the first time have been able to "see themselves as others see them"

and have been led to correct improper posture and the all too common habit of slouching. The Department of Agriculture explains that, regardless of how the family on the farm may be situated financially, it is frequently impossible to secure satisfaction in ready-made clothing, and much of the family sewing must be done at home. Every woman realizes this means a lot of work, but few men recognize how much. From a verbatim report sent in by a home-demonstration agent one woman made twenty-three garments in a year, ranging from a boy's shirt to a blue serge suit and evening dress. The total cost was but \$69.20, compared with a store cost of \$327.50.

Now the Umbrella Hat.

The umbrella hat is one of the newest of the large off-the-face shapes in women's hats, according to the forthcoming bulletin of the Retail Millinery Association of America. It is being worn by a few of the ultra-Parisienness, and will undoubtedly find general favor. It has not yet reached this side of the water, but is on its way. According to the bulletin, Maria Guy is responsible for this creation, which is all that the name of the hat implies.

"It resembles an overturned umbrella caught in the wind," the bulletin goes on. "Each rib is clearly defined by a cable cording, and the brim edge assumes the line of an inward scallop. Carried out in solid black satin, moire or fallie silk, there is a charm about this hat that is attributed to its extremely unusual lines. Just the least bit of trimming is needed. A brush 'fancy' drawn through the brim and dangling over the shoulder, a few looped strands of beads, or a glycerine ostrich 'fancy' makes a charming touch."

The new bulletin will also tell of the vogue for hats of a bright cherry red that is said now to be sweeping Paris, used chiefly as a complement to a costume of white. Though red is not a color that suggests coolness, it will say, there is an undeniably chic effect attained in this combination of snowy whiteness and deep red. Cherries in their natural tones, arranged in a hanging trimming motif, off the side of the brim, make the nicest ornament for hats of this hue.

Rely on yourself—your friends may forget you.

Trying To Eliminate Waste.

Not as much attention has been paid as there will be, before long, to the investigation to eliminate waste in industries, which was projected by Mr. Hoover as head of the American Engineering Council. Much of this work is completed, and the results will soon be made public, together with suggestions of a workable character. Enough, however, has already been brought to notice to show how great a need there is for reform in many of the methods in use. In the textiles, the shoe and leather trade, building construction and other industries, the preventable waste is said to be so large as to prove a serious handicap to production and to add decidedly to the prices that must be charged for products. One of the great troubles in all established industries is, and has always been, in the doing of things in conventional ways. Even the substitution of automatic labor saving devices has not had the effect of doing away with the ways customary before their introduction. It is noteworthy, also, that waste prevention does not imply reduction of wages of operatives or more exhausting labors. The fact is that it is always a sign of inefficiency when an employer, in order to cut down his overhead, begins with a paring down of his wage scale. Improvement in methods and reduction of waste wherever possible should be the first steps. Waste is a handicap, not only in the competition for foreign markets, but it is even more so to the effort to broaden domestic trade. Whatever adds to cost of production and so raises prices acts as a deterrent to buying. This is particularly important just now when the need of stimulating sales to the general public is so evident. It remains to be seen in what spirit the suggestions for waste prevention will be taken, and whether there will be any general disposition to adopt them. Upon this much will depend.

"Next To the Kaiser."

The great "trouble" now, next to the effects of the late war, is the labor row. You may say the labor union men are getting no more than is coming to them. I shall not argue as to that; but the fact remains that the labor union men, in getting what they say is no more than justice are responsible for the present disagreeable state of affairs, next to the late kaiser.

E. W. Howe.

There's nothing--
YOU need more--
Or understand--
LESS about--
Than KELLY SERVICE.
Unless you've used it--
And know--
How overstocks--
And surplus goods--
ARE moved--
By UNUSUAL--
ORIGINAL and--
Constructive--
Selling methods.
Ran a sale--
Last month--
For a merchant--
In Alabama.
I'd like to tell--
YOU about it--
For you'll understand--
ME better then.
Yes--
The coupon's enough.

Kelly's Ad Man

Your Citizens Phone

Places you in touch with 250,000
Telephones in Michigan.

117,000 telephones in Detroit.

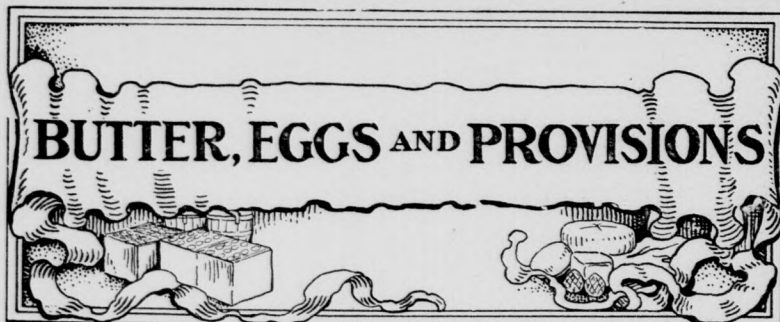
Direct Copper Metallic Long
Distance Lines.

CITIZENS TELEPHONE COMPANY



T. K. Kelly Sales System
2548 Nicollet Ave.
Minneapolis, Minn.

Size of my stock _____
Name _____
City _____ State _____



Michigan Poultry, Butter and Egg Association.

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

Why the Retail Grocer Needs the Wholesaler.

There is every indication that during the coming years the retail grocer will need the help of the wholesaler to a greater extent than he has ever needed him before. Many a retail grocer is a man or a woman possibly without a wide business experience and not very well equipped to meet the conditions that are sure to arise in the coming readjustment of business.

The number of manufacturers who are able to go direct to the retailer and give him the help that he needs is very limited indeed. In the case of the manufacturer, there is also the danger that the grocer will be instructed in methods of handling that manufacturer's goods rather than in solving all his business problems. If this is not the case there is pretty sure to be a suspicion on the part of the retailer that it is and this suspicion goes far towards off-setting the good that the manufacturers can do.

The wholesale grocer is in an entirely different position. He is in a position to sell the retailer practically if not everything that the grocer handles. The wholesaler is located in the district in which the grocer does business and is able to keep in close touch with local conditions, something that a concern located thousands of miles away can hardly do.

For this reason the wholesaler has a more intimate knowledge of the problems that the retailer must solve and is in a much better position to help him solve them. Not confining his sales to any one line of goods the wholesaler is also more apt to look upon those problems as a whole rather than upon their relation to the sale of a particular line of goods. This the grocer knows and for this reason can be led to have more confidence in the wholesaler than he would in any one else.

Making sales, building up sales volume is what bothered the retailer more than anything else. The advisability of operating on a credit or a cash basis, the attention that can profitably be paid to delivering, how to advertise and how to get more out of the window displays. These are all things that the grocer needs help on.

There is no person better placed to give this help than the wholesaler and his salesmen. There are some grocers so located and catering to a class of

trade that would make the change from a credit to a cash basis disastrous. There are others so located that they will meet with disaster if they do not operate on a strictly cash basis.

Many a grocer can very materially increase his sales by doing better advertising or paying more attention to his window displays. The wholesale grocer's salesmen do or at least should understand these things well enough so that they can be of very material help to the grocer.

As a matter of fact it is to the interest of the wholesaler that he and his salesmen do pay attention to these problems of the grocer and help him solve them. The grocer after all is nothing more nor less than a salesman. He is the salesman that stands between the wholesaler's salesmen and the final customer.

A salesman in any line of business cannot get the best results until he has been carefully trained. Any wholesaler or wholesale grocer's salesman knows that a great many retail grocers have not been well trained for their business. It is to their interest to train them and to look upon them more in the light of salespeople than be a customer unless he is able to sell goods.

The wholesaler can train these grocers very much better than can anyone else. He understands all their problems probably better than anyone else and he also understands better how to solve them. The more of this service that he gives the more of the confidence of the grocer he will have.

Those wholesalers in all lines who have paid the most attention to helping and developing their customers rather than merely selling them as many goods as it has been possible to sell them have prospered to the greatest degree. Once win the complete confidence of the retail grocers and the wholesaler is going to have the loyal support of the grocer.

Whether or not many a grocer is able to survive the coming five years depends upon what his wholesaler does for him. This does not mean any kind of financial aid. It does

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
 VANILLA EXTRACTS

Made only by

FOOTE & JENKS
 Jackson, Mich.

Direct Receivers and Shippers of ALL SEASONABLE FRUITS AND VEGETABLES

Also Distributors of

"Purity" Nut and "King" Nut Margarine

M. J. DARK & SONS

Wholesale Fruits and Vegetables

Grand Rapids, Mich.

E We Buy E We Store E We Sell
 G G S G G S G G S
 WHOLESALE

Butter, Eggs AND Cheese

We are always in the market to buy fresh Eggs, Number One Dairy and Packing Stock Butter, Etc.

WE SELL Egg Cases and Egg Case Material.

Our Warehouse is a public institution soliciting the patronage of all. We store your products for your account and guarantee proper temperatures.

Write us for Rate Schedules or other information.

Kent Storage Company

Grand Rapids,

Michigan

SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
 Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
 Grand Rapids, Michigan

For Dependable Quality

DEPEND ON

Piowaty

mean helpful advice and the taking of an interest in what the grocer does. Since the wholesaler is able to observe at close range the methods of successful as well as unsuccessful grocers, it is not at all difficult to gain the information needed to help the unsuccessful become more successful.

Grocers need this help more and more. Chain store competition is becoming ever keener. It is becoming harder and harder to meet. The independent grocer must watch his business closer and run it upon a better basis. He needs accounting suggestions, ideas in regard to turnover, on inventories and many other things. All of these suggestions and ideas can be given to him direct by the wholesaler's salesmen and in a way that he understands.

He needs these suggestions and ideas to-day far more than he has ever needed them before. If he does not get them many a grocer is going to be forced out of business. If he does get them he is going to become a larger and a more prosperous business man.

In short the average grocer needs a business counsel, a man who can look at his business in a broad minded manner and whose judgment is not clouded by a too keen desire to see that grocer make larger sales of a certain line possibly to the disadvantage of some other departments of the business. The wholesaler is the logical person to become this counselor. He is equipped in every manner for the job. He is on the ground and don't have to carry on a correspondence course. He can help to an extent that no one else can.

The extent to which wholesale grocers meet this need on the part of the grocer will determine to no small degree the success of the wholesale grocers. It will also determine the degree of loyalty of the retailer to the wholesaler.

J. E. Bullard.

Only Sixty Days From Investigation To Confession.

One was a young man of about twenty-five; the other a year younger. The families of each were very prominent in their section of the country. The young men opened a shoe store at Crowtherville. Within ten months they were able to obtain credit in a sum exceeding \$100,000 from the largest shoe manufacturers in the country through false financial statements and by gaining confidence through buying at first in small quantities and discounting or meeting promptly all their bills.

Resolving to pull off a failure and to mulct their creditors, they bought copiously as the Christmas holidays were approaching and then deserted their store. When creditors began to investigate the birds had flown, and the stock they left behind amounted to comparatively nothing. The investigation was seriously impeded by the social, business and political influences the men were able

to bring to bear in their favor. But we are used to this kind of impediment. We find no difficulty in appealing over the heads of petty grafting politicians and business men of doubtful ethics.

A short time after the investigation was started the young men reappeared and declared that they had sold the better part of their stock at retail in Crowtherville, had taken the money and gone to Chicago to have a good time, and had been robbed of all their money by denizens of the Chicago underworld. This might signify little to any one unaccustomed to the investigation of commercial fraud, but in our department there are many cases in which the men who get away with the goods allege that the money has oozed away at the poker table or at the race track.

While the two young men were making this suspicious explanation we located more than \$25,000 worth of shoes in a barn six miles from Crowtherville. We also found in a safety deposit box in Toledo in their names \$12,000 in cash and diamonds valued at more than \$4,000. On two other farms we found two fine automobiles. These little items they had forgotten to list in the bankruptcy proceedings against them which the creditors had instituted.

The evidence of their guilt was so conclusive that the Grand Jury promptly indicted them. They as promptly plead guilty and are now enjoying the hospitality of the county and awaiting their sentence.

As it was less than sixty days from their get-away to the date of their indictment and confession, this case is likely to go down in the annals of commercial crime as one of the most expeditious cases of this magnitude. The amount already salvaged is about sixty per cent. of the liabilities.

The investigation, moreover, is still under way. It looks as if there would be involved in the meshes of the law a relative of one of the young men, whose operations along similar irregular lines no doubt supplied the initiative and suggested the adept methods of the hopeful youngsters.

I am no preacher, but let me say that if these men had devoted their talent and energy to straight business they would, without question, have prospered greatly, besides securing for themselves liberty and peace of mind.

This is the usual finish of the commercial crook. One of them, whom we recently caused to be sent to the penitentiary, remarked to me not long since: "It has cost me during the past three or four years every cent I have been able to get my hands on to keep out of prison. When I wasn't paying money to blackmailing detectives, I was paying fees to my own lawyers, and after all I land up, without a dollar, in the pen."

C. D. West.

Grand
Rapids
49 Market
St., S. W.

W. E. Roberts

EGGS AND PRODUCE

Cltz.
1361
Bell
M. 1361



We Specialize on

Sunkist Oranges and Lemons

They Are
Uniformly Good

The Vinkemulder Company
GRAND RAPIDS :: MICHIGAN

You Make
Satisfied Customers
when you sell

"SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

Fiegle's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Domino Syrup

To see the good name Domino on a product is to have confidence in its quality. To use it is to have that confidence justified.

That this is true is proved by the fact that Domino Syrup sells readily throughout every season of the year. Each initial sale begins a profitable chain of repeats.

American Sugar Refining Company

"Sweeten it with Domino"

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



Michigan Retail Hardware Association.
 President—Norman G. Popp, Saginaw.
 Vice-President—Chas. J. Sturmer, Port Huron.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

The Hardware Dealer's Swat the Fly Campaign.

Written for the Tradesman.

The past winter was, for the most part, unusually mild; and has been followed by an early spring. Like many more acceptable natural phenomena, the domestic fly has made his appearance several weeks earlier than usual. He represents a dirty nuisance; but he represents also a business opportunity for the alert hardware dealer.

The reason is, that practically everything in the fly-swatting line is included in the modern hardware stock, from fly papers and fly swatters to screen doors, paints and disinfectants.

A fly-swatting campaign may at first glance seem a trifling matter, from a business point of view. A few wire fly-swatters at 15c each—why, that looks like an inconsiderable trifle.

But when the business prospects are examined more closely, the opportunities will be found considerably larger than the first casual glance indicated. There are a lot of lines that can be logically linked up with a "Swat the Fly" campaign.

Of course, such a campaign will be helped if there is any general campaign of the sort in your community. For instance, a number of years ago the local boards of health in many places inaugurated campaigns against the fly as a carrier of disease. Such campaigns, helped out by a great deal of newspaper publicity, contributed materially toward educating the public to the fact that the fly was actually a menace. If, therefore, a similar general campaign can be put on in your town with the backing of the health authorities and the support of the press, it will help materially your own efforts in a business way.

Failing such a campaign, the "Swat the Fly" movement can be linked up with the "Clean Up and Paint Up" campaign, or used as a follow-up thereto.

In any event, you will find it worth while to tackle the matter yourself, even if there is no community campaign to help you.

There are two phases to the hardware dealer's swat the fly campaign. On the one side he offers cure; on the other prevention.

Naturally, humanity being what it is and always has been, cure will doubtless appeal the most and help to the largest extent to stimulate business. Most people are not forehand-enough to devise or adopt ways and means of keeping the fly out of

the house; but his presence in the house is the signal, ultimately, for a great deal of vigorous if belated action. For this purpose the hardware store offers a good many helps. These include fly papers, fly traps and swatters. Swatters are particularly in demand; for they provide excitement, exhilaration and useful exercise for both children and adults. Now that the public has been educated to the menace the fly constitutes, selling swatters is no difficult task. Display them in the window, give them a corner of the counter where they can be seen, price-ticket them legibly, and they will usually sell themselves.

On the side of prevention, there are a great many lines that can be played up; and this side should be emphasized in your advertising and display. It may be easier to sell swatters; but the other phase of the business represents ultimately bigger returns and better sanitary conditions.

For instance, screens can be made a big feature. They keep the fly out and let the air in. Screen doors, ready-made, are always a good line to push. Ready-made window screens are also available, that can be pulled out to suit any width of window.

While these will satisfy a great many customers, there are others who prefer to buy the wire and make their own screens, or have them made.

In this connection, you are missing an opportunity if you don't urge the desirability of having every window in the house properly screened. Many purchasers of ready-made window screens will buy three or four and shift them from window to window as need arises. The work involved will, in the long run, represent a great deal more outlay than the cost of a full equipment of screens. So, too, the tendency where the screens are made by the householder or carpenter is to fit only a few windows. This is poor economy. Try to get into the customer's mind the idea of equipping every window—even if you make him a slight price concession on the full lot.

Incidentally, screens made to fit the windows require hooks and catches. See that your salespeople suggest and sell these as well as the screen wire.

In the direction of prevention it is also important to eliminate the places where flies breed. For instance, every home should have its covered garbage can. Most up-to-date municipalities

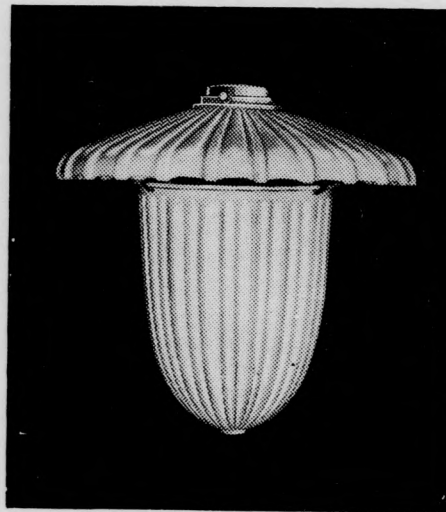
We are making a special offer on
Agricultural Hydrated Lime
 in less than car lots.

A. B. KNOWLSON CO.
 Grand Rapids Michigan

Foster, Stevens & Co.

Wholesale Hardware

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



Broadway Radiant Lamp

Best Light for Stores, Offices and Factories.
 We have exclusive agency for Grand Rapids.
 We furnish these lamps at \$7.50, hung on your present fixture.
 Jingle our phone and we will hang one lamp for your inspection and comparison.

W. M. Ackerman Electric Co.
 549 Pine Ave., Grand Rapids
 Citizens 4294 Bell 288

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS,

MICHIGAN

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

require these; but even where this is not the case, the effectiveness of the covered garbage can in reducing the fly menace is very marked.

Scientists claim that, as it requires eight days for the fly's eggs to hatch, if any garbage, manure or other likely breeding places are sprayed once or twice a week with suitable mixtures the development of new flies can be materially diminished. This preventive work is important in stables and farm yards where flies are otherwise sure to breed and prove a nuisance to the live stock. A number of commercial mixtures for this purpose can be had. Kerosene, soaked in with the aid of water, is said to be excellent and paris green in solution is also used.

Another device for preventing the breeding of flies is to paint frequently. This fills in the cracks and crevices in weather-beaten woodwork, where otherwise flies are apt to find refuge. Paint all woodwork, finish or wax all flooring, and thereby save the wood and keep out the flies. This argument may prove helpful in connection with the spring paint campaign.

A good display or two will help materially. Some years ago, when the Swat the Fly movement was sweeping the country, a hardware dealer pulled off a stunt that, while simple, emphasized the big idea.

As I recollect, it was something like this. He took a large piece of white cardboard. In the center he drew a circle several inches across. This circle was made double—an outer circle heavy and black, an inner circle red, and inside a big white space. In the very center of this white space, the very center of the entire card, was attached one dead fly.

On the outer edge of the circle was this lettering:

This fly in 40 days would multiply to 64,136,401. Swat!

The card was surrounded with fly swatters. The rest of the window was devoted to fly-fighting devices of one sort and another—screens, screen wire, garbage cans, etc. In the window were bulletined a lot of the then familiar health bulletins concerning the filthy and disease disseminating activities of musca domestica.

A window of that sort is pretty sure to halt the passerby, attract notice, cause discussion, and develop business.

In the early days fly-swatting contests were frequently used as stunts by aggressive advertisers. However, there was the objection to these—a logical one—that they involved the handling, usually by children, of accumulations of dead flies, and consequently entailed the possible spread of disease.

On the whole, the Swat the Fly campaign has now developed to a stage where the chief essential for the hardware dealer is to show the goods effectively, so as to drive home just what a menace the common fly is. Now is the time to put on a Swat the Fly window.

Victor Lauriston.

The salesman who objects to working overtime evidently doesn't know what he is talking about when he wishes he had a store of his own.

Lost His Health in Winning His Wealth.

A certain man said to himself: "Success comes to him who knows what he wants and goes after it, ready to pay what it costs. I shall get all that is coming to me and then some."

He knew what he wanted, and went after it. His nose never left the trail. He toiled while others slept. He worked with a sandwich in one hand or went without luncheon altogether, while others relaxed in the mid-days. He stayed on the job without holidays while others played. He was "getting his and then some"—success, or what he called success, was just at his finger-tips, when one day he found himself unable to think clearly, talk coherently or walk straight. He thereupon ordered his chauffeur to take him to the office of his physician, to whom he said:

"Doctor, I think there is something busted inside of me somewhere. I don't know what it is, but my machinery doesn't seem to be working just right. I wish you would just take your X-ray machine or something and have a look. Whatever it is that I have broken, just get me another one—I've got plenty of money to pay for it. Only you'll have to hurry because I've got to be back to the office to a meeting at 4 o'clock; if I'm not there to watch them those guys will put something over on me."

So the doctor took a look, and thumped and listened, umphed to himself from time to time, and shook his head, with countenance increasingly grave. At last he said:

"Well, my boy, I'm afraid there isn't much I can do for you. I'm all out of the thing you've broken and I couldn't get another one anyway to fit you. The one you've busted is the only one there was or ever will be, so far as you are concerned, this side of Jordan. Didn't you have any sense?"

"Oh, no, you're not going to die; not right off. We can keep you breathing for quite a while. But you won't go back to the office at 4 o'clock or ever again. You'll just go home and go to bed, and if you ever get up again, it will be to get into a wheeled chair and be more or less a nuisance to yourself and everybody else. As for work or any of the other things that men like to do, your'e through."

So the man went home as aforesaid, facing the prospect of ample time in which to reflect upon what constitutes the wrong kind of success and how much one has to pay for it.

The buyers' strike will be broken by and by.

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

Why You Want to Buy Lansing Foundry Company's 8% Preferred Stock

First—Because the interest of 8%, payable quarterly, is guaranteed by Ray Potter, Pres. of the Michigan Screw Co., Mr. H. F. Harper, Pres. of the Motor Wheel Corporation and Mr. Wm. H. Newbrough, Pres. of the New Way Motor Co., with the Capitol Bank as trustee.

Second—Because your money will be in a LANSING COMPANY, established since 1913 in an essential industry, marketing products of proved commercial worth, MANAGED BY MEN WHOM YOU ALL KNOW, of PROVEN business ability and integrity.

Third—Because our PARTIAL PAYMENT PLAN offers a simple and convenient method of purchasing this high grade security, PAYING 8% QUARTERLY, FREE from State and City Taxes.

Fourth—You never lose money by INVESTING a business proposition backed by successful and responsible Lansing business men.

Communicate, without any obligation whatsoever, with

LYMAN COVELL,
Director of Stock Sales,
LANSING FOUNDRY CO.,
LANSING, MICH.

REMEMBER, Money invested at 8% doubles in nine years.

Without obligation, please send me further information.

Please reserve _____ shares of 8% preferred and _____ shares of common stock for

Name _____

Address _____

Telephone _____



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.

Position of Tradesman on the Hotel Question.

During the nearly thirty-eight years I have published the Tradesman, I have never willingly accepted a courtesy from a hotel or transportation company. When I was elected President of the old Grand Rapids Board of Trade, Ben Hanchett, of the Grand Rapids Street Railway Co., immediately tendered me the use of his private car to entertain personal friends or distinguished visitors. When I began the agitation for the 2 cent rate of fare on Michigan railroads, General Manager Hughart, of the Grand Rapids & Indiana Railroad, called at my office and tendered me the use of his private car if I would "go slow" on the propaganda I was then giving all the assistance I could command. Big hearted Boyd Pantlind has endeavored many times to induce me to accept courtesies at his hands. He finally gave up in disgust, pronouncing me a "freak too good for this world."

In view of my life-long refusal to accept any courtesy from a hotel or transportation company, I was somewhat surprised to learn from my subscription representative last week that a small town Eastern Michigan landlord asserted that I was undertaking to blackmail the hotel keepers of Michigan by "saying things about them" if they did not advertise in the Tradesman. Of course, those who know me and my methods will smile over such a statement, made by a comparative stranger to me, but for the benefit of the gentleman, I will present a few facts to show him how unfounded his charge is and how mistaken he is if he thinks for a moment that a few dollars, one way or the other, will make any difference with the Tradesman.

For instance, Boyd Pantlind is a good friend and customer of mine and has been for years. I am a stockholder in the Pantlind Hotel Co. Yet Boyd Pantlind says I am the severest critic he has to satisfy in connection with his management of the Pantlind. Now that he is home from California, I am going to do my level best to influence him to abandon the charge for bread and butter when a man eats a dollar's worth in his main dining room, which, by the way, is the most

beautiful dining room in Michigan. I am certainly safe in placing the limit at \$1, because I defy any well man to cross the threshold of that dining room and get away without receiving a charge slip for more than \$1.

I regard the Occidental Hotel, at Muskegon, as one of the best kept hotels in the State. The landlord is my friend—at least I am his friend. His card has appeared in our hotel directory for several years. Yet I frequently find fault with something he or his clerk does—and, because the criticism is just, he invariably acknowledges the correctness of my criticism and undertakes to see that all cause for complaint is eliminated. He does this cheerfully, because he believes I am a just man, seeking to better hotel conditions in the interest of my friends of the traveling fraternity along sane and sensible lines.

If I think a personal letter will accomplish my purpose, I write a letter. If I happen to know that the landlord is so self centered that a letter will do no good, I permit a remonstrance to appear in the Tradesman, mild or otherwise, as the case may seem to justify and the temperament of the man requires.

I think I have said enough to convince any man who is not a stone image or who does not cherish an unjust prejudice that anything I may say about hotels or hotel men is written in a spirit of helpfulness and that no financial consideration has any bearing whatever in the premises. I have, happily, reached a period in life where money means little to me, except as a means to give happiness to those who have been faithful to themselves and their trust and loyal to me and my life work. Any one who cherishes the idea that I can be swerved from the path of duty, as I see it, by cajolery, gifts, bribes or patronage, has a bump coming to him.

How has the mighty fallen! Until recently "Statler service" was regarded as about as near human perfection as it is possible to obtain in the hotel world—far in advance of the so-called service handed out by 99 per cent. of American hotels. I visited Detroit last week and, as usual, was a guest at the Statler. I took the precaution to write in advance for a reservation, so a room was awaiting me on arrival. Greatly to my surprise and disgust, the room had not been properly cleaned since it was occupied by the previous tenant. The floor was strewn with papers and the bureau was ornamented with cigar ashes and stubs of smoked cigarettes. The reading lamp gave forth no radiance and the toilet paper compartment was

empty. Six complaints to the office brought no result, except stereotyped promises, but a personal appeal to the assistant manager next day resulted in action, without a word of regret or a line of apology. The management was perfectly willing to accept \$10 per day for a room, but did not care enough about the just complaint of a regular customer who has sent the Statler hundreds of customers to dignify it with an acknowledgment. I was exceedingly sorry to note the sullen tempers and nasty dispositions of the employees I came in contact with. The theory of service so dear to the heart of Mr. Statler appears to have suffered a severe set back in Detroit, and, greatly to my regret, I found that other guests noted the same "let down" in the morale of the hotel force. With five hotels on his hands, it is not to be wondered at that things should get to going bad occasionally. I have sufficient confidence in Mr. Statler's thoroughness to believe that he will soon pay his Detroit hotel a visit, now that its shortcomings have been brought to his attention.

During my stay in Detroit I remembered that the Cadillac Hotel had used the newspapers to a considerable extent in exploiting its dining service. I concluded to try one of its \$2.50 Chinese dinners and got stung the worst I ever was stung in a dining room in my life. If the American service is not any better than the Chinese, it will require a lot of printer's ink to keep the dining room full of customers, because no one who wants a decent equivalent for his money will ever go there a second time.

There is one abuse landlords must take into consideration soon and that is the promiscuous smoking of cigarettes in dining rooms, greatly to the disgust and annoyance of those who are not addicted to the habit. Cigarette smoke and good food do not make a desirable mixture with clean people, whose meals are frequently

Western Hotel

BIG RAPIDS, MICH.

Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated.

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

PARK PLACE HOTEL

Traverse City - Michigan

The Leading All the Year Around Hotel of Northern Michigan

Hot and Cold Running Water in all Rooms

Local and Long Distance Phones in the Rooms

Suites with Private Bath

W. O. HOLDEN, Manager

CODY HOTEL

GRAND RAPIDS

RATES \$1.50 up without bath
\$2.50 up with bath

CAFETERIA IN CONNECTION

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.00 and up

EDWARD R. SWETT, Mgt.
Muskegon :: Michigan

The Newest in Grand Rapids Well Known for Comfort and Courtesy

HOTEL BROWNING

Three Short Blocks From Union Depot
Grand Rapids, Mich.

150 FIRE PROOF ROOMS—All with Private Bath, \$2.50 and \$3.00
A. E. HAGER, Managing-Director

HOTEL WHITCOMB

St. Joseph, Mich.

European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecorated throughout.

Cafe and Cafeteria in connection where the best of food is obtained at moderate prices.

Rooms with running water \$1.50, with private toilet \$1.75 and \$2.00, with private bath \$2.50 and \$3.00.

J. T. TOWNSEND, Manager.

Livingston Hotel

and Cafeteria

GRAND RAPIDS

Nearer than anything to everything.

Opposite Monument Square.

New progressive management.

Rates \$1.25 to \$2.50

BERT A. HAYES, Propr.

PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

New Hotel Mertens

Rooms without bath, \$1.50-\$2.00; with shower or tub, \$2.50; Meals, 75 cents or a la carte. Wire for Reservation. A Hotel to which a man may send his family.

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

spoiled by the thoughtlessness—not to use a stronger term—of cigarette smokers. It will be comparatively easy to set apart a portion of the dining room in which cigarette smoking is prohibited, so that the person who wishes to enjoy the meal he pays for may not be forced to sit in silence while a cheap boor who has no manners blows cigarette smoke in his face. Unless this matter is given prompt attention and decisive action people who patronize hotels will take the matter in their own hands and adjust it in a manner which will not be pleasant for the cigarette fiend.

E. A. Stowe.

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 11—William Judson left last evening for Cincinnati, where he will deliver an address to-day before the annual convention of the Southern Wholesale Grocers Association. He will be at his desk again Thursday morning.

Ralph Tietz and family have returned from California in order to pack and ship their personal and household belongings to Los Angeles, where they will make their home in the future. They will be accompanied by their son and son-in-law and families in the change of residence.

A Monroe avenue merchant delights to tell tales of the wonderful things he accomplished with what he flamboyantly refers to as "my army" while in France in 1918. The auditor is so impressed with the recitals that he fails to see why Pershing was needed at all. A small boy recently listened to the gentleman with open eyed wonder and then enquired: "Mr. Blank, what did the other soldiers do while you were in France?"

Mrs. David Drummond, who has been spending the winter on the Pacific coast, is now at Seattle. She writes her husband that Seattle is the only city she has visited which she does not like, because it rains every time she ventures out and there is nothing but hills to climb.

Business men from Rockford, Cedar Springs, Sand Lake, Pierson, Howard City, Morley and Stanwood will visit Grand Rapids May 25, Mackinaw Trail day. They will be guests of the wholesalers at lunch in the A. of C. cafe and at Ramona.

A group of Grand Rapids wholesalers will make an automobile trade extension excursion into the Thumb district the week of June 13. The itinerary has not been arranged, but the party will leave here Monday, spend Tuesday in Saginaw and spend the following three or four days among the Thumb towns. Grand Rapids has a large trade in this district and this will be the first excursion, although such a trip has been talked of for ten years.

It was found that out of forty salesmen employed by Arbuckle Brothers only five really regarded Saturday as a day of work. These five sold in six months \$12,000 worth of coffee on Saturdays alone. One salesman's figures exceeded \$3,200 in the period. Taking recognition of this, some sales organizations are emphasizing the value of Saturday efforts. Salesmen of the United Drug Company have started a Saturday Club, the idea being to add 17 per cent. to each salesman's working year.

When one sales manager found that his salesmen very often had problems to take up with him in a rather personal manner—problems which they hesitate to write about in letters to the house—he gives each his home address. The men in this way do not hesitate to write on any subject, no matter how intimate, and the sales manager is kept in such close touch with them that he can handle them much better. He knows what they are thinking of after busi-

ness hours, learns their likes, dislikes and ambitions.

A hammer and saw are said to have restored Senator Sherman's hearing and eyesight, which were rapidly failing. Useful exercise of the arm, chest, back, neck and abdominal muscles will put to flight a lot of ills which afflict brain-workers.

All Grand Rapids rejoices over the gradual recovery of Charles W. Garfield from a severe attack of pleurisy, which has kept him confined to his bed for the past three weeks. Mr. Garfield is now able to be about the house and will probably be able to be at his accustomed desk at the Grand Rapids Savings Bank within a fortnight. Mr. Garfield is the most missed man in Grand Rapids when he is unable to be at his post of duty. His gracious presence, cheery smile and hearty greeting are an antidote for the blues and daily and hourly contribute to the pleasure and satisfaction of his friends and associates.

News From the Fourth Largest City.

Detroit, May 10—Clarence A. Day, formerly publisher of Detroit Trade, now has a very lucrative position with the Book estate in connection with the rentals of the Book building.

Detroit reminds one of Berlin in one respect at least. Berlin has "verboten" (forbidden) signs about every 25 feet. Detroit has warnings to auto drivers and owners about every twenty feet. The casual observer cannot help feeling that Detroit must have nearly bankrupted herself to invest so much money in signs and warnings.

It is the boast of Henry Ford that he sells groceries to his employees at cost. He maintains a store in his factory, but it is so illy appointed and badly lighted and ventilated that it is anything but attractive. Careful investigation discloses that he is selling only two articles close to cost—flour and sugar. The former is priced at 98 cents for 25 pounds and the latter is sold in 10 pound quantities at 7½ cents per pounds. Although Henry is lambasting the Jews every week in his newspaper, the Dearborn Independent, his canned goods stock is almost wholly confined to brands purchased from a Jewish wholesale grocery house in Chicago.

Detroit bankers are making elaborate preparations to entertain the delegates to the thirty-fifth annual convention of the Michigan Bankers' Association, to be held here, June 6 and 7. The visiting women will be entertained at luncheon one day at the Country Club and the other at the Detroit Golf Club. There will be a boat ride one evening and a dance in the ball room of the Hotel Statler the other. Headquarters will be at the Hotel Statler.

The new office building of the General Motors Co. is attracting a good deal of attention these days. It is certainly one of the most beautiful office buildings in the world.

The new firm of Siles & Conner, 430 West Larned street, has begun business as manufacturers' representatives and brokers covering Southern Michigan, Northern Indiana and Ohio. They will look after the Postum Cereal Company's interests throughout Eastern Michigan and the Toledo territory. They will also take care of Fels & Company's account for Northern Indiana, Northwestern Ohio and Southern Michigan, outside of Detroit city. They have some other lines, but are starting off in a rather modest way, so that they may give the very best service to their principals and, what is equally important, be helpful to wholesale distributors in this market. C. L. Conner leaves a brokerage connection which he has enjoyed for a number of years with S. H. Small & Son, of Cincinnati and Indianapolis. Frank Stiles has been district salesman for the Postum Cereal Company for a number of years in this particular

territory and has many friends in Michigan who will be glad to see him achieve as great a measure of success in his new connections as he did with the Postum Company.

Detroit—Sax Kay has been incorporated to manufacture and sell at

wholesale and retail, women's blouses, lingerie, etc., with an authorized capital stock of \$40,000, of which amount \$22,700 has been subscribed and paid in, \$1,269.93 in cash and \$21,430.07 in property.

THE FLAG THAT FLOATS FOR ME.

What makes this land the best to me beneath the starry sky?
What makes it just the finest place in which to live and die?
What makes me of my native land as proud as I can be?
O, just because Old Glory floats beneath its stars for me.

What gives that which makes life worth while such rare intrinsic worth?
What makes the very breath I breathe the purest of the earth?
What makes all nature seem so fair and grand from sea to sea?
O, just because the starry Flag floats in it all for me.

What is it that makes home a place from which I'll never roam?
What makes the special prizes that make home a sweeter home?
What makes the bird songs and the flowers so sweet to hear and see?
O, just because the tri-hued Flag floats 'neath these skies for me?

What makes me feel that I should be red blooded to the core
For all that is American from ocean's shore to shore?
And also for the blessings given to Islands in the sea?
O, just because that splendid Flag floats o'er it all for me.

And why am I so grateful that when to world war we came
That young America stepped in and won eternal fame?
What makes me thank the Legion so for service o'er the sea?
O, just because the winning Flag the prouder floats for me.

And what makes this dear land, in fine, the best beyond compare
In all that can be to the mind so gloriously fair?
What makes it seem just like it was my own from sea to sea?
O, just because the Colors float all over it for me.

And after all, what is it that begets intensive pride
In all that makes this Western world seem like the great divide
To all that is American which in my faith I see?
O, just because the Flag will still float on right over me.

And what will give to heart its cheer while throbbing at its best?
And will as shadows longer grow as time applies its test?
And what will give me sweeter rest as on beyond I fare?
O, just to know the Flag is in the American Legion's care!

L. B. Mitchell.

TEN STORES FOR SALE AT BARGAIN PRICES

In our capacity as receiver, acting under the United States Court, we herewith offer for sale ten stores of the chain formerly conducted by the Universal Stores Corporation, located as follows:

Burr Oak—Inventory about \$6,000. Stock consisting of groceries, dry goods and shoes. Sales Feb. 1, 1919, to Dec. 1, 1920, about \$88,000.

Allegan—Inventory about \$4,500. Nice clean stock groceries only. New store. Nice business.

Otsego—Inventory about \$3,000. Groceries only. Been operated only short time.

Blanchard—Inventory about \$10,000. Stock consists of groceries, dry goods, men's furnishings and shoes. Sales Feb. 1, 1919, to Dec. 1, 1920, about \$104,000.

Six Lakes—Inventory about \$5,500. Groceries, dry goods and shoes. Sales Feb. 1, 1919, to Dec. 1, 1920, about \$58,000.

Leslie—Inventory about \$13,000. Groceries, dry goods, men's furnishings and shoes. Sales Feb. 1, 1919, to Dec. 1, 1920, \$75,000.

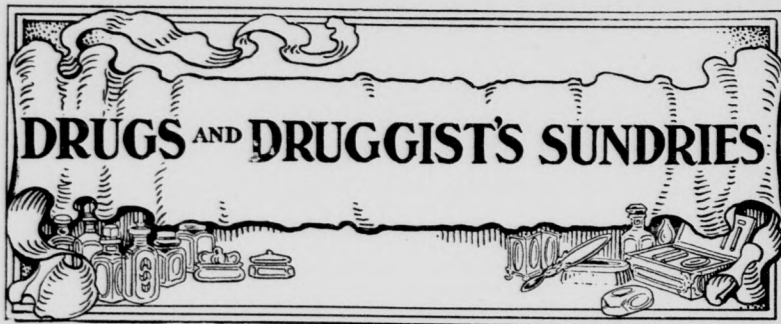
Cassopolis—Inventory about \$12,000. Groceries and hardware. Fine stock and great possibilities. Sales Feb. 1, 1919, to Dec. 1, 1920, about \$119,000.

Adrian—Inventory about \$12,000. Groceries, meats and hardware. Exceptional opportunity. Sales Feb. 1, 1919, to Dec. 1, 1920, about \$147,000.

Also stores at Bremen and La Paz, Indiana. Selling groceries, dry goods, men's furnishings and shoes and enjoying good trade.

These stores must be sold and you can step right into a going business.

**GRAND RAPIDS TRUST CO., Receiver,
Grand Rapids, Mich.**



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—Detroit, June 21, 22 and 23.

Serving Difficult Customers at the Soda Fountain.

Serving the public at large with refreshments, both liquid and solid, in a satisfactory manner is probably as trying a business as one can imagine. A person will go to a shoe store and buy a pair of shoes that don't just quite fit or are not the latest style, and never murmur, because the price is a little lower than ordinary; but when it comes to nourishing the inner man, it is a horse of another color. Not only will this same person demand the best the market offers but often, when he happens to feel a little out of sorts, he vents his feeling on the management, service, the food itself, or the patient attendant in the white coat, who is doing his darndest to satisfy a thousand others, who all have their own peculiar ideas and notions concerning how food and drink should be served.

This is what makes the fountain business such a nightmare for the help in some places. This condition has, and always will, to a certain extent, exist in such places, and the only way to retain the necessary patronage is to be willing to meet the customer's wishes more than half way.

Now, it is a funny thing, but nevertheless true, that one customer who has been converted from a grouch to a satisfied patron is worth more to any fountain than half a dozen people who have always been satisfied. This is because one knock will do more harm to any business than half a dozen boosts will do good.

Converting the Grouch.

I used to manage a fountain that had previously been run to death. The people who ate and drank there had practically run the place to suit their own whims and fancies. As a result the fountain game was found to be unprofitable. The head dispenser, when called upon the carpet to explain why the fountain under his care had not shown the profit that the other fountains owned by the company had, tried to excuse himself on the grounds that he had the most difficult set of customers to please in the city. He had claimed that unless he gave extra large portions of ice cream and extra helpings of almost everything, from malted milk to bread and butter, his patrons would go elsewhere. Of course, such thin excuses as these could not be taken, and he was let out. The smaller store, where I had shown good fountain returns,

was deprived of its fountain manager and I found myself up against a regular he-man problem.

The customers were difficult. I will back the other fellow's statement up that far. But just as sure as water runs where the least resistance offers, just as surely can the most difficult people be won over by the man who persists in pleasing them.

The first few weeks on the new job nearly drove me crazy. It was Mr. Fox this and Mr. Fox that. "Where is the fountain manager. I'll see about this!" "Why, when Mr. B.—had charge of this fountain I always got so and so for 10 cents," and so on ad lib. Complaints and expostulations from morn until night, and I heartily wished Mr. B.—had his job back again for keeps. Thoroughly disgusted, I went to the head of the company and told him frankly I couldn't stand the gaff any longer. I told him how matters were going, and told him some of the difficulties we had to contend with in that particular store.

He listened attentively and then sprung his little surprise. In substance it was to the effect that I was doing fine; that in the month just passed I had shown better results than they had expected. He told me to go ahead, keep on plugging, and I would soon win out.

Well, there was nothing else to do but go back and keep at it, for no one likes to be a quitter. Besides, if the company could stand it and think it all right, I guessed I could stick it out a little longer. Maybe things might get better. I was certain they could get no worse. So back I went.

There were several large office buildings in the vicinity of this store, and from these places of business we drew most of our trade—women, for the most part. Now, far be it for me to say anything against lovely woman; but the fact remains—ask anyone who caters to their wants—that in the matter of eats women are hard to please. Perhaps it is because they are all more or less capable of cooking good eats themselves, or then, again, it may be that they are more particular about what they eat; perhaps it is a combination of both. Be this as it may; as I said before, the fact remains that they as a class are hard to consistently please.

Taming the She-Dragon.

Now, this store fed somewhere in the neighborhood of three or four hundred stenographers and feminine office help of various kinds every day. Most of this trade was done between half past 11 and 2 p. m. Naturally with such a heavy volume of business each customer could not be waited upon as though she were the only one to be served. Some of the impatient

ones used to raise an awful fuss over this condition of affairs, and if, as it sometimes happened, someone got served out of her turn, the person whose rightful turn it was poured into our busy ears her tale of woe. By giving strict orders that care be taken to avoid this mistake when possible, we were able to cut this particular kind of trouble in half. There was a woman customer in this place whom I never will forget if I serve 10,000,000 others in between times. This person had quite a following of friends in the store where she worked as head saleslady. To retain her trade meant to keep that of about twenty others who worked in the same place. Well, right off the bat this customer got into an altercation with one of the boys behind the marble over the amount of her check. She had never had to pay for an extra helping of cream and she had always been served with as much bread and butter as she wished. In vain the boy attempted to explain that he was not responsible for the new condition at the fountain. She loudly called for the fountain manager. So, of course it was decidedly up to me. Carefully maneuvering the lady out of the crowd to one side, so that the other customers would not have their attention taken from their meal, I politely, but nevertheless firmly, told the customer that under the old conditions the fountain had not shown adequate returns. I assured her that we would do everything in our power to deserve her patronage, but that under the present system all would be treated exactly alike.

I must have done a pretty good job of talking, for until the day I severed my connection with this place I counted this lady and her friends among the best patrons of the store. All that was needed in this case, and,

in fact all similar cases, was a little straight-forward, gentlemanly talk.

The Obstreperous Male.

In an office building across the street from this store some dozen telegraphers worked. Now, these men were good spenders and regular customers, but they were harder to wait on than the fussiest woman you ever saw. They used to come in a bunch and immediately start shouting to be served. When a dispenser would try to take their order, they would start kidding him, and so take up twice as much time as would have been ordinarily needed. This happened every day, right in the middle of the noon-day rush. Now, I couldn't afford to antagonize this crowd, because they used to patronize the place all the time. Not only at noon hours but after the show at night they would often come in with their women folks.

I was puzzled for a long time and, incidentally, none of the boys behind were any too anxious to undergo the kidding process while waiting for orders to be given. At last I determined to have a talk with these birds and see if I could show them my side of the game. I asked the manager of the store for the use of his office one day, and I asked this bunch of thoughtless fellows in to have a little talk. I told them the trouble I was having getting the boys to serve them on account of the kidding process they were subjected to. I told them that I had been placed as fountain manager in the store to try and make the fountain pay as it should, and told them just how much they hindered me in my endeavors by their, as they supposed, innocent fun. Well, being normal-minded men, they saw the light and our troubles were over in their case.

Another annoying problem that took me quite a time to find the answer to was the habit that several

Putnam's  **CANDY**

"DOUBLE A"

SUMMERTIME WILL SOON BE HERE AND PACKAGE CHOCOLATES WILL BE WANTED.

PUTNAM'S LOWNEY'S PARIS'

Let our Salesmen show you Samples.

We also carry a complete line of Soda Fountain Supplies including J. Hungerford Smith Co.'s Fruits and Syrups.

PUTNAM FACTORY, Grand Rapids, Mich.

TANGLEFOOT
PRODUCTS
 **STICKY FLY PAPER, STICKY FLY RIBBON,**
 **TREE TANGLEFOOT, ROACH AND ANT POWDER.**
THE O & W. THUM CO., MANUFACTURERS.
GRAND RAPIDS, MICH. WALKERVILLE, CANADA.

patrons got into of not allowing anyone but a certain dispenser to put up their service. For instance, one man would not allow anyone else to make his egg malted milk but myself. Another would not have a grape-juice highball unless Harry mixed it, and so on down the line. In a busy place this was a bad habit to have customers get into. In the olden days a bar-keeper was considered most valuable if he had his own string of customers; but in the fountain game it is altogether different.

I had a card written which read as follows: "Any dispenser behind this fountain will make any drink that you desire any way you wish it." Then I took pains to look up the patrons who favored one dispenser. I talked to these people one by one, and soon convinced them that all the standard drinks and sundaes were put up by one dispenser exactly the same as the next fellow put it up. Having made this a rule when I took over the management, I was ready for the argument put forward by one man, which was, in effect, that no one but Harry knew how to mix his favorite. Of course, there were one or two who would not listen to reason and insisted upon being served by a certain dispenser, but the great majority soon got out of the habit and allowed any of us to wait on them.

I made it a rule in this place that a customer must be pleased with his service. If he wasn't, I wanted to know why; and if it was within my power to adjust things to his satisfaction, I would do so. Of course, that meant work, and lots of it; for some of the people are almost impossible when it comes to looking at another's point of view. But I can truthfully say that I have yet to fail absolutely with a patron. True, I have lost an occasional one, but who hasn't. On the other hand, by a strict adherence

to the policy here outlined our store not only showed a handsome profit at the end of the first six months but actually headed the chain of six that the company owned in that city.

Before the new way of handling customers was introduced I have actually seen certain dispensers leave their post and absent themselves until a "crab" patron had been served by someone who hadn't been able to get away in time. One lady remarked about this practice to me shortly after I came there: "Why is it that so-and-so always finds something else to keep him busy when I come in?" she asked. Of course, I could very well tell her that if she were not so hard to please this wouldn't happen. Instead I told her I would look into it. I did, and so-and-so stood his ground after that. He found out to his surprise that she wasn't so bad to wait on, after all, when he had been shown how to wait on a person properly.

Some people are easy to wait on, and others are just naturally hard. It is up to the soda manager to educate the hard ones to the fact that the fountain has to have more than one or two patrons. This can be done quite easily if one will go about it in the right spirit, and the few who won't respond to fair treatment are better lost.

Treat all alike. Play no favorites. Use your strange patron with the same courtesy as you extend to your best friend. Above all things, keep your temper under control for the man who can't control himself, should never expect to control others.

Sody Fox.

If we could see what is wrong with ourselves as easily as we see what is wrong with the Government, we wouldn't have to wait for a new administration to bring "good times."

Soda Fountains

Chairs and Tables Fruits and Syrups Carbonators

We are ready at all times to fill rush orders for the above mentioned seasonable items.

It is not too late to install that new fountain or to brighten up your store with new chairs and tables of the latest design. A new carbonator will lighten the summer burden by a good deal.

Write our A. W. OLDS for facts and figures.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Wholesale Drug Price Current

Prices quoted are nominal, based on market the day of issue.

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	18 1/2 @ 25	imitation	85 @ 1 00	Aconite	21 85
Boric (Xtal)	18 1/2 @ 25	Amber, crude	3 00 @ 3 25	Aloes	1 65
Carbolic	31 @ 37	Amber, rectified	3 50 @ 3 75	Arnica	1 50
Citric	65 @ 70	Anise	1 50 @ 1 80	Asafoetida	3 90
Muriatic	4 @ 6	Bergamont	8 50 @ 8 75	Belladonna	1 35
Nitric	10 @ 15	Cajeput	1 50 @ 1 75	Benzoin	2 40
Oxalic	25 @ 30	Cassia	2 50 @ 2 75	Benzoin Comp'd	3 15
Sulphuric	4 @ 6	Castor	1 20 @ 1 40	Buchu	3 15
Tartaric	58 @ 65	Cedar Leaf	2 00 @ 2 25	Cantharides	3 00
Ammonia		Citronella	75 1 20	Capsicum	2 30
Water, 26 deg	10 1/2 @ 20	Cocunut	30 @ 40	Catechu	1 50
Water, 18 deg	9 @ 15	Cod Liver	1 50 @ 1 75	Cinchona	2 10
Water, 14 deg	8 @ 13	Croton	2 25 @ 2 50	Colchicum	2 00
Carbonate	22 @ 26	Cotton Seed	1 00 @ 1 10	Cubeb	3 00
Chloride (Gran)	13 @ 23	Cubebs	11 00 @ 11 25	Digitalis	1 80
Balsams		Eucalyptus	6 00 @ 6 25	Gentian	1 40
Copaiba	70 @ 1 00	Hemlock, pure	2 00 @ 2 25	Ginger, D. S.	2 00
Fir (Canada)	2 50 @ 2 75	Juniper Berries	3 75 @ 4 00	Guaiac	2 80
Fir (Oregon)	60 @ 80	Juniper Wood	1 50 @ 1 75	Guaiac, Ammon.	2 50
Peru	2 50 @ 3 00	Lard, extra	1 25 @ 1 45	Iodine	1 20
Tolu	1 00 @ 1 20	Lard, No. 1	1 10 @ 1 20	Iodine, Colorless	2 00
Barks		Lavender Flow	50 @ 10 75	Iron, clo.	1 50
Cassia (ordinary)	25 @ 30	Lavender Gar'n	1 75 @ 2 00	Kino	1 40
Cassia (Saigon)	50 @ 60	Lemon	1 75 @ 2 00	Myrrh	2 50
Sassafras (pw. 55c)	40 @ 50	Linseed Boiled bbl.	77 @	Nux Vomica	1 50
Soap Cut (powd.)	30 @ 35	Linseed bld less	84 @ 94	Opium	3 50
40c		Linseed raw, bbl.	79 @	Opium, Camp.	3 50
Berries		Linseed raw, less	82 @ 92	Opium, Deodor'd	3 50
Cubeb	1 50 @ 1 75	Mustard, true oz.	2 75 @	Rhubarb	2 00
Fish	40 @ 50	Mustard, artifil, oz.	50 @		
Juniper	9 @ 15	Neatsfoot	1 10 @ 1 30	Paints	
Prickly Ash	30 @	Olive, pure	4 75 @ 5 50	Lead, red dry	13 @ 13 1/2
Extracts		Olive, Malaga,	4 00 @ 4 25	Lead, white dry	13 @ 13 1/2
Licorice	60 @ 65	green	4 00 @ 4 25	Lead, white oil	13 @ 13 1/2
Licorice powd.	1 @ 1 00	Orange, Sweet	5 00 @ 5 25	Ochre, yellow bbl.	2 @
Flowers		Origanum, pure	2 @ 50	Ochre, yellow less	2 1/2 @ 6
Arnica	75 @ 80	Origanum, com'l	1 25 @ 1 50	Putty	5 @ 8
Chamomile (Ger.)	50 @ 60	Pennyroyal	3 00 @ 3 25	Red Venet'n Am.	3 @ 7
Chamomile Rom	40 @ 45	Peppermint	6 00 @ 6 25	Red Venet'n Eng.	4 @ 8
Gums		Rose, pure	15 00 @ 20 00	Whiting, bbl.	4 @ 4 1/2
Acacia, 1st	50 @ 55	Rosemary Flows	2 50 @ 2 75	Whiting	5 1/2 @ 10
Acacia, 2nd	45 @ 50	Sandalwood, E.	13 00 @ 13 25	L. H. P. Prep.	3 00 @ 3 25
Acacia, Sorts	25 @ 30	I.	13 00 @ 13 25	Rogers Prep.	3 00 @ 3 25
Acacia, powdered	40 @ 45	Sassafras, true	3 00 @ 3 25	Miscellaneous	
Aloes (Barb Pow)	30 @ 40	Sassafras, artifl	1 25 @ 1 60	Acetanilid	45 @ 50
Aloes (Cape Pow)	30 @ 35	Spearment	10 00 @ 10 25	Alum	10 @ 18
Aloes (Soc Pow)	90 @ 1 00	Sperm	2 75 @ 3 00	Alum, powd. and	11 @ 20
Asafoetida	1 00 @ 1 25	Tansy	11 50 @ 11 75	Bismuth, Subni-	2 76 @ 2 93
Pow.	1 25 @ 1 50	Tar, USP	50 @ 65	trate	
Camphor	1 00 @ 1 14	Turpentine, bbl.	83 @	Borax xtal or	
Guaiac	1 @ 1 25	Turpentine, less	88 @ 98	powdered	8 1/2 @ 15
Guaiac, powd'd	1 25 @ 1 50	Wintergreen,	12 00 @ 12 25	Cantharides, po	1 75 @ 5 50
Kino	60 @ 80	tr.		Calomel	1 36 @ 1 45
Kino, powdered	60 @ 80	Wintergreen, sweet	6 00 @ 6 25	Capsicum	40 @ 45
Myrrh	90 @ 90	birch	6 00 @ 6 25	Carmine	6 50 @ 7 00
Myrrh, powdered	90 @ 90	Wintergreen art	80 @ 1 20	Cassia Buds	40 @ 50
Opium	9 00 @ 9 40	Wormseed	5 50 @ 5 75	Cloves	35 @ 45
Opium, powd.	10 00 @ 10 40	Wormwood	22 50 @ 22 75	Chalk Prepared	16 @ 18
Opium, gran.	10 00 @ 10 40			Chloroform	63 @ 72
Shellac	75 @ 85	Potassium		Chloral Hydrate	1 55 @ 1 85
Shellac Bleached	85 @ 95	Bicarbonate	50 @ 60	Cocaine	12 85 @ 13 65
Tragacanth	4 50 @ 5 50	Bichromate	47 @ 55	Cocoa Butter	50 @ 80
Tragacanth, pw.	3 50 @ 4 00	Bromide	65 @ 75	Corks, list, less	35 @ 45
Turpentine	25 @ 30	Carbonate	45 @ 50	Copperas	3 @ 10
Insecticides		Chlorate, gran'r	35 @ 40	Copperas, Powd.	4 @ 10
Arsenic	15 @ 25	Chlorate, xtal or	25 @ 30	Corrosive Sublim	1 17 @ 1 25
Blue Vitriol, bbl.	9 @ 08	powd.	25 @ 30	Cream Tartar	50 @ 55
Blue Vitriol, less	9 @ 15	Cyanide	35 @ 50	Cuttle bone	50 @ 60
Bordeaux Mix Dry	17 @ 30	Iodide	3 75 @ 3 80	Dextrine	06 @ 15
Hellebore, White	38 @ 45	Permanganate	85 @ 1 00	Dover's Powder	5 75 @ 6 00
Insect Powder	40 @ 70	Prussate, yellow	60 @ 65	Emery, All Nos.	10 @ 15
Lead Arsenate Po.	22 @ 42	Prussate, red	1 00 @ 1 10	Emery, Powdered	8 @ 10
Lime and Sulphur	11 @ 23	Sulphate	60 @ 65	Epsom Salts, bbls.	9 @ 3 1/2
Dry	40 @ 50	Roots		Epsom Salts, less	4 1/2 @ 09
Paris Green	40 @ 50	Alkanet	75 @ 85	Ergot, powdered	1 50 @
Ice Cream		Blood, powdered	40 @ 50	Flake White	15 @ 20
Piper Ice Cream Co.		Calamus	35 @ 75	Formaldehyde, lb.	20 @ 23
Bulk, Vanilla	1 10	Elecampane, pwd	35 @ 40	Gelatine	2 00 @ 2 25
Bulk, Vanilla Special	1 20	Gentian, powd.	20 @ 30	Glassware, less 50%	
Bulk, Chocolate	1 20	Ginger, African,	23 @ 30	Glauber Salts, bbl.	03 1/2 @
Bulk, Caramel	1 20	powdered	23 @ 30	Glauber Salts less	04 @ 10
Bulk, Grape-Nut	1 20	Ginger, Jamaica	40 @ 45	Glue, Brown	21 @ 30
Bulk, Strawberry	1 25	powdered	42 1/2 @ 50	Glue, Brown Grd.	17 @ 25
Bulk, Tutti Frutti	1 25	Goldenseal, pow.	7 50 @ 8 00	Glue, White	35 @ 40
Brick, Vanilla	1 40	Ipecac, powd.	4 75 @ 5 00	Glue, White Grd.	30 @ 35
Brick, Fancy	1 60	Licorice	40 @ 45	Glycerine	24 @ 39
Ices	1 10	Licorice, powd.	25 @ 30	Hops	1 00 @ 1 25
Sherbets	1 10	Orris, powdered	30 @ 40	Iodine	5 25 @ 5 72
Leaves		Poke, powdered	40 @ 45	Iodoform	6 69 @ 7 09
Buchu	2 @ 50	Rhubarb	1 @ 1 00	Lead, Acetate	20 @ 30
Buchu, powdered	2 @ 75	Rhubarb, powd.	85 @ 1 00	Leopodium	6 00 @ 6 50
Sage, bulk	67 @ 70	Rosinwood, powd.	30 @ 35	Mace	75 @ 80
Sage, 1/4 loose	72 @ 78	Sarsaparilla, Hond.	1 25 @ 1 40	Mace, powdered	95 @ 1 00
Sage, powdered	55 @ 60	ground	80 @	Menthol	5 50 @ 6 00
Senna, Alex.	1 40 @ 1 50	Sarsaparilla Mexican,	35 @ 40	Morphine	8 33 @ 9 08
Senna, Tinn.	30 @ 35	ground	60 @ 70	Nux Vomica	26 @ 30
Senna, Tinn. pow	35 @ 40	Squills, powdered	25 @ 30	Nux Vomica, pow.	32 @ 35
Uva Ursi	20 @ 25	Turmeric, powd.	75 @	Pepper black pow.	40 @ 45
Oils		Valerian, powd.	75 @	Pepper, white	10 @ 15
Almonds, Bitter,		Seeds		Pitch, Burgundy	12 @ 15
true	16 00 @ 16 25	Anise	33 @ 35	Quassia	99 @ 1 72
Almonds, Bitter,		Anise, powdered	38 @ 40	Quinine	37 @ 40
artificial	2 50 @ 2 75	Bird, ls	13 @ 19	Rochelle Salts	3 @ 38
Almonds, Sweet,		Canary	10 @ 15	Saccharine	14 1/2 @ 25
true	1 00 @ 1 25	Caraway, Po.	16 @ 20	Salt Peter	30 @ 40
		Cardamon	2 @ 25	Seidlitz Mixture	15 @ 30
		Celery, powd.	45 @ 50	Soap, green	22 1/2 @ 25
		Coriander pow.	25 @ 12	Soap mott castile	22 1/2 @ 25
		Dill	15 @ 25	Soap, white castile	case @ 13 50
		Fennell	30 @ 40	less, per bar	1 @ 1 50
		Flax, ground	06 1/2 @ 12	Soda Ash	05 @ 10
		Flax, ground	06 1/2 @ 12	Soda Bicarbonate	4 @ 10
		Foenugreek pow.	8 @ 15	Soda, Sal	2 1/2 @ 5
		Hemp	10 @ 18	Spirits Camphor	1 @ 1 25
		Lobelia	2 50 @ 2 75	Sulphur, roll	4 1/2 @ 10
		Mustard, yellow	15 @ 20	Sulphur, Subl.	25 @ 30
		Mustard, black	30 @ 35	Tamarinds	03 @ 10
		Poppy	30 @ 40	Tartar Emetic	1 50 @ 2 00
		Quince	1 25 @ 1 50	Turpentine, Ven.	60 @ 60
		Rape	15 @ 20	Vanilla Ex. pure	1 40 @ 1 15
		Sabadilla	30 @ 40	Witch Hazel	10 @ 15
		Sunflower	7 1/2 @ 15	Zinc Sulphate	10 @ 15
		Worm American	30 @ 40		
		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

Hides and Pelts

DECLINED

Fresh Meats
Cheese
Barley
Starch
Flour and Feed
Candies
Some Cigars

AMMONIA

Arctic Brand
16 oz., 2 doz. in carton,
per doz. 1 75
Moore's Household Brand
12 oz., 2 doz. to case 2 70

AXLE GREASE



25 lb. pails, per doz. 27 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
Pillsbury's Best Cerl 2 70
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brst Blacult 1 90
Quaker Corn Flakes 2 80
Ralston Purina 4 00
Ralston Bran 3 00
Ralston Food, large 4 10
Ralston Food, small 3 20
Saxon Wheat Food 5 60
Shred. Wheat Biscuit 4 90

Kellogg's Brands.

Corn Flakes, 36s 3 50
Corn Flakes, 24s 3 50
Corn Flakes, 100s 2 00
Krumbs, 24s 2 80
Krumbs, 36s 4 20
Krumbed Bran, 12s 2 25

Post's Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 3 50
Post Toasties, 24s 3 50

BROOMS

Standard Parlor 23 lb. 5 75
Fancy Parlor, 23 lb. 8 00
Ex. Fancy Parlor 25 lb 9 50
Ex. Fcy, Parlor 25 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 15 1/2
Paraffine, 12s 16
Wicking 60

CANNED GOODS

Apples

3 lb. Standards 1 50

No. 10 25

Blackberries

3 lb. Standards 14 00

Beans-Baked

Brown Beauty, No. 2 1 35

Campbell, No. 2 1 30

Fremont, No. 2 1 30

Van Camp, No. 1/4 70

Van Camp, small 1 05

Van Camp, medium 1 30

Beans-Canned

Red Kidney 90 1 50

String 1 60 2 30

Wax 1 60 2 70

Lima 1 15 2 35

Red 1 10

Clam Boullion

Burnham's 7 oz. 2 50

Corn

Standard 1 10 1 75

Country Gentmn 1 85 1 90

Maine 1 90 2 25

Hominy

Van Camp 1 50

Lobster

1/4 lb. Star 2 95

1/2 lb. Star 4 80

1 lb. Star 10 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 60

Hotels, 1s, per can 42

Extra 65

Sur Extra 80

Plums

California, No. 2 2 50

Pears in Syrup

Michigan 4 00

California, No. 2 4 25

Peas

Marrowfat 1 35 1 90

Early June 1 35 1 90

Early June sifd 2 25 2 40

Peaches

California, No. 2 1/2 3 50

Michigan, No. 1 2 25 2 75

Michigan, No. 2 4 25

Pie, gallons 8 50

Pineapple

Grated, No. 2 2 80 3 25

Sliced, No. 2 1/2 3 50

Extra 3 50

Pumpkin

Van Camp, No. 3 1 45

Van Camp, No. 10 4 50

Lake Shore, No. 3 1 35

Vesper, No. 10 3 90

Salmon

Warren's 1/2 lb. Flat 2 90

Warren's 1 lb. Flat 4 70

Red Alaska 3 90

Med. Red Alaska 3 00 3 50

Pink Alaska 1 90 2 25

Sardines

Domestic, 1/2s 5 50 6 00

Domestic, 1/4s 6 50 7 00

Domestic, 1/2s 5 50 7 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. 5 00

Strawberries

Standard, No. 2 3 00

Fancy, No. 2 4 00

Tomatoes

No. 2 95 1 40

No. 3 1 75 2 25

No. 10 2 60

CATSUP

Snider's 8 oz. 1 90

Snider's 16 oz. 3 15

Royal Red, 10 oz. 1 35

Royal Red, Tins 8 00

CHEESE

Brick 19

Wisconsin Flats 18 1/2

Longhorn 18

New York 19

Michigan Full Cream 17 1/2

CHEWING GUM

Adams Black Jack 70

Adams Bloodberry 70

Adams Calif. Fruit 70

Adams Chiclets 70

Adams Sen Sen 70

Adams Yucatan 70

Beemans Pepsin 70

Beechnut 75

Doublemint 70

Juley Fruit 70

Spearmint, Wrigleys 70

Zeno 65

CHOCOLATE

Walter Baker & Co.

CIGARS

Worden Grocer Co. Brands

Harvester Line

Trotters, 100s 57 00

Record Breakers, 50s 75 00

Delmonico, 50s 75 00

Pacemaker, 50s 75 00

Panatella, 50s 75 00

Favorita Club, 50s 95 00

After Dinner, 50s 95 00

Favorita Extra, 50s 95 00

Epicure, 50s 95 00

Governor, 25s 110 00

Waldorfs, 50s 115 00

The La Azora Line.

Opera (wood), 50s 57 00

Opera (tin), 25s 57 00

Washington, 50s 75 00

Panatella, 50s 75 00

Cabinet, 50s 95 00

Perfecto Grande, 50s 97 50

Pais, 50s 97 50

Imperial, 25s 115 00

Agreements, 50s 58 00

Royal Lancer Line

Favorita, 50s 75 00

Imperial, 50s 95 00

Magnificos, 50s 112 50

Sanchez & Haya Line

Clear Havana Cigars made

in Tampa, Fla.

Diplomaticos, 50s 112 50

Reina Fina (tin) 50s 115 00

Rosa, 50s 127 00

Victoria Tins 115 00

National, 50s 130 00

Original Queens, 50s 153 00

Worden Special.

(Exceptionals) 50s 185 00

Ignacia Haya

Extra Fancy Clear Havana

Made in Tampa, Fla.

Delicados, 50s 120 00

Primeros, 50s 140 00

Queens, 25s 180 00

Perfecto, 25s 185 00

Garcia & Vega-Clear

Havana

New Panatella, 100s 60 00

Starlight Bros.

La Rose De Paris Line

Couquettes, 50s 65 00

Caballeros, 50s 70 00

Rouse, 50s 115 00

Peninsular Club, 25s 150 00

Chicos, 25s 150 00

Palmas, 25s 175 00

Perfectos, 25s 195 00

Our Private Label

Quaker, 25s 75 00

Rosenthals Bros.

Tissue Wrapped 58 00

R. B. Invincible, 50s 75 00

Foil Wrapped 75 00

Frank P. Lewis Brands

Lewis Single Binder,

50s, (5 in foil) 58 00

Union Made Brands

El Overture, 50s, foil 75 00

Manilla 10c

La Yebana, 25s 70 00

Our Nickel Brands

New Currency, 100s 37 50

Mistoe, 100s 35 00

Lioba, 100s 35 00

El Dependo, 100s 35 00

Eventual, 50s 36 00

Other Brands

Boston Straights, 50s 55 00

Trans Michigan, 50s 57 00

Court Royals (tin) 25s 57 00

Court Royal (wood)

50s 57 00

Stephan's Broadleaf,

50s 58 00

Knickerbocker, 50s 58 00

Iroquois, 50s 58 00

B. L., 50s 58 00

Hemmeter Cham-

plions, 50s 57 50

Templar Blunts, 50s 75 00

Templar Perfecto,

50s 105 00

CLOTHES LINE

Hemp, 50 ft. 3 25

Twisted Cotton, 60 ft. 3 25

Twisted Cotton, 60 ft. 3 90

Braided, 60 ft. 4 00

Sash Cord 2 60 3 75

COCOA

Baker's 1/4s 52

Baker's 1/2s 48

Bunte, 15c size 55

Bunte, 1/2 lb. 50

Bunte, 1 lb. 48

Cleveland 41

Colonial, 1/4s 35

Colonial, 1/2s 33

Droste's Dutch, 1 lb. 9 00

Droste's Dutch, 1/2 lb. 4 75

Droste's Dutch, 1/4 lb. 2 00

Epps 42

Hersheys, 1/4s 42

Hersheys, 1/2s 40

Huyler 36

Lowney, 1/2s 48

Lowney, 1/4s 47

Lowney, 1/2s 46

Lowney, 5 lb. cans 31

Van Houten, 1/4s 12

Van Houten, 1/2s 18

Van Houten, 1/4s 16

Van Houten, 1s 65

Wan-Eta 36

Webb 33

HIDES AND PELTS	
Hides	
Green, No. 1	05
Green, No. 2	04
Cured, No. 1	07
Cured, No. 2	06
Calfskin, green, No. 1	12
Calfskin, green, No. 2	10 1/2
Calfskin, cured, No. 1	14
Calfskin, cured, No. 2	12 1/2
Horse, No. 1	2 00
Horse, No. 2	1 00
Pelts	
Old Wool	25@ 50
Lambs	10@ 25
Shearings	05@ 10
Tallow	
Prime	4 1/2
No. 1	4
No. 2	3
Wool	
Unwashed, medium	15@ 18
Unwashed, rejects	@ 10
Fine	@ 18
Market dull and neglected.	

HONEY	
Airline, No. 10	4 00
Airline, No. 15	5 50
Airline, No. 25	8 25

HORSE RADISH	
Per doz.	8 50

JELLY	
Pure, per pall, 30 lb.	5 50

JELLY GLASSES	
8 oz., per doz.	44

MINCE MEAT	
None Such, 3 doz.	
case for	5 60
Quaker, 3 doz. case	
for	4 75

MOLASSES	
New Orleans	
Fancy Open Kettle	95
Choice	85
Good	65
Stock	28
Half barrels 5c extra	

NUTS—Whole	
Almonds, Terragona	25
Brazils, large washed	31
Fancy Mixed	24
Filberts, Barcelona	32
Peanuts, Virginia raw	11
Peanuts, Virginia,	
roasted	13
Peanuts, Spanish	25
Walnuts, California	29
Walnuts, Naples	25

Shelled	
Almonds	55
Peanuts, Spanish,	
10 lb. box	2 75
Peanuts, Spanish,	
100 lb. bbl.	25
Peanuts, Spanish,	
200 lb. bbl.	24 1/2
Pecans	95
Walnuts	55

OLIVES	
Bulk, 3 gal. kegs, each	4 50
Bulk, 5 gal. kegs, each	7 20
Stuffed, 3 1/2 oz.	2 25
Stuffed, 9 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	12 10
Red Crown Gasoline	21.9
Gas Machine Gasoline	40
V. M. & P. Naphtha	27
Capitol Cylinder, Iron	
Bbls.	47.5
Atlantic Red Engine,	
Iron Bbls.	26.5
Winter Black, Iron	
Bbls.	16.5
Polarine, Iron Bbls.	54.5

PICKLES	
Medium	
Barrel, 1,200 count	18 00
Half bbls., 600 count	10 00
5 gallon kegs	4 25
Small	
Barrels	23 00
Half barrels	12 50
5 gallon kegs	4 25
Gherkins	
Barrels	28 00
Half barrels	15 00
5 gallon kegs	5 00
Sweet Small	
Barrels	30 00
Half barrels	16 00
5 gallon kegs	6 50

PIPES	
Cob, 3 doz. in box	1 25
PLAYING CARDS	
No. 90 Steamboat	2 75
No. 808, Bicycle	4 50
Pickett	3 50

POTASH	
Babbitt's, 2 doz.	2 75
FRESH MEATS.	
Beef.	
Top Steers and Heifers	16
Good Steers and Heifers	15
Med. Steers & Heifers	13
Com. Steers & Heifers	11
Cows.	
Top	14
Good	12
Medium	11
Common	08
Veal.	
Top	13
Good	12
Medium	11
Common	08
Lamb.	
Good	22
Medium	20
Poor	18
Mutton.	
Good	14
Medium	13
Poor	11
Pork.	
Heavy hogs	09
Medium hogs	11
Light hogs	09
Sows and stags	21@23
Loins	16
Butts	14
Shoulders	22
Hams	10
Spareribs	4
Neck bones	

PROVISIONS	
Barreled Pork	
Clear Back	24 00@25 00
Short Cut Clear	22 00@23 00
Clear Family	27 00@28 00
Dry Salt Meats	
S P Bellies	26 00@28 00
Lard	
80 lb. tubs	advance 1/4
Pure in tierces 11 1/2	@ 12
Compound Lard 09	@ 10
69 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Smoked Meats	
Hams, 14-16 lb.	24 @26
Hams, 16-18 lb.	22 @24
Hams, 18-20 lb.	20 @22
Ham, dried beef	
sets	38 @39
California Hams	15 @16
Picnic Boiled	
Hams	34 @36
Boiled Hams	40 @42
Minced Hams	18 @20
Bacon	24 @44
Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	18@20
Veal	11
Tongue	11
Headcheese	14
Beef	
Boneless	24 00@26 00
Rump, new	25 00@27 00
Canned Meats	
Red Crown Brand	
Corned Beef, 24 ls	3 50
Roast Beef, 24 1/2 ls.	3 50
Veal Loaf, 48 1/2s.	1 35
Vienna Style Sausage,	
44 1/2s	1 35
Virginies, 24 ls	3 50
Potted Meat, 48 1/2s.	50
Potted Meat, 48 1/2s.	85
Hamburger Steak and	
Onions, 48 1/2s	1 35
Corned Beef Hash,	
48 1/2s	1 35
Cooked Lunch Tongue,	
24 1/2s	2 80
Cooked Ox Tongues,	
12 2s	23 50
Chili Con Carne, 48 ls	1 40
Sliced Beef, 2 1/2 oz.	1 80
Sliced Beef, 5 oz.	3 15

Mince Meat	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

Pig's Feet	
1/4 bbls.	2 15
1/4 bbls, 35 lbs.	3 75
1/2 bbls.	7 00
1 bbl.	14 15

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	@65
Beef, round set	22@24
Beef, middles, set	50@60
Sheep, a skein	1 75@2 00

Uncolored Oleomargarine	
oSlid Dairy	23@29
Country Rolls	30@31

RICE	
Fancy Head	7@11
Blue Rose	5 00
Broken	3 00

ROLLED OATS	
Monarch, bbls.	6 50
Rolled Avena, bbls.	7 00
Steel Cut, 100 lb. sks.	4 00
Monarch, 90 lb. sacks	3 00
Quaker, 18 Regular	2 15
Quaker, 20 Family	5 10

SALAD DRESSING	
Columbia, 1/2 pints	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	6 60
Durkee's med., 2 doz.	7 10
Durkee's Picnic, 2 doz.	3 25
Snider's large, 1 doz.	3 50
Snider's small, 2 doz.	2 35

SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 75
Wyandotte, 100 %s	3 00

SAL SODA	
Granulated, bbls.	2 50
Granulated, 100 lbs cs	2 75
Granulated, 36 2 1/2 lb.	
packages	3 80

SALT	
Solar Rock	
56 lb. sacks	75
Common	
Granulated, Fine	3 00
Medium, Fine	3 25



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

SALT FISH	
Cod	
Middles	25
Tablets, 1 lb.	30@32
Tablets, 1/2 lb.	2 00
Wood boxes	19

Holland Herring	
Standards, bbls.	14 00
Y. M., bbls.	15 75
Standards, kegs	90
Y. M., kegs	1 10

Herring	
K K K K, Norway	20 00
3 lb. pails	1 40
Cut Lunch	1 10
Scaled, per box	20
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.	26 00
Mess, 50 lbs.	13 50
Mess, 10 lbs.	3 00
Mess, 8 lbs.	2 85
No. 1, 100 lbs.	25 00
No. 1, 50 lbs.	13 00
No. 1, 10 lbs.	2 85

Lake Herring	
1/2 bbl., 100 lbs.	7 50
SHOE BLACKING	
Handy Box, large 3 oz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	1 35
Miller's Crown Polish	90

SEEDS	
Anise	30
Canary, Smyrna	08
Cardamon, Malabar	1 20
Celery	40
Hemp, Russian	07
Mixed Bird	13 1/2
Mustard, yellow	12
Poppy	30
Rape	07

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	
Proctor & Gamble.	
5 box lots, assorted	
Ivory, 100 6 oz.	7 00
Ivory Soap Flks., 100s	8 50
Ivory Soap Flks., 50s	4 50
Lenox, 140 cakes	5 50
P. & G. White Naphtha	5 75
Star, 100 No. 11 cakes	5 75
Star Nap. Pwd., 100s	3 90
Star Nap. Pwd., 24s	5 75

Lautz Bros. & Co.	
Acme, 100 cakes	6 75
Big Master, 100 blocks	5 85
Climax, 120s	4 85
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

Tradesman Company	
Black Hawk, one box	4 50
Black Hawk, fixe bxs	4 25
Black Hawk, ten bxs	4 00
Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	

Scouring Powders	
Sapolio, gross lots	12 50
Sapolio, half gro. lots	6 30
Sapolio, single boxes	3 15
Sapolio, hand	3 15
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

Washing Powders	
Snow Boy, 100 5c	4 10
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 10
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 75
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50

CLEANSERS.



80 can cases, \$4.80 per case	
Bi Carb. Kegs	4

SPICES	
Whole Spices	
Allspice, Jamaica	@15
Cloves, Zanzibar	@30
Cassia, Canton	@22
Cassia, 5c pkg., doz.	44
Ginger, African	@15
Ginger, Cochiti	@20
Mace, Penang	@75
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs., doz.	45
Nutmegs, 70-8	@5
Nutmegs, 105-110	@4
Pepper, Black	@15
Pepper, White	@14
Pepper, Cayenne	@25
Paprika, Hungarian	

Proceedings of the Local Bankruptcy Court.

Grand Rapids, May 4.—On this day the adjudication in bankruptcy in the matter of the Charles F. Bartlett Co., of Grand Rapids, was received. This company has been engaged in the flour and feed business in this city. The company is an involuntary bankrupt. The matter has been referred to Benn M. Corwin, as referee in bankruptcy and George B. Kingston has been chosen temporary receiver for the purpose of taking care of the stock of goods on hand and for the disposition of such items of the assets of the bankrupt as are of a perishable nature. Many cars of feed and flour are on the tracks and the receiver will have the charge of these and put them in a shape to stop the demurrage charges as fast as he can. The schedules of the bankrupt company have been ordered filed by the court, but at the date of this writing have not been furnished.

The schedules, order of reference and the adjudication in bankruptcy in the matter of Alexander S. Krause, of Muskegon, were received by the court on this day. The matter has been referred to Benn M. Corwin, as referee, and who also has been appointed receiver by the court. The bankrupt conducted a general store in the dry goods line and also had a soft drink parlor in connection with the other business. The schedules disclose assets in the sum of \$5,591.32 and liabilities in the sum of \$15,234.89. The case is an involuntary one. The following are the creditors of the bankrupt:

Internal Revenue Department	\$ 87.00
State, county and municipal tax	260.00
Stephan Brehm, Muskegon Hts.	650.00
First State Savings Bank, Muskegon Heights	300.00
Altman & Co., Chicago	152.00
Auslander, Jacobs & Son, New York	270.00
Butler Bros., Chicago	233.67
Herold-Bertsch Shoe Co., Grand Rapids	978.08
Berry & Benson, Chicago	369.37
Brown & Maimon, Chicago	84.00
Blum Bros., Chicago	130.00
Enterprise Cap Mfg. Co., New York	66.00
Carson Pirie Scott & Co., Chicago	221.81
F. Daussauer & Co., Chicago	249.63
E. Eisinger Co., Chicago	1,090.41
Bittelson & Holstein, Chicago	90.70
Endicott-Johnson Corp., Endicott, N. Y.	209.80
Economis Dress Co., Chicago	42.00
Grand Rapids Dry Goods Co., Grand Rapids	543.75
Great Western Specialty, Chicago	96.75
Gordon Bros., New York	160.75
Heights Lumber Co., Muskegon Heights	36.43
Jay Kay, Chicago	168.00
Kalven & Stern, Chicago	291.41
Krunstadter Bros., Chicago	66.70
A. Krolak & Co., Detroit	542.31
Sanyel W. Lew, Chicago	246.50
C. W. Mills Paper Co., Grand Rapids	39.93
Modern Belt Co., Chicago	62.00
Phoenix Shirt Mfg. Co., Chicago	411.50
Robinson Bros., Toledo	90.00
Rhode & Adelman, Chicago	144.63
S. M. & R. Comp. Inc., Chicago	40.40
Louis J. Rubin & Co., Chicago	790.24
Rozo Clothing Co., New York	200.00
Hirth-Krause Co., Grand Rapids	48.30
The Rauh Co., Cincinnati	100.00
First Pittsburgh Comp. Corp., Pittsburgh	47.71
Selz-Schwab Co., Chicago	586.94
Smith Lockwood Co., Omaha	195.50
C. Gotzian & Co., St. Paul	168.05
Symons Bros. & Co., Saginaw	78.65
Sinsheimer Bros., Chicago	63.45
Sol Cohn Chicago	63.00
Sam Adelman & Co., Chicago	738.50
Western Grip Co., Milwaukee	67.60
Reliable System Co., Sturgis	45.42
Rabinger Bros., Chicago	129.50
Appomatox Trunk Co., Chicago	76.20
Ohio Clothing Co., Cleveland	102.75
Civilian Shoe Co., Ward Hill, Mass.	347.00
P. Stetee & Sons, Grand Rapids	16.71
Austin Jambor, Muskegon Heights	200.00
Tood Photograph Co., Rochester	40.68
Western Shoe Co., Toledo	98.87
First State Savings Bank, Muskegon Heights	1,000.00
Kreidler Creveling Shoe Co., Boston	92.00
Hackner Bros., Chicago	167.50
Frank P. Heilman & Co., Chicago	194.38
Kunstadter Bros., Chicago	6.25
Platts, Chicago	58.00
Mrs. Sadie Krause, Muskegon Heights	600.00
Woodhouse Co., Grand Rapids	128.70
F. G. Fletcher, Muskegon	124.00
Frank Jiroch, Muskegon	185.00

The date of the first meeting in this matter has been fixed at May 18.
May 9.—On this day the schedules and adjudication in bankruptcy were received in the matter of R. J. Weersing, Bankrupt No. 1951. The bankrupt is a resident of Grand Rapids and is an automobile mechanic. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The schedules of the bankrupt list debts in the sum of \$351.02 and his assets are in the sum of \$165.52, most of which consist of household goods and other personal articles which are exempted to him by statute. The date of the first meeting has not been determined, as funds must be provided to prosecute the case. When these are furnished the writer will give the date of the meeting. The following are the creditors of the bankrupt:

Rindge-Krekel Co., Grand Rapids	\$ 3.50
Standard Oil Co., Grand Rapids	35.80
Pope & Heyboer, Grand Rapids	60.60
Dr. R. H. De Caux, Grand Rapids	25.00
Dr. Vandenburg, Grand Rapids	25.00
Dr. W. D. Lyman, Grand Rapids	35.00
Clinic for Infants, Grand Rapids	6.52
Friedrich Music Co., Grand Rapids	4.00
Pelton Pub. Co., (address not known)	3.00
Freyling & Mendels, Grand Rapids	3.50
Royal Diamond Co. (address not known)	47.50
Woman's Home Companion (address not given)	2.00
Dr. Plyn Earle, Grand Rapids	18.00
Publishing Co., New York	8.00
Becker Auto Co., Grand Rapids	80.00

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 10.—The Strand theater changed hands last week, when George Cook, proprietor of the Temple theater, became the owner of the Strand. After a few alterations have been made, the Strand will continue with a new line of pictures and vaudeville. Mr. Cook has been in the Soo for ten years and has made a success of the business.

J. H. Wager, who is engaged in the pop corn business, has returned to the Soo for the season. For the past nine years Mr. Wager has come to the Soo for the summer months and his arrival is regarded as the opening of the summer season.

George P. McCallum, former resident of this city, but now residing at Ann Arbor, paid us a visit last week. Mr. McCallum has many friends here who were pleased to shake hands and enjoy his usual smile.

A. J. Jean, one of our well-known jewelers, accompanied by his wife, left last week for Detroit, where he will purchase a new touring car and prepare for an extended tour through the West in the near future.

We must acknowledge that Saginaw has the best of us in opening up factories. We are informed that the Saginaw Plate Glass Co. has again opened up for business after a shutdown of about three months, while we have two new handle factories which have not yet started.

H. J. Anderson, one of Drummond Island's well-known lumbermen and merchants, was a business visitor here this week, purchasing spring supplies.

The Gagnon Grocery Co., with headquarters at Marquette, will establish a branch here with A. E. Wheatley as manager. The new branch expects to take care of all business for Mackinac, Newberry and the Soo.

The steamer Elva made her first trip of the season last Monday, plying between the Soo and DeTour. Captain Goodreau is in charge this year.

The police department was successful in rounding up a tough bunch of thieves who have been operating on the wholesale houses for the past few months.

The many friends of Dr. George J. Dickison were glad to see him out again last week. The Doctor has had a long siege at the hospital and, although he is somewhat feeble as yet, his pleasant smile is encouraging.

The baseball season opened up last Sunday, much to the delight of our Soo fans who are long on this form of sport.

William G. Tapert.

California Fruit Damaged By Frost.

Reports from the coast indicate that the succession of frosts during the month of April seriously damaged California's fruit crop. While it was estimated originally by the California

Associated Raisin Company that the 200,000 ton raisin output in prospect had been reduced by 40,000 tons through the first few frosts, succeeding frosty nights damaged the raisin grape crop further and showed additional damage in the Sacramento Valley in addition to the San Joaquin Valley loss. The last general statement from the Associated Raisin Company predicts a probable outturn of raisins this year of 135,000 tons, a total decline of 65,000 tons, because of the frosts in the first two weeks of April.

Practically every district in the State suffered except the territory West of Fresno and around Dinuba.

In the Santa Clara Valley some damage is reported to the prune crop as well as other varieties, although other districts in the State suffered worse than the Santa Clara Valley. The prune crop promised to be pretty heavy there in any event and it is thought could stand a little thinning advantageously. On the other hand, apricots are going to be quite short as they were not plentiful before the

Quality Must Be Maintained

The one factor which is guarded most carefully and never allowed to vary is the quality of products manufactured by the Standard Oil Company (Indiana).

The many warm friends gained and held for years, stand as evidence of quality established and rigidly maintained.

Take for example, Red Crown Gasoline, made especially for use in the internal combustion engine. Last year, the people of the Middle West used 725,000,000 gallons of Red Crown, which we contend is an indication of its unfailing quality.

Likewise with Polarine, if we have been able to make it a perfect lubricant—and thousands of our customers will tell you we have—it is due not only to our unexcelled manufacturing facilities, but to the determination that quality must always prevail. Middle West motorists last year used 23,979,050 gallons—inevitable evidence of uniformity and high quality.

STANDARD OIL COMPANY (INDIANA) CHICAGO U. S. A.

Pageant of Progress Exposition at Chicago's \$5,000,000 Municipal Pier
July 30 to August 14.



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures
Wilmarth is the best buy—bar none.

Catalog—to merchants

Wilmarth Show Case Company
1542 Jefferson Avenue Grand Rapids, Michigan

Made In Grand Rapids

frosts. Napa and Sonoma counties have reported considerable damage to the French prune crop.

The California Peach and Fig Growers' Association announces that reports coming in to it advise of considerable damage to peaches and figs, particularly in certain sections. The Clovis section showed a material amount of damage, while the Kings county territory and Reedley and Dinuba districts suffered less.

The Turlock cantaloupe district suffered severely from frost damage. There is opportunity to replant there and this will replace some of the damage. Tomatoes will need to be replanted very largely if many are to be produced, according to reports from that section.

Reports from the Pajaro apple section are encouraging and small damage only occurred there. An abundant apple prospect seems in evidence.

Another Victory For Fixed Prices.

It appears that an error crept into the Tradesman last week in stating that the argument had been made before the Supreme Court in the Beechnut case. At the last minute unexpected delays in the proceedings made it impossible to argue the Beechnut case at this session of the court, and although all parties were present with their pleas the actual argument went over until the fall.

The grocery trade is, however, considering a similar case, which recently reached a decision at the hands of the Supreme Court, the conclusion of which almost is as important as the Beechnut case promises to be. This is the case of Frey & Co., of Baltimore, against the Cudahy Packing Company. This is a case which has already received much attention in these columns.

The Cudahy Packing Company had refused to sell its products to the

Baltimore firm of jobbers because they persisted in cutting the price, greatly to the annoyance of the manufacturer and ultimately with injury to the popularity of his product. Frey brought suit, claiming damage as permitted under the anti-trust law in thrice the alleged amount of profit which would have resulted had Frey & Co., been able to secure his goods. The actual amount of money involved was not great, but the issue was highly important. The lower courts ruled against the packing company, but the Appellate Court reversed decision and on appeal was taken by Frey to the Supreme Court.

As already stated in these columns the Supreme bench has decided that the manufacturers had a right to refuse to sell their goods to those who were using them detrimentally and without passing directly upon the right or wrong of fixed prices, it once more decided he was quite within his rights in declining to supply ammunition to price cutters.

An Habitual Giver.

"Too much money," says the president of a Philadelphia railway, "is a bad thing. I have all the money I need, and when the year has ended I give away all the money I have left after paying my expenses for the year. I do not care to pile up wealth."

This gentleman has a son. "I do not wish to deprive him of any of the pleasures of life or of making money. Therefore I will not leave him any when I die."

Mercifully, the son is not called upon to express his views of his father's habit. But this man who has all the money he needs gets up at 4 in the morning and works hard all day. Perhaps that is why he has enough, but it does not account for his strange custom, which he began when 40 years of age.

Regardless of the price of everything else, flour values are normal—even a trifle subnormal perhaps. Pre-war values and pre-war conditions are here. Consumption is bound to increase at the restored price levels. There is no reason in the world why the flour trade should not go ahead as of old. Uncertainty is gone, confidence is here. It is up to all of us to carry on.



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.

Must Sell to Close Estate—Progressive hardware store, in town of about 700. Established ten years. \$10,000 stock. Estate of D. P. Gorman, Merrill, Mich. 334

FREE TRIAL—Our service GUARANTEED. Exposes leaks, thus eliminating losses, defines plainly those principles upon which our most successful merchants built their business. It will cause your NET profits to INCREASE. Weekly news letter substitutes certainty for guesswork. Sweetland Service Bureau, 452 T. St. Louis, Missouri. 335

FOR SALE—WHITE'S LADIES FURNISHINGS. Retiring from business. Offer for sale a big paying business. A complete stock of clean, high-class ready-to-wear, including everything for women, misses and children except hats and shoes. A splendid opportunity for man looking for a well-established business. Address Webber M. White, Marshall, Mo. 336

ESTABLISHED A COFFEE TRADE—FULL or part time; guaranteed quality; good profits; sells less than retail. Information and prices mailed. Alden Coffee Co., 1115-17 N. Wells St., Chicago. 337

DOORS, SASH, ETC. FOR SALE—Slightly used sash with eight by ten glass, six lights to a sash, twelve lights to a pair, \$1 per pair. Slightly used panel doors, \$1 each. New window frames \$1 each. F. O. B. Hopewell, Virginia. HARRISON CONSTRUCTION CO., PETERSBURG, Virginia. 338

500 acre farm in Lapeer county. Good soil and buildings. Will exchange for general merchandise stock. Address No. 339, c-o Michigan Tradesman. 339

For Sale—Grocery stock and fixtures located in Olivet, Mich. "The Home of Olivet College." Good business, fine community. Object in selling, other business interests. Write to William Green, Olivet, Mich. 340

Wanted—Experienced saleswoman for our dry goods department. Require good stockkeeper. One who can sell goods. Permanent position. Would consider applicant from smaller town. State full particulars as to experience, age, salary expected, etc. Globe Department Store, Traverse City, Mich. 341

For Sale—Or exchange for stock of merchandise—Eighty acres, ten-room house, cellar, well, cistern, 36 x 48 frame barn with full basement, silo. All buildings rodded. All kinds of fruit. Growing crops are rye, oats, corn, peas, soy beans, sudan grass, and potatoes. Some timber. Good neighbors, school. Mail delivered daily. Address H. T. Reynolds, Decatur, Mich. 342

FOR SALE—Two-story brick-veneered building 26 x 70. Fine location in business part of town. Write Jay W. Ellsworth, Wheeler, Mich. 324

Do you want to buy a good business, well established? Good location, clean stock. General store. Reason for selling, poor health. A bargain for cash. Address P. O. box 99, Marlette, Mich. 325

For Sale—General merchandise stock and building, with livery, located on Pere Marquette railroad. Doing good business. No competition. Reason for selling, death of owner. Address No. 326, care Michigan Tradesman. 326

Exceptional Opportunity—Excellent established general merchandise business in liveliest and fastest growing city of 5,000 in Northern Wisconsin. Stock will invoice about \$10,000. There is a fortune to be made here by a live merchant. For full particulars, address J. Kaufman, Ladysmith, Wisconsin. 327

WANTED—Every merchant to write us quick for our new booster plans. Means many dollars to you. Particulars free. Write today, before your competitor does. Valley Manufacturing Co., Grafton, W. Va. 328

For Sale—General stock and fixtures in good live country town, containing milk condensery which employs about 150 laborers. Will rent or sell buildings. Enquire of No. 331, care Michigan Tradesman. 331

Wanted — Registered pharmacist. Schrouders, 47 Monroe, Grand Rapids. 332

Six wire track cash carrier stations complete. In use three months. Cost \$240, price \$125. Loewenberg Bros., 6137 Mt. Elliott Ave., Detroit, Mich. 316

REBUILT CASH REGISTER CO., Inc.

Dealers in Cash Registers, Computing Scales, Adding Machines, Typewriters And Other Store and Office Specialties. 122 N. Washington, SAGINAW, Mich. Repairs and Supplies for all makes. 306

CARD WRITING MACHINE—As easy to operate as a typewriter. Different sizes and styles of letters are available in these machines. Write us for catalog M and further details. PRINTASIGN CO., 701 E. 40th St., Chicago. 306

D. KEITH, AUCTIONEER—Conducts closing out stock reducing sales, anywhere. The best methods used. 5912 Calumet Ave., Chicago, Ill. 310

2,000 letter heads \$5.90. Samples. Copper Journal, Hancock, Mich. 150

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SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

For Sale—Cash registers, store fixtures. Dick's Fixture Co., Muskegon. 176

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

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

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



Bond Printing

Is a Business in Itself

It requires not only the proper Bond Blanks but a knowledge of Bonds coupled with skill and painstaking care.

We Have the Blanks
We Have the Skill
We Use the Care

BOND PRINTING

IS OUR BUSINESS

We undoubtedly print more Bonds than any other printers in Michigan

TRADESMAN COMPANY

BLUFF AND BOMBAST.

Stock in Trade of Co-operation Society of America.

The following prospectus of Harrison Parker's latest bubbles is enough to make Col. Sellers green with envy:

1. The Co-operative Society of America was organized in Chicago in February, 1919, and has for its main purpose the buying together for ourselves to more advantage than we can buy separately; and to provide permanent relief to our people from the thieves who have been bleeding them white. It operates through a Board of Trustees, three active and three inactive; behind which is an executive council of eight members, and an advisory council of thirty-four members. It is so organized as to assure an efficiently conducted and positively successful institution. It is founded entirely on the constitution of our Government.

2. The Society trains its organizers, salesmen, store managers, etc., in its own schools and constantly drills them to not misrepresent, but at all times to tell the truth. Those not adhering to this firm policy are immediately discharged. One does not have to misrepresent this honest movement rendering a human service. If it was dishonest, speculative or unsafe, it could not have possibly reached its present stage of success. It began just two years ago with only a few loyal members and one small store. To-day it has approximately 100,000 satisfied members representing at least a half million other members of their respective families, with a chain of 143 stores.

3. In addition to its chain of stores, the Society at the present time owns and operates its own food growing farms in Michigan; its own creamery in Wisconsin, which did a business of \$1,000,000 last year; its own canned products factory; its own wholesale and warehouses; its own fixture and furnishings factory wherein are manufactured ice boxes, furniture, furnishings, etc.; its own broom factory; its own sheet metal, paint and sign shops; and has just recently purchased the seventeen-story office building of the People's Life Insurance Co. for the Society's offices and control of the People's Life Insurance Co. business, which amounts to \$13,000 in insurance policies; and the Society has established a building loan business of its own. All of this has been accomplished through co-operation in two short years—and in due time the Society's operations will standardize our mode of living and mould our life principles, therefore, will take in all affecting life. Like in foreign countries, it will build the home and supply all necessities and comforts required therein.

4. All people are permitted to trade at the stores and there is a telephone department located in a four-story building owned by the Society, through which members may order their supplies delivered only. Members receive a 5 per cent. discount on purchases in addition to receiving a cash dividend, which at no time has been less than 7 per cent. per annum. The cash dividend is paid semi-annually. The last dividend paid was at the rate of 10 per cent. per annum. After dividends are paid the additional profits, which also include the earnings made from the trading of non-members are placed in a surplus fund and equally divided among the members in accordance with the number of beneficial interests held by each member.

Pending the completion of contributions, the Trustees pay at the rate of 4 1/2 per cent. per annum, provided that the installment payments are promptly made. It is not so much the 5 per cent. discount on purchases, nor the dividends declared, but the ever increasing value of the original investment.

5. If one's interest is only in the investment, there is none better on the market. The average investment per store amounts to \$3,000:

Stock	\$1,500
Reserve	250
Fixtures	1,250

Total \$3,000

Suppose the average gross business per week per store for the year was only \$700, which brings 3 per cent. net profit.

\$700.00 business per week
3 per cent. net profit
21.00 per week profit
52 weeks per year

\$1,092.00 net profit yearly on each store. This shows approximately 35 per cent. net profit on the original investment from each of the chain stores alone. In addition to the stores it must be understood that a profit is realized from the Society's food growing factory, its own fixture and furnishings factory, broom factory, its sign, sheet metal and paint shops, and from its Insurance and building loan business. The present average income per day through payments on memberships and new subscriptions approximates \$12,000. This will provide some understanding of the profits to be realized and the capital on which to operate, which is ever increasing.

6. The above shows the sound financial foundation of the society. Numerous financial interests have frequently offered capital in large sums to the Society, but all such offers have been declined, the Society obtaining its capital

in the method outlined in the foregoing—this so that the people themselves will own, operate, control and enjoy all that their money earns while at work. Each new member added to the Society will enable it to extend its operations and buy in greater quantities, and of course much cheaper, which will mean more profits to the members. The co-operative movements in Europe earned over one hundred million dollars in profits last year for their members.

7. There is an abundance of evidence showing the tremendous success of the chain store plan of operation. Among many chain stores now in successful operation are the A. & P. stores, National Tea stores, Jewel Tea stores, Thompson stores, Piggly-Wiggly stores, Woolworth, Kresges and other 5, 10 and 25 cent stores, the United Cigar stores, United Drug stores, Rexall stores, etc., etc. These concerns have reaped millions in profits—but for the few and not the many. The difference between these and the Society is that the former are owned and controlled by a very few, while the latter is owned and controlled by all of its members who equally share in all profits. If these chain stores can make such great profits under such circumstances, what can the Society do with its thousands of members co-operating, boosting and trading at their own stores?

8. The Society has provided scientific methods of production and distribution. There are no middle-men or jobbers. It is able to purchase great quantities of commodities direct from the manufacturers at prices far below those quoted to the retail dealer, and to now manufacture many of its own products. All of its stores operate on a definite and efficient defined plan. It buys cash, therefore cheaper. Its stores sell for cash, thereby eliminating the element of bad debts and additional expense. As its cash position is always strong, it can enter markets at times when purchases can be made advantageously. Because of frequent promotions, there is an incentive for all of its employees to give their best.

9. Memberships or beneficial interests in the Society are limited to twenty to any one person. The only way in which one person may own more than this number is to be left them upon the death of another. These memberships formerly sold at \$25 each and have steadily increased to the present amount of \$70 each, and will continue to rapidly increase in value as the Society's operations are extended.

10. The investor is protected by a first mortgage on the properties and holdings of the Society, which will never be sold until the investor has been paid back in cash what he or she invested. The investment is made more secure by a general rule of the Society that no store will be established in any community until at least 300 members have been obtained therein, which positively assures its success.

11. Anyone holding an interest in the Society and who for any reason feels it is unstable, or that the trustees are dishonest, can get immediate hearing in any court of crime or equity, and have any one of them removed, provided they are found guilty of wrongful action. The trustees cannot go wrong even if they so wished. If they misappropriate even one penny, they can be immediately removed and sent to prison. The accounts of the Society are audited twice yearly by certified accountants, and those holding interests are provided with every possible safeguard.

12. The very highest type of men obtainable, with exceptional executive ability, and whose integrity cannot be questioned, manage the Society. The three active trustees are: Harrison Parker, formerly business manager of the Chicago Tribune, and later President of the Chicago American; Mr. Hawkinson, Superintendent of the Wilkes Boiler Co.; and John Coe, Superintendent of the Chicago Street Railway Co., South Side Branch. Behind the Society are no Morgans or Rockefellers, but 100,000 true, everyday Americans stand back of it, who intend doing a big job in a big way.

13. The Society does not possess the good will of those who have failed in similar but differently organized undertakings; of most of the big bankers, the politicians, most of the big merchants, commission men, wholesalers, quantity lot dealers, most chambers of Commerce, most daily newspapers, petty thieves, grafters and all who levy criminal tribute. The bankers in Chicago have held many meetings to devise some method to wreck the Society. Only three weeks ago one of such meetings lasted three hours, all of which time was devoted to discussing the Co-operative Society of America. The bankers with the aid of newspapers have educated the people to the belief that the people must leave their money in the bankers care and that such cannot earn more than 3 to 4 per cent. The Society is causing great sums of this money to be withdrawn from the banks and to be put to work earning something for the people themselves instead of for the big bankers, therefore the enmity of the bankers. It is unnecessary to here outline reasons for the other forces opposing the Society; all of which are very obvious. Suffice to say that the Society has rapidly grown on such corrupt opposition.

14. The Society operates as a common law company, or on the common law trust plan. A common law company such

as the Society does business in any state without double organization, red tape or expense. It is not incorporated. If incorporated it could not deal in and own its various properties and holdings, and successfully conduct its operations. It can do any business that is lawful for an individual to do. It does not have to make a report to federal, state, county, and commission officials. It has no more restrictions than apply to an individual in business. It is simply that under the law a corporation has disabilities and limitations that a common law company, such as the Society does not have, yet is not an evasion of any law. If the Co-operative Society was not a common law company, it could not exist nor succeed under the present arrangement of things. No court case has ever been decided against the Society. If the Society was incorporated, memberships or shares to any one person could not be limited. This would permit anyone or a group to gain control of the Society. If incorporated, the legislature could change and control the Society's business or wreck it as the politicians may wish; and it would be necessary to spend large sums of money maintaining a lobby constantly.

Universal Stores Corporation Fiasco.

The receiver of the Universal Stores Corporation has delved into the mess far enough to satisfy himself that stock to the amount of \$200,000 was sold to farmers who were led into putting their money into the Universal rat hole. The wily solicitors were not humanitarians or philanthropists, because they received 30 per cent. commission for selling the stock. In other words, they raked in \$60,000 of the \$200,000 filched from the farmers who were inflamed by the tales of wonderful profits alleged to be made by regular merchants.

Not a penny of this money will ever go back to the poor devils who sought to punish their mercantile friends by establishing competing stores, thus putting the regular merchants out of business.

At Leslie, for instance, the farmers subscribed and paid for stock to the amount of \$17,000. Of this sum the company received \$11,900 and the promoters absorbed \$5,000. The stock of goods owned by the bankrupt concern at that place is now appraised at \$17,000, showing a shrinkage of \$4,800. Because the mercantile indebtedness exceeds the assets the stockholders have "lost out" altogether and are no longer to be considered as active factors in the situation.

The receiver is offering to dispose of the different stocks of the defunct concern at 25 per cent. discount from inventory value, because he realizes that the assets are shrinking daily and that the longer the business is conducted as a going business the less the merchandise creditors will receive.

High Freight Rates From the Coast.

That freight rates are playing a tremendous part in the high cost of living, has generally been attested by grocers and produce dealers and more especially those having to do with perishable goods.

In this class of products freight invariably represents a large factor in the ultimate cost of the goods laid down, in some instances almost equaling the original price that the producer received for the raw product, and the net result is that it reacts upon the producer to such an extent as to practically destroy his market.

In some commodities it is undoubtedly true that all expenses of production and distribution are absorbed by the ultimate consumer, but this is not true with reference to goods shipped on consignment, which is the case with most all fruits and vegetables.

Such articles are sent to market and left to take their chances on the supply and demand circumstances of the day.

Commission men report that their shippers are very thoroughly disgusted with the way increased freight rates are acting with them, and many of them who have found themselves unable to prevail upon the buyers to accept the goods at the higher price, while growers are disgusted and threaten to withdraw acreage from productivity, which of course would only react a second time upon the increased price of food products.

Advices from California indicate that producers there are finding it an extremely serious matter, virtually burdening their acres of producing land with what amounts to a tax. To meet this situation a recent conference of producers' associations and shippers was held at the instance of Governor Stephens, who appointed an official committee to see what can be done for relief.

The committee does not deny the justice of the railroads in asking increased revenue, but finds, as a matter of fact, burdens like these are likely to produce less rather than more revenue on account of the discouragement which is involved in it, and therefore become a matter of more than passing importance.

The Ban On Combination Sales.

The decision of the Federal Trade Commission that "combination sales" of food products is unfair trade is being very generally commended among wholesale grocers. Their associations have long been contending for the abolition of this form of deception, and now the Federal Trade Commission has put it under the ban.

Of course, there are constitutional issues involved as to the propriety of any merchant making a combination offer for a lot of miscellaneous goods, but the decision of the Trade Commission rests upon the broader ground of deception which in practical ways almost always underlies such methods of trading. Given an offer of a lot containing say ten items, in which one quite generally is sugar or some nearly as well known staple, and which is offered at a very low price which competitors cannot think of matching, it will be found that the other nine items carry with them either a sufficiently low grade or a sufficiently high price to more than offset the manifest loss which occurs on the sugar.

Of course, such offers are predicated upon taking the entire lot, so that the seller in the long run does not suffer, but makes a handsome profit on the whole lot by the old fashioned process of "robbing Peter to pay Paul." If the consumer were informed as to the merits of value, there would be nothing irregular in this process, but, as a matter of fact, it is highly deceptive in practically all instances, and when merchants, acting on an honest basis, are obliged to meet such competition it places them in a very embarrassing position. In fact, it is far more dishonest than even the premium game, which after all merely offers a lure to the buyer without actually misrepresenting the value of the merchandise itself.

Time to Serve and Save

Serving the right food means saving fuel, saving health, saving money. It is a time to serve and save. Grocers can serve their customers best at this critical time by supplying the full demand for

Shredded Wheat Biscuit

It is ready-cooked, ready-to-eat whole wheat cereal food. There is no substitute for it. Considering its nutritive value it is the cheapest food in the world. We will conduct an extensive and far-reaching advertising campaign in 1921. We deserve your co-operation in the full and prompt distribution of this product. Your profit is sure and steady.

MADE ONLY BY
The Shredded Wheat Company, Niagara Falls, N. Y.



DIAMOND MATCHES



THIS IS OUR TRADE MARK, and its use on a package assures quality and satisfaction to the user; a prompt sale and a fair profit to both the Retailer and the Wholesaler. * * * *

The Diamond Match Co.

BOSTON NEW YORK CHICAGO ST. LOUIS
SAN FRANCISCO NEW ORLEANS ATLANTA

Red Crown

The Quality Line

Push
Red Crown
Products
and Prosper

Try these
**CANNED
MEATS**

on your own table
and know through test
why these products are
in such large demand.

Trade supplied by
Wholesale Grocers

Acme Packing Company
GREEN BAY, WIS.
(Formerly Chicago)



DIAMOND CRYSTAL

*The Salt
that's all salt.*

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

New Issue

\$2,500,000

Meridian Petroleum Corporation

KANSAS CITY, MO.

First Mortgage Serial 8% Convertible Gold Bonds

Dated April 1, 1921

Pennsylvania Four-Mill Tax Refunded

Due Serially

Redeemable at 105 until April 1, 1925, and at 103½ thereafter

MATURITIES

(Accrued interest to be added to prices)

	Price		Price		Price
\$100,000 Oct. 1, 1921	99.64	\$100,000 Oct. 1, 1923	98.35	\$110,000 Oct. 1, 1925	97.26
100,000 Jan. 1, 1922	99.47	100,000 Jan. 1, 1924	98.20	110,000 Jan. 1, 1926	97.14
100,000 Apr. 1, 1922	99.30	100,000 Apr. 1, 1924	98.06	110,000 Apr. 1, 1926	97.01
100,000 July 1, 1922	99.13	100,000 July 1, 1924	97.92	110,000 July 1, 1926	96.90
100,000 Oct. 1, 1922	98.97	100,000 Oct. 1, 1924	97.78	110,000 Oct. 1, 1926	96.78
100,000 Jan. 1, 1923	98.81	100,000 Jan. 1, 1925	97.65	110,000 Jan. 1, 1927	96.67
100,000 Apr. 1, 1923	98.65	110,000 Apr. 1, 1925	97.51	110,000 Apr. 1, 1927	96.56
100,000 July 1, 1923	98.50	110,000 July 1, 1925	97.39	110,000 July 1, 1927	96.45

At the above prices these bonds yield 8¾%

The details of this issue are summarized as follows, from a letter of Mr. W. R. Douglas, Secretary of the Corporation:

SECURITY: A direct closed First Mortgage on properties appraised by the Keystone Appraisal Company of Philadelphia, specialists in the valuation of petroleum properties, at a net sound depreciated value of \$25,506,285.18, or more than ten times the total amount of the bond issue.

MANAGEMENT: Under the direct supervision of Mr. W. D. Richardson, President, one of the most competent refinery operators in the Mid-Continent field. Mr. Richardson is also President of the Western Petroleum Refiners' Association and his experience covers a period of more than twenty years of successful activity in the petroleum industry.

EARNINGS: Net earnings available for interest and Federal Taxes were \$1,216,910.41 for the year ended December 31, 1920, or more than six times maximum bond interest requirements. Based on successful drilling operations now in progress, net earnings for the next twelve months period are conservatively estimated at \$2,000,000.

MONTHLY SINKING FUND: Payments to the trustee must be made each month of amounts equivalent to the monthly accruals of principal and interest of this bond issue. Provision has also been made for a contingent sinking fund, to consist of 10% of the net earnings of each year, which must be used to retire additional bonds other than those next maturing.

The Meridian Petroleum Corporation is one of the most complete and efficiently co-ordinated units in the petroleum industry, and in addition to ample refinery capacity and adequate tank car transportation facilities, owns nearly 40,000 acres of valuable oil leases, principally located in Oklahoma, Kansas and Texas. With only a partial development of less than 25% of this acreage, there are over 600 producing wells having a settled production in excess of 2,000 barrels of crude oil per day, and included among these properties are some of the most valuable leases in the famous Osage District in Oklahoma.

Definitive bonds will be ready for delivery about May 10th.

Descriptive circular on request.

HYNEY, EMERSON & CO.

Municipal and Corporation Bonds

39 South La Salle Street

Chicago

Telephone Randolph 2521

The statements and figures contained in this advertisement are not guaranteed but have been obtained from sources which we consider reliable and have been relied upon by us in our purchase of this issue of bonds.